Beginning:

Heartbroken after seeing her boyfriend's wedding photos on Instagram, 26-year-old Alma Jameson tries to pull herself together after realizing it's the perfect period to leave Florida and chase her dreams in New York City's corporate world. As she arrives in the bustling city, she comes across the grumpy and mysterious Devin Forbes, a successful billionaire and CEO of D'Forbes INC. In a moment of emotional vulnerability, they have a passionate night together, but Alma is still scarred from her breakup, and Devin doesn't date. Devin's revelation wrecks Alma's already broken heart, and their time together doesn't end well.

Middle:

Determined to avoid any further sexual relationships with men, Alma begins to apply for job openings, and one of her applications lands in Devin's office. Devin, who hasn't stopped thinking about Alma, fights his emotions because he doesn't have any interest in being in a relationship, but decides that there's no harm in keeping her close. During the interview, she manages to remain professional after meeting Devin again and realizing he is her potential boss. Freaked out, she calls her best friend, who encourages her to calm down and see how things unfold. Alma gets the job as Devin's Personal Assistant.

However, after setting up her workspace and placing a photo of herself and her sister, Devin is shocked to realize that Alma is Katherine's younger sister. Both families tried to arrange a business marriage, but he vehemently fought against it. This ruined the relationship between the two families, and business arrangements were terminated. Alma's father's then-budding firm suffered a greater loss, and his company failed. That was years ago. Judging from his lifestyle as a bad boy, everyone thought Devin was just afraid of commitment. Unknown to everyone else, Devin secretly wishes for true love despite their expectations.

Realizing that both families would hate the idea of Alma being close to him after all these years, Devin struggles with the decision to either dismiss Alma or let her chase her dreams in the corporate world. He decides to watch her closely for the time being, but instead of finding reasons to dismiss her, he begins to develop an intense, uncontrollable desire for her.

Alma also notices that Devin has been tilting towards her. Her attraction towards him also grows despite their initial misunderstanding, and they have sex again. A few hours later, a scandal erupts as leaked photos of Alma and Devin flood the internet. To curb the chaos, Devin tells Alma they must fake an engagement. She kicks against it, but Devin tells her to trust him to keep her safe. Alma begins to see through Devins's gruff and grumpy demeanor and decides to play along, but when she gets a call from her father, Devin's little secret is revealed, and she confronts him, asking why he pretended not to know her all along.

End:

Feeling used and deeply betrayed, she tells Devin that he would have trusted her with the truth of their family history. She leaves. Devin realizes he cannot afford to lose Alma and shows up at her family house in Florida. Alma's family seems impenetrable at first, but eventually sees reason with him. However, Alma is still hurt and doesn't want to see him.

But when Katherine, who's now married with kids, calls and encourages her to hear him out, explaining that Devin had personally apologized to her years ago and told her he just wished to fall in love without family pressure of any sort, she begins to see through her emotions and decides to confront Devin. Devin apologizes to Alma, professing his love and baring his emotions. As Alma embraces the truth and lets her heart love again, their relationship takes a new turn, marking the beginning of their happily ever after.