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GIANPIERRE GIUSTI

The Meza Group

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GIANPIERRE GIUSTI



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THE PENTHOUSE PRINCE

When buyers seek out the sand, sun and sea, and the cool, luxurious style found in the sleek high-rises of downtown living in Fort Lauderdale, their friends refer them to Gianpierre Giusti of The Meza Group.

He does not just sell it, he lives it, and no one knows luxury living in such accessible detail as Gianpierre. He sells dream units and the adventure beyond the doorstep: the views, the ocean, and the activity of the city and its nightlife.

Gianpierre is easy to talk to, knows the strategic information and worth of each unit in every building he represents, and lives the lifestyle to a degree that makes the process fun and exciting. He prides himself upon relating to each buyer or seller and connecting to their long-term vision so that by the end of each transaction, they often become friends and mentors.

“At this price point and market share, people are educated on what they want,” he says of the sales process. “I give them the information they need to make the right decision.”

GROUND FLOOR

Gianpierre Giusti is not a stranger to finding opportunity where others only see problems. Born

in Peru, he began his life with the family’s move from the third-world country to the U.S., the promised land of entrepreneurial dreams fulfilled.



When he visited Peru he realized that real estate was in his lineage, in his bloodline. His mother’s father, Roberto Meza, had been a prolific developer in Peru building houses

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and his mother got into the business by selling pre-construction homes there. While meeting his uncle, who is still in the family business, he realized his role in his family's history. He vowed from that time on that the name would carry on, telling his grandfather, "Your name is going to live on through my business."

Roberto Meza passed on not long ago, but his legacy lives on in The Meza Group.

When Gianpierre saw the success his mother, Maritza Meza Giusti, had when she had her start in pre-construction at a brokerage on Las Olas Blvd, he knew that he had to continue the family tradition.

"Like any career, Real Estate requires hard work and dedication, especially when the only person holding you accountable is yourself," says Gianpierre.

His mother has made an amazing reputation from selling the dream in pre-construction development. "She opened the doors for me to get into this business; I wouldn't be where I am today if she hadn't," he confesses to BRP.

PRINCE OF THE PENTHOUSE

As the market crashed in 2008, Gianpierre adapted into a new approach in pre-construction sales by telling those who purchased, "Let me help you lose the least amount of money."

He recounts, "By 2008, I had found my niche market. This is where I learned to always look for the solution instead of focusing on the problem and by doing so, I was able to penetrate the luxury condo market in Ft. Lauderdale."

Gaining business in building after building, he is now the Real Estate specialist in top high-rises in Fort Lauderdale, including the Las Olas Beach Club where a close ninety percent of transactions include his participation.

"Today, I have broken records for highest sales prices in high-rises and the highest sales value of a condominium in the history of Ft. Lauderdale and Broward County," claims Gianpierre.



"I always look for the silver lining and during the pandemic, I've reached the best health of my life," he says of the lessons that 2020 has instilled.

Looking at time differently, he consciously plans a more efficient workday and workweek, allowing for greater investment in self-care and healthy habits, as he is an avid cyclist.

"Something that I've gotten into this year that has been a game-changer for me is a lot of self-love. Self-love and growth is such a worthwhile investment," he declares. He now wakes up with great energy, meditates on the sand or goes biking along the beach to start the day prepared. He even looks at food differently: What is going to nourish his body, fuel his mind and power-up his workday. "I've become the best version of me in business," Gianpierre affirms.

Looking forward through the silver lining, he shares his perspective, "When people see the pandemic as a problem, I see opportunity. There are ups-and-downs in the market and this will go back up."

"Meanwhile, every day, I try to improve a little bit more."

