

# Putting The Client Experience At The Center

An Interview with Peggy Olin, President and Chief Executive Officer, OneWorld Properties

**EDITORS' NOTE** Peggy Olin, Chief Executive Officer of OneWorld Properties, is an acclaimed strategist and broker regarded for her expertise in the luxury real estate industry. She has been responsible for over \$5 billion in luxury property sales since founding the company in 2008, as well as investor relations, human resources, and public relations for top United States real estate companies and developers throughout her career.



Peggy Olin

OneWorld Properties has collaborated with leading U.S. real estate companies and notable developers such as The Kolter Group, Related Group, RPC Holdings and Aria Development. The brokerage has also maintained an active inventory of approximately \$1 billion throughout Florida. Current projects represented include JEM Private Residences, HUB Miami, PALMA Miami Beach, 2200 Brickell, 600 Miami Worldcenter, The Crosby, 501 First Miami, Legacy, and PARAMOUNT Miami Worldcenter. Her knowledgeable reputation continues leading her to partnerships with some of the most prestigious developers nationwide. In 2010, she was selected by Starwood Capital (ST Residential) to oversee the sales and marketing of their 10,000 unit portfolio – the largest of its time. Additionally, she has served as the preferred consultant for many leading banks and financial institutions such as SunTrust, Chase Bank, TotalBank, BankUnited, and Green River Capital, and has worked on behalf of leading institutions including AECOM, CLM, TPG, Perry Capital, WLR LeFrak, Encore, and WCI Communities. Olin's track record with property sales has created trusted relations with brokerage firms regionally, nationally, and across the globe. Over the last decade, she has developed cross-marketing strategies to work effectively with buyers from major U.S. cities and international clientele from over 60 different countries. Olin's numerous achievements include recognition as one of South Florida Business Journal's Power Leaders, and she is a respected source to national and international media for real estate trends. Olin is involved in her community as a board member of Miami Bridge, Birch State Park, Broward Workshop, Broward Center for the Performing Arts, and an active member of the Young Presidents Organization (YPO).

**FIRM BRIEF** OneWorld Properties ([oupbrokers.com](http://oupbrokers.com)) has successfully sold over 5,500 units, totaling over \$5 billion in residential sales. Leveraging its over 25 years of experience, its team has established a dominant presence in domestic and international markets, with sales to buyers from over 20 major U.S. cities and 60 different countries. OneWorld Properties maintains offices in Miami and Fort Lauderdale, and is one of the only U.S. firms to have a permanent presence in China with offices in Shanghai, Beijing, and Shenzhen.

OneWorld Properties seeks to go beyond a typical brokerage by partnering with prestigious U.S. developers of luxury condominium buildings. While historically focused in South Florida, the company has also worked in markets such as New York, Los Angeles, Houston, and Atlanta.

**Will you discuss your career journey?**

I entered the real estate industry more than two decades ago after a previous career that taught me discipline, resilience, and the importance of relationships. From the very beginning, I understood that real estate is ultimately about trust. In 2008, I founded OneWorld Properties with a clear conviction that the traditional brokerage model could be reimagined. I wanted to create a company that was more collaborative, more strategic, and more aligned with developers from the earliest stages of a project. It wasn't about simply selling units; it was about shaping vision, building long-term partnerships, and elevating the entire experience for buyers and developers alike.

**What was your vision for creating OneWorld Properties, and how do you define its mission?**

My vision was to build a firm that works together with world-class developers to bring exceptional, design-driven projects to market while always putting the client experience at the center. From day one, we focused on thoughtful growth rather than rapid expansion. That approach has allowed us to sell more than 5,000 residences and generate over \$5.5 billion in residential sales. Today, we work with buyers from more than 20 major U.S. cities and over 60 countries, which reflects not only the global relevance of Miami, but also the trust our partners place in us.



Rendering of JEM Private Residences in Miami

Our mission is simple: to connect extraordinary real estate with the right audience through strategy, integrity, and meaningful relationships.

**Will you provide an overview of OneWorld Properties' projects?**

OneWorld Properties currently manages a portfolio exceeding \$1 billion in active inventory across South Florida, with experience in major markets including New York, Los Angeles, Houston, and Atlanta.

Our South Florida portfolio includes JEM Private Residences, 7200 Collins, 600 Miami Worldcenter, 2200 Brickell, Bungalow East, Flow House, Sixth & Rio, Hub Miami, and more. Many of these projects are transformative for their neighborhoods. We focus on developments that offer thoughtful amenities and long-term value to the communities they serve.

**How critical has it been to build the OneWorld Properties team?**

Building the right team has been everything. Our success is not just measured in the projects we represent, but in the people behind them. I'm deeply proud of the culture we've created, one rooted in collaboration, accountability, and respect. Real estate is complex and dynamic. When you have a team that is aligned, empowered, and genuinely invested, the results

follow. The right people don't just execute the vision – they elevate it.

**What are your views on Miami's evolution from a vacation destination to a world-class luxury hub?**

Miami's evolution has been extraordinary. What was once primarily viewed as a vacation or second-home destination is now firmly established as a global city. It attracts entrepreneurs, financial leaders, creatives, and families who are choosing to build their lives here. The city now offers world-class architecture, culture, dining, and global connectivity while maintaining its vibrancy and energy. Miami has earned its place on the international stage, and what excites me most is that we are still in the early chapters of its next era of growth.

**How are luxury buyers today prioritizing lifestyle, culture, and experience?**

Today's luxury buyer is far more intentional. It's no longer just about square footage or finishes – it's about how a home supports a lifestyle. Buyers are prioritizing wellness, service, walkability, design integrity, and cultural connectivity. They want residences that feel effortless, turnkey homes where they can arrive and immediately feel grounded. The emotional experience matters. A residence must function beautifully, but it must also inspire.

**What do you see as OneWorld Properties' responsibility to the communities it serves, and will you highlight the work of OneWorld Cares?**

Giving back has always been part of our identity. Success only has meaning if it is shared.



*Rendering of 2200 Brickell in Miami*

Through OneWorld Cares, we support initiatives that strengthen our communities and create opportunity. For me, philanthropy is not a separate initiative – it is woven into our culture. We operate in neighborhoods where families

live, grow, and build their futures. Supporting those communities is both a responsibility and a privilege.

**What do you feel are the keys to effective leadership?**

Effective leadership begins with listening. You must understand your team – their strengths, their aspirations, and what motivates them. It's also about setting a clear vision and then empowering people to rise to it. Integrity, transparency, and consistency are essential, but so is adaptability. Our industry evolves constantly, and leadership requires the confidence to make decisions and the humility to keep learning. Ultimately, leadership is about creating an environment where people feel valued, challenged, and inspired to do meaningful work.

**Do you feel there are strong opportunities for women to build careers in the real estate industry?**

There has been meaningful progress, and I'm proud to see more women in leadership roles across the industry. That said, there is still work to be done. Building a career in what has historically been a male-dominated field requires resilience, confidence, and persistence. It also requires mentorship and community.

I make it a priority to mentor women and create opportunities for connection because I believe strongly in the power of representation. When women see other women leading, negotiating, building, and succeeding, it changes what feels possible. The future of real estate should be shaped by diverse voices. I am optimistic about that future and committed to contributing to it. ●



*Rendering of 7200 Collins in Miami*