

Cassia Opens Coral Gables Sales Gallery Doors to Local Dignitaries

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Pictured (l-r) are Robert Behar, Coral Gables Mayor Vince C. Lago, Raimundo Onetto and Abel Ramirez.

Cassia has branched out. The new development by Alta Developers, opened the doors of its state-of-the-art sales gallery showcasing Cassia, a collection of 174 fully furnished turnkey residences, each beautifully furnished by RH.

Cassia celebrated its opening on Oct. 30 with an intimate reception and exclusive preview for Coral Gables dignitaries, local VIPs, and senior leadership of Cervera Real Estate.

Developer Raimundo Onetto, principal and CEO of Alta, welcomed guests and introduced the mayor of Coral Gables, Vince Lago, along with city officials, before the project's architect, Robert Behar of Behar Font & Partners, spoke about the vision behind Coral Gables' most talked-about new development, soon to rise in the fashionable Merrick Park District in the heart of Coral Gables.

In a nod to the pink eponymous Cassia tree, guests were encouraged to dress with a playful dash of pink. Sipping bellinis and pink lattes, they enjoyed an assortment of pink pastries while being treated to a first preview of the furniture packages from RH and the sleek European appliances and Italian cabinetry by Italkraft that will define daily living at Cassia.

“It gave us great pleasure to provide the first look at our new sales gallery and a preview of Cassia’s lifestyle with our esteemed city officials, collaborative team members, and select members of the real estate community,” Onetto said. “We are so very proud to be a

part of this community and to introduce this property, which offers the perfect lifestyle balance for those who travel frequently or reside seasonally, the flexible rentals allow owners to enjoy the convenience of versatile stays.”

“Cassia, simply put, offers the best of all worlds. Buyers find it enormously attractive due to its location — 15 minutes from Miami International Airport, just steps from the exciting shops and trendy restaurants at the Shops of Merrick Park, and mere minutes from the City Beautiful’s top schools, attractions, and landmarks — providing an unmatched City Beautiful lifestyle,” said Jesse Otley, Cervera’s president of Development Sales.

With groundbreaking anticipated for the first quarter of 2025, Cassia will rise in the heart of the Merrick Park District with one-, two-, and three-bedroom units spanning between 662 and 1,461 square feet. Prices start from \$700,000, with sales exclusively managed by Cervera Real Estate.

Residents of Cassia will experience an array of world-class amenities designed to elevate everyday living with curated interiors and amenities by IDDI, also featuring furnishings from RH. Residents will enjoy over an acre of amenities from a welcoming front desk reception to a slate of resort amenities, Cassia ensures convenience and comfort for its residents and guests.

Among its amenities are segmented lobbies, an executive lounge and business center, a serene pool area with outdoor barbecues, fitness studios and a state-of-the-art wellness center with a fully equipped spa complete with a treatment room, steam room, dry sauna and an indoor pool.

Located adjacent to Merrick Park, Cassia residents enjoy a premier shopping and dining experience with over 100 retailers and restaurants, including luxury brands such as Neiman Marcus, Nordstrom, Gucci, and Tiffany & Co. Additionally, Merrick Park features esteemed fitness and wellness establishments such as Equinox Fitness, SoulCycle, and Elemis spa.

The sales center is located at 4201 S. LeJeune Rd. at the Altara Avenue crossroad, with Cassia set to rise at 4011 Salzedo Ave.

For more information, visit www.cassiamiami.com.