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TRD100

THE REAL ESTATE TITANS OF THE YEAR



TRD100 SOUTH FLORIDA

Ian Bruce Eichner and Alexandra Eichner

Chief Executive Officer, President
Continuum Company

The father-daughter duo run a company which has accounted for about \$3 billion invested in more than 1,300 luxury condos and various hotel projects in South Florida.

Bruce started from scratch in real estate after working as a prosecuting attorney in Brooklyn, eventually developing New York's Madison Square Park Tower, City Spire, One Broadway Place and Manhattan Club, as well as the Cosmopolitan Resort & Casino in Las Vegas and Continuum South Beach, completed

in the early 2000s. In 2019, Bruce asked Alexandra, who was then running a fitness consultancy, to give Continuum a try. She stayed and is now the on-the-ground deputy of the South Florida pipeline, which includes the first phase of La Baia in Bay Harbor Islands, with the second on tap; a North Miami condo, and a North Bay Village condo and hotel. Continuum also has set its sights on Singer Island.

Bruce excels at securing development sites, and Alexandra digs into zoning codes. But Continuum has been the target of lawsuits. A would-be lender on the North Miami site sued for about \$1 million tied to loan expenses and a breakup fee, with Continuum denying wrongdoing and the case pending. Douglas Elliman sought \$400,000 from Continuum over its North Bay Village condos and settled the case, according to court filings. In New York, Eichner scrapped his controversial Crown Heights apartment project near the Brooklyn Botanical Garden, containing that an approval that called for fewer units rendered it infeasible.

— *Lidia Dinkova*