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## Allie Eichner Is Rewriting the Rules of Luxury Real Estate in Miami



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For Alexandra “Allie” Eichner, President of Continuum Florida, Miami isn’t just a market—it’s home. And when you live where you build, the bar for excellence doesn’t just rise—it becomes personal.

With a building under construction in Bay Harbor and another that recently broke ground in North Bay Village, Continuum is doubling down on its vision for luxury living in Miami. But don’t expect the same glossy high-rise model that’s become ubiquitous across the skyline. Eichner and her team are pioneering something more immersive: a lifestyle-first approach that embraces Miami’s unique pulse—sun-soaked, sea-connected, and unapologetically local.

“We’ve been living this lifestyle for most of our lives,” says Eichner, who helms the company’s efforts alongside her father, Continuum founder Ian Bruce Eichner. “To do Miami living better than anyone, you actually have to live it.”

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That ethos is what differentiates Continuum from the pack. For Eichner, it's not about chasing trends or dropping pin-dots on a map—it's about crafting environments that reflect the soul of the city. From South of Fifth to Bay Harbor to the untapped shores of North Bay Village, every project is a love letter to the distinct rhythm of Miami life.

## **The New Frontier of Bayfront Living**

Continuum's move north is no accident. With much of the prime waterfront in South Beach built out, Bay Harbor and North Bay Village represent what Eichner calls "the last waterfront frontier."

"North Bay Village has this incredible zoning potential from the 2020 rezoning, and the location offers true island living with direct access to the city," she explains. "You're 15 minutes from everything, but it feels like a private oasis."

Continuum's forthcoming project there—slated to break ground next Monday—is anchored by the Continuum Club, an owners-only social and yacht club designed to bring together community, connectivity, and next-gen luxury. It's also adjacent to the newly rebranded Palm Tree Club, a collaboration with the Palm Tree Crew that's already making waves as Miami's answer to Surf Lodge.

"The beach is beautiful, but the bay is where Miami is heading," Eichner says. "It's more dynamic. It's social. It's alive at night. And for people like me, who love being on boats—it's more luxurious."

Continuum's properties are now designed around that philosophy. Whether it's boat slips at Bay Harbor or transient marina access at Palm Tree Club, these buildings are engineered for the "boat-in, boat-out" lifestyle.

## **A Community, Not Just a Condo**

At the heart of Continuum's evolving identity is the Continuum Club—a members-only environment that includes social lounges, dining, and exclusive yacht access. "We like to say it's a social lifestyle that happens to come with residences," says Eichner. "You're not just buying a unit. You're buying into a community."

Inspired by the atmosphere at Continuum South Beach, the North Bay Village iteration is shaping up to be a curated enclave for residents who value intimacy, design, and local flair over pomp.

"It's not about velvet ropes," she adds. "There's no dress code. You're not putting on heels to get on a boat. You're coming in your glitter sneakers and having a great time. That's real Miami luxury."

## **Shaping the Future, One Neighborhood at a Time**

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Continuum's legacy is inextricably linked with neighborhood transformation. South of Fifth was once a forgotten sliver of Miami Beach until the original Continuum development helped anchor it into a coveted enclave. With North Bay Village, Eichner sees the same potential.

"People used to ask, 'Why North Bay Village?' But when you look at what we're bringing—the design, the club, the lifestyle—it starts to feel like the next South of Fifth," she says. "We've always had a knack for seeing where the city's energy is heading."

And buyers are taking note. Regarding the demographic, "it's across the board," she says—there's a throughline among early adopters: they trust the brand and understand its long-game value.

"They recognize we're early movers and that we change neighborhoods," she adds.

## **Work Hard, Play Hard**

For all its sun-soaked appeal, Eichner is the first to admit that building in Miami isn't all rosé and real estate tours. It's serious work—and it demands a serious mindset. "It takes a combination of vision and attention to detail," she says. "And in Miami, it can be really easy to get distracted." But success, she emphasizes, comes down to grit. "It's a real job. It's in-person. It's weekends. And it takes a lot of perseverance." Her advice for young professionals breaking into real estate? Stay focused—and don't get lost in the shine.

## **A Family Business with a New Voice**

Eichner's transition into the leadership spotlight has been both strategic and natural. "My dad gave me great advice early on," she shares. "'You're not me. Don't try to be me.' That gave me the space to lead with my own voice."

While Ian Bruce Eichner still plays a key role in finance and construction, Allie has become the face of the brand in Miami, leading with a perspective that blends sharp business acumen with an intuitive grasp of local culture.

"We're very different, but we make a great team," she says. "And the projects reflect that balance."

## **What's Next**

With a full pipeline and big announcements on the horizon, Eichner stays focused on the present—especially with Continuum North Bay Village targeting a Q4 2027 delivery.

"I'm just so excited about this groundbreaking," she says. "Being able to be at the forefront of North Bay Village's transformation—it feels just like South of Fifth all over again."

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But while the skyline will keep changing, one thing won't: Eichner's dedication to delivering a new definition of luxury, one that's less about show and more about soul.

"Luxury used to be about formality," she says. "Now, it's about ease, access, and authenticity. And that's what we're building—spaces that let you live Miami, not just visit it."