When happy hour is market power: Agent’s social club heats up Miami neighborhood

You could say Elliot Machado is the champion of Brickell, his chosen real estate market and a bustling urban neighborhood in Miami. A financial district of the city, Brickell is home to a number of banks and high-profile company offices including Facebook, Spotify and Expedia in its downtown location. Elliot Machado The One Sotheby's International Realty's agent and marketing enthusiast, who lives near Brickell with his wife, has come up with a way to both serve and nurture this lucrative market of young professionals and get his name out there. The magic happens through his unconventional social club -- the Brickell Scoop -- an alternative after-hour social scene that’s led him to foster more business relationships, earn more listings and close more sales. Home page of The Brickell Scoop website. The Brickell Scoop coordinates events where members of the Brickell community gather to network and bond over cocktails, comedy, karaoke and more; and the unconventional so...

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