

## **SDR Properties: Project Summary**

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# SDR PROPERTIES INC.

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Group 2



## SITE INTRO

### **Subject Matter:**

SDR Properties Inc. is an independent real estate brokerage located in the Miami-Dade area of Florida. The company offers both residential and commercial real estate services, as well as property management. The team at SDR Properties is small and consists of just two brokers.

# NEEDS ANALYSIS

## **Current Site:**

The owner currently has two websites. One for SDR Properties and one for her personal real estate services. The personal one doesn't appear to be in use and hasn't been updated in quite some time. They are fairly similar in content so we chose to combine the two and make a single, more comprehensive site.

<https://www.sdrproperties.com/>

<http://www.deniseringpfeil.com/>

# NEEDS ANALYSIS

## Why this site?

We chose SDR Properties because we felt there was a lot to improve on. The SDR Properties site is one single page that provides very little information about the company. The other site for denise has somewhat more information but is not much better. Neither site is user friendly.

- Sites look dated
- Home pages are busy
- Not eye pleasing / very text heavy
- Both have broken links
- Not responsive/ mobile friendly
- SDR Properties is a single page with no navigation/ footer

# NEEDS ANALYSIS

## Audience Profile:

Audience includes anyone interested in buying/selling real estate or someone that needs property management. This may include:

- First-time home buyer
- Someone searching for a new business space
- Investor looking for commercial property
- Landlord needing management of an apartment building
- Existing home owner interested in selling their property

# NEEDS ANALYSIS

## **Desired Outcome:**

Our goal was to create a site where potential clients can learn about SDR Properties and the different services they offer. Potential clients are able to view properties in the South Florida area and can easily contact a broker for assistance.

## **Voice & Tone:**

The website for SDR Properties should have a professional and informative voice. Its voice should convey trustworthiness. Its tone should be formal yet friendly.

# CONTENT AUDIT

For our content audit, we chose to focus on Denise's site. It is slightly more involved than that of SDR Properties and had more than one page to critique.

Home Page: <http://www.deniseringpfeil.com/>

- Looks dated and doesn't convey relevancy or currency. Broken links indicate it hasn't been updated in quite some time.
- Voice is professional and sounds experienced. Tone is overly formal and needs to be more warm/friendly. There are many poorly worded sentences that distract from the overall voice.
- Clarity is poor. Site lacks information and has many broken links. The service links all go to the same page.
- Context: Basic info is there but it's not enough for a potential client to get a thorough understanding of what the company is about.

## CONTENT AUDIT

The only other functioning page on the site is the Services page. There are 3 links for the different services but they all lead to the same page.

Services: <http://www.deniseringpfeil.com/Services.html>

- Clarity is poor and there are many run-on sentences that make the information difficult to read.
- The page attempts a professional voice but the poor grammar gets in the way. Its tone is overly formal.
- Context: The page shows what services they offer but doesn't go into detail on what they can do for the client or what the benefits of these services are.
- The little info that's provided appears to be accurate.

## USER PERSONAS

SDR Properties has the ability to appeal to a variety of personas. A potential client may tend to be on the wealthier side due to the high price of Miami real estate but new home owners are not excluded. Potential clients may include:

- Middle-aged male/female with an extensive real estate portfolio looking for someone to manage their apartment buildings.
- Wealthy investor looking to acquire a new property.
- A young couple interested in buying their first home in the Miami-Dade area.
- A young business person looking for a commercial space for their new business.

## SITE MAP

After reviewing the card sort, we found that the cards were sorted into fewer categories than we had anticipated.

- Almost everyone who performed our sort put featured properties, new listings, and the property search all under a card called Properties.

We felt like these pages were needed so we included them on the site map but as we were building our site we found it did make more sense to have them all under one page, which we called Listings.

- People also put the individual services under a page called Services during the sort. We felt like these services really needed to be expanded on. This was part of the problem with the original site. We ended up getting rid of the general service page and gave each service its own.

## PROTOTYPING: LOW FIDELITY

After developing and reviewing the mood board and sitemap, we each came up with different ideas for the website prototype.

- We use pen/pencil on to sketch our designs ideas for mobile and large screen.
- Everyone design had a different layout for each page.

## PROTOTYPING: MEDIUM FIDELITY

After group discussion on low fidelity sketches, we made decisions on which design had the best layout to be implemented for the project.

### **Components:**

- We created a template of a desktop web browser and mobile phone to setup the layout.
- Search bar
- Navigation system
- Placement of logo and main content
- Spacing and Margins of the page

## PROTOTYPING: HIGH FIDELITY

Our High Fidelity contains more visual details of our design. Our layouts for the pages are similar to the medium fidelity. We find out if any of specific UI elements or interaction would work and how our user would interact on the site.

### **Components:**

- Navigation System
- Images and image sizes
- Header and Footer
- Choice of Icons to use

# **FINAL DEVELOPMENT/ PRODUCTION**

## **Third-Party Tools**

- Html5shiv.js
- Font-Awesome
- Google Fonts

# **FINAL DEVELOPMENT/ PRODUCTION**

## **Markup Structure:**

- Header
- Main Content/ Body
- Footer

## **Format:**

- Most of our web pages are two-column layout in a mid-to-large screen mode, with the exception of FAQ and the blog post page. Mobile screen is one column layout.

## FINAL DEVELOPMENT/ PRODUCTION

Creating the navigation system was challenging for us. We made a few changes on what pages would be included in the system.

### **Navigation system changes:**

- Removed Search Bar
- Added Home to the menu
- Removed Featured webpage
- Change Service link to be drop-down list menu

# FINAL DEVELOPMENT/ PRODUCTION

## Challenges:

- Navigation Menu
- Creating Dropdown-Menu
- Creating Contact Form
- Applying grid or flex layouts on different pages
- Organizing and optimizing CSS code.
- Debugging code
- Apply grid layout on Footer
- Choosing breaking points

## FINAL DEVELOPMENT/ PRODUCTION

### Challenges:

Navigation menu created numerous challenges for us. Creating a drop-down menu to activate when the user click on Service link require us to improve our coding and problem-solving skills.

Creating the footer and applying the grid layout to it to display the office location in large view, and disappear in mobile view.

# Needs Analysis for Content Strategy

## Site

[www.sdrproperties.com](http://www.sdrproperties.com)

<http://www.deniseringpfeil.com>

The owner of SD Properties has two sites for the same business. One is older (<http://www.deniseringpfeil.com>) and doesn't appear to be updated or used. We will be combining the two under the domain, [www.sdrproperties.com](http://www.sdrproperties.com). We'll be focusing on redoing <http://www.deniseringpfeil.com> and redirecting to [www.sdrproperties.com](http://www.sdrproperties.com).

## Audience Profile

All prospective Residential Buyer/Seller, Commercial Property Leasing Clients or sale of commercial property, Property Management Clients.

Property Management Clients, possible link to reports for Clients about their Property, i.e., income expenses.

Investors seeking to buy or sell commercial property or to manage investor property.

Investors need to manage the sale of property for 1031 Tax exchange.

## Subject Matter

SDR Properties is an independent real estate broker working with both residential and commercial real estate. It also provides property management services. SDR Properties focuses on building strong, lasting relationships with clients.

## Desired Outcome

To produce one multi-page website from the two existing domains. Create a page where potential clients can come to learn about SDR Properties and the different services they have to offer. Potential clients can easily be matched with properties in the South Florida area.

## **Voice and Tone**

Professional, warm and friendly, focusing on relationships. SDR Properties company mission, values, and key messages

## **Reason for Choosing Site**

This site has great potential. Home page is busy, the site is missing margin, padding, and some objects are overlapping each other. Font family, font size, text size, text color needs improvement. Certain links are not working. Parts of the website can be organized more efficiently, and more logically. The site needs to be more interactive and user friendly.





## Juan Armando

35 years old

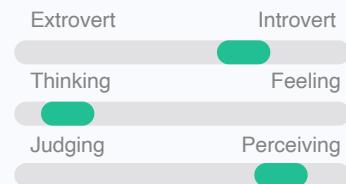
Residencial Property  
IT Specialist

Looking for a single  
family home in family  
friendly neighborhood.

### ABOUT

Lives in Downtown Miami, Florida. He works for a IT company for 5 years. He got married 2 years ago. Now he is expecting his first baby. As a family person he needs single family house in a family friendly neighborhood. He knows that houses with great location, in a good neighborhood will not last on the market for a long time. So he needs a professional agent, who can act fast and efficient.

### PERSONALITY



### TRAITS

People Oriented

Tech Saavy

Hard working

Money Conscious

### LIKES

Coding  
Running long distance  
Helping churches  
Golfing  
Family time

### DISLIKES

Loud neighbors  
High traffic  
neighborhood  
High way noises  
Vacant tenant space

### FAVORITE BRANDS

Mercedes  
Apple  
Burberry  
Zara

### GOALS

- To have a quiet family life
- Build good relationships with neighbors
- Do every Sunday church service
- Enjoy family and friends gatherings on weekends and holidays



## Paul Williams

37 years old

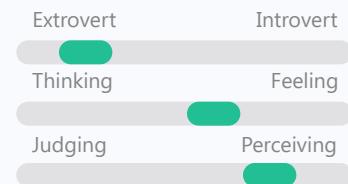
### Commercial Property Renter/Restaurant Owner

Looking lease properties to open a new Restaurants in Miami area  
Host local social events for the people in the community.

#### ABOUT

Lives in Dade County Miami, Florida. Head Chef and Owner of established restaurant in Miami, starting working in the restaurant business at a young age. Enjoy living life, meeting new people, and working hard. He looking to expand his restaurant franchise In Dade county area, he wants to find a few properties To lease that was previously restaurants to make easy renovation For a new restaurant.

#### PERSONALITY



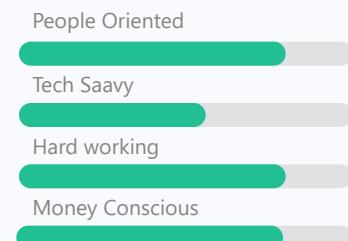
#### LIKES

Cooking  
Ocean  
Hosting  
Truthfulness  
Seafood

#### DISLIKES

Nearby closing restaurants  
Dishonesty  
Bad Landlords / Management Companies

#### TRAITS



#### GOALS

- Provide cuisine to local residents
- Build good relationships with people
- Lease great location properties for restaurants
- Look for spaces that was previously restaurants

#### FAVORITE BRANDS

Ford  
Apple  
Alto-Shawm  
APW Wyott



## Samuel Bontero

51 years old

Commercial Property  
Owner / Investor

Likes to find sound properties in desirable locations & improve them to draw great tenant leases, that add to his portfolio that are profitable for him, & his community.

### ABOUT

Lives in Dade County Miami, Florida. Has built up an investment property portfolio that he owns. He used to work for a commercial property management company as a property manager. He is not afraid to work, however he values his free time with family and friends. He is not very happy with his current property management company. Knowing the demands and what is needed, he is on the lookout for a great team of real estate professionals, that he can rely on to keep track of his investment portfolio, maintain profitability, and keep him informed.

### LIKES

Travel to other countries  
Outdoor fitness  
Helping local causes  
Truthfulness  
Italian Food & Red Wine

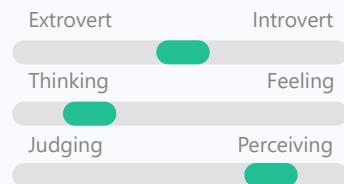
### DISLIKES

When people are not punctual  
Dishonesty  
Freeway gridlock  
Vacant tenant space

### GOALS

- Provide quality leasing space for businesses
- Build good relationships with people
- Help those in need in his community
- Have team of competent people around him
- Ensure the safety of business tenants and their customers in his properties

### PERSONALITY



### TRAITS



### FAVORITE BRANDS

Tesla  
Apple  
Marriot  
Hugo Boss  
Ikea



## Suzanne Smith

58 years old

Multi-family Property  
Owner

Suzanne is a self-made millionaire that lives in the Miami area and owns a collection of properties throughout Dade County. She is married, no kids, and has dedicated her life to her work and building her portfolio.

### ABOUT

Suzanne is unhappy with the services of her current property management company and is interested in finding a new company to manage her portfolio of apartment buildings.

### PERSONALITY



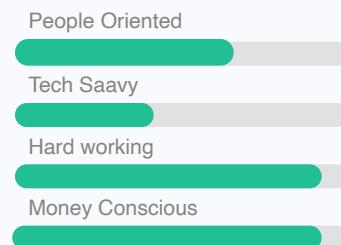
### LIKES

Sailing/ Yacht Club  
Golf  
Directness  
Fine Wines

### DISLIKES

Procrastination  
Poor Management  
Lack of dedication

### TRAITS



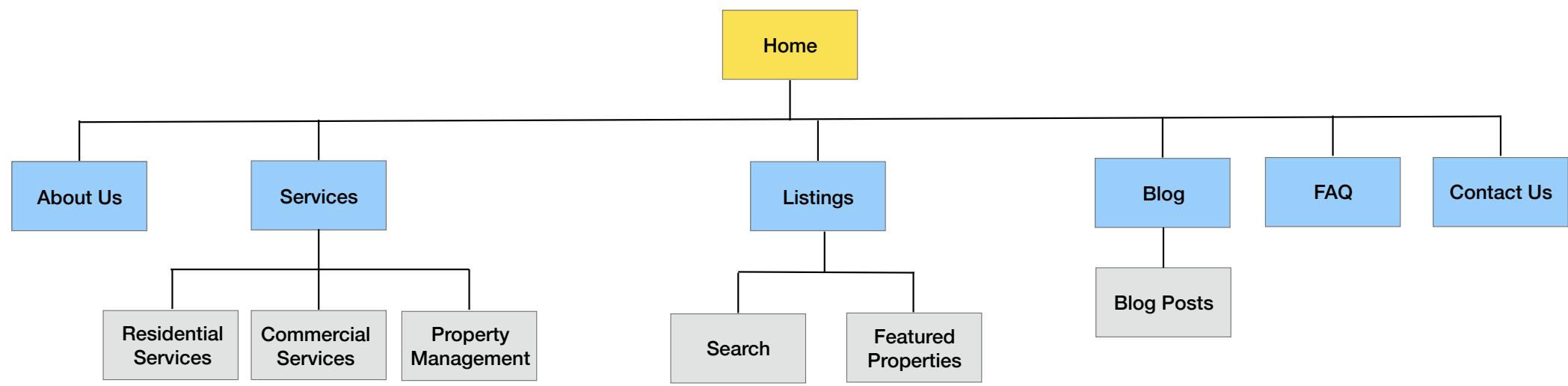
### GOALS

- Keep her properties running smoothly
- To acquire additional properties
- Have an efficient management team

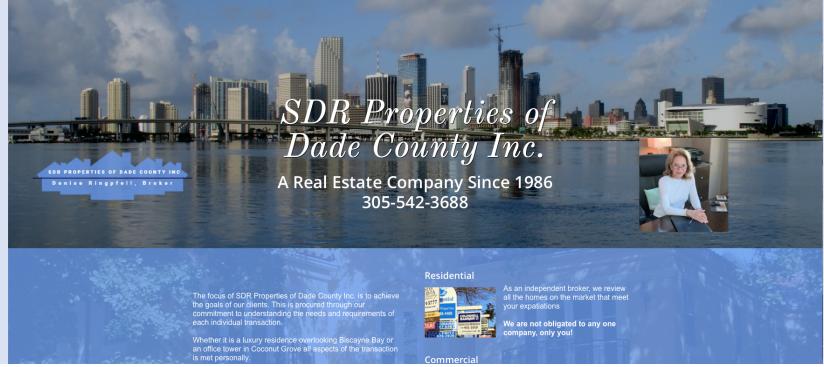
### FAVORITE BRANDS

Apple  
Rolex  
Amazon  
Mercedes

## Site Map



# Competitive Analysis

	<b>Our Company</b>
<p>* modify the below listed criteria as needed</p> <p>Add screen grab of website here ---&gt;</p>	
<p>Add company URL here ---&gt;</p>	<p><a href="https://www.sdrproperties.com">https://www.sdrproperties.com</a>, <a href="http://www.deniseringfeil.com">http://www.deniseringfeil.com</a></p>
<b>Company Profile</b> (elevator pitch and company overview)	<p>SDR Properties is a multi-faceted company with a global outlook on today's markets. Strong, lasting client-relationships are the key to success. SDR Properties has decades of experience in leasing, sales, and property management.</p>
<b>Key Competitive Advantage</b>	<p>SDR has been in business since 1986 and has built an extensive list of contacts all over the world. They have a small team and give their clients a more personal experience.</p>
<b>Business Reputation</b>	<p>SDR Properties has been around since 1986 but don't have much a reputation, bad or good. The business has a single 4-star review on google.</p>
<b>Target Market</b>	<p>Broad target market consisting of first-time buyers, international and domestic investors, commercial property owners, and pretty much anyone looking to buy/sell property in Dade County.</p>

<b>1. Website Layout</b> (can use rating system ** and/or add comments)	1- Business owner has 2 websites for the same company. Both are very simple. One is a single page with no navigation. The other has multiple pages but also lacks a completely functioning navigation menu.
<b>2. Mobile Friendly</b>	2- One site is responsive but the lack of headings and designated links make it unclear what is clickable. The other site becomes squished in order to fit on the mobile screen. Elements overlap.
<b>3. Design / Color Scheme</b>	2- Design is weak on both sites. Both use a light blue throughout.
<b>4. Social Media</b> (are they using Social media, is it effective? Which platforms are they using?)	0- No social media is present on either site.
<b>5. Content</b> (add notes and relevant details as needed)	2- Much of the information throughout the sites is redundant. One has broken links and offers a search function that doesn't work. The navigation on the one site doesn't really lead anywhere.
<b>6. Features</b> (list and specify if they are positive or negative)	0- No features. Some kind of media would nice. Possibly video of featured properties.
<b>7. Engagement/ Blog Interaction</b> (list and specify if they are positive or negative)	0- No blog on either site. No reviews and/or comments.
<b>8. Overall Feel</b>	2- Both websites are lacking in many areas. Design is minimal and while they both maintain a professional tone, it's difficult to completely understand what the company is about. There are also broken links throughout one of the sites that are frustrating.
<b>9. Navigation</b>	0- The SDR Properties site has no navigation whatsoever. 2- The Denise Ringpfeil site has a menu but some of the links don't work. It doesn't provide the user with the information they need.
<b>10. Page Size</b>	1- One site is a single page and the other is small with few pages. Neither provides enough information about the business to really be helpful to a potential client.
<b>11. Download Time</b>	4- The SDR Properties site loads quickly enough but it's only a page with few images.

## 12. Graphics/Imagery

### Strengths

2- Both of the sites have little imagery. The few images do nothing to enhance the site or appeal to the user in any way. They are small and of poor quality.

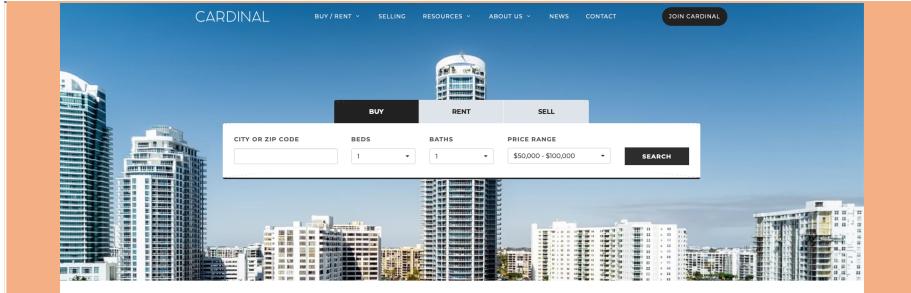
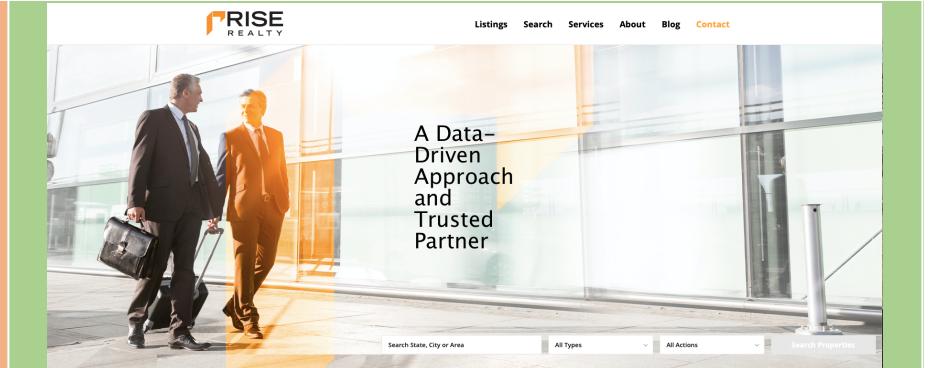
### Weaknesses

Both sites are very weak. The contact information is complete and that is about the only strength.

Both sites look dated, lack graphics/ imagery, have incomplete information and broken pages/ links. One of the sites doesn't have navigation. Branding is weak and no social media links are present.

\*\*Rating 1-5, with 5 being the highest.

0= does not exist

Competitor 1	Competitor 2
 <p><b>CARDINAL</b></p> <p>BUY / RENT ▾ SELLING RESOURCES ▾ ABOUT US ▾ NEWS CONTACT JOIN CARDINAL</p> <p>BUY RENT SELL</p> <p>CITY OR ZIP CODE BEDS BATHS PRICE RANGE \$50,000 - \$500,000 SEARCH</p> <p><b>REAL ESTATE REIMAGINED</b></p> <p>Cardinal combines dedicated and experienced real estate agents with industry leading real estate technology and cutting edge marketing services to deliver a curated real estate experience for our clients.</p>	 <p><b>RISE REALTY</b></p> <p>Listings Search Services About Blog Contact</p> <p>A Data-Driven Approach and Trusted Partner</p> <p>Search State, City or Area All Types All Actions Search Properties</p>
<p><a href="https://www.cardinal.realty">https://www.cardinal.realty</a></p> <p>Cardinal's dedicated and experienced real estate agents, industry leading real estate technology, and cutting edge marketing services deliver a curated real estate experience to clients.</p>	<p><a href="https://riserealty.com">https://riserealty.com</a></p> <p>Rise Realty is a commercial real estate brokerage and advisory firm in South Florida. It's a full-service firm with a property management division as well as legal and financial counsel available to help corporate clients. Rise is well-equipped to serve its client in the local and international marketplace.</p>
<p>Well known business with a large team of experienced agents. Located in Miami, which is central to Dade County. Has beautiful website that is easy to navigate.</p>	<p>The firm's team is highly specialized and knowledgeable. They have experience representing clients on both sides of a transaction - tenants and owners/developers. The firm is full service and even offers financial and legal counsel under the same roof.</p>
<p>Excellent. Has multiple 5-star google reviews and clients appear to be very satisfied.</p>	<p>Excellent/Good. Has reputation for being a leader in its industry. Has five google reviews with only one poor review and has ten 3-5-star yelp reviews. The main complaint is about company management.</p>
<p>Wealthy buyer/sellers in the South Florida area and specifically in Miami. Anyone looking to buy/sell a luxury condo or single family home or rent a luxury apartment in the area.</p>	<p>Commercial property owners/developers, tenants and commercial real estate investors in the South Florida area.</p>

5- Website layout is eye-pleasing and easy to navigate.	5- Clean and well-organized site.
5- Site is responsive and easy to navigate.	3- Site is mobile responsive but a little slow to load. The logo is placed too low on each page. There's no Home button in the drop down menu.
4- No color is used throughout the site. Branding is black and white. It works but could be a little more exciting.	5 - Design is simple and clean. Site has a consistant color scheme throughout all the pages. Brand colors are black and orange.
1- Social media icons are present but go to inactive pages or pages that have been set up but have no content.	0- No social media links.
4- Has great content. Has sufficient copy explaining who they are and what they do. User knows where to go next. Also, offer the user a blog but it doesn't seem to be updated frequently.	5- Each page has relative content and has the appropriate amount of copy. Everything a user needs to know can be found on the site. Content is easy to follow.
- Search for properties (includes photos of each listing and shows them on a map): Positive. Doesn't seem to seem to slow the site down. The pictures are eye catching and the map is a nice addition. - Mortgage calculator: Neutral. Doesn't seem to have effect on site speed but also isn't totally necessary and doesn't need its own page.	- Search for properties: Mostly positive. Search has map and filters (price, location, time on the market). This is helpful for the user but also slows load time. - Flip Boxes: Positive. Quick to load and provides user with an interactive element.
0- No reviews posted on site and it doesn't appear that comments are allowed on blog posts or they just don't have any.	4- Has a blog and people are allowed to comment. But last 7 blogs don't have any comments. The others have more than 25 comments and all of them are positive.
4- Website is professional looking and is easy to navigate. The only thing it is seems to be lacking is some color in its design.	5- Site is pleasant and professional looking. Uses a modern design and is easy on the eye.
4- The navigation is well thought-out for the most part. There are a couple of sub-pages under resources that seem like they would be a better fit elsewhere.	4- Navigation is clean and well organized. Links to commonly used pages are also included in the footer. Mobile needs a Home button in its navigation.
4- The site is large and while a lot of the information is necessary/helpful there are a few pages that could be condensed or removed altogether.	4- The site is large and is a little slow to load. The search feature has a map and extensive filter options. Filter options could be simplified on mobile to help decrease page size.
4- All the images make the site slightly slow to load but it's not too noticeable.	4- Site loads fairly quick, considering the fact that the pictures are of high quality and it has an extensive search feature. Slower on mobile.

5- Website has a lot of nice graphics and imagery. it offers a great search function with photos of available properties. Makes the site visually interesting and attractive.	4- Imagery is of high quality and professional. The services page could use some images.
Easy to navigate site with lots of beautiful imagery. Provides potential clients with everything they need. Has helpful tools available such as a search for properties and a mortgage calculator.	Extremely clean and organized website. Conveys trustworthiness and professionalism.
Blog isn't current and the last post is dated April 2019. There are some unnecessary pages within the navigation. They are either not needed or could be condensed. Some rebranding could be nice. Social media icons are present but pages don't exist.	Site needs some minor adjustments on mobile. Comments on the blog appear somewhat fake.

## Competitor 3

The screenshot shows the homepage of Dixon Commercial Real Estate. The header features the company logo "DIXON" with "COMMERCIAL REAL ESTATE" below it. A navigation bar includes links for Home, Company, Brokerage, Tax Appeals, Advice, Posts, and a search icon. Social media icons for Twitter, Facebook, and LinkedIn are also present. The main content area has a yellow background. A dark blue banner at the top says "REAL ESTATE TAX APPEALS". Below it, text mentions the 2020 Tax Appeal filing season and provides contact information. A dark blue button labeled "Appeal Taxes" is visible. Another dark blue banner below says "BROKERAGE IS PROBLEM SOLVING". At the bottom, a quote from Dixon states: "Dixon Commercial Real Estate believes in solving real estate problems." A URL link "https://www.dixoncommercialre.com" is overlaid on the page.

<https://www.dixoncommercialre.com>

Dixon Commercial Real Estate specializes in commercial brokerage and tax assessment appeals in the Miami- Dade county.

The company prides itself on being a real-estate "problem-solver". The team is very informative, resourceful, and has established a useful process of understanding the needs of buyer and sellers. They can evaluate the highest and best use of the property, list at a marketable price based on active market data, prepare marketing brochures and websites, market to targeted buyers, negotiate contracts between buyer & seller, resolve legal conflicts and issues, and assist in obtaining financing.

Superb. Has three 5-star google reviews and clients describe the company as knowledgeable, honest, ethical, and friendly. They provide a great experience to customers.

Business owners and commerical property owners in the Miami area. People interested in purchasing commercial property. Anyone needing a tax appeal.

5- Well structured and easily to navigate through.

5- Site is responsive and layout aligns excellently.

5- Steady color scheme on the website. Main colors used in the site are white, black, blue, and grey.

4- Social media links are up and running, but posts are a little dated.

5- Every page has informative content about the company's listings, services, market trends, and team members.

- Featured properties: Negative. Difficult to search through available listings. Includes some images and downloadable pdf report about the property. There are no directions or map to the properties.

- Download articles about real estate related content: Positive. Good resources for user.

- Has page for tax appeal sign up: Negative. No actual sign-up sheet or form present.

4- There are review posts about the property or thought of the week. There are a small amount of comments on the posts. Some comments are very dated.

4- Excellent website with good navigation system, but the site have a few minor deficiencies. Ex: no tax appeal sign-up form and lack of directions/map to featured properties.

5- The navigation bar is very easy to use and have the right pages and sub-pages relating to real estate content.

4- The website contains a large amount of content and imagery and fit the screen perfectly without any margin errors, except when loading more property images in mobile.

5- Render very quickly on the screen.

5-Website has a good collection of professional and high quality images.

Great layout, navigation bar, and excellent images. The site gives future clients plenty of information about the company and what they can offer customers.

Tax appeal sign-up page does not offer sign-up form. There needs to be an option to get directions to properties when located on google map. Blog is outdated and the comments are a few years old.

CARD TASK	CARD NUMBER	PARTICIPANT	PARTICIPANT	PARTICIPANT
		1	2	3
Find out their service fee	1	Zung Dinh	Laura Leimeist	Uzoma
Locate luxury properties in Miami	2	Service	Our Services	Home
How long has SDR Properties been in business?	3	Real State Sales	Available Properties	Properties
Read client reviews	4	About Us	About Us	About Us
Locate the mission statement	5	Testimonials	Reviews	Properties
Find office location	6	About Us	About Us	About Us
Call SDR Properties	7	Contact Us	Contact Us	Contact US
What services does SDR Properties offer?	8	Contact Us	Contact Us	Contact US
Locate their office hours	9	Service	Our Services	About Us
Find out what areas they service	10	Contact Us	Contact Us	Contact Us
Inquire about investment opportunities	11	Service	FAQ	Home
Get details on available properties	12	Real State Sales	Investment Opportunities	About Us
Find photos of featured properties	13	Real State Sales	Available Properties	Properties
Find a home or condominium for sale	14	Real State Sales	Available Properties	Home
Email about a property	15	Real State Sales	Available Properties	Contact Us
Who is on the real estate team	16	Agents	About Us	Contact Us
Can someone assist in Spanish	17	FAQ	About us	FAQ
Does they have experience with 1031 tax exchanges	18	FAQ	FAQ	FAQ
Do you work with first-time home buyers?	19	Service	FAQ	FAQ
Who do I contact about leasing business space	20	FAQ	Our Services	Contact Us
Does SDR work internationally?	21	FAQ	FAQ	FAQ
Get advice on commercial property improvement	22	FAQ	Our Services	Blog
Find qualifications to rent commercial space	23	Get Quote	Our Services	Services
Find property management services offered	24	Service	Our Services	Services
Can you refer someone for financing?	25	FAQ	FAQ	FAQ
Get insight on current market trends	26	Service	Blogs/ News	Blog
Locate buyer/seller tips	27	FAQ	Blogs/ News	Blog
Get assistance with locating space for a restaurant	28	Service	Our Services	Services
Find agent to sell my home	29	Service	Our Services	Team
Visit social media	30	Contact Us	About Us	Contact Us

PARTICIPANT 4	PARTICIPANT 5	PARTICIPANT 6	PARTICIPANT 7	PARTICIPANT 8	PARTICIPANT 9
John	Rosemary	Lisa	Evgeny	Henry Melendez	Polina Kochetkova
Services	Services	Resources	FAQ	Faq	Services
Available/Upcoming Properties	Property Listings	Listings	Listing	Services	Property for Sale
Office Info>About Us	About Us	About Us	About	About Us	History
Office Info	Testimonials	Rsources	Revws	Reviews	Home
Office Info>About Us	About Us	Home	About	About Us	Home
Office Info	Contact Us	Contact	About	Contact Us	About Us
Office Info	Contact Us	Contact	Contact Us	Contact Us	About Us
Services	About	Home	About	Faq	Services
Office Info	Contact Us	Contact	Contact us	Contact Us	Blog
Office Info	About	About Us	About	Gallery	Services
Financing	Contact Us	Contact	Contact Us	Contact Us	Financing Opportunity
Available/Upcoming Properties	Listings	Listings	Listing	Services	Property for Sale
Available/Upcoming Properties	Listings	Listings	Listing	Gallery	Property for Sale
Available/Upcoming Properties	Listings	Listings	Listing	Services	Property for Sale
Available/Upcoming Properties	Contact Us	Contact	Contact Us	Contact Us	About Us
Our Team	About	About Us	About	Meet The Team	About Us>Our Team
Office Info>About Us	FAQ	Contact	FAQ	Faq	Home
Office Info>About Us	FAQ	Resources	FAQ	Faq	Services
Services	FAQ	Resources	FAQ	Faq	Services>Residential Real Estate
Our Team	Contact Us	Contact	Contact Us	Faq	Services>Commercial Real Estate
Services	FAQ	About Us	FAQ	About Us	About Us
Resources	Contact Us	Contact	Contact Us	Faq>Commercial	Blog
Available/Upcoming Properties>Commercial Properties	FAQ	Resources	FAQ	Faq>Commercial	Services>Commercial Real Estate
Services	About	About Us	About	Faq	Services>Residential Real Estate
Financing	Financing	Resources	Financing	Faq	Financing Opportunity
Resources	Trends	Resources	Trends	Services	Blog
Resources	Trends	Resources	Trends	Faq	Blog
Resources	Listings	Contact	Listing	Contact Us	Services>Residential Real Estate
Services	Contact Us	Resources	Contact Us	Services	Services>Residential Real Estate
Office Info>About Us	Contact Us	Home	Contact Us	Contact Us	Home

## STANDARDIZED NAMES

Services

Properties

About Us

Home

About Us

Contact Us

Contact Us

Services

Contact Us

About Us

Contact Us

Properties

Properties

Properties

Contact Us

About Us

FAQ

FAQ

FAQ

Contact Us

FAQ

Contact Us

FAQ

Services

FAQ

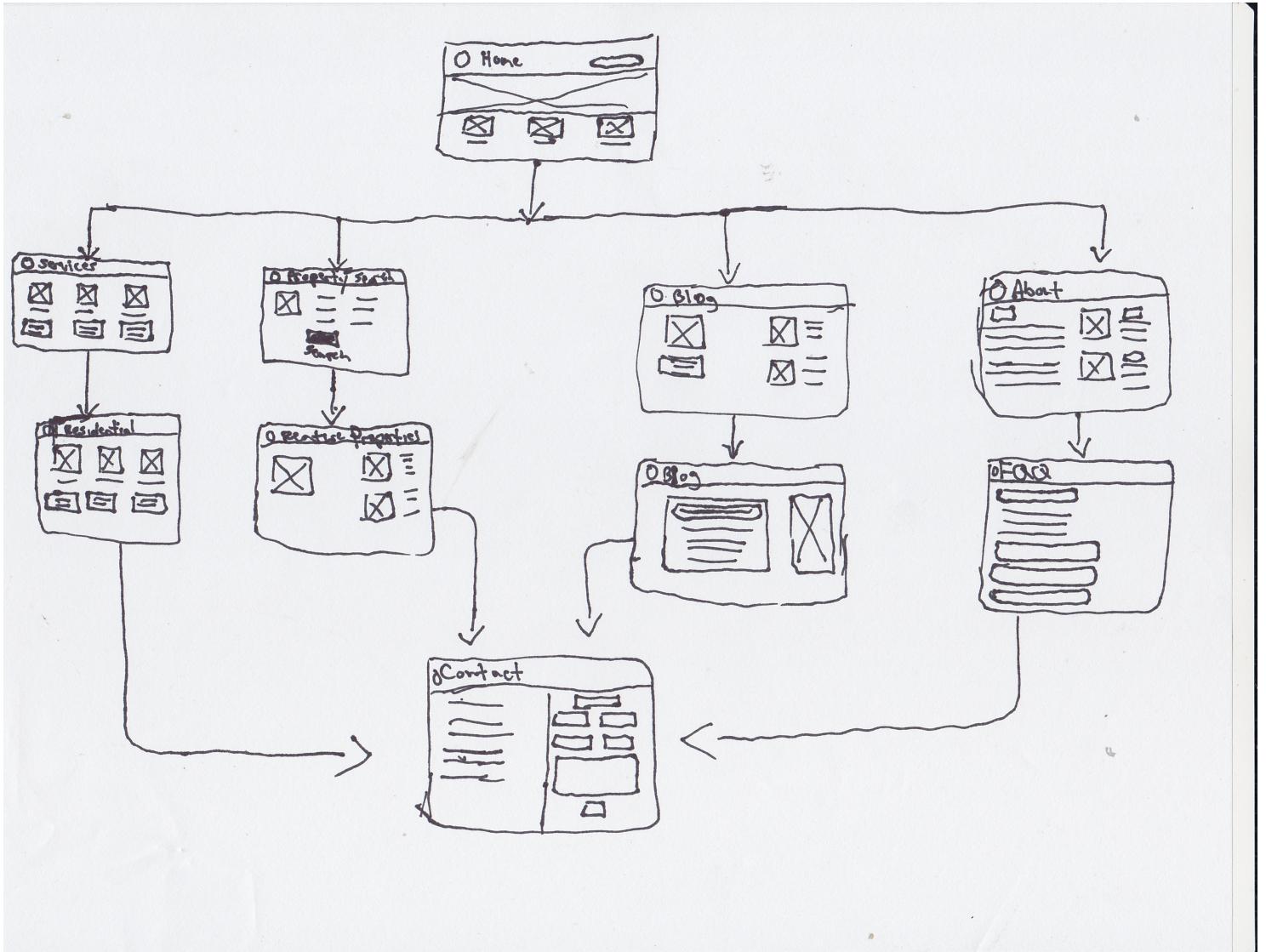
Blog

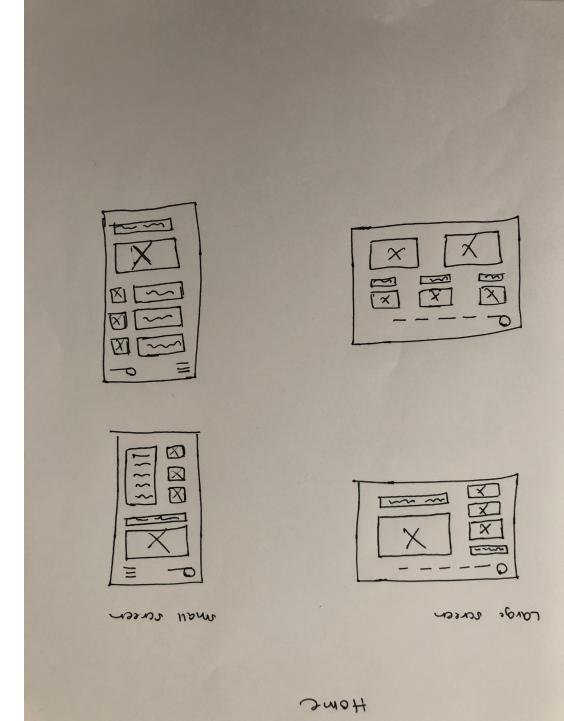
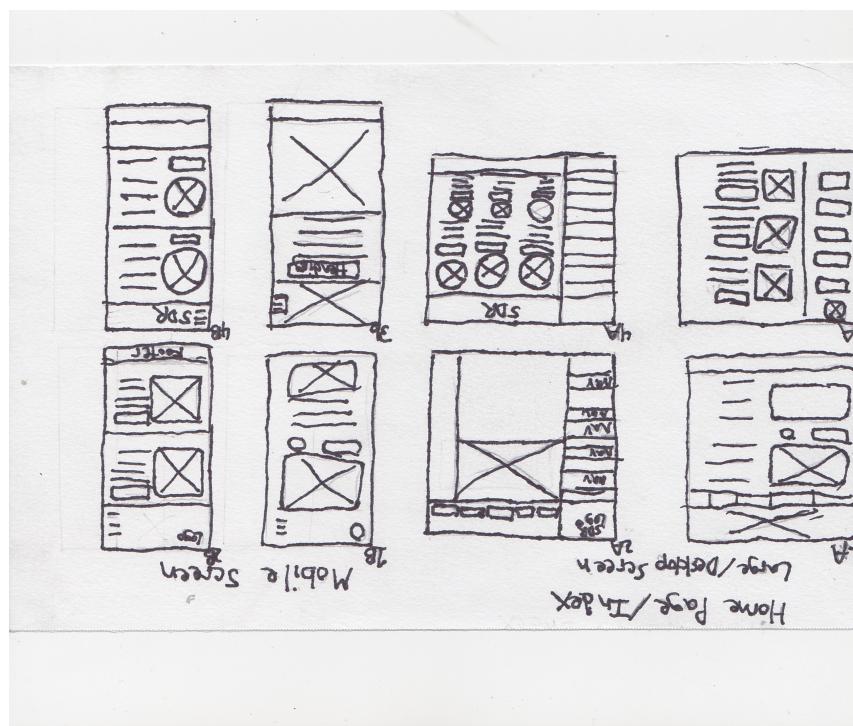
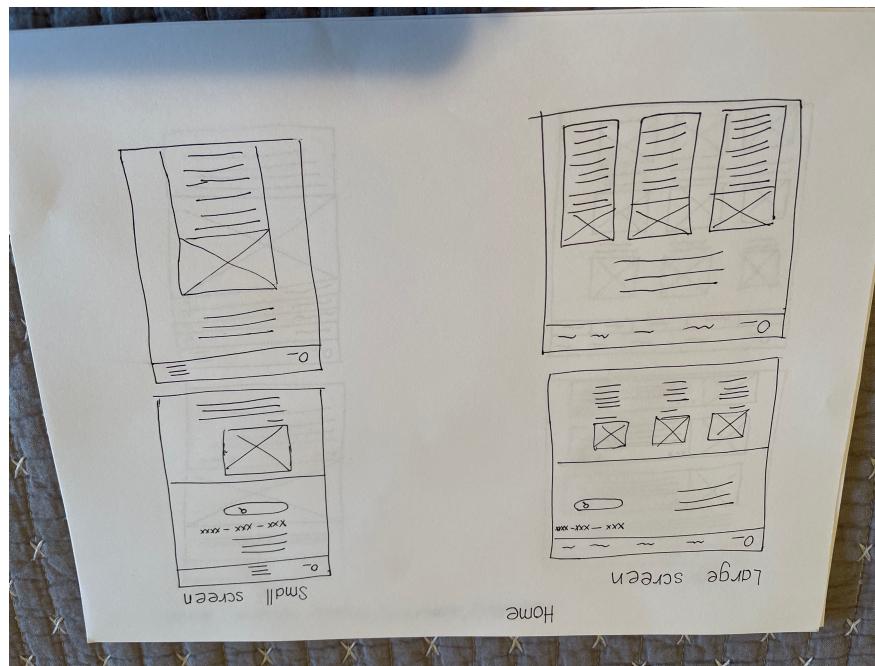
Blog

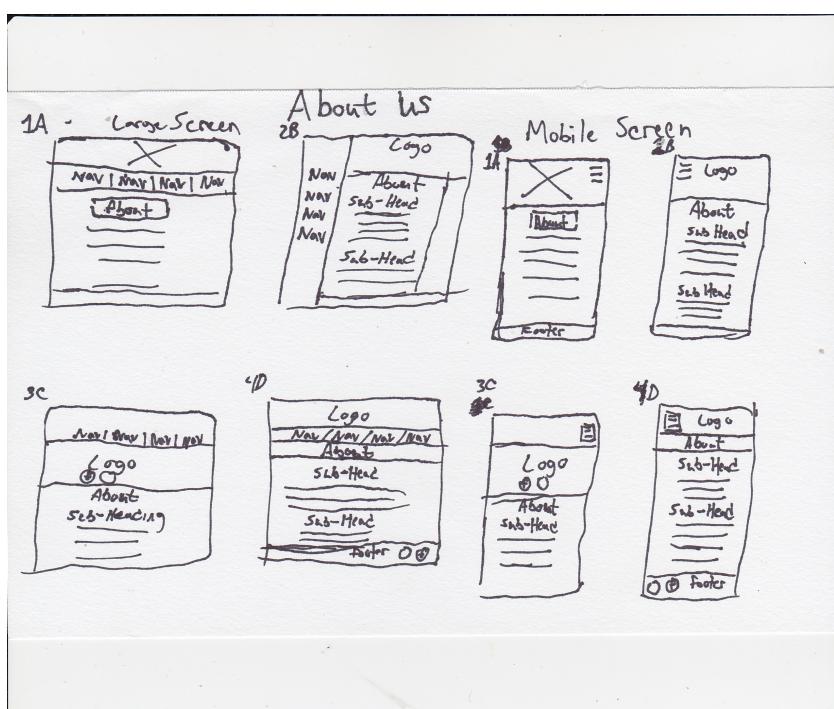
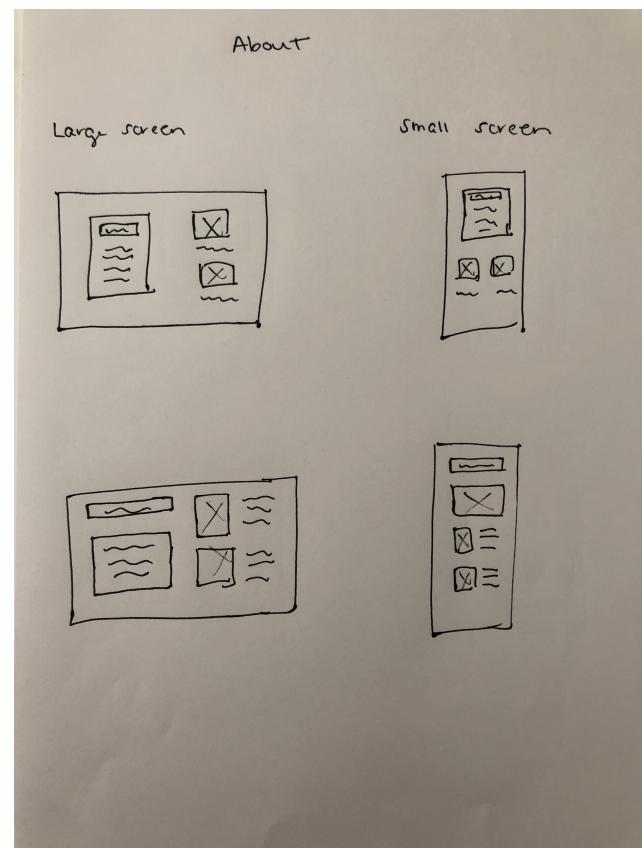
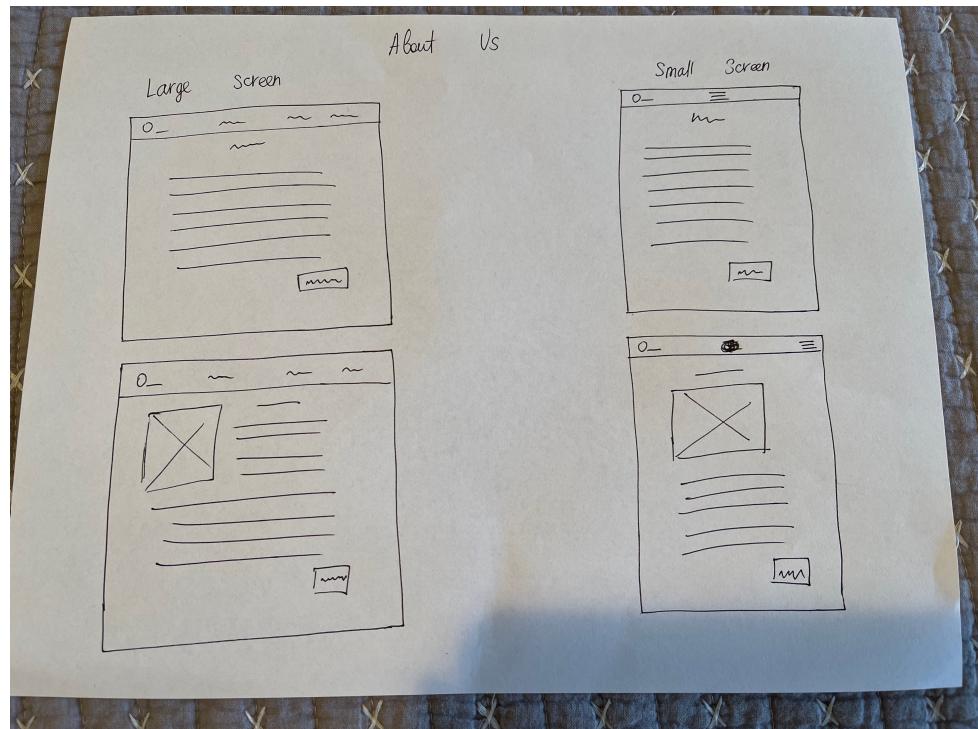
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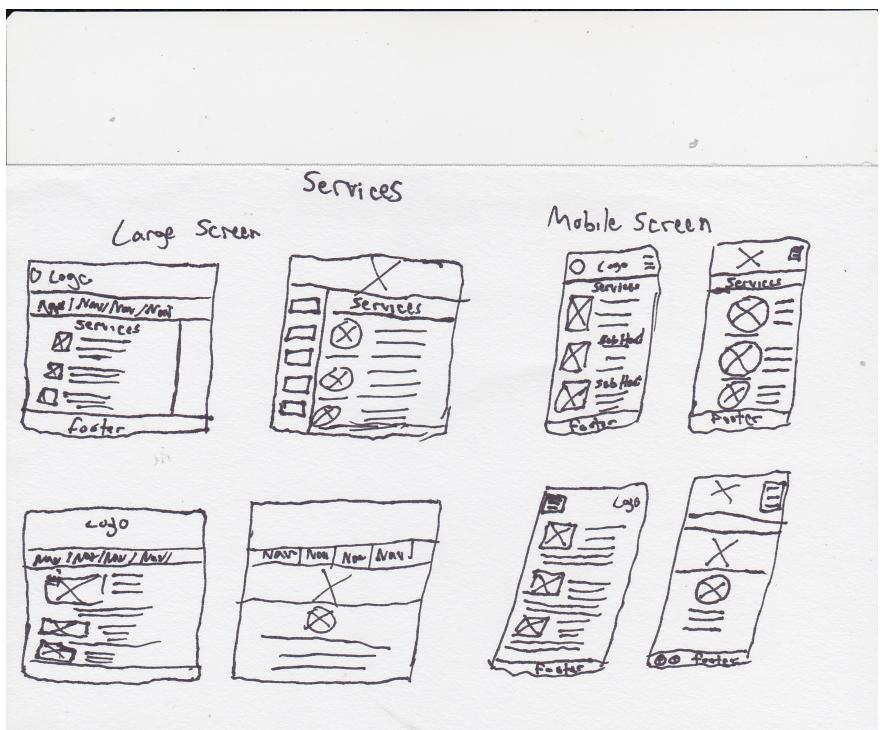
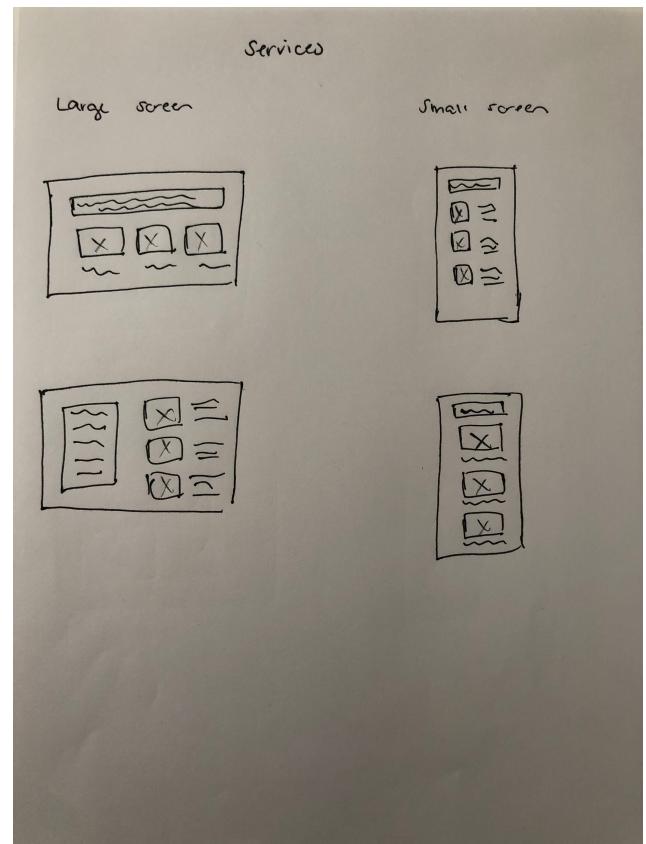
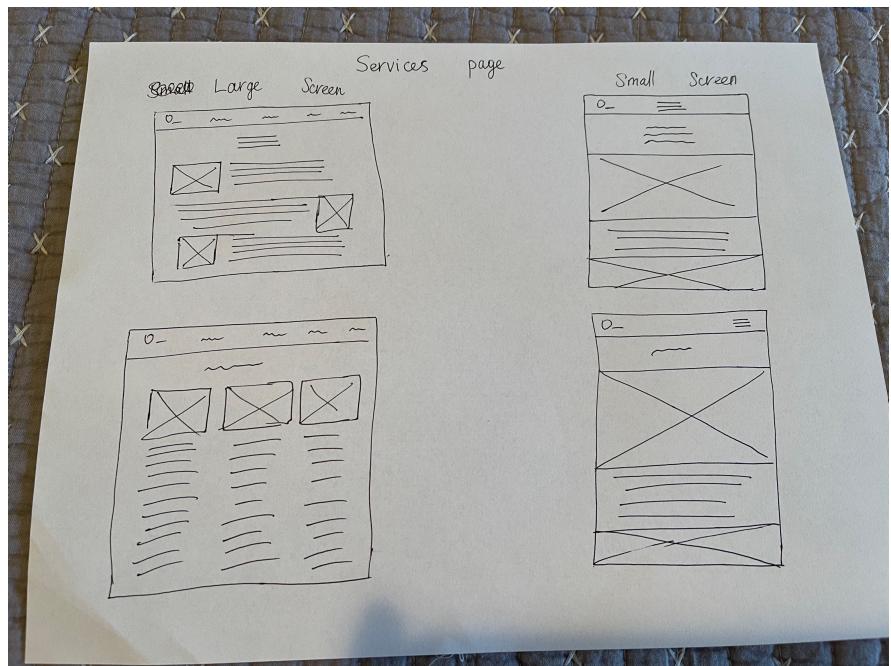
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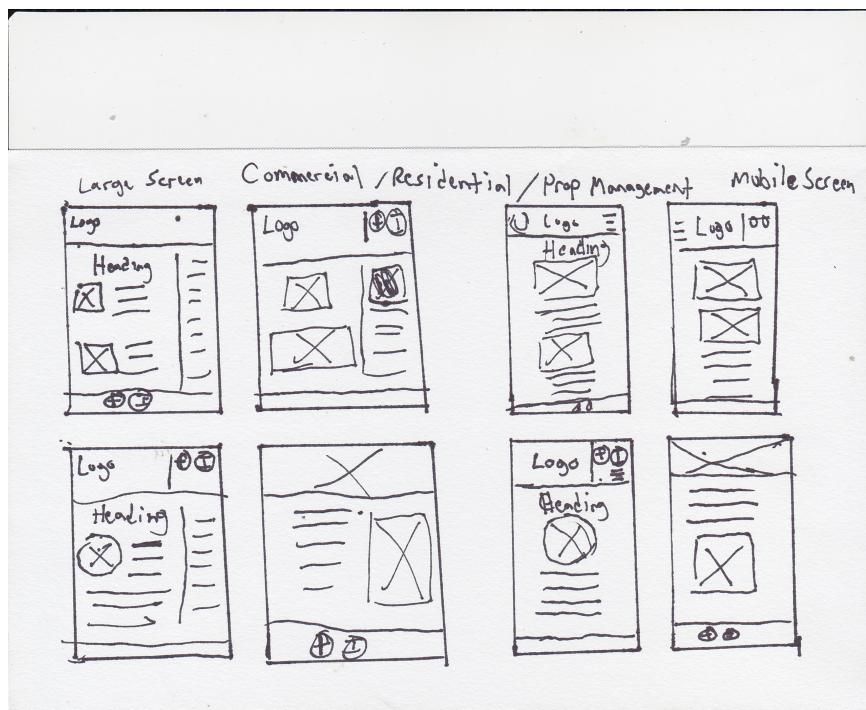
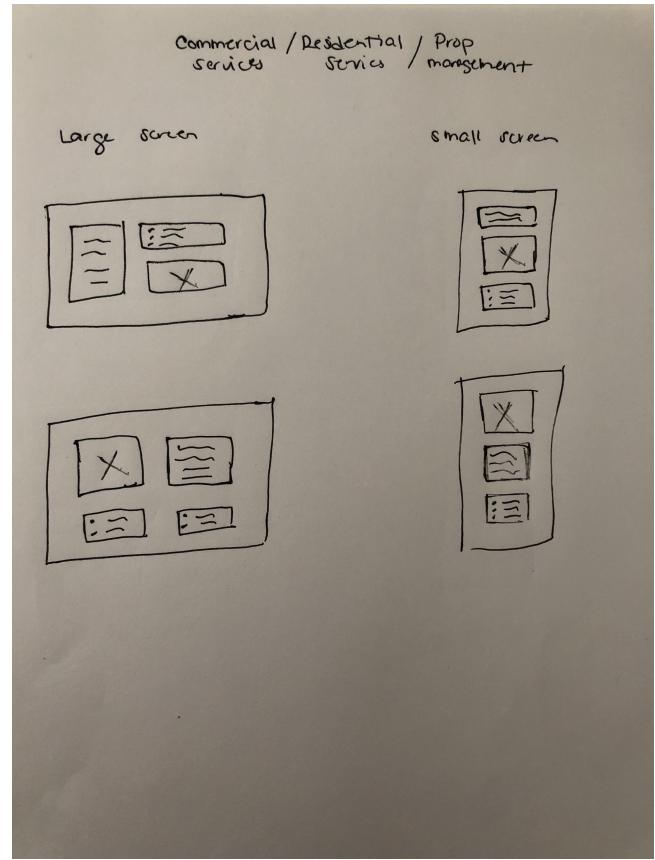
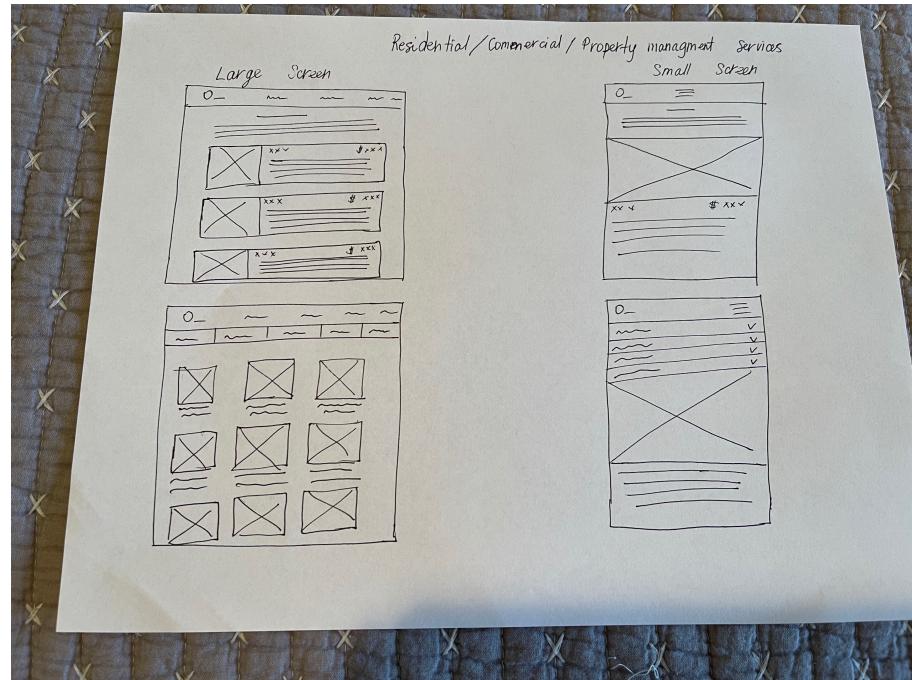
Contact Us

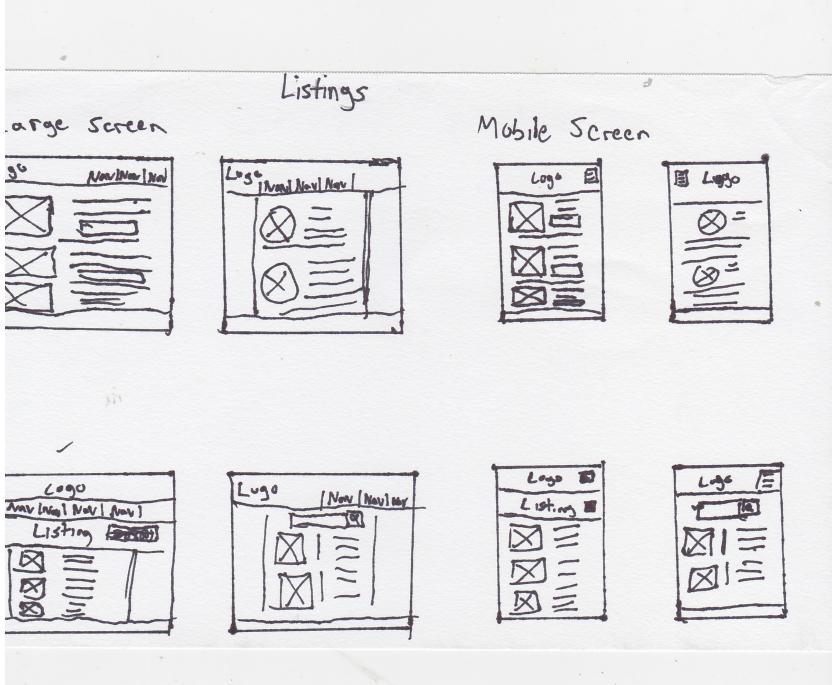
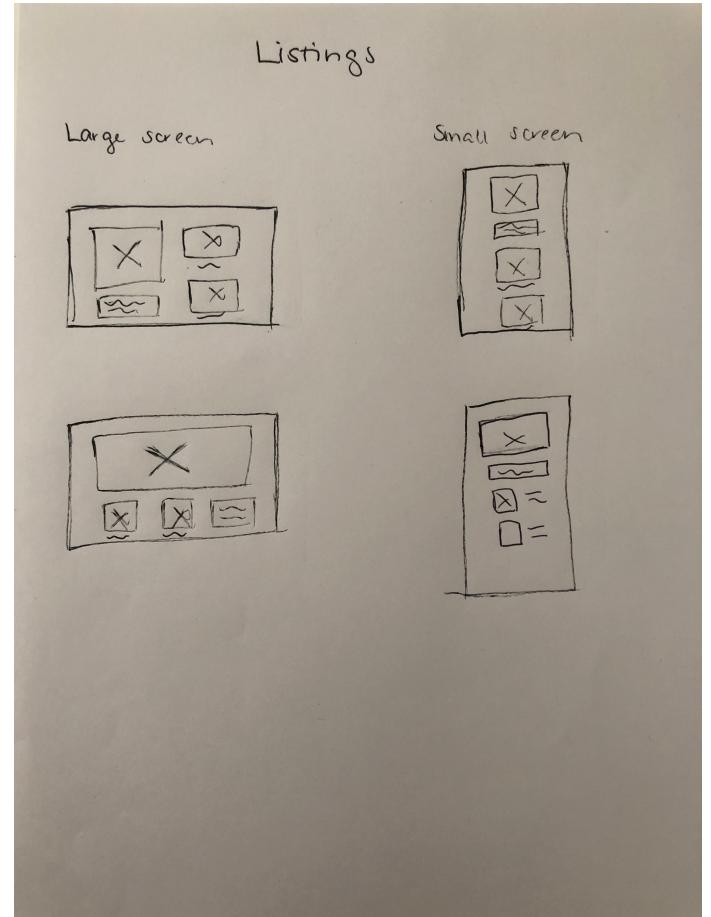
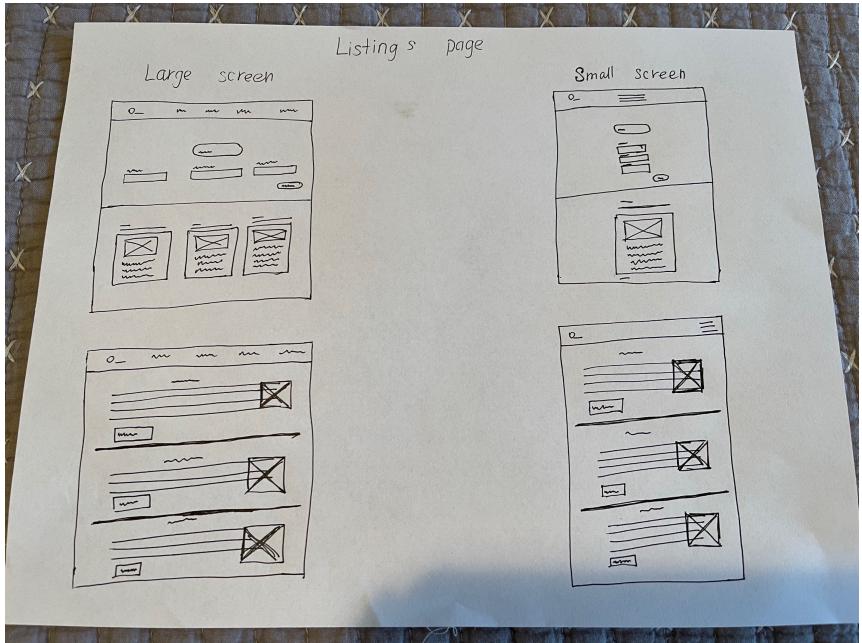


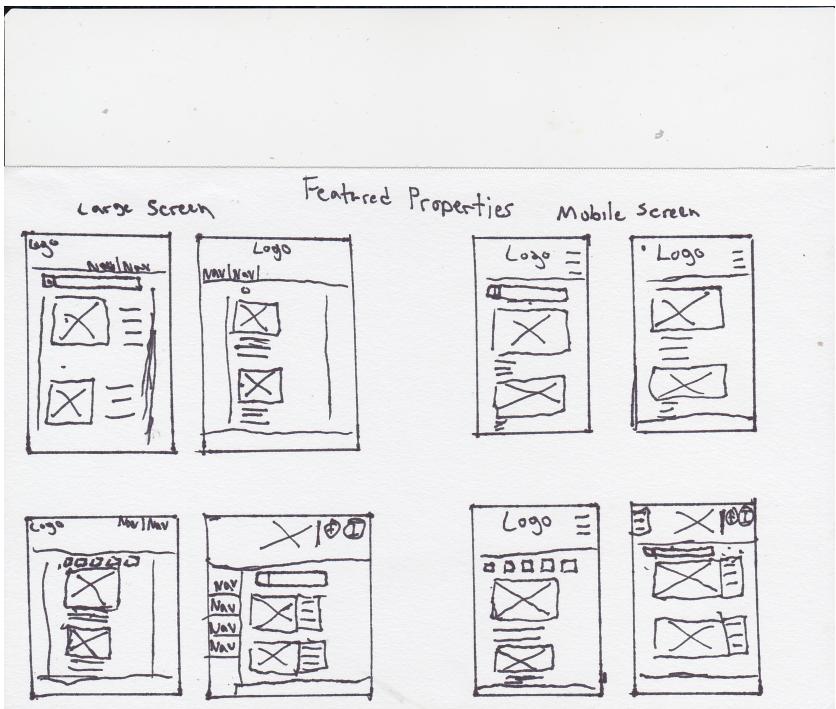
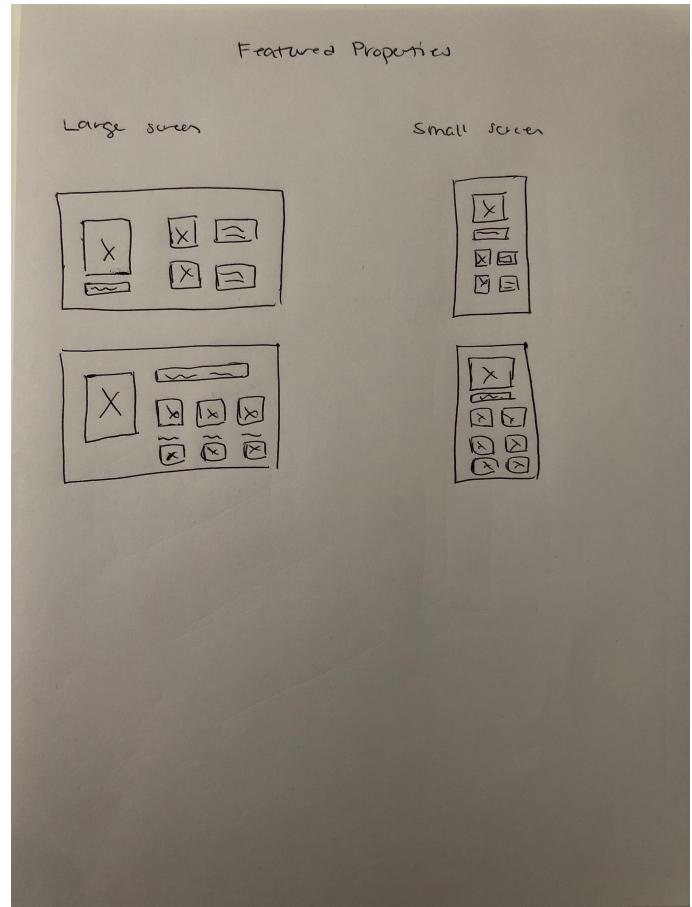
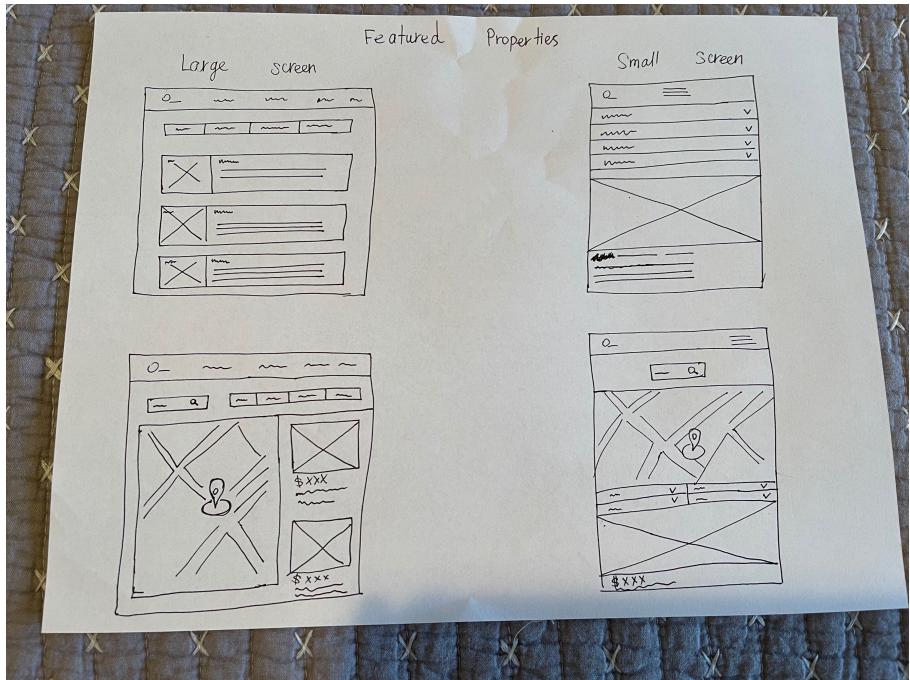


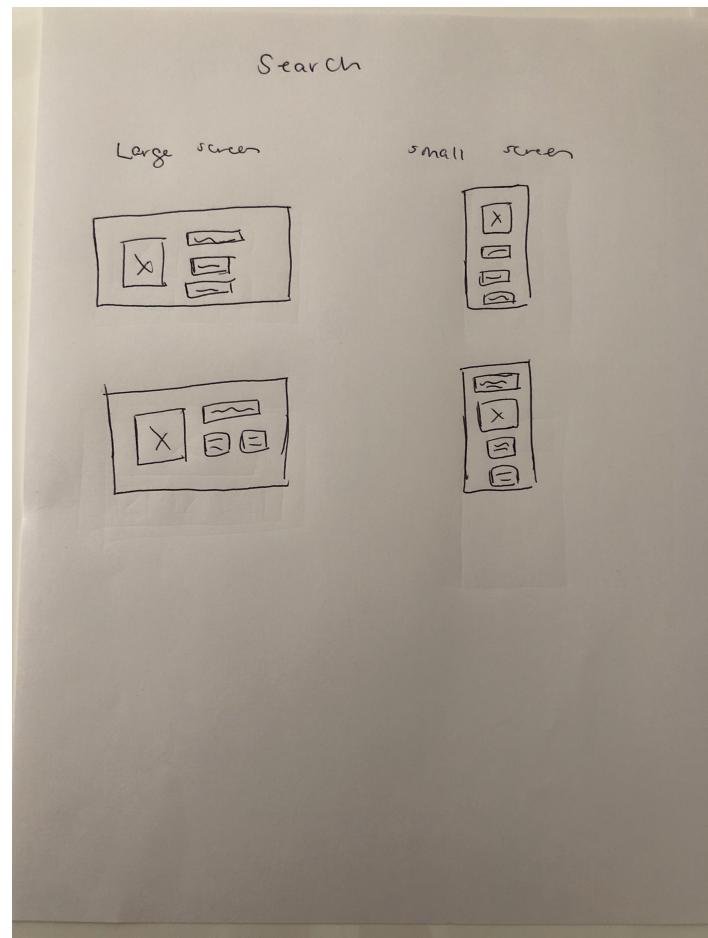
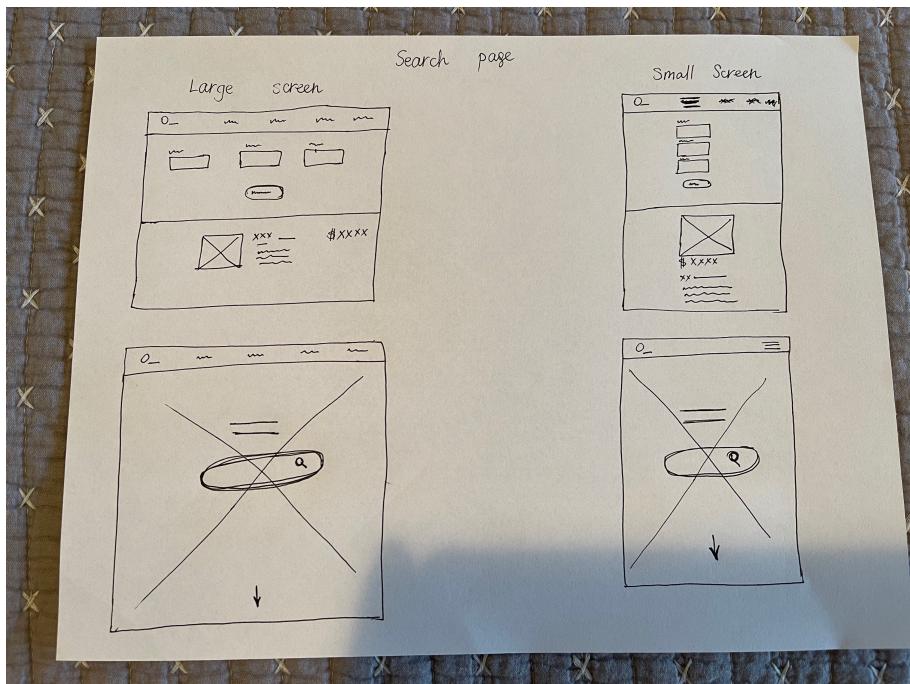


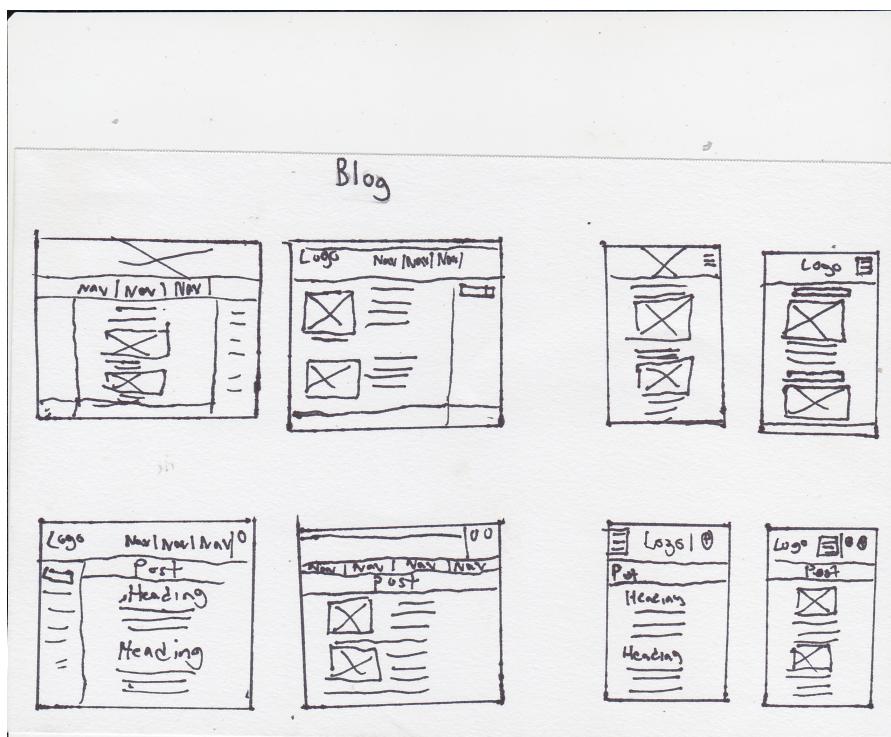
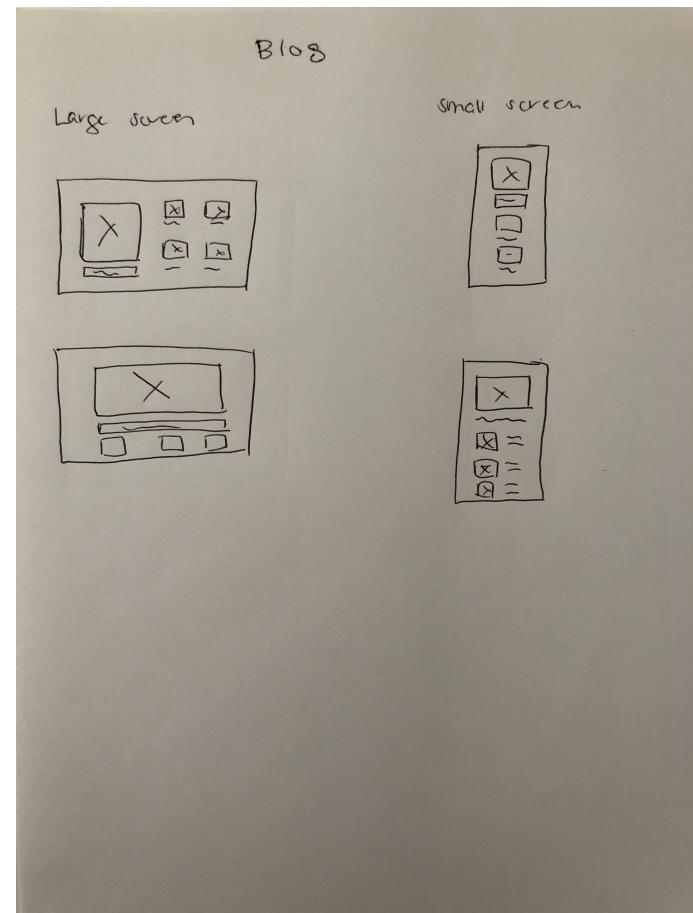
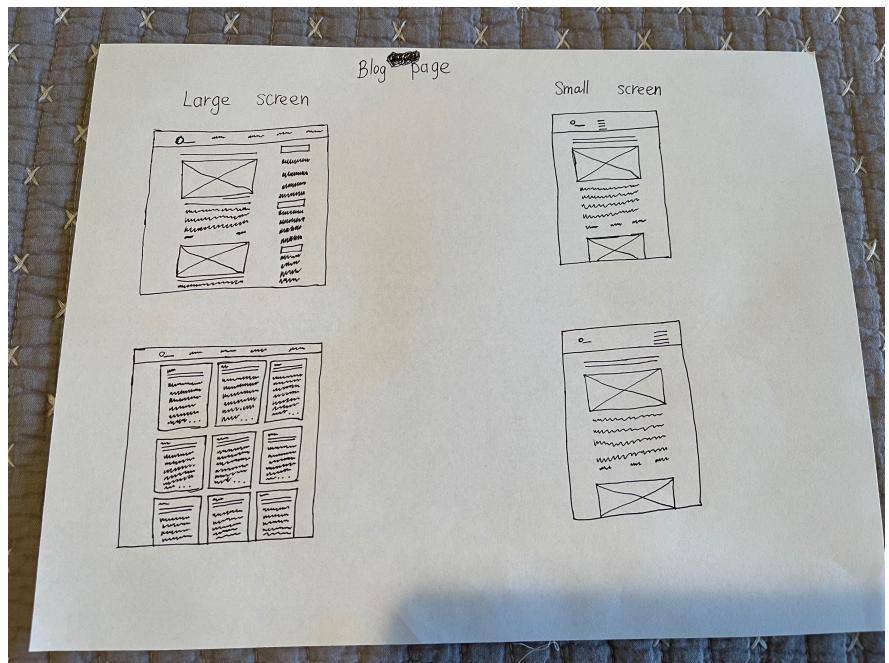


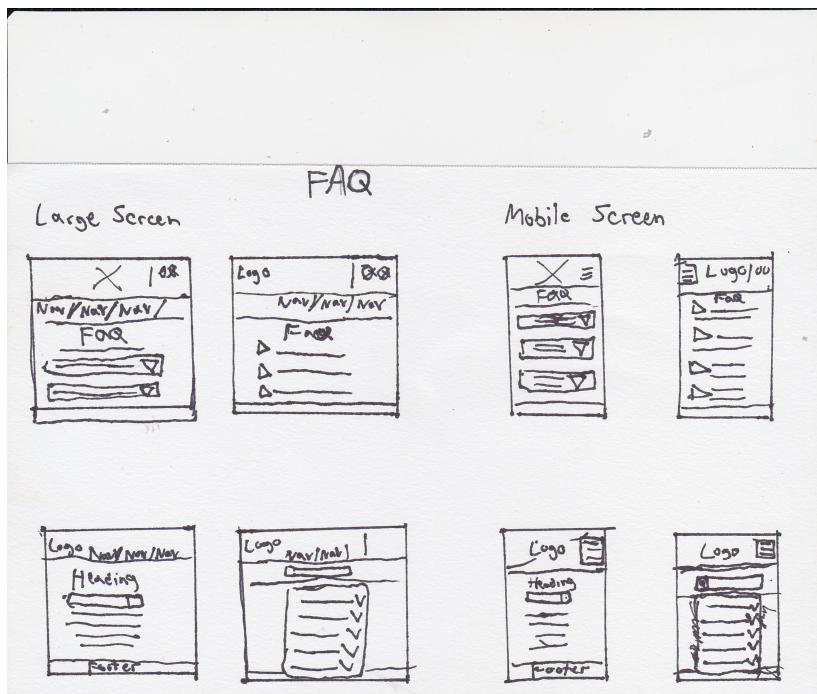
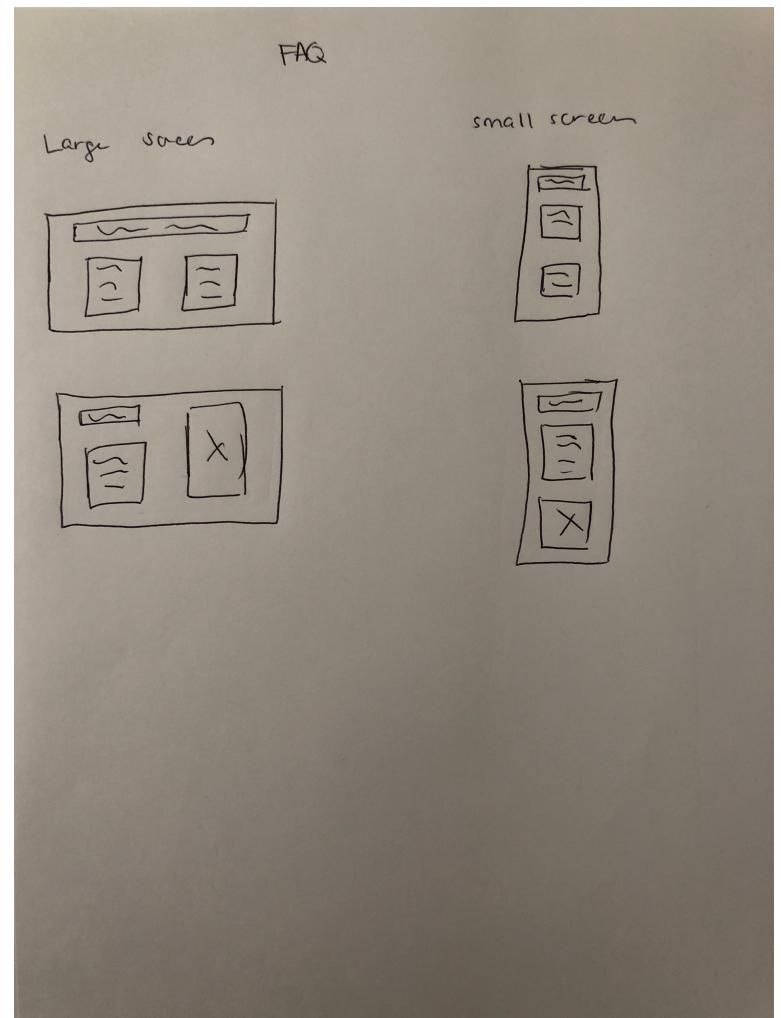
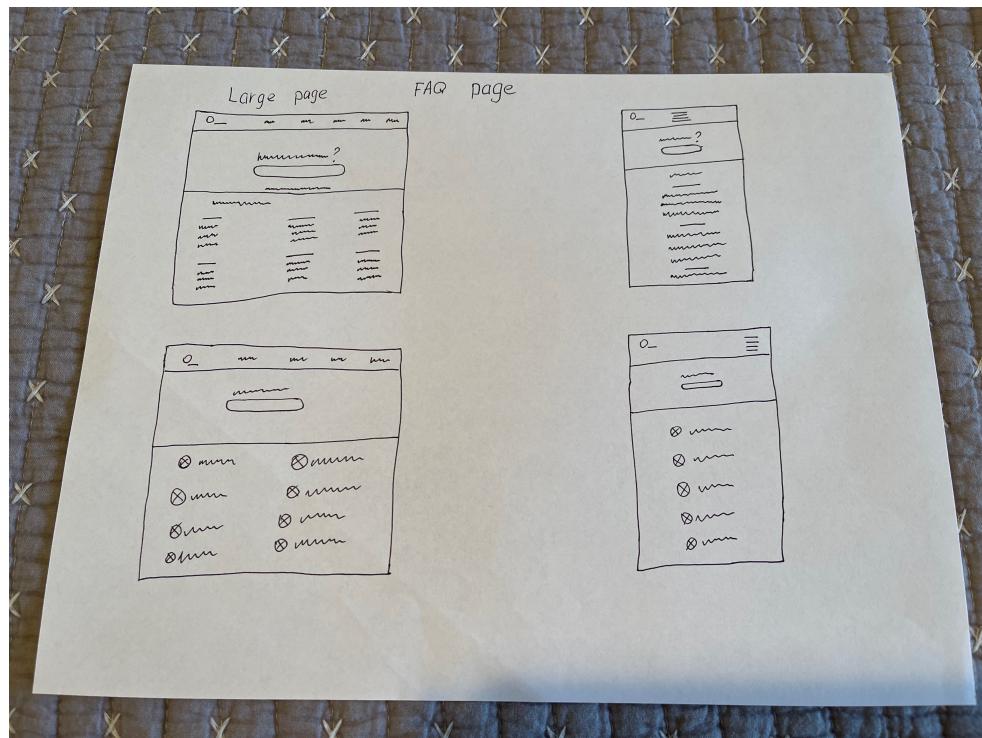


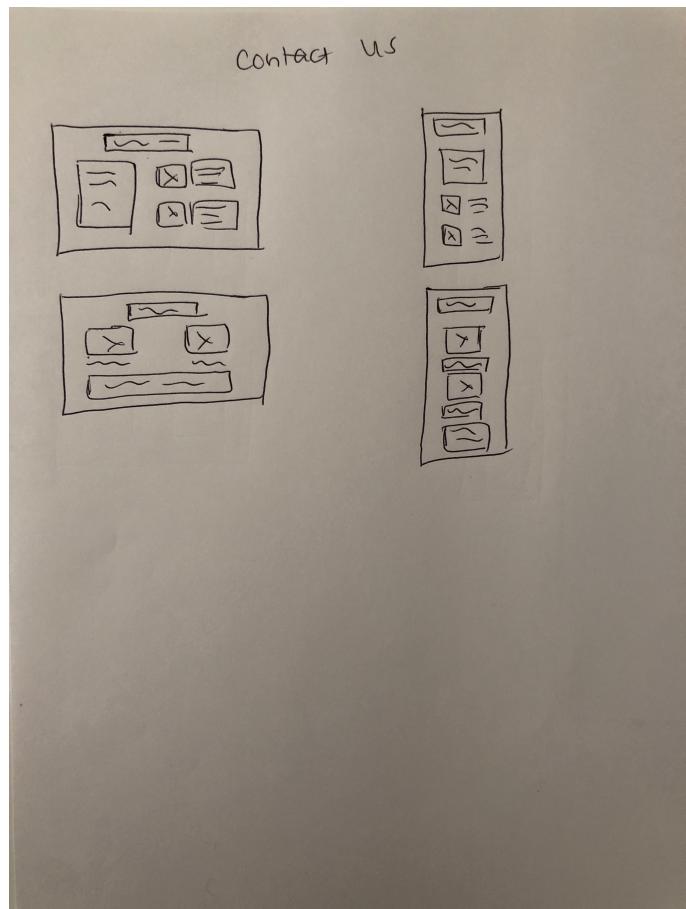
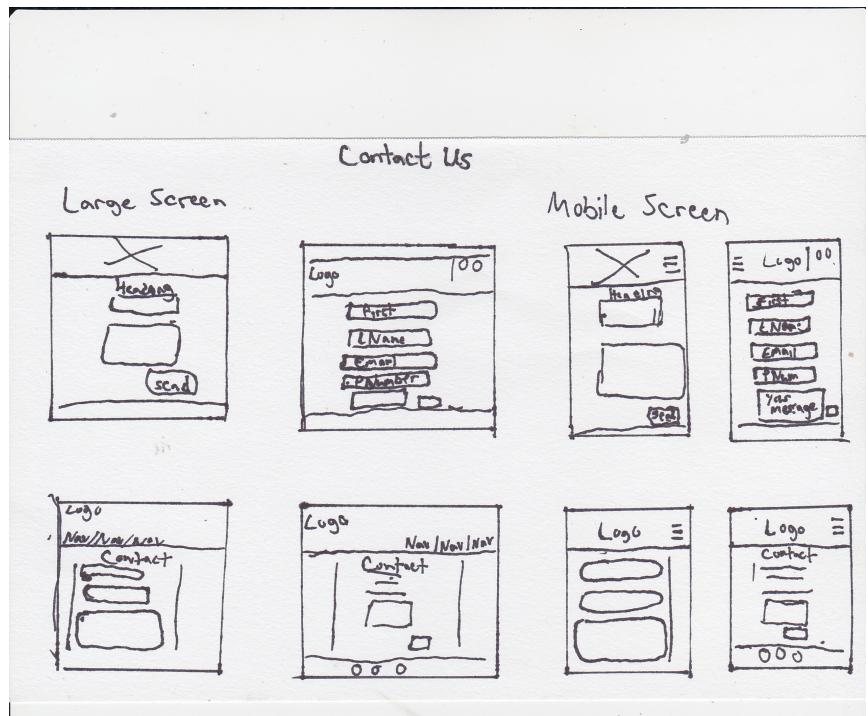
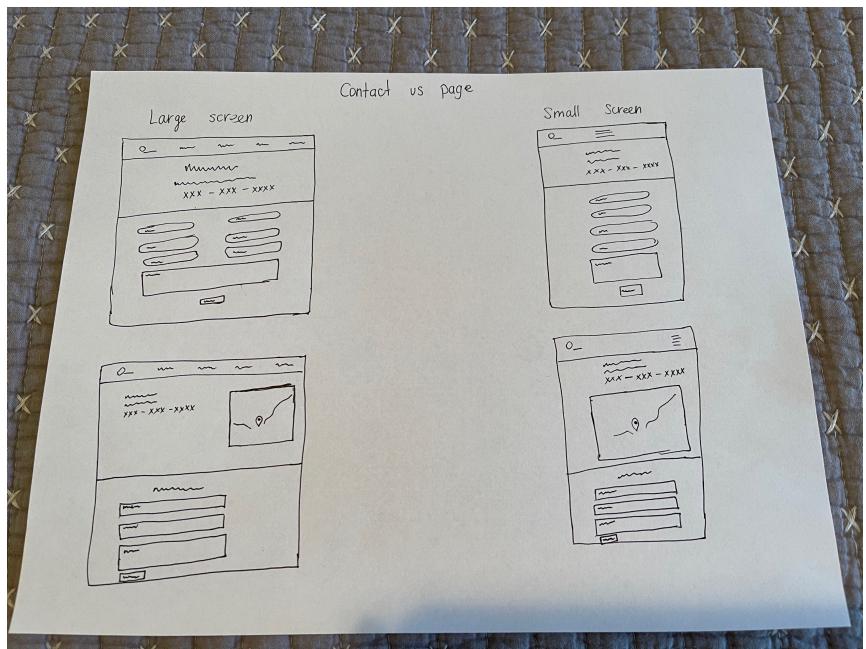


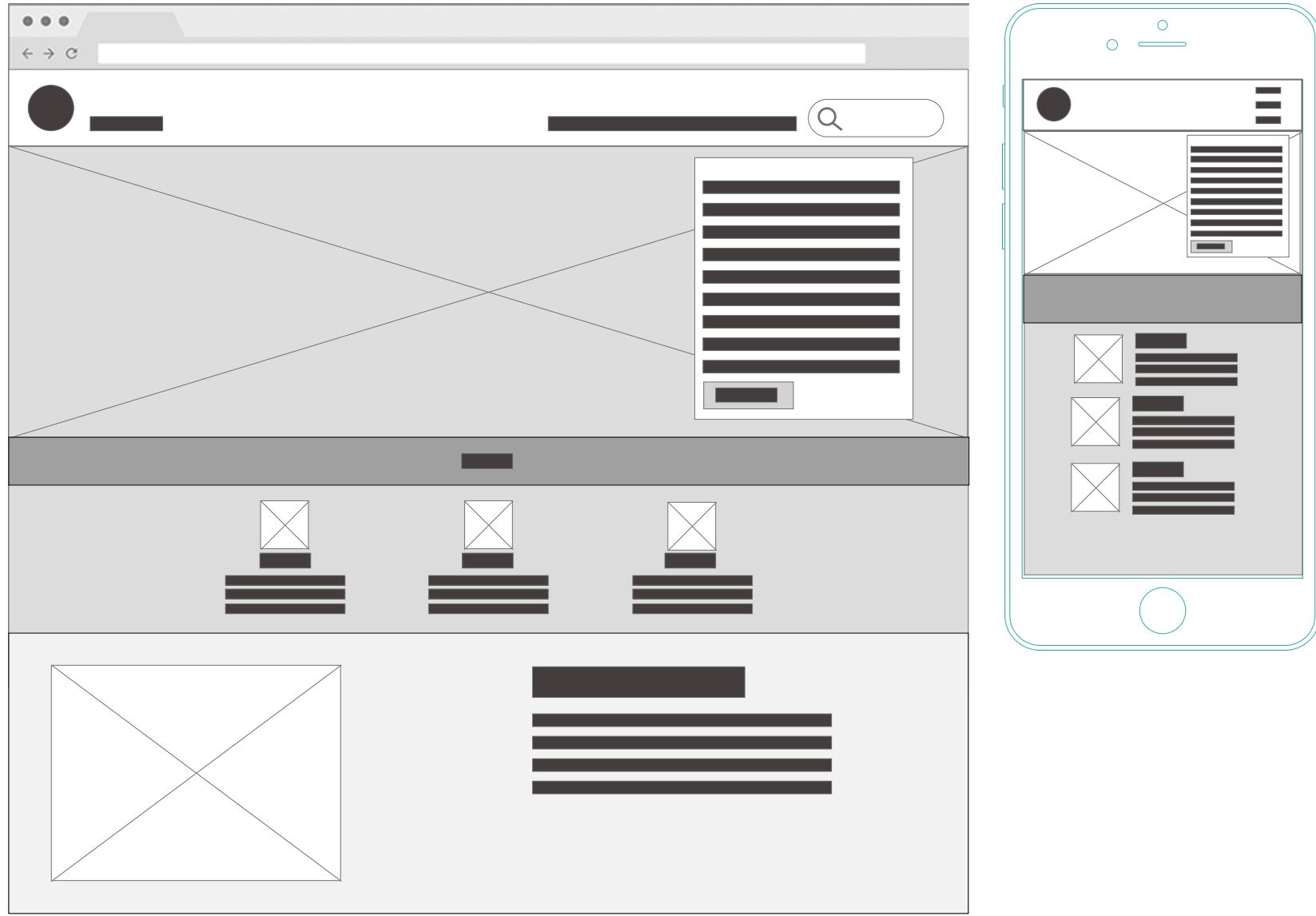


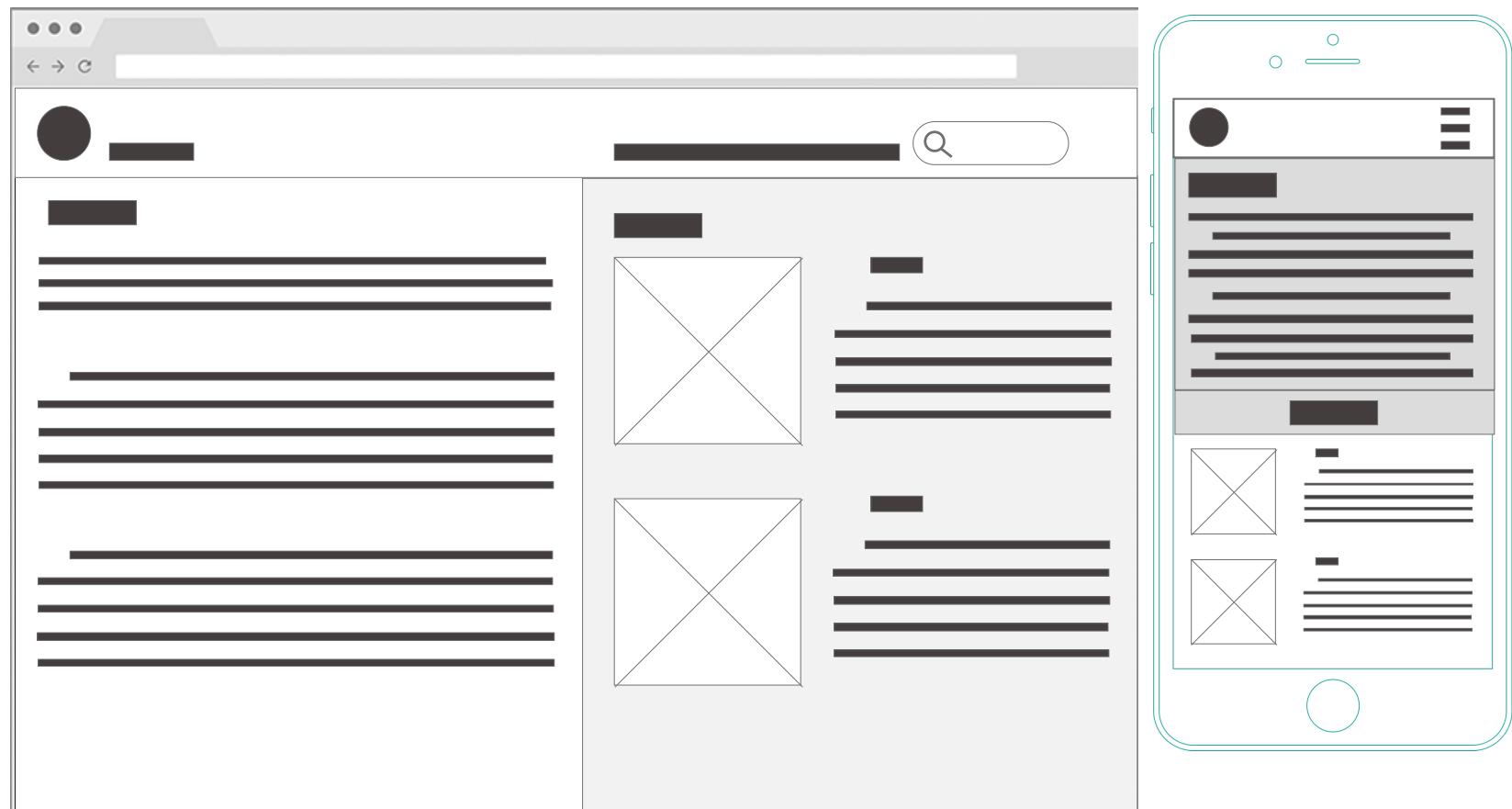




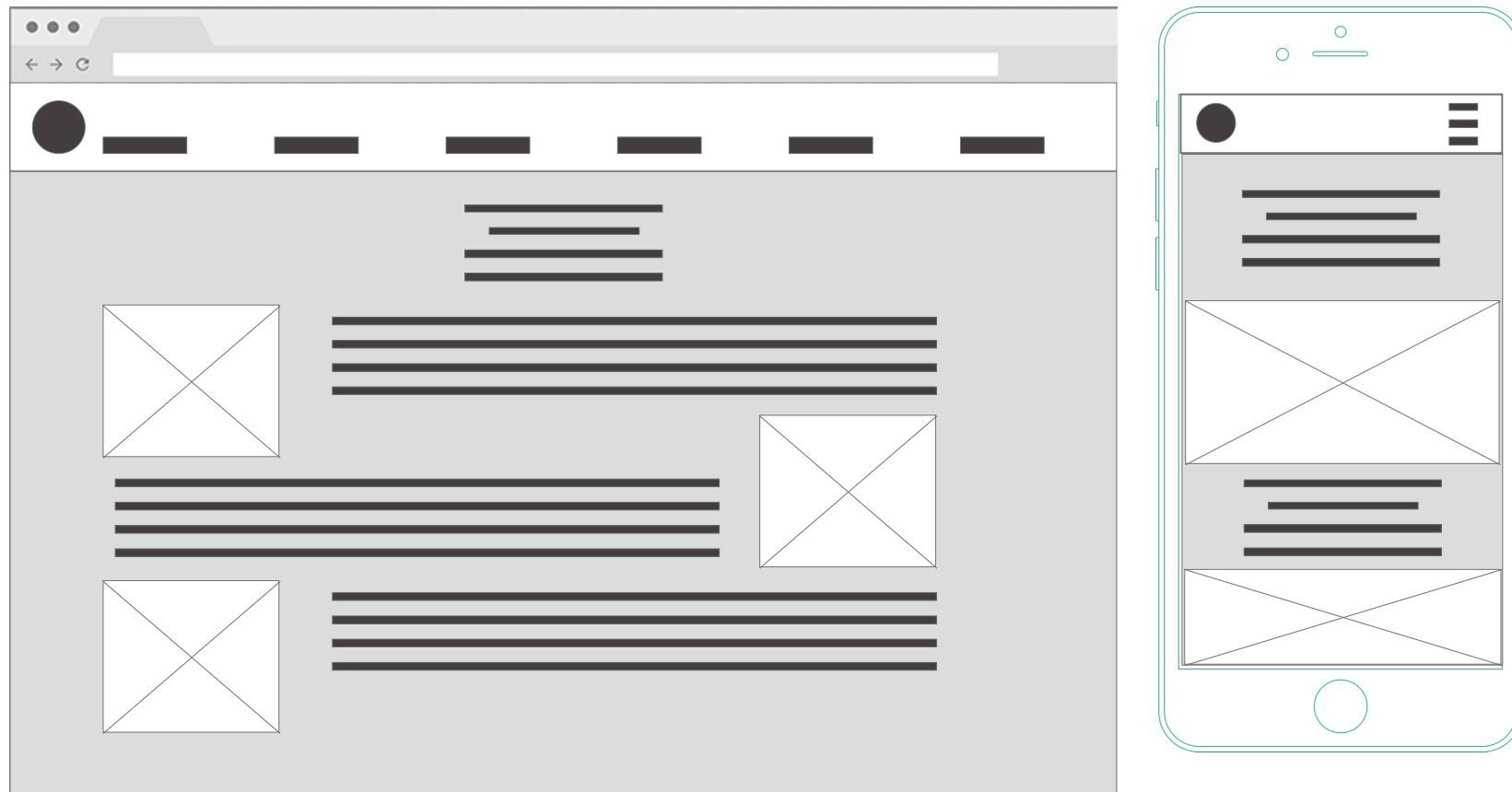






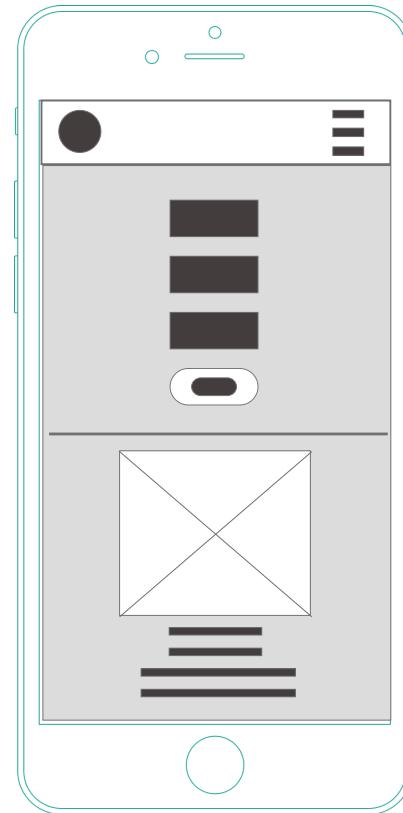
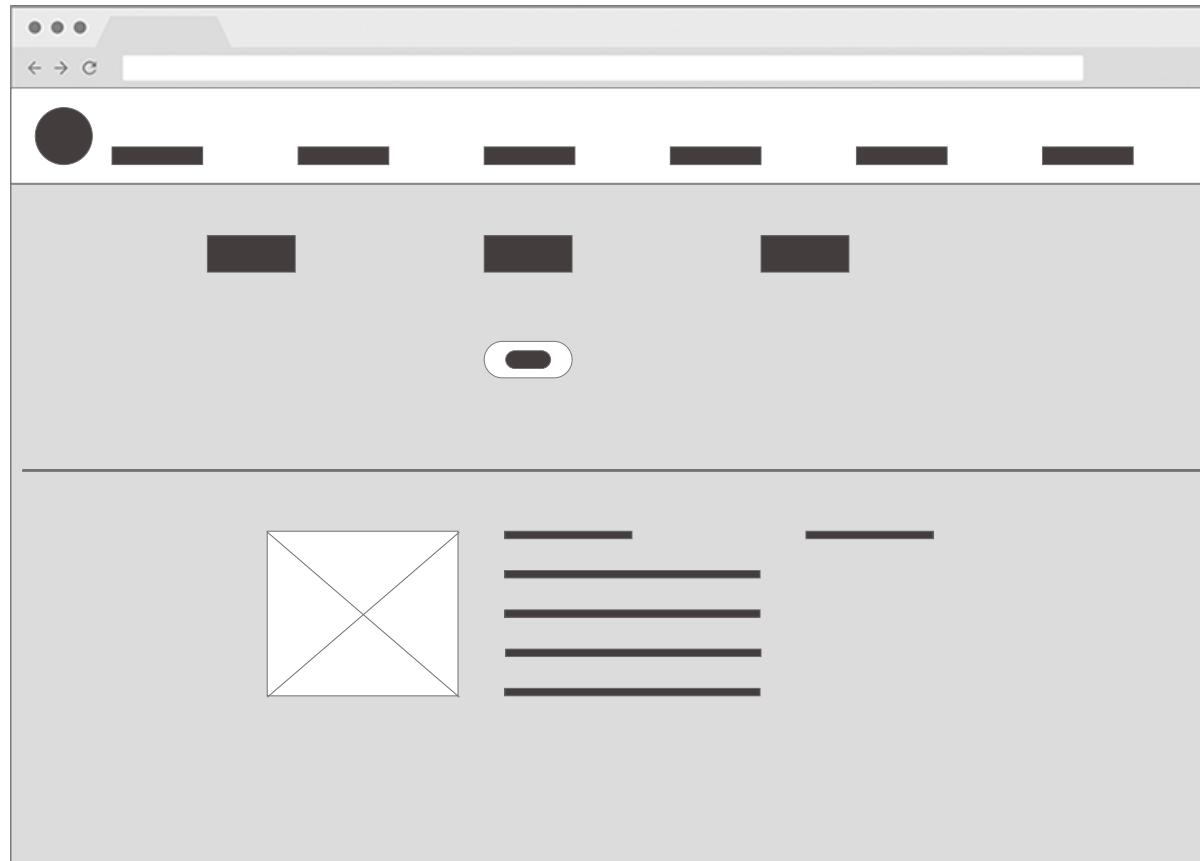


Services

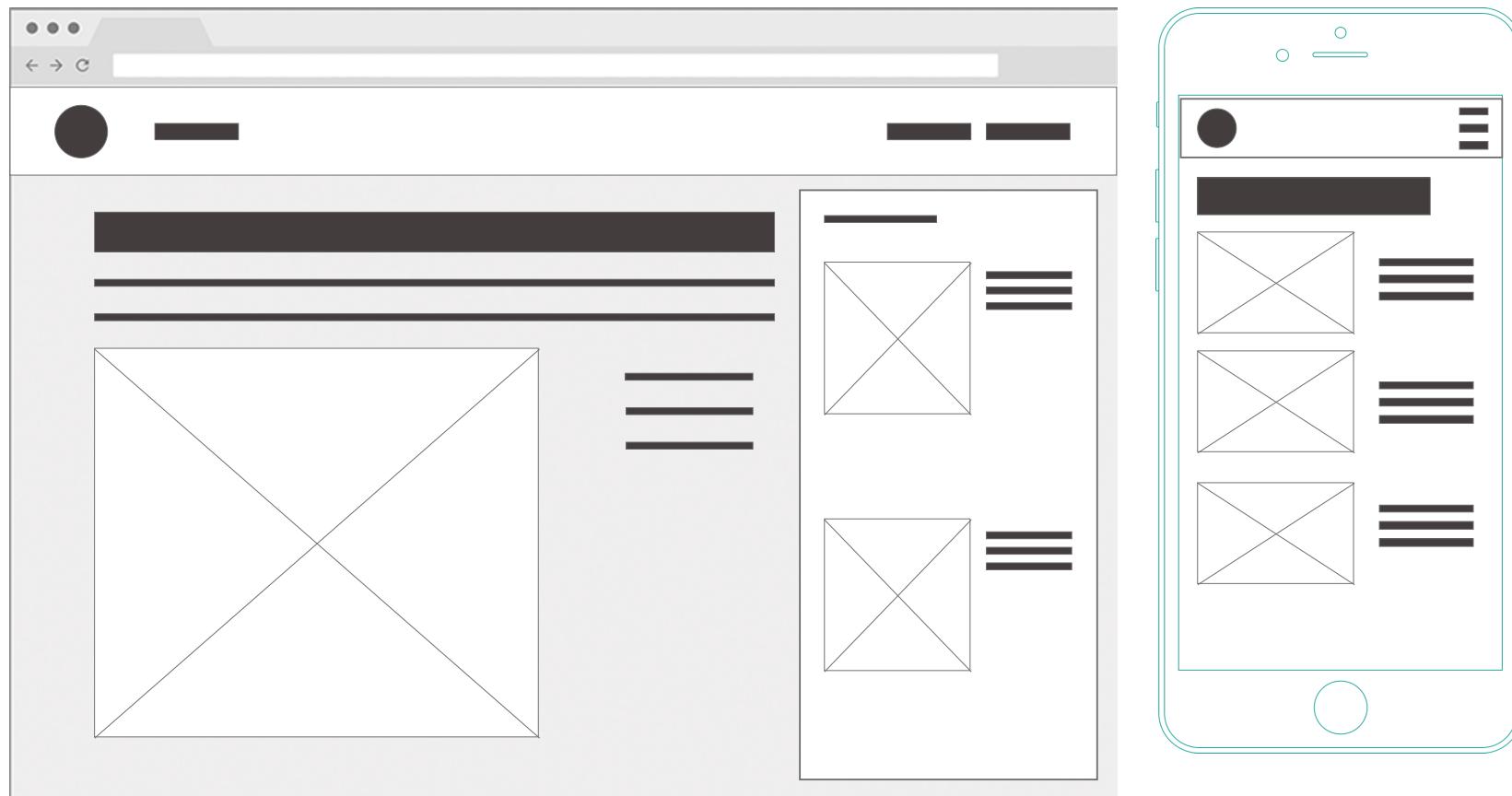


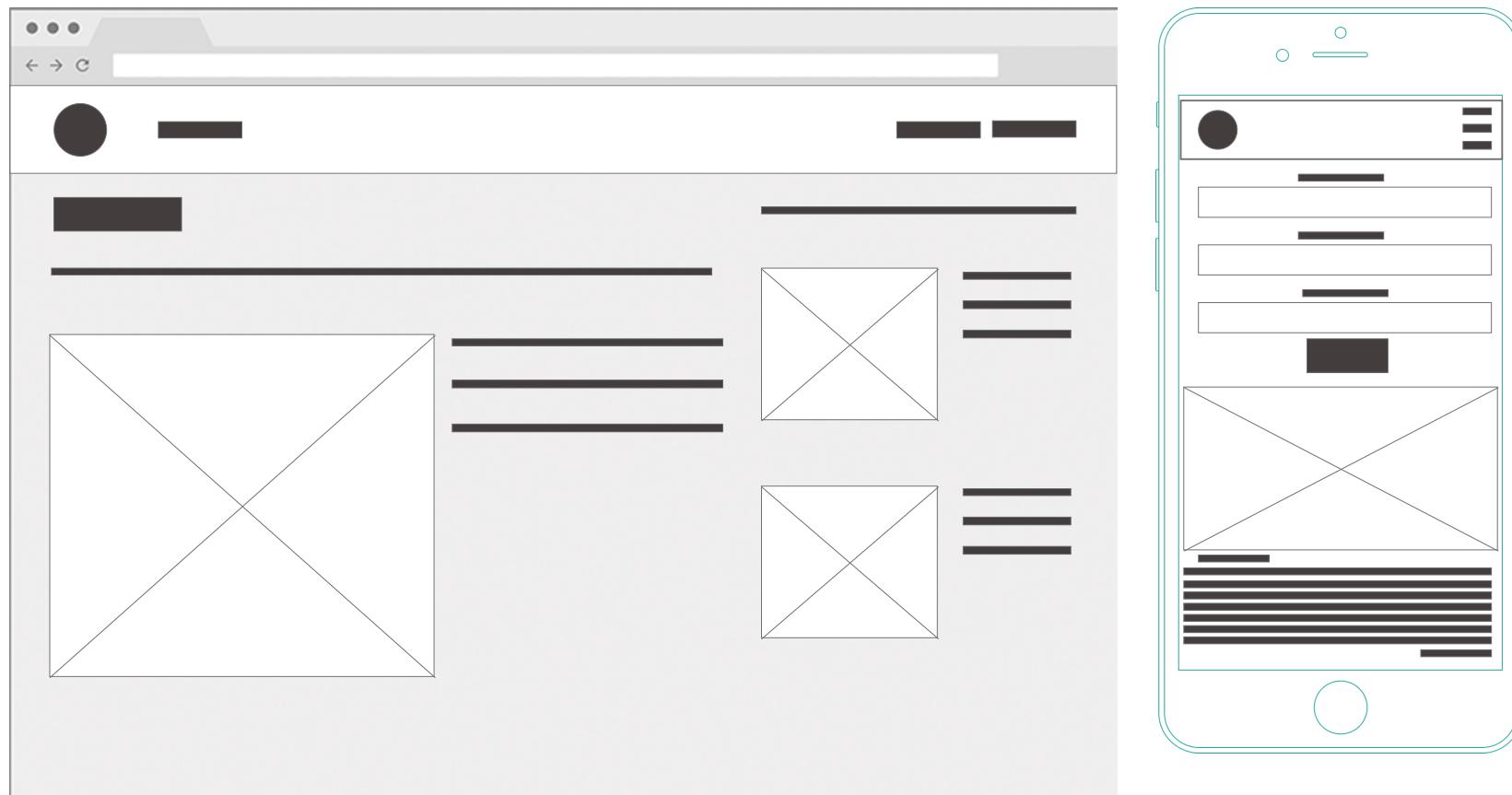


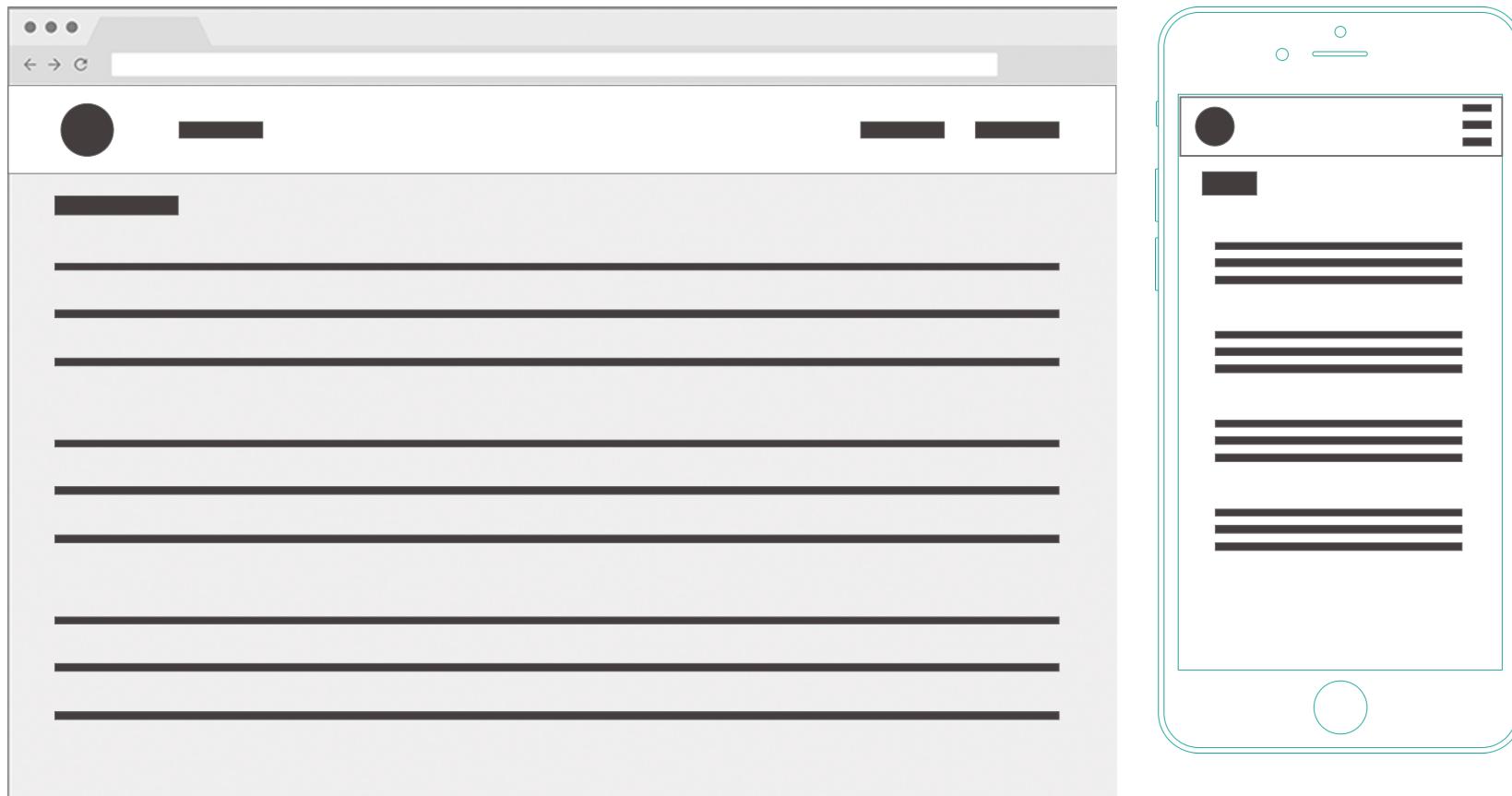
Search

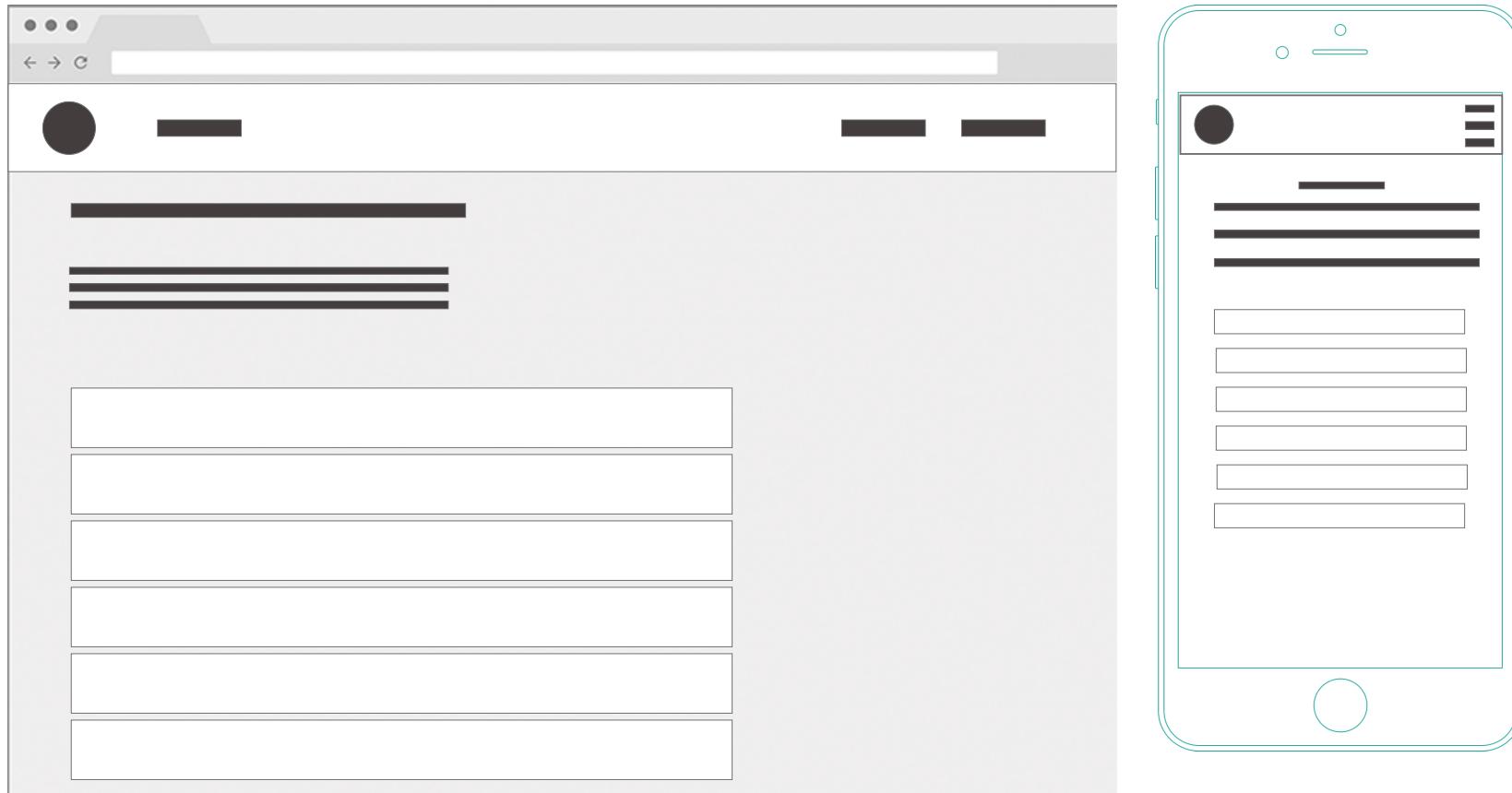


Featured Properties

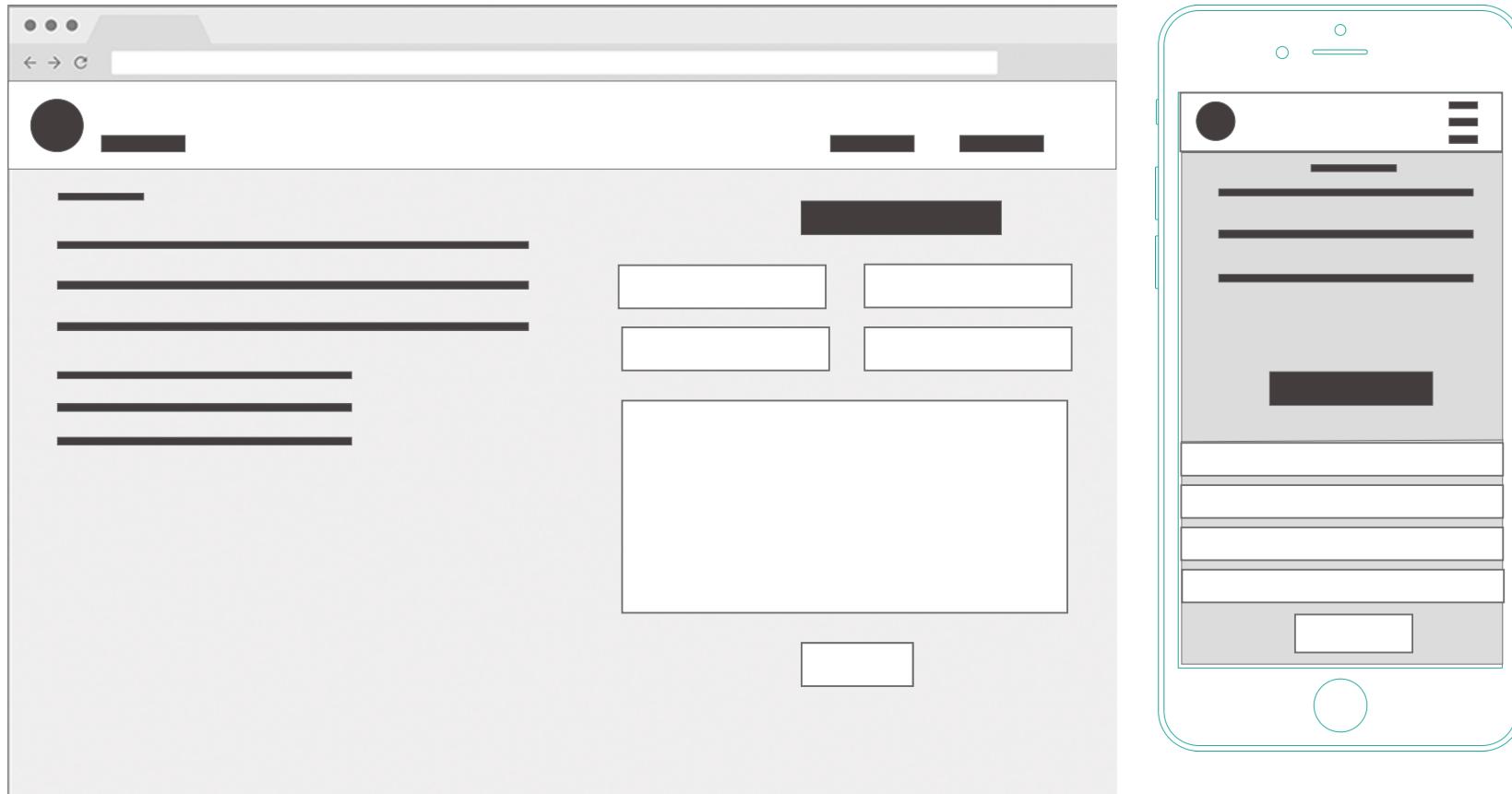








Contact



Logo

Navigation

305-448-4831

SDR Properties Inc. is a full-service real estate brokerage serving Dade County in the South Florida area. Our team of dedicated and experienced professionals strives to build long-lasting client relationships and takes a personalized approach to buying and selling real estate. SDR Properties has been built upon trust, expertise and top-notch service. We look forward to assisting you with all your real estate needs.

[Learn More](#)

## Services

**Residential**  
Looking for a new home? SDR Properties will review all the homes on the market and find the perfect property suited for your needs.

**Commercial**  
SDR Properties has extensive domestic and international experience when it comes to commercial real estate. Let us find that perfect investment opportunity for you.

**Property Management**  
Let us save you time and money. Our experienced property managers can provide you with worry-free property management.

### Find Your Dream Home

Finding the perfect home is no easy task. Partnering with a dedicated real estate expert can greatly simplify the process. Start by browsing our featured properties.

Home	Featured Properties	Contact	Social Media
About		3741 De Garmo Lane Coconut Grove, FL 33133	
Services		305-542-3688 info@sdrproperties.com	

Logo

305-448-4831

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[Learn More](#)

### Services

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Let us save you time and money. Our experienced property managers can provide you with worry-free property management.

Home   Properties   Contact  
About   Blog   305-542-3688  
Services   FAQ   info@sdrproperties.com

The wireframe shows a desktop website layout. At the top, there's a header with a logo, navigation menu, phone number (305-448-4831), and a search bar. The main content area has two columns. The left column contains sections for "About Us" and "The Team". The right column contains profiles for "Denise Ringfeil President" and "Grant Sheehan Vice President", each with a placeholder image of a person and their biography. At the bottom, there's a footer with links for Home, About, Services, Featured Properties, Blog, FAQ, Contact information (address: 3741 De Garmo Lane, Coconut Grove, FL 33133, phone: 305-542-3688, email: info@sdrproperties.com), and Social Media links.

The wireframe shows a mobile website layout. It follows a similar structure to the desktop version, with a header, main content area, and a footer. The main content area displays the "About Us" section, the "The Team" section, and individual profiles for "Denise Ringfeil President" and "Grant Sheehan Vice President". The profiles include placeholder images and brief bios. The footer includes standard mobile navigation links like Home, Properties, Contact, About, Blog, Services, FAQ, and Social Media.

**Services**

SDR Properties Inc. is a full-service real estate brokerage. We provide a variety of services to our clients; including residential, commercial, and property management. Please review the following to better understand what we can offer you:

**Residential**

As an independent broker, SDR Properties Inc. is not obligated to anyone but our client. We review all homes on the market and find the best-suited for your needs. SDR Properties can also list and sell your home.

**Commercial**

SDR Properties uses its knowledge of both the local and international market to provide top-notch commercial real estate services to its clients.

**Property Management**

SDR Properties can provide you with worry free property management. Our experienced and licensed property managers specialize in management of condominiums, residential and commercial properties.

[Home](#)
[About](#)
[Services](#)

[Featured Properties](#)
[Blog](#)
[FAQ](#)

Contact

3741 De Garmo Lane  
Coconut Grove, FL 33133

305-542-3688  
info@sdrproperties.com

Social Media

**Services**

SDR Properties Inc. is a Dade County real estate brokerage focused on building strong, lasting relationships with our clients. Since 1988, SDR Properties has used a personalized approach to buying and selling real estate. Its foundation for success is built upon trust, expertise, and first class service.

SDR Properties Inc. is a multifaceted company with decades of experience in both residential and commercial real estate as well as property management. As an industry leader, we use the most current market research available and keep up to date on market products, trends, and developments.

Whether it's a luxury residence overlooking Biscayne Bay or an office tower in Coconut Grove that you're looking for, the team at SDR Properties is available to help you through all steps of the transaction. We look forward to finding your dream property in the South Florida area.

**Residential**

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[Home](#)
[Properties](#)
[Contact](#)

[About](#)
[Blog](#)
[305-542-3688](#)

[Services](#)
[FAQ](#)
[info@sdrproperties.com](#)

**Residential Services**

**Home Buying**

SDR Properties Inc. is an independent broker that prides itself on helping buyers find the perfect home or investment property. We carefully review everything on the market and find properties that meet your needs and goals. Upon finding a property you love, we then attain that property at the right price.

**Home Selling**

SDR Properties Inc. can provide you with the expertise to sell your home quickly. Listing your property with SDR Properties is a fast and easy process for any property owner. We make sure your property gets the exposure

**Mortgage Services**

Are you a first-time buyer? We are happy to walk you through the mortgage process and recommend the best mortgage lender for your situation. We will explain the necessary steps you need to go through in order to

<a href="#">Home</a>	<a href="#">Featured Properties</a>	<a href="#">Contact</a>	<a href="#">Social Media</a>
<a href="#">About</a>		3741 De Garmo Lane Coconut Grove, FL 33133	
<a href="#">Services</a>	<a href="#">Blog</a>	305-542-3688 <a href="mailto:info@sdrproperties.com">info@sdrproperties.com</a>	
	<a href="#">FAQ</a>		

**Residential Services**

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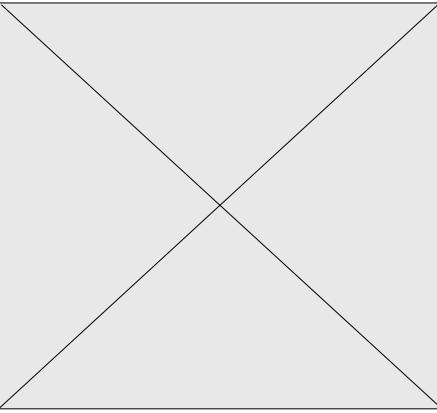
**Home Selling**

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**Mortgage Services**

Are you a first-time buyer? We are happy to walk you through the mortgage process and recommend the best mortgage lender for your situation. We will explain the necessary steps you need to go through in order to get approved for a mortgage loan. A real estate professional is your best bet

<a href="#">Home</a>	<a href="#">Properties</a>	<a href="#">Contact</a>
<a href="#">About</a>	<a href="#">Blog</a>	305-542-3688
<a href="#">Services</a>	<a href="#">FAQ</a>	<a href="mailto:info@sdrproperties.com">info@sdrproperties.com</a>



**Logo**

Navigation

305-448-4831

**Property Search**

Search Miami-Dade County real estate for your new home. If you find a home that interests you, please contact us at info@sdrproperties.com. We will be happy to arrange a showing.

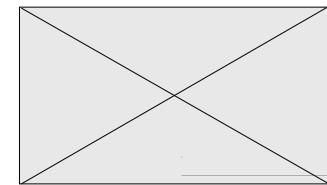
Location      Bedrooms

Square Footage      Bathrooms

Price

**Search**

[Home](#)   [Properties](#)   [Contact](#)  
[About](#)   [Blog](#)   [305-542-3688](#)  
[Services](#)   [FAQ](#)   [info@sdrproperties.com](#)



**Logo**

305-448-4831

**Property Search**

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Location      Bedrooms

Square Footage      Bathrooms

Price

**Search**

[Home](#)   [Properties](#)   [Contact](#)  
[About](#)   [Blog](#)   [305-542-3688](#)  
[Services](#)   [FAQ](#)   [info@sdrproperties.com](#)

**Logo**

Navigation

305-448-4831

**Featured Property**

Browse our featured and newly listed properties. If you would like to arrange a showing, please contact us at [info@sdrproperties.com](mailto:info@sdrproperties.com).

\$3,000,000  
5 bed/ 5.5 ba/ 4,062 sq ft.  
1975 NE 117 Road  
North Miami, FL 33181

**Newly Listed**

\$418,145  
5 bed/ 3ba/ 2,499 sq ft.  
474 NE 8th Place  
Florida City, FL 33034

\$179,000  
4 bed/ 3 ba/ 2,054 sq ft.  
11265 NW 42nd Terrace  
Doral, FL 33178

[Home](#) [Properties](#) [Contact](#)  
[About](#) [Blog](#)  
[Services](#) [FAQ](#)

3741 De Garmo Lane  
Coconut Grove, FL 33133  
305-542-3688  
[info@sdrproperties.com](mailto:info@sdrproperties.com)

Social Media

**Logo**

305-448-4831

**Featured Properties**

\$3,000,000  
5 bed/ 5.5 ba/ 4,062 sq ft.  
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\$418,145  
5 bed/ 3ba/ 2,499 sq ft.  
474 NE 8th Place  
Florida City, FL 33034

\$179,000  
4 bed/ 3 ba/ 2,054 sq ft.  
11265 NW 42nd Terrace  
Doral, FL 33178

[Home](#) [Properties](#) [Contact](#)  
[About](#) [Blog](#)  
[Services](#) [FAQ](#)

This wireframe shows a desktop view of a real estate website's blog section. At the top, there's a header with a logo, navigation links, a phone number (305-448-4831), and a search bar. Below the header, a section titled "Blog" contains a title "Home Buying and Selling During the Pandemic: What You Need to Know". Underneath this title is a large placeholder image with a diagonal cross. To the right of the image is a text block: "Technology and good-old-fashioned creativity are helping agents, buyers, and sellers abide by COVID-19 health and safety practices while getting deals done." Below this text is a "READ MORE" link. Further down the page, another blog post is shown with a similar layout: a placeholder image with a diagonal cross, followed by text about moving companies to Florida, and a "READ MORE" link.

**Logo**

**Navigation**

305-448-4831

**Blog**

**Home Buying and Selling During the Pandemic: What You Need to Know**

Technology and good-old-fashioned creativity are helping agents, buyers, and sellers abide by COVID-19 health and safety practices while getting deals done.

[READ MORE](#)

**Must-Read Guide On How To Sell Your House**

Selling your first house is a big deal. Learn how to sell a house and navigate the process, from setting a price to closing the deal.

[READ MORE](#)

**Must-Read Guide On How To Sell Your House**

Selling your first house is a big deal. Learn how to sell a house and navigate the process, from setting a price to closing the deal.

[READ MORE](#)

**Why You Should Move Your Company to Florida**

Competing in today's global market can present challenges. Your business location shouldn't be one of them. That's why Florida has created a business-friendly environment to enable companies like yours to grow quickly.

[READ MORE](#)

[Home](#) [Properties](#) [Contact](#)  
[About](#) [Blog](#) [305-542-3688](#)  
[Services](#) [FAQ](#) [info@sdrproperties.com](#)

This wireframe shows a mobile view of the same real estate website's blog section. The layout is similar to the desktop version, featuring a header with a logo, navigation links, and a phone number. The "Blog" section includes the same three blog posts as the desktop version, each with a placeholder image and a brief description. At the bottom of the screen, there's a footer with links to "Home", "Properties", "Contact", "About", "Blog", "Services", "FAQ", and "Social Media". There are also four circular icons representing social media platforms.

**Logo**

305-448-4831

**Blog**

**Home Buying and Selling During the Pandemic: What You Need to Know**

Technology and good-old-fashioned creativity are helping agents, buyers, and sellers abide by COVID-19 health and safety practices while getting deals done.

**Must-Read Guide On How To Sell Your House**

Selling your first house is a big deal. Learn how to sell a house and navigate the process, from setting a price to closing the deal.

**Why You Should Move Your Company to Florida**

Competing in today's global market can present challenges. Your business location shouldn't be one of them. That's why Florida has created a business-friendly environment to enable companies like yours to grow quickly.

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[Home](#) [Properties](#) [Contact](#)  
[About](#) [Blog](#) [305-542-3688](#)  
[Services](#) [FAQ](#) [info@sdrproperties.com](#)

The wireframe shows a desktop browser window displaying a real estate website. At the top left is a logo placeholder. To its right is a navigation bar with 'Navigation' and a search bar containing the phone number '305-448-4831'. Below the header is a section titled 'Blog' with the title 'Home Buying and Selling During the Pandemic: What You Need to Know'. The main content discusses how technology has changed the way buyers and sellers interact during COVID-19. It includes sections on virtual showings, rules for in-person showings, and safe-showing guidelines. At the bottom of the page is a footer with links to 'Home', 'About', and 'Services' on the left, 'Featured Properties' (with 'Blog' and 'FAQ' sub-links) in the middle, 'Contact' information (address: 3741 De Garmo Lane, Coconut Grove, FL 33133; phone: 305-542-3688; email: info@sdrproperties.com), and 'Social Media' icons on the right.

The wireframe shows a mobile phone displaying the same real estate website. The layout is adapted for a smaller screen. The top navigation bar includes a logo, the phone number '305-448-4831', and a search icon. Below the header is the 'Blog' section with the title 'Home Buying and Selling During the Pandemic: What You Need to Know'. The main content area is identical to the desktop version. At the bottom of the page is a footer with links to 'Home', 'Properties' (with 'Blog' and 'FAQ' sub-links), 'Contact' information, and social media icons.

This wireframe shows a desktop view of a website. At the top, there's a header bar with a logo, navigation links, a phone number (305-448-4831), and a search bar. Below the header is a section titled "Frequently Asked Questions". A text block encourages users to search or contact via email. Below this are six collapsed FAQ items, each represented by a triangle icon and a long rectangular box. At the bottom of the page is a footer with links to Home, About, Services, Featured Properties, Blog, FAQ, Contact information (3741 De Garmo Lane, Coconut Grove, FL 33133, 305-542-3688, info@sdrproperties.com), and Social Media links.

Logo

Navigation

305-448-4831

Frequently Asked Questions

Have a question? Search the site or browse some of our commonly asked questions. If you can't find what you're looking for, please don't hesitate to contact us at [info@sdrproperties.com](mailto:info@sdrproperties.com).

Home

About

Services

Featured Properties

Blog

FAQ

Contact

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Social Media

This wireframe shows a mobile view of the same website. The header includes a logo, a phone number (305-448-4831), and a "Frequently Asked Questions" section. Below this is a text block with contact information. The main content area contains five collapsed FAQ items, each with a triangle icon and a long rectangular box. At the bottom is a footer with links to Home, Properties, Contact, About, Blog, Services, FAQ, and Social Media icons.

Logo

305-448-4831

Frequently Asked Questions

Have a question? Search the site or browse some of our commonly asked questions. If you can't find what you're looking for, please don't hesitate to contact us at [info@sdrproperties.com](mailto:info@sdrproperties.com).

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Properties

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Blog

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FAQ

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Logo

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**Contact Us**

Let's chat! SDR Properties would love to hear from you. Our experts are ready to assist you with all of your real estate needs. Our extensive knowledge and commitment to excellence allow us to provide you with the best and most up-to-date information.

3741 De Garmo Lane  
Coconut Grove, FL 33133

305-542-3688

info@sdrproperties.com

**Contact An Agent**

First Name \*

Last Name\*

Email\*

Phone Number\*

Message\*

Send

Home      Featured Properties      Contact      Social Media

About      Blog      3741 De Garmo Lane  
Services      FAQ      Coconut Grove, FL 33133  
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3741 De Garmo Lane  
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305-542-3688

**Contact An Agent**

First Name \*

Last Name\*

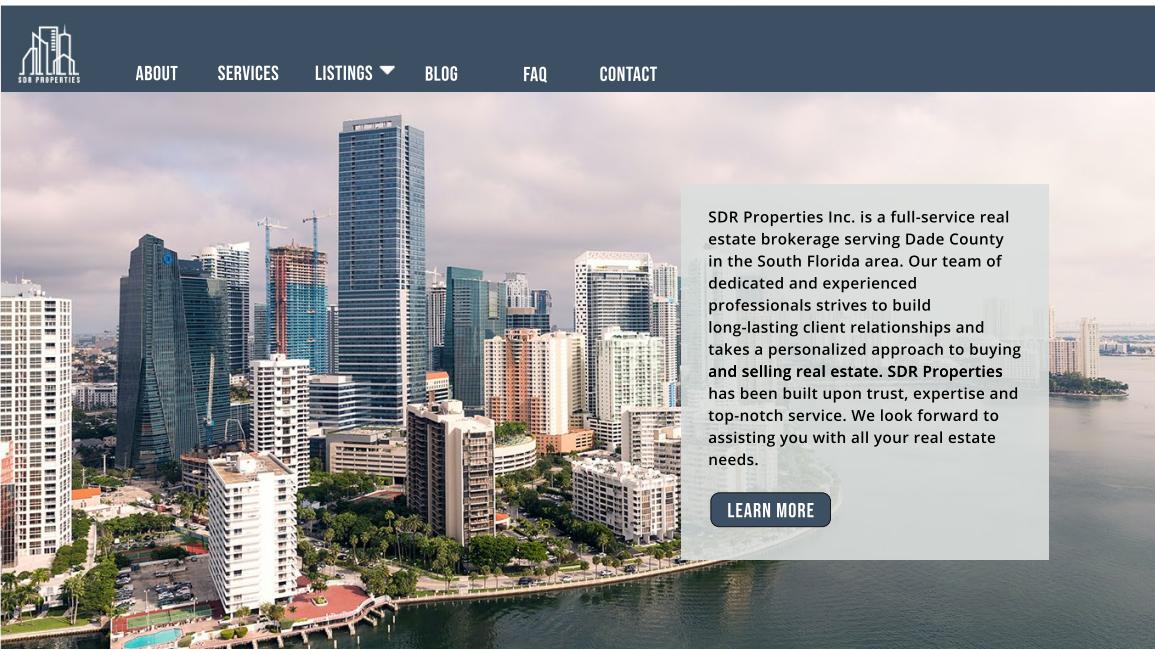
Email\*

Phone Number\*

Message\*

Send

Home      Properties      Contact  
About      Blog      305-542-3688  
Services      FAQ      info@sdrproperties.com



**SDR Properties Inc.** is a full-service real estate brokerage serving Dade County in the South Florida area. Our team of dedicated and experienced professionals strives to build long-lasting client relationships and takes a personalized approach to buying and selling real estate. SDR Properties has been built upon trust, expertise and top-notch service. We look forward to assisting you with all your real estate needs.

[LEARN MORE](#)

## SERVICES WE OFFER



### Residential

Looking for a new home? SDR Properties will review all the homes on the market and find the perfect property suited for your needs. Moving? Let us list and sell your property.



### Commercial

SDR Properties has extensive domestic and international experience when it comes to commercial real estate. Let us find that perfect investment opportunity for you.



### Property Management

Let us save you time and money. Our experienced property managers can provide you with worry-free property management. We can fill your vacancies with qualified tenants.

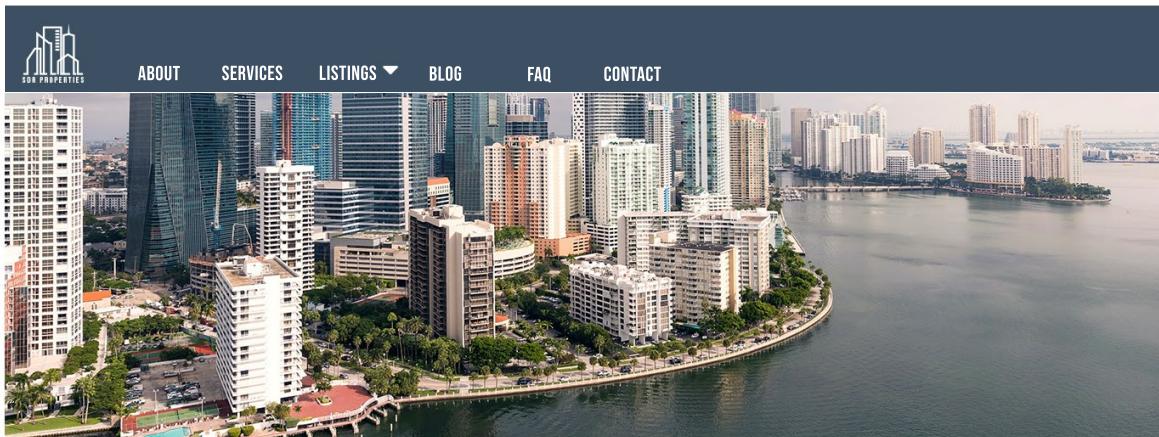
## LISTINGS YOU'LL LOVE



### Find Your Dream Home

Finding the perfect home is no easy task. Partnering with a dedicated real estate expert can greatly simplify the process. Start by browsing our featured properties.

[FEATURED PROPERTIES](#)



The header features a large, high-angle photograph of the Miami skyline, showing numerous skyscrapers along the coast. Below the image is a dark blue horizontal bar containing the company logo and navigation links.

**SDR PROPERTIES**

[ABOUT](#) [SERVICES](#) [LISTINGS ▾](#) [BLOG](#) [FAQ](#) [CONTACT](#)

## ABOUT US

SDR Properties Inc. is a Dade County real estate brokerage focused on building strong, lasting relationships with our clients. Since 1986, SDR Properties has used a personalized approach to buying and selling real estate. Its foundation for success is built upon trust, expertise, and first class service.

SDR Properties Inc. is a multifaceted company with decades of experience in both residential and commercial real estate as well as property management. As an industry leader, we use the most current market research available and keep up to date on market products, trends, and developments.

Whether it's a luxury residence overlooking Biscayne Bay or an office tower in Coconut Grove that you're looking for, the team at SDR Properties is available to help you through all steps of the transaction. We look forward to finding your dream property in the South Florida area.



## MEET THE TEAM



**Denise Ringpfeil**  
President

Denise Ringpfeil is the founder of SDR Properties and has years of experience servicing Dade County. Denise is extremely knowledgeable of the Miami-Dade area and takes a personal approach to each transaction.

She is highly qualified to handle both domestic and international transactions. She is bilingual and looks forward to serving the Spanish-speaking community.

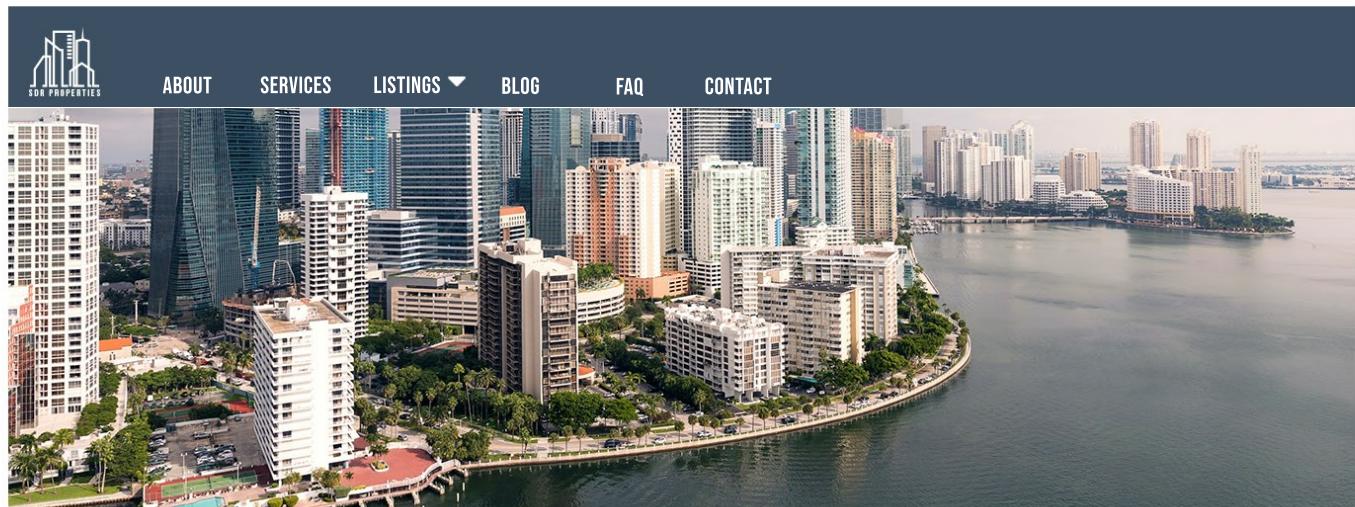
[denise@sdrproperties.com](mailto:denise@sdrproperties.com)  
305-542-3688



**Grant Sheehan**  
Vice President

Grant Sheehan has significant knowledge in office and industrial space selection, property lease-up, building sales, and acquisitions. He has years of experience dealing with commercial real estate and is qualified to manage commercial real estate investments as a Certified Commercial Investment Member (CCIM).

[grant@sdrproperties.com](mailto:grant@sdrproperties.com)  
305-951-3306



The header features a navigation bar with links to About, Services, Listings (with a dropdown arrow), Blog, FAQ, and Contact. The logo on the left is a stylized building icon with the text "SDR PROPERTIES". Below the header is a large, scenic aerial photograph of a city's waterfront, likely Miami, showing numerous high-rise buildings and a body of water.

## CONTACT

Let's chat! SDR Properties would love to hear from you. Our experts are ready to assist you with all of your real estate needs. Our extensive knowledge and commitment to excellence allow us to provide you with the best and most up-to-date information. Contact us at 305-542-3688 or use the form to send us a message.



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