



LATITUDE 25

PRIVATE CONCIERGE & LIFESTYLE MANAGEMENT · MIAMI

Your latitude. Your lifestyle. — 25°46' N

01 WHO WE ARE

Latitude 25 is a boutique private concierge house in Miami, founded by **Anton Kovalenko** — twenty years in lifestyle management on both sides of the industry, including years as a client and access partner of the world's leading concierge brands. We serve a closed circle of members in **English, Spanish, Portuguese and Russian**, with our own **licensed real-estate brokerage and licensed travel agency in-house** (Julia Simon, Licensed RE Broker & Licensed Travel Agent).

02 WHO WE SERVE

HNW individuals and families living between Miami and Latin America, US-based entrepreneurs, and international clients arriving for the season — F1, Art Basel, winter residency. Not a call center: one trusted local desk with a principal's personal network.

03 WHY MIAMI, WHY NOW

Miami is the fastest-growing wealth hub in the United States — and its private service market remains fragmented, with no dominant local house. The gap between demand and white-glove supply is our opportunity, and our partners'.

38,800

MILLIONAIRES IN
MIAMI · +94% IN A
DECADE

28.3M

VISITORS IN 2025 ·
\$32.2B IMPACT

43%

OF HOME PURCHASES
ALL-CASH · #1 IN US

4

LANGUAGES · EN ES
PT RU

WHAT WE DELIVER

On the ground in Miami — for your members, clients and guests



DINING & ACCESS

The impossible tables — Michelin rooms, omakase counters, members' clubs. Private chef's-counter buyouts as a signature product.



TRAVEL · YACHTS · JETS

Licensed in-house travel agency; crewed yacht charters and private aviation through vetted brokers. Global connectivity by Pond Mobile — official partner.



EVENTS & REAL ESTATE

F1, Art Basel, Ultra — suites and closed doors. Licensed real-estate brokerage for home search, seasonal rentals and relocation.

04 THE PARTNERSHIP

- **Your Miami desk.** Your members traveling to or relocating through South Florida get a trusted local operation — dining, villas, yachts, schools, real estate — under your brand's standard of care.
- **Reciprocity.** Our members traveling to your markets are referred to you. Clean two-way referral flow, typically 10–15%, structured per engagement.
- **Principal-to-principal.** You deal directly with the founder — no account rotation, no ticket queue. One call, one owner of the outcome.
- **Compliance-ready.** Licensed RE brokerage and licensed travel agency in-house; written referral agreements, transparent attribution.

"We built Latitude 25 the way we always wished concierge worked when we were on the client's side of it: one person who knows the city, answers at midnight, and owns the result."