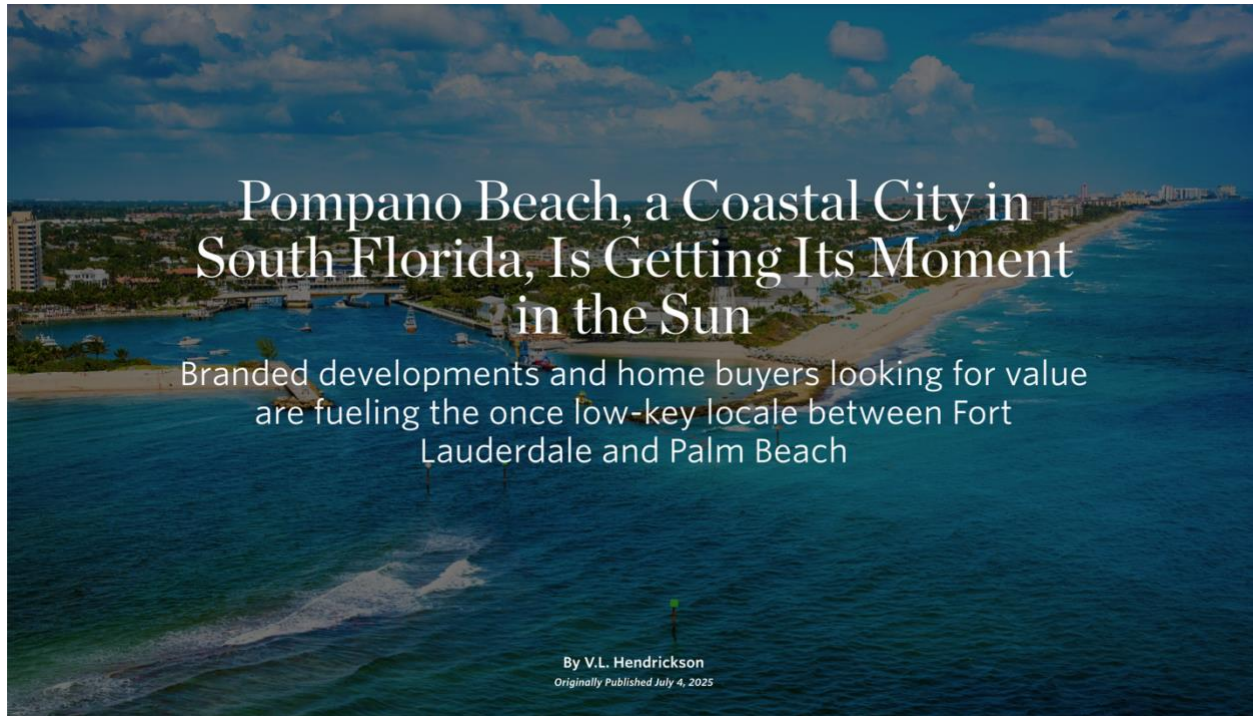


July 4, 2025



The surge in migration to South Florida since 2020 has led to a glow-up for the formerly low-key city of Pompano Beach.

The coastal locale about 11 miles north of Fort Lauderdale has become a destination for buyers looking for a more laid-back oceanfront community, with pristine new condos at a significantly lower price point.

“Ten years ago, if you talked to a developer and said, ‘hey, let’s do a branded residence in Pompano Beach,’ the developer would tell you, ‘you are crazy,’” said Isaac Toledano, CEO of BH Group, the Miami-based developer that has expanded into Pompano with the W Residence and Hotel. “But now, Waldorf Astoria and Ritz-Carlton residences are under construction. We recently launched sales for the W Residence and Hotel—that speaks for itself.”

Pompano was prime for development even before the pandemic. For starters, oceanfront sites are scarce in areas such as Miami and Fort Lauderdale, but not in Pompano. Plus, officials in the city of Pompano Beach were proactive in investing in its downtown and shopping corridors, working with developers and bringing the amenities that luxury buyers expect.

# MANSION GLOBAL

“We’ve seen a lot of New Yorkers, Canadians, Chicago buyers—they’re coming,” Toledano said. “They want to be in Pompano Beach for many reasons: The beach is beautiful, the city is making a lot of improvements, and it’s safe.”



Photo: DBOX

# MANSION GLOBAL



## **Building on the Beach**

During the pandemic, Fortune International Group president and CEO Edgardo Defortuna and his wife and business partner, Ana Cristina Defortuna, had their doubts about the city. Until they found a site they couldn't say no to.

The couple, along with their three then-teenaged children, had been scouting out potential development sites along Florida's Atlantic Coast—partly as an excuse to get out of the house during lockdown. One of their trips took them to two empty sites in Pompano Beach, with 2.5 acres on the Intracoastal Waterway and another 2.5 acres across the street on the Atlantic Ocean.

The Defortunas were hesitant about investing in Pompano, which was relatively undeveloped, but the looks on their kids' faces—plus the rarity of so much raw, undeveloped property at a relatively affordable price—convinced them to invest.

"They are the consumers of the future, and they were saying, 'how can you pass this up?'" Edgardo Defortuna said. "You can do a building on the ocean with a beach club, and then a building on the bay with a yacht club and all the water activities."

He reached out to the Ritz-Carlton and today, that 5-acre site is the Ritz-Carlton Residences, Pompano, set to deliver more than 200 homes over two towers in the first quarter of 2026. Prices start at \$1.3

# MANSION GLOBAL

million. Fortune worked closely with city officials to secure the permitting for the towers, a new product type for the city.

“They weren’t used to significant residential development or significant high-rise towers, so they have to sort of adapt to both processing and permitting this type of project,” Defortuna continued, noting that the mayor and other officials were in favor of the development.



**Revitalizing Pompano’s Downtown**

# MANSION GLOBAL

Part of that growth has also been an effort to revitalize Pompano Beach's Atlantic Boulevard corridor and downtown area—a \$2 billion investment that includes 9 acres of public green space, added shopping and dining and more walkable streets—according to Les Waites, a broker-associate with the Keyes Company/Luxury Portfolio International. Waites has owned a condo in Pompano for about 20 years.

“The city put in a lot of infrastructure, including the brand-new construction of a beautiful pier, a luxury and parking garage, a number of luxury restaurant spaces and they created a great little beach,” Waites said. “And they continue to create a great commercial beachfront area.”

That investment helped bring the brands to Pompano Beach. The Ritz-Carlton Residences is one of several branded condo developments that have hit Pompano Beach in recent years, including Related Group's pioneering Solemar, which opened in 2023, and Casamar, which is set to open this summer.

W Pompano Beach Hotel & Residences—the brand's first residence-only development—launched sales in January, while boutique projects include Entourage-in-the-Sun, scheduled to open this fall; Salato, due early next year; and the newly announced Armani Casa Residences Pompano Beach, for which Fortune is handling sales.

“We have a number of amazing projects that are to be delivered very soon and also in the next few years,” said David Marder, a Compass agent in South Florida. “In Pompano, you get 200-plus feet of beach instead of the 70-feet of beach you get in Fort Lauderdale. You're on the sand, all the product feels very private.”

Instead of paying \$2,000 a square foot for a home in a luxury development in Fort Lauderdale, buyers would pay \$1,200 to \$1,500 for something new in Pompano Beach, Marder added.

# MANSION GLOBAL



# MANSION GLOBAL



# MANSION GLOBAL



Although branded residences have been a big part of Pompano’s growth, single-family luxury homes have also seen a huge increase in demand and price. Marder represented an Ohio family and recently went into contract on a five-bedroom home with views of the Atlantic Ocean and the Hillsboro Lighthouse that was listed for \$8.7 million. The mansion has 100 feet of ocean frontage and direct access to the Intracoastal via the Hillsboro Inlet (quick access to the ocean is another highlight of the area for Pompano Beach residents).

Marder compared the Intracoastal Waterway to a major highway for Pompano.

“You could cruise up or down, shoot down to Miami on the Intracoastal, shoot up to Boca,” he said.

“The Pompano area puts you in that perfect middle zone to go in either direction. And the inlet takes you right out to the Atlantic if you want to go out in the ocean and fish.”

Marder recently worked with wealth adviser David Bernacchia to purchase a condo in Pompano. Bernacchia landed on a two-bedroom, three-bathroom unit with a den at Casamar with ocean views; he’s set to close next month for around \$2.5 million.

Bernacchia and his family, based in New York, have been visiting Florida for decades and his extended family has a place in Fort Lauderdale. They needed more space, but he’d never considered Pompano. When he started looking, he was impressed by the city’s infrastructure updates, the quality of the product and the price of the development. Plus, it was a strong long-term investment.

“As an adviser, I think that the value proposition right now in Pompano is very compelling,” Bernacchia said. “Miami, Palm Beach, even Boca—these have been built up and established. If you really want that community, you pay the price. But I’m not looking for that. I’m looking for oceanfront. I want to be able to travel without much traffic. Pompano has all the amenities and all the ease of use that I would want, and I can do it at a better price point.”

# MANSION GLOBAL



Photo: Armani/Casa Residences Pompano Beach

# MANSION GLOBAL



Photo: Evan Leith with Flylisted