

Noam Ziv Of Glass House Boca Raton On Five Things You Need To Know To Succeed In The Real Estate Industry

An interview with Aaron Weiner



Relationships are tactical assets — they can solve problems that seem unmovable.

Plan for the unexpected — budget and schedule contingencies are not optional.

Keep flexibility — markets evolve, and your strategy must follow suit.

Be a lifelong learner — every project teaches something fresh.

Think like a resident — success lies in how people live and experience what you build.

As a part of my series about the 'Five Things You Need To Know To Succeed In The Real Estate Industry', I had the pleasure of interviewing Noam Ziv.

With more than 30 years of construction and development experience garnered in both executive and field positions, Noam Ziv serves as principal of The RED-C Group, and partner and CEO of 280 E Palmetto Park Road, LLC, the developer of Glass House Boca Raton. The RED-C Group offers development support and services to developers for the entire life cycle of a project or for specific phases based on the developer's needs.

A Boca Raton resident who is deeply ensconced in the area, Ziv has extensive experience in construction management, design, entitlement, permits and asset management of large projects across many markets in Israel and the U.S. He has successfully led the development and operation of large-scale projects, which encompass residential, hospitality, retail, and office spaces. These projects collectively exceed \$2.5 billion in value and span over 4 million square feet.

Ziv was previously CEO of El-Ad National Properties, where he spearheaded the development of the award-winning ALINA Residences Boca Raton and the pre-development of The District in Davie. Prior to his time with El-Ad National Properties, Ziv served as CEO of IDB Group USA, the developer of the successful mixed-use open-air shopping center Tivoli Village, and the high-end condominium complex One Queensridge Place, both in Las Vegas, Nevada. In addition to his responsibilities on the projects level, Ziv was in charge of the planning and execution of the company's long-term business plan and future developments.

Before that time, Ziv was chief development and operations officer for Ispro Ltd. — IDB Group in Tel-Aviv, Israel. In addition, he served as project manager for Tel Aviv Towers through S.A.P Ltd. Ziv began his career as a structural engineer for Urbitran Associates in New York, New York.

Ziv earned his bachelor's and master's degrees in civil engineering from the NYU Polytechnic School of Engineering in New York.

Thank you so much for doing this with us! Can you tell us the "backstory" about what brought you to the Real Estate industry?

Initially set my sights on a career in mechanical engineering. Before beginning my studies, I took a temporary position with a construction company managed by a family friend. I expected it to be a short-term job, but after only a few months, I realized I was drawn to the process of building and development. Seeing how a project moves from an idea on paper to a structure that changes the fabric of a community fascinated me. That experience shifted my career path into real estate and development.

Can you share with our readers the most interesting or amusing story that occurred to you in your career so far? Can you share the lesson or takeaway you took out of that story?

Early in my career, I was developing a shopping center in a new city. At the time, the site was surrounded by open fields with no roads or infrastructure built by the state. As construction wrapped up, the grand opening approached, but the roads to the center still were not open. Without them, no one could get to the property. I worked my way through the right channels, found the right people at the state level to speak with, and was able to get the roads opened in time for the launch.

The lesson I took from this experience is that persistence and relationships are equally important. Projects rarely go perfectly according to plan. When roadblocks appear, you need the determination to keep pushing forward and the network to help you navigate solutions quickly.

Do you have a favorite "life lesson quote"? Can you share a story or example of how that was relevant to you in your life?

"Make things happen." I live by this every day. In real estate, there are always challenges, whether they involve approvals, design changes, or shifting market conditions. Waiting for someone else to solve a problem can cost time, money, and opportunity. If there is an obstacle, I believe in finding the solution myself, moving the process forward, and ensuring the job gets done. That approach has been key to my success in every stage of my career.

Are you working on any exciting new projects now?

I'm currently leading the development of Glass House Boca Raton, a nine-story luxury condominium in downtown Boca Raton. This is the city's first modern glass building. It features 28 residences ranging from 2,500 to nearly 4,000 square feet, with two- to four-bedroom plus den layouts, expansive private terraces, full-height impact windows, spa-inspired bathrooms, and high-end designer finishes. The building also includes a French-Riviera-inspired rooftop oasis with pool, jacuzzi, cabanas, outdoor catering kitchen, fire-pit lounge, and sweeping views of water and golf course. The first floor offers a sculpted fitness center, spa amenities including sauna and steam room, and a serene residents-only lounge called the Palmetto Lounge. We broke ground in spring and expect to top off in 2026, with full completion expected in 2027.

What do you think makes your company stand out? Can you share a story?

Our guiding principle is to under-promise and over-deliver. We focus on high-quality design and construction, always keeping the end user in mind. At Glass House, that means thoughtful amenities, meticulous finishes, and experiences that go beyond expectations. That consistency builds trust and a reputation that people respect.

None of us are able to achieve success without some help along the way. Is there a particular person who you are grateful towards who helped get you to where you are? Can you share a story about that?

During graduate school, a professor taught me how to approach anything unfamiliar through systematic learning. That mindset has carried through my career. Whether it's mastering a new construction method, tackling regional regulations, or navigating unfamiliar markets, I dive in, study, and act with confidence. That ability to adapt has been critical, particularly in innovative and complex projects like Glass House.

Can you share 3 things that most excite you about the Real Estate industry? If you can please share a story or example.

First, watching a building evolve from a blueprint to reality is always thrilling.

Second, seeing people enjoy and inhabit the space — whether that's in their home or workplace — creates real meaning.

Third, every project is unique. New challenges, new designs, and new lessons keep the work invigorating.

Can you share 3 things that most concern you about the industry?

One, the long life cycle of developments means markets can shift dramatically from start to finish. Two, external forces — economic downturns, policy shifts, supply chain issues — can disrupt even the most well-planned projects. Three, maintaining quality while safeguarding margins is an ongoing challenge. To address this, developers need to stay nimble, build contingency plans, and be ready to pivot as conditions change.

What advice would you give to other real estate leaders to help their teams to thrive and to create a really fantastic work culture?

Be detail-oriented, work hard, and never accept "we've always done it that way" as a sufficient answer. Early in my career, I often challenged processes and asked why things were done a certain way — in doing so, I encouraged innovation. That mindset still guides my teams today and leads to better outcomes.



You are a "Real Estate Insider". If you had to advise someone about 5 non-intuitive things one should know to succeed in the Real Estate industry, what would you say? Can you please give a story or an example for each?

- Relationships are tactical assets — they can solve problems that seem unmovable.
- Plan for the unexpected — budget and schedule contingencies are not optional.
- Keep flexibility — markets evolve, and your strategy must follow suit.
- Be a lifelong learner — every project teaches something fresh.
- Think like a resident — success lies in how people live and experience what you build.

Because of your position, you are a person of enormous influence. If you could inspire a movement that would bring the most amount of good to the greatest amount of people, what would that be? You never know what your idea can trigger.

If I could inspire a movement, it would be one rooted in collaboration, respect, and joy. Real estate is about creating spaces where people can flourish. Love and peace are catalysts for community. The true value of what we build lies not in its bricks and glass but in the lives it nurtures.

Thank you for your time, and your excellent insights! We wish you continued success.