



THE REX HAMILTON CORPORATION

2655 LE JEUNE ROAD, SUITE 500, CORAL GABLES, FLORIDA 33134 USA
telephone: 1 305 441 2828 ~ fax: 1 305 446 7073

Status magazine, April 2004

Rex Hamilton

Rex Hamilton has 20 years of experience connecting international buyers and sellers. His company Rex Hamilton Corporation acts much in the same manner as a fine private bank would for real estate matters for high net worth individuals.

Looking back on his history and accomplishments in the world of real estate, Rex Hamilton gives the impression of an explorer discovering new land. His sphere of influence spans various continents, from Asia and the Americas to Old Europe.

But there is more to Rex Hamilton than his impressive real estate resume. He is also a trained biologist, who approaches every project with scientific precision. Add to this his affinity for languages, and you find a man who possesses the perfectionist thoroughness of a librarian.

Sitting down with us to discuss his work, his company, and his successes, Rex jumps from his times as a student in Costa Rica and his distant relation to the Japanese royal family, to falling in love in Paris and doing business in Singapore. As he takes us through this quarter century of experiences, it is plain to see that Rex Hamilton's life could easily fill a book.

First of all, tell us about your company...

The Rex Hamilton Corporation is a boutique real estate brokerage firm. As such, we have served individuals from 17 countries since 1986. We act as a private bank for real estate matters for clients who require the finest residential properties and unparalleled personal, professional and confidential service. As a broker, the firm has sold and purchased exceptional homes, five star hotels, the most expensive condos to date in Miami, and has arranged lines of credit up to \$50,000,000. We pride ourselves on our very long-term relationships with our clients, often helping several generations within families. The firm also works wherever clients require. Our current and completed assignments include projects in the Continental U.S., Hawaii, Canada, France, Hong Kong, Indonesia, Japan, Singapore, and the United Kingdom.

After many years of exclusively representing buyers, the firm began to represent these same individuals also as sellers. Our level of dedication has allowed us to represent the sellers of the most expensive home ever sold off the water in Miami, and last month, the most expensive condo ever sold in Florida. On the commercial side, we have completed transactions for ultra high net-worth buyers of management companies, four and five star hotels, casinos, and office buildings.

Why do you pursue business in the international community?

Having worked in the international arena for over 25 years, I have extensive contacts throughout the world in many venues covering the commercial opportunities. My residential practice is limited to unique, one-of-a-kind properties that require finding that unique one-of-a-kind buyer. This level of international expertise allows me to connect buyers and sellers that would never come in contact with each other, even with all the sophisticated tools at our disposal today.

Why have you chosen to remain independent of the larger real estate firms?

The level of corporate constraints placed on individuals in those firms can be counter-productive to clientele requiring the most rigorous attention. My firm assures privacy, responsiveness, and a level of sophistication rarely seen today in the business community. We recently sold a property, where we connected both sides of the transaction, without either side having a clue about the other's identity. Those large brokerage firms are mass-market vehicles, appropriate for inexpensive properties where privacy for the client is not possible.

What makes the company Rex Hamilton Corporation so unique?

Beyond knowing the right people in the right places at the right time, my knowledge of the laws governing commercial and residential transactions leads to a virtually stress-free transaction. Competency in this area allows negotiations to proceed without wasting time and money.

What does the Rex Hamilton Corporation offer the buyer or seller of residential homes?

On the buying side, we are routinely asked to locate homes meeting certain basic criteria of size and location and good taste. On the selling side, our ability to connect buyers and sellers is facilitated by our years of experience in the business. Not to mention the extensive database we keep of individuals who request they be contacted if we find the deal they are looking for. Our marketing approach is also unique in that we make a tremendous effort regarding market research prior to positioning each property distinctively, regardless of cost. Our website www.rexhamilton.com routinely scores high times that are among the highest in the business. This is testimony to the exhaustive research we conduct to better understand what appeals to high net-worth individuals.

What does the Rex Hamilton Corporation offer the buyer or seller of commercial property?

At the moment we are involved securing business opportunities in Europe for several ultra high net-worth individuals from the U.S., the Caribbean, and South America. There is special emphasis on luxury goods businesses, a market where we are uniquely placed. Our introductions have led to investments in family-held European corporations that are active in the global marketplace. Often it is as simple as a written request from a customer, which leads to research and successful introductions. We also have more than ten years of experience on the Asian side of the Pacific Rim.

How did you enter the real estate business?

During the time I worked for Law Companies, a global engineering company with offices in 40 countries, I was in charge of marketing and often traveled to China and Japan. One of my contacts there suggested I leave the engineering firm and start my own real estate company. So that's what I did in 1985.

What was your first business transaction?

Amazingly enough, finding Toyota a home in the U.S. Beginners rarely have the fortune to start with such a spectacular project. A Japanese corporate president needed help directing their client Toyota to a location in the States. We worked for weeks on a team that picked Kentucky. So I flew over to the U.S. from Japan on the company plane to close my first deal.

What is your relationship with Japan?

While I was with the engineering company, where I headed the marketing group, I enjoyed many trips to Asia with the Governor of Georgia. This opened many doors with Japanese and Chinese companies. After getting my license as a commercial broker, I spent several years traveling between Tokyo and Miami, doing deals for the first families of North Asia. We bought operating companies, hotels, houses, apartments, art, yachts, airplanes, and also took care of all of the details of the transactions with a team of lawyers and accountants. I actually still work with many members of that team 10 years later.

Going back to the beginning...where did you study?

I began my studies at Georgia Institute of Technology, and completed my Masters of Science at the University of Georgia, which boasts one of the best science programs in the country. I specialized in microbiology, and to this day I implement that scientific framework to analyze business opportunities. It is an excellent tool. Thereafter I began work in tourism, in the marketing department of the Northwest Orient Airlines in Minneapolis, a place much too cold for a Miami native.

Whom does the Rex Hamilton Corporation count among its clients?

We staunchly guard the privacy of our clients for security reasons and like to keep their names confidential. Since we have permission to mention titles, I can tell you that current clients include the president of Telemundo, the past president of GE Latin America (for whom we worked both in the US and in France,) the family names of many of the luxury houses in France, race car drivers, a few world class athletes, Japanese company presidents, a government with an island in SE Asia, and foremost families in Central and South America. We sold two houses this year for a distinguished Spanish family, who routinely hosts members of the royal family there. Both houses established records for our sellers as the most expensive homes ever sold on and off the water in that area of Miami. For many years, we were the number one selling broker on Fisher Island. The island is one of my favorite places in Miami, which I have always loved both for its privacy and security. It is so close to the city, yet still connected by ferry ever 15 minutes.

Why did you choose Miami as your residence and workplace?

I was born in Miami in 1952 and it's my home. Back in those days, Miami was a quiet city, where we never locked our doors. As a boy, I rode my bike to Key Biscayne at 5:30 in the morning to go fishing. We swam in the clean Miami River and generally lived a very happy life. My dad was a pioneer of air conditioning and was respected for this on a global basis, so we had guests flooding in from everywhere. These days, Miami is a cosmopolitan city, and the internationally diverse people that pass through her present an excellent source of clients for my company.

What is your connection with the French Capital?

Several years ago, I had the great fortune of meeting my future wife in Paris. My beautiful wife and I now have two tri-lingual children. We divide our time between Miami and France, and I enjoy being able to live and work on both continents. I also love golf and am delighted to own a French summer home above one of the country's oldest courses. I am also an avid mountain biker, swimmer, and diver.

Are you familiar with Latin America?

I have many Latin American friends and contacts. They have allowed me to build relationships with clients from Latin American countries such as Chile, Peru, El Salvador, Guatemala, the Dominican Republic, Puerto Rico, and many more.

Speaking of the future? What are some of your current projects? Where is the Rex Hamilton Corporation headed?

We'll continue doing the same of what has brought us success up until now. Unique, focused service to high net worth individuals, a private bank approach to their needs in real estate from concept through purchase and beyond.

You have received various distinctions and awards, including one just recently. How important are these distinctions for an experienced businessman such as you?

We recently broke our record again for highest condo sale ever in Florida for the 5th or 6th time. I've lost count. What it means is that sellers who have the most important properties trust us to sell for them. We recently represented the seller in the sale of the most expensive property ever sold off the water in SE Florida. That seller not only trusted us with his property sale, but I have also been named trustee on a trust set up for the benefit of 4 of his children. And on the buying side, we represented the buyer on the most expensive raw unit sale ever in the SE USA at the Four Seasons Miami. This simply says clients trust us to make intelligent buying decisions that exemplify good taste. In an area where they may not know the landscape, we are able to place them in the most important addresses in the very best units.

What is your connection with Mexico?

From an early age, I fell in love with the culture of Mexico. I have had the opportunity to visit on many occasions and explore the country, both as a tourist and on business. Mexico is absolutely fascinating and I have many friends there.

