
April 28, 2025

Continuum Company Launches Continuum Realty To Manage Sales And Marketing For South Florida Projects



Continuum Club & Residences. Credit: Williams New York.



Continuum Company, a real estate development firm with offices in New York City and Miami, has formally launched Continuum Realty, a new in-house division that will oversee residential sales and marketing across its South Florida portfolio. The move represents a strategic shift for the company, enabling direct control over sales operations for its current developments in North Bay Village and Bay Harbor Islands, as well as future planned projects in North Miami and Fort Lauderdale.

Continuum Realty will immediately lead sales for Continuum Club & Residences, a luxury bayfront condominium currently under construction in North Bay Village, and La Baia North, the second phase of a waterfront development in Bay Harbor Islands. By bringing sales operations in-house, Continuum Company seeks to leverage its development expertise and deliver a more tailored buyer experience.

FLORIDA YIMBY



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Credit: Continuum Club & Residences.



La Baia North. Credit: Continuum Company.



“Continuum Realty underscores our confidence in Miami and the South Florida market,” said Ian Bruce Eichner, Chairman and CEO of Continuum Company. “This move enables us to manage all aspects of sales and marketing, invest in our agents, and expand our brand position for continued growth across South Florida.”

The announcement follows several recent milestones for the firm, including last year’s acquisition of the Shuckers Bar and Grill site, the opening of the Palm Tree Club Hotel & Restaurant, the October groundbreaking of La Baia North, and the recent groundbreaking of Continuum Club & Residences, which is currently 50 percent sold.

“This move allows us to build on the incredible momentum we’ve established and deliver a more tailored, hands-on experience to our buyers,” said Allie Eichner, President of the South Florida Division of The Continuum Company. “Through Continuum Realty, we’re not only shaping North Bay Village and Bay Harbor Islands, but also laying the groundwork for future growth across Miami and beyond.”

Continuum Realty is led by President Phil Gutman, who oversees a team of eight experienced in-house agents and a dedicated marketing team. The division is expected to expand further in 2025 to support Continuum’s growing pipeline.

“By bringing sales operations under our direct management, we’re committed to delivering the exceptional service and value that our clients expect from Continuum,” said Gutman. “Our buyers will benefit from a seamless, personalized experience as we uphold the high standards that have always defined all Continuum projects.”