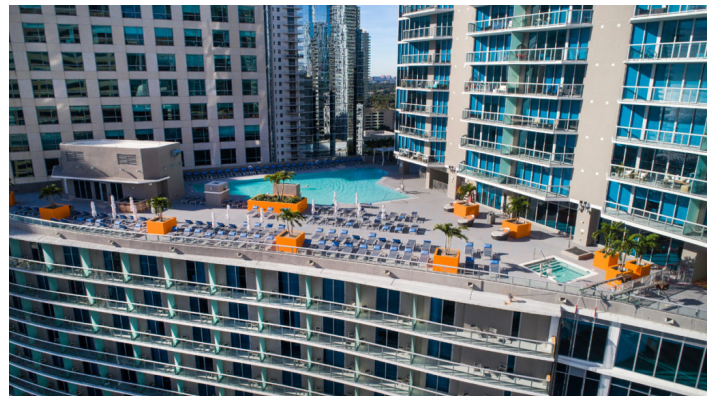


THIRD GENERATION

Austin Hollo loves being at the forefront of Miami's development, witnessing and contributing to the transformation of the city he grew up in.

By Sandy Lindsey
August 28, 2020



For Austin Hollo, nothing is more rewarding than driving down the street, seeing a building, and knowing that he was a part of it and that it's leaving a lasting impact. His grandfather, Tibor Hollo, founded Florida East Coast Realty (FECR) over 60 years ago, and, to date, the company has built in excess of 60 million sq. ft. of construction that has revolutionized South Florida. "It's a privilege to have the opportunity to work so closely with my grandfather, father and uncle," he says. "For me, I've always strived to bring a unique perspective and leadership style to the company by combining the knowledge of

my family's firm, while understanding the needs of younger generations." As such, he actively looks to stay ahead of the latest technological trends that can best serve the business. "We recently developed Panorama Tower, with 821 luxury apartments in the heart of Brickell, and I spearheaded the implementation of the property management software for our residents," he says. "The technology significantly improves their connectivity and living experience in the building." Working with his family and watching them from a young age has instilled a strong work ethic and provided a great perspective to all facets of the real estate business, igniting his drive to achieve his own legacy as a developer. "Completing Panorama, which stands as the tallest building in the State of Florida, is my greatest achievement to date, and now we're planning an even taller building to surpass it," he says. "We want to continually strive to push ourselves as developers, and that's the biggest lesson I've learned from my family – to always evolve and improve upon accomplishments."; PanoramaTower.com.



KREPS DEMARIA

Brickell Magazine: Brickell Magazine showcases and influences the passions, pastimes and purchases of the individuals who work and play in Brickell. UVPM: 18,000

<http://brickellmag.com/third-generation/>