

# PRESENTATION

Here you find the right space!



**CARVALHO**  
COMMERCIAL REAL ESTATE

By Luciana Carvalho, MCR  
Founder & CEO

CARVALHO COMMERCIAL REAL ESTATE  
CARVALHOCCRE.COM



# SUMMARY

## SECTIONS

1. OVERVIEW CCRE
2. BRAZIL
3. SERVICES OFFERED
4. CASE STUDY



**CARVALHO**  
COMMERCIAL REAL ESTATE



# REFLECTION & MOTIVATION



“

**Luciana Carvalho**  
Founder & CEO

”

We become what we repeatedly do. Excellence, then, is not an act, but a habit, practiced by successful people.



# OVERVIEW CCRE

## SECTION 1



**CARVALHO**  
COMMERCIAL REAL ESTATE





## ABOUT FIRM

With more than 15 years of experience, Carvalho Commercial Real Estate is the leading commercial real estate advisory services and investment firm based in Miami, servicing South Florida. We specialized in office, industrial, retail, multi-family, hotel and investment advisory services. Our team is tenacious, connected, trustworthy and highly skilled. Our industry knowledge and relationships are deep. Our strategies optimize results and create value for our clients, because our perspective is beyond the space, we think about the people and their human side, improving lives and helping companies to grow and prosper.



We work to make our community better in every way, besides planting and harvesting good fruits in our businesses, we are directly involved in social causes and strive to make a difference in the community.

## OUR FOUNDER

With a long history of success in the commercial real estate industry, Luciana Carvalho is the founder and CEO of Carvalho Commercial Real Estate. Over the years, she has helped many clients to navigate the complex commercial real estate market. She has built a robust practice as a reputable commercial real estate advisor servicing Fortune 50, 100 and 500 companies, the local professional community located in South Florida, as well as companies relocating their headquarters to Miami. She has the natural ability to negotiate successful transactions, resulting in repeated business.

## COMMUNITY INVOLVEMENT

- Board of Governors of the Greater Miami Chamber of Commerce and Vice Chair of the International Relations Committee in Real Estate
- Graduate of Greater Miami Chamber of Commerce Leadership Miami 2013-2014
- Board member and Young Leaders Director, CoreNet Global's South Florida Chapter
- Member of The Beacon Council's Fashion and Lifestyle Initiative
- Member of the Brazilian-American Chamber of Commerce and Co-Chair of the Young Professionals Committee
- Member of Women's Leadership Council Committee, Switchboard of Miami
- Member of "Extraordinary Women Leading Change" Leadership Conference Committee
- Board member of PACE Center for Girls, Miami and Chair of Marketing and Public Relations Committee
- Gala Committee Member, Big Brothers Big Sisters of Miami



# OUR CLIENTS

Partial List Of Clients We Served. Our work meets the high standards of some of the most successful organizations in the world.

FORTUNE  
**500**

FORTUNE  
**100**





# TESTIMONIALS



**FRANCOIS DARRICAU**  
VICE PRESIDENT OF FINANCIAL PLANNING  
ANALYSIS (GLOBAL) AT TIFFANY & CO.

I have started to work with Luciana over the last decade and especially on renegotiating and securing for our portfolio of prestigious luxury beauty brands multi floor offices downtown Miami. While carefully understanding our needs, specific from one brand to another, Luciana was instrumental at achieving an impressive global financial deal for us obtaining from our landlord beyond our desired ask, and not uniquely on a financial stand point. Crucial negotiation and financial skills, ability to understand and anticipate her client needs coupled with a deep knowledge of the real estate market of the grand Miami area, industrial & office is what define Luciana.



**WALTER BIALIK**  
FINANCE DIRECTOR OF CHRISTIAN DIOR

Luciana has been working with us for several years. Firstly, she helped us to find the right place for our office and most recently, she is helping us to find a tenant for an available space. We absolutely rely on Luciana's professionalism. She takes care of your business interests with great care as if they were her own.



**GISELLE CHEMINAND**  
PRESIDENT & CEO OF GCI  
WORLDWIDE CORPORATION

Luciana is very positive, energetic and loves to connect people with each other and help them to grow. She has always been very driven, success oriented and very savvy about her craft and the market she works with. She has served many high-level companies, and many have been her clients for years. Luciana is definitely an asset to her clients and the community at large, as she is always strategizing creative ways she can deliver higher level value. Behind a bubbly and optimistic personality you will find an experienced, smart and caring professional.



**DR. JASON WORRALL, D.C.**  
FOUNDER OF ACTIVE HEALTH CLINIC

Navigating commercial space is a challenging process, and working with Luciana has made that process much easier. What I enjoy most about Luciana is her attention to urgency, her responsiveness, and her willingness to push for my side in negotiations. I am confident in her abilities and look forward to working together with her through many more transactions.





# MEET OUR TEAM



**Luciana Carvalho, MCR**  
Founder & CEO

BIO



**Kathy Piedrahita**  
Associate

BIO



**Maria Eduarda**  
Market Research Coordinator

BIO



**Marcos Abreu**  
Marketing Director

BIO





# MISSION AND VALUES



## OUR MISSION

- Our mission is to be an active partner of our clients, delivering white-glove service and unrivaled expertise.
- Our mission is to provide unparalleled knowledge and insight with custom-tailored service and compassion to help our clients navigate South Florida's complex commercial real estate market.



## OUR VALUES

We believe in and carry out our daily activities based on the values of:

- Integrity
- Honesty
- Respect
- Customer Service Excellence
- Collaborative work
- Responsiveness
- Community Involvement



# ONGOING PROJECTS AND FUTURE ENDEAVORS

## ONGOING PROJECTS

Carvalho Commercial Real Estate, the leading commercial real estate advisory services and investment firm based in Miami, servicing South Florida is currently in negotiations with international partners from Brazil, Mexico, Europe, Dubai, and other regions. We are also planning to expand our services to offer more diversified real estate investment opportunities globally for our clients.

## TECHNOLOGIES AND TOOLS UTILIZED

At Carvalho Commercial Real Estate, we are constantly seeking new opportunities to grow and expand our business. Through the utilization of the latest technology combined with our connected and trustworthy team of real estate advisors, we are able to identify properties currently available on the market and off-market locally and globally. Our team is dedicated to providing the highest level of service and expertise to all of our clients, and we are always looking for new ways to stay ahead of the curve

in the ever-evolving commercial real estate market. Looking to the future, we have several exciting plans in the works. We are constantly exploring new technologies and tools to help us optimize our processes and maximize results for our clients. The utilization of AI technology results in streamlining our operations and provide more accurate and detailed insights to our clients.



# MARKET KNOWLEDGE

We leverage market intelligence, experience, technology and deep resources to provide you with everything you need to make informed decisions at every stage of a transaction.



**15+**

YEARS OF EXPERIENCE

Our business is to deliver exactly what your business needs.

[Learn More](#)



# LUCIANA CARVALHO, MCR

## FOUNDER & CEO

Luciana Carvalho is the founder & CEO of Carvalho Commercial Real Estate is the leading commercial real estate advisory services and investment firm based in Miami servicing South Florida. With more than 15 years of experience brokering deals in the commercial real estate industry, Luciana provides strategic real estate advisory services to tenants, landlords and investors.

Luciana has been involved in the representation of top-tier companies including Louis Vuitton Moet Hennessy, Midea, Phunware, Monte Nido & Affiliates, Banco do Brasil, ApexBrasil, Electrolux, John Hancock, Northwestern Mutual, MassMutual, among others.

Luciana has successfully built a robust tenant representation practice working on behalf of an extensive range of clients, including tech companies, government agencies, financial institutions, law firms, and several multinational corporations.

Prior to launching Carvalho Commercial Real Estate, Luciana served for eight years as Senior Vice President for Blanca Commercial Real Estate, Inc., adding senior-level talent to the firm given her experience working with some of the highest profile companies in this market. Prior, Luciana also held the position of Senior Advisor for Cresa for 5 years, exclusively working with tenant in the South Florida office market.

Luciana's past experience also includes serving as a Financial Advisor in South Florida, proudly providing advice to her clients on financial planning, insurance and investments while holding a Series 6 and a Life, Health and Annuities licenses in the state of Florida.

Luciana holds a bachelor's degree in marketing from Florida International University and an associate degree in economics from the University of Vila Velha Brazil. She is fluent in English, Spanish and Portuguese. Luciana received the designation of Master in Corporate Real Estate from CoreNet Global. Luciana is also a graduate of Leadership Miami's 35th annual class and a licensed real estate broker in the state of Florida.

### AWARDS AND RECOGNITIONS:

- South Florida Business Journal Influential Business Women 2017
- "40 Under 40" Class of 2016, South Florida Business Journal
- 2013 Go Getter Finalist of HYPE Awards, Greater Miami Chamber of Commerce





# LICENSED AND ACCREDITED

## OUR FLORIDA REAL ESTATE CREDENTIALS

### LICENSING

Carvalho Commercial Real Estate acknowledges, as a minimum requirement, all Carvalho CRE real estate professionals are licensed real estate professionals and comply with all governmental licensing requirements.

### BROKER PROFILE

Carvalho Commercial Real Estate is the leading commercial real estate advisory services and investment firm based in Miami, servicing South Florida, known for customizing solutions that drive success for our clients while giving back generously to the community and industry we serve.

Our vision is to deliver outstanding results for our clients by leveraging our superior market intelligence, data-driven research, carefully customized strategies, and excellence in service. Our differentiators, including our client-first approach and our passion, have attributed to our growth and continued success on behalf of our clients.

### DESIGNATION

Luciana Carvalho earned her MRC designation in 2013. The CoreNet Global Master of Corporate Real Estate (MCR) is the corporate real estate (CRE) profession's most prestigious designation. The MCR professional designation was established in 1982 as a comprehensive career development program. Courses are designed for CRE professionals with five or more years of experience. Continuing professional development is required to maintain the designation.





# BRAZILIAN-AMERICAN CHAMBER OF COMMERCE OF FLORIDA AND THE CONSULATE GENERAL OF BRAZIL IN MIAMI

## ARTICLE

The Pratico is a business guide to Brazilian investors, businessmen, entrepreneurs and executives who wish to enter, invest or expand their business in the United States of America. Carvalho Commercial Real Estate was invited by the Consulate General of Brazil in Miami and the Brazilian-American Chamber of Commerce of Florida (BACCF) to write an article as the expert in commercial real estate in Miami. The Pratico is being distributed in Brazil and in Florida. Written with the collaboration of qualified professionals in their areas of expertise

and years of experience in the North American market, the Prático aims to guide its readers on how to prepare a Business Plan for an American company, in addition to highlighting certain differences and/or peculiarities of this market. The Pratico was published to complement the Seminar “How to Enter the North American Market”. To delve deeper into these subjects, which is completed in Portuguese, with speakers (some authors of the articles), who have extensive experience and have

experienced the challenges and opportunities that the North American market offers. The Seminar will give participants the opportunity to deepen their knowledge, get to know the culture and their way of doing business through 3 days of immersion in the American market.



[Read the article](#)





# RELATIONSHIP WITH BRAZIL

## SECTION 2



**CARVALHO**  
COMMERCIAL REAL ESTATE





# SERVICES OFFERED

## SECTION 3



**CARVALHO**  
COMMERCIAL REAL ESTATE





# BUSINESS SERVICES

## HOW WE CAN HELP YOU



### Tenant Representation

We help you find the right space and develop a real estate strategy to match your needs and goals, ensuring your business success.



### Landlord Representation

Our LR services generate value for landlords and developers through profitable marketing solutions, tenant retention, and high rent yields.



### Investments

Maximize returns on your investments with our expert guidance in commercial real estate development and relocation.



### Relocations

We use market intelligence and local relationships to achieve the best result, having helped national and international companies relocate to South Florida.



### Consulting

We help investors and companies with RE development and relocation, positioning for success in the US market, especially South Florida.



# TENANT REPRESENTATION

Starting the lease renewal planning process sooner rather than later is always a wise decision and to tenant's advantage. Tenants without representation typically pay a premium upon their lease renewal. Tenant representation services for the majority of asset classes are at no cost to the tenant. Having a knowledgeable tenant representation broker orchestrating the renewal process benefits the tenant as they mitigate risks negotiating economic and non-economic terms. Every organization fears the impending office relocation (but a relocation is not always necessary), yet not many take the necessary steps to identify the perfect space that aligns with their long-term objectives. The consequence? Countless businesses find themselves confined to offices that impede expansion and offer minimal contribution to their financial success. At Carvalho Commercial Real Estate, we assist enterprises of all dimensions and from various industries in discovering the suitable space and obtaining the most favorable conditions. A tenant representation broker creates leverage on the market by creating competition and it has a fiduciary relationship with the tenant, not with the landlord. What's more, our expert services are provided at no extra expense to you.



## PRICES ARE ON THE RISE

Yearly rent rates are escalating swiftly. Dodge the extra costs for your space by taking initiative early on.



## OPTIMIZE YOUR TENANCY

Initiating lease renegotiation sooner has the potential to enhance cash flow and provide flexibility for downsizing if required.



## TIME IS PRECIOUS

Having time in your favor is essential for gaining leverage, whether you're contemplating a lease renewal or a relocation.



## TAKE ACTION

On average, 80% of companies pay 15% higher rent when renewing their lease compared to new tenants.



# CASE STUDY

SECTION 5



**CARVALHO**  
COMMERCIAL REAL ESTATE





## CASE STUDY



# BANCO DO BRASIL AMERICAS

Locations: Doral, FL, Aventura, FL, Lighthouse Point, FL and Orlando, FL

Sizes: 1,916 SF to 3,496 SF



## ABOUT THE CLIENT

Banco do Brasil Americas is a subsidiary of Banco do Brasil S.A., which is the largest financial institution in Latin America and one of the oldest financial institutions in the world with a history of more than 200 years. Banco do Brasil Americas operates as a U.S. bank and provides a range of banking and financial services to customers in the United States. As a subsidiary of Banco do Brasil S.A., Banco do Brasil Americas leverages its parent company's extensive banking network and resources to offer various products and services, including personal and business banking, savings and checking accounts, loans, mortgages, credit cards, international banking, and investment solutions.



## CLIENT'S OBJECTIVES

With over 5,000 bank branches, in 2012, Banco do Brasil was looking to further expand its footprint in Florida and to operate as Banco do Brasil Americas ("BBA") to meet growing demand of Brazilian and international clients. BBA wanted modern spaces, attractive deals, ample parking, and access to the region's growing number of Brazilian communities.



## OUR APPROACH

- During the due diligence phase, the focus was on understanding the bank's culture, brand identity, and strategic business objectives, including short and long-term goals.
- A demographic analysis was conducted to identify strategic locations for BBA's bank branches.
- A space program was developed, defining the size and scope of BBA's space needs.
- A full market survey was conducted based on BBA's space program, aligned with its goals and objectives.
- Multiple simultaneous negotiations were conducted in several submarkets throughout Florida.



## RESULTS

- Banco do Brasil Americas was able to expand its Florida presence.
- The real estate strategy implemented during the five-year project resulted in identifying four bank branches for BBA in Doral, Aventura, Lighthouse Point, and Orlando.
- The Orlando bank branch location was designed and built from the ground up according to BBA's aesthetic.
- The Doral, Aventura and Lighthouse Point bank branch locations had existing structures and were retrofitted to BBA's bank standards.
- The lease negotiations resulted in building signage, free rent to handle the time to build out the premises, special parking rights and tenant improvement allowance paid by the landlord.



## CASE STUDY

# JOHN HANCOCK

Locations: **Miami, FL**

Sizes: **8,420 SF**



## ABOUT THE CLIENT

John Hancock is a financial services company based in the United States. It was founded in 1862 and is one of the oldest and most well-established insurance and investment companies in the country. John Hancock offers a wide range of financial products and services, including life insurance, retirement planning, annuities, mutual funds, and various investment options.



## CLIENT'S OBJECTIVES

- John Hancock (JH) needed more space to hire more producers and to grow its Miami agency;
- JH was not satisfied with the layout and the finishes of its current space and had no budget to pay for an upgrade;
- There were 3 years left on JH's lease and an estimated penalty of \$205,000.00 if the lease was terminated early;
- JH's corporate policy required all leases to have the option to terminate after the 3rd year.



## RESULTS

- JH expanded their current space by 38%;
- JH's overall real estate costs were reduced by 23%;
- The new space was reconfigured according to JH's needs and projected growth for the remaining years under the new lease term. The reception area with elevator exposure was upgraded with stones throughout the lobby area. The improvements to JH's space were paid by the landlord and at no cost to the tenant;
- Building signage was negotiated into the deal, at no cost to the tenant;
- The existing lease was terminated, and penalty waived;
- An ongoing termination right was negotiated for after the 3rd lease year;
- No security deposit was required.



# UNIVERSITY RADIATION ONCOLOGY AND ASSOCIATES



## CLIENTS OBJECTIVES

University Radiation Oncology and Associates is a state of art radiation facility. A site designed to utilize the most advanced radiation treatment technology available for cancer management. In order operate their radiation machinery, such as CyberKnife, an investment of \$800,000 plus was needed to build vault, which is a structural concrete cover to shield radiation. UROA wanted to remain at its location and reduce its rent. In addition to that, UROA foresaw the need to build a second vault that would allow them to continue operating during replacement required of their existing CyberKnife. Our team identified other areas of improvement to be made to the lease document.



## RESULTS

In order to create leverage with existing landlord, our team had to go out in the market and find a viable alternative. We surveyed the Hollywood area identifying buildings for lease and sale. Ultimately, we reach an agreement with existing landlord that included a 17.6% savings on its base rent, refund of security deposit, termination of an effective lease guaranty, landlord contribution of \$170,000 to pay for the additional vault, a termination right, a non-disturbance agreement, among other terms that will mitigate UROA's risks going into the future.



# 10° SEMINÁRIO "COMO INGRESSAR NO MERCADO NORTE AMERICANO"

DATE: SEPTEMBER 22, 2014 - SEPTEMBER 24, 2014



On the first day of the event, Luciana Carvalho was a keynote speaker presenting on the topic of the commercial real estate market in the United States. She provided an in-depth analysis of the industry, including trends, opportunities, and challenges that investors and businesses might face while exploring the US real estate market. Attendees gained valuable knowledge and insights on strategies to successfully navigate the complex world of commercial real estate in the United States.



## Luciana Carvalho

Speaker on the first day of the event: O mercado de imóveis comerciais nos EUA



Confira a agenda do 10º Seminário "Como Ingressar no Mercado Norteamericano" em Miami, e inscreva-se já!

A 10ª edição do seminário "Como Ingressar no Mercado Norteamericano", organizado pela Brazilian-American Chamber of Commerce of Florida (BACCF), que será realizado nos dias 22, 23 e 24 de Setembro em Miami, no Conrad-Miami Hotel, esta se aproximando. O seminário é destinado a executivos, empresários, e empreendedores brasileiros que tem o interesse de expandir os negócios de suas empresas, desejo de iniciar um novo projeto, ou o intuito imigratório profissional nos EUA. Sendo completamente em Português, este é um evento de três dias, onde os primeiros dois são compostos por palestras informativas por profissionais experientes em diversas áreas de negócios e apresentações de "Case Studies" de empresas brasileiras que se internacionalizaram e profissionais brasileiros que desenvolveram seus projetos nos EUA, e mais um dia de visitas técnicas a empresas localizadas no Sul da Flórida.

Palestras, Eventos e Visitas Técnicas:

### Segunda-Feira (22/09)

- Como internacionalizar uma empresa Brasileira (Ubirajara Marques Curto – Sócio Diretor, Center Group Brasil)
- Investimentos por pessoas físicas e jurídicas no exterior (Samir Choalb – Sócio, Choalb, Paiva & Justo Advogados Associados)
- "How-To" importar para os EUA (Christian Luque – CEO, Luque Trading)
- As facilidades que o Banco do Brasil América oferece aos Brasileiros nos EUA (Cassio Segura – CEO, Banco do Brasil América)
- Como operacionalizar uma empresa e fazer negócios nos EUA (Carlos Mariaca – Sócio Diretor, Center Group EUA; Membro do Conselho da BACCF)
- O mercado de imóveis comerciais nos EUA (Luciana Carvalho – Senior Vice President, Blanca Commercial Real Estate)
- Evento – Happy Hour/Business Card Exchange – Networking com empresários da Flórida (Conrad-Miami Hotel)

### Terça-Feira (23/09)

- Estruturas Corporativas nos EUA (Alexandre Piquet – Fundador e Sócio-Gerente, Piquet Law Firm)
- Case – Processo de exportação de perecíveis aos EUA (Frederico Tavares – Gerente de Comércio Internacional, UGBP: Union of Growers of Brazilian Papaya)
- Case – Processo de internacionalização do Giraffas (Jão Barbosa, CEO, Giraffas Brazilian Kitchen B. Grill)
- Apex-Brasil – Escritório Miami Produtos e Serviços (Daniel Moura e Gustavo Loreto – Analista de Inteligência de Mercado e Analista de Atendimento, Apex-Brasil)
- Case – Processo de internacionalização de uma empresa de móveis brasileira com abertura de loja nos EUA (Claudio Faria – Diretor, Ornare Miami)
- Contratação de pessoas e mercado de trabalho nos EUA (Jonathan Hall – Sócio, PrideStaff)
- Case – Desenvolvimento da Big Chef nos EUA (Rosana Santos Calambichis – Sócia Diretora, Big Chef)

### Quarta-Feira (24/09)

- Visita Técnica – Centro de distribuição de carga da LATAM, Aeroporto de Miami
- Visita Técnica – Escritório da APEX-Brasil, Miami
- Visita Técnica – Escritório de Advocacia Akerman LLP, Miami (Felipe Berer – Advogado responsável pelo "Brazil Desk", Akerman LLP; Presidente do Conselho 2014 da BACCF)
- Entrada no mercado e Empreendendo nos EUA (Carlos Mariaca – Sócio Diretor, Center Group EUA; Membro do Conselho da BACCF)

Prepare-se para ingressar no maior e mais importante mercado mundial!

Para mais informações contate nos:  
info@brazilchamber.org  
Tel. 305-579.9030  
ou clique nesta mensagem





# THANK YOU!

WE LOOK FORWARD TO WORKING WITH YOU



## LUCIANA CARVALHO, MCR

Founder & CEO

Luciana@CarvalhoCRE.com

M: 786.301.3020



## CONTACT

 800 Brickell Avenue, Suite 1205, Miami, FL 33131

 786.259.0001

 info@carvalhocre.com

[E-Card](#)

[Blog](#)

[Website](#)

© 2023 | Carvalho Commercial Real Estate™ | All rights reserved | Licensed Real Estate Broker. Carvalho Commercial Real Estate is a trademark of Carvalho Real Estate Group, LLC. All other marks are the property of their respective owners.