

July 17, 2024

Meet 20 Women Driving Deals And Development In South Florida

Real estate fuels South Florida's economy, and the region's commercial sector is a key engine propelling the broader industry forward.

Real estate accounted for **22% of Miami's GDP** in 2022, according to the nonprofit business group Partnership for Miami. As real estate jobs across the nation have been squeezed by interest rate hikes and corporate bottom lines, Miami continues to grow.

Miami's share of national commercial real estate job postings **has taken off** since the pandemic, showing it is in a new class of the country's CRE markets.

During a transformational time in South Florida — where entire skylines have and will continue to be remade — *Bisnow* is taking time to recognize 20 women who are blazing their path in a male-dominated industry.

The recipients of this year's **Women Leading Real Estate** awards run the gamut from new moms who pioneered Zoom meetups in the pandemic age to seasoned attorneys representing developers in some of the city's biggest projects. There's an early entrant into the now-ubiquitous branded residences and a recent college graduate who has helped close more than 1M SF of office deals.

They will be **honored on July 31** for their vision, success and commitment to creating a vibrant region in South Florida. Register and purchase a ticket [here](#).

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Photo: Bisnow/Mike Phillips

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Photo: Courtesy of Danielle Naftali

BISNOW

Danielle Naftali studied psychology in college and had no plans to go into real estate until she discovered a passion for marketing that eventually led her to Naftali Group.

As the New York-based firm's executive vice president of marketing, she has helped deliver more than \$1B in combined sales at 200 East 83rd, The Bellemont and The Benson in New York. She has now turned her attention to South Florida, where she has played a key role in [launching Naftali's presence](#) and oversees a 3M SF development pipeline.

She brings a passion for wellness and design to each project, weighing in on project amenities and finishes and combining deep experience in new development marketing with precise attention to detail.

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