

REAL ESTATE NEWS

## This real estate broker helped organize downtown's David Guetta concert

BY REBECCA SAN JUAN



Michael Wiesenfeld co-founded the Charity Guys after organizing David Guetta's charity concert at the Icon Brickell.

Like many residential brokers, Michael Wiesenfeld found sales ebbing early in the pandemic. He tapped into his creative side for some relief and goodwill, and found a new side hustle.

As sales slowed in March and April, the associate at Brickell-based [Freud Group](#) had a 4 a.m. epiphany. During his 12-year career, Wiesenfeld has sold home to a number of [artists](#) for 12 years, including French DJ David Guetta. What if Guetta played a benefit concert to lift local and global spirits?

After one successful [event in Miami](#) at the Icon Brickell and another in New York, [Charity Guys](#) was born.

For Wiesenfeld, “it was the biggest professional fulfillment.”

The concert in Miami drew about 27 million viewers, counting online viewers for the live event and from replay, Wiesenfeld said. Donors raised \$750,000 and Guetta was matched the donations. Guetta covered all production costs, Wiesenfeld said, and all of the money went to four charities, including Feeding America, Feeding South Florida and the French Hospital Medical Foundation.

Wiesenfeld studied sports and entertainment management while earning a Masters in Sports Business from New York University in 2006. He dabbled with managing soccer players, including for the Federation International de Football Associations, and then switched to real estate as a more lucrative career option. But the desire to exercise his creative juices remained.

“If you don’t have experience, it’s hard to do something in a different field,” Wiesenfeld said. “Two months ago no one would have paid me a dollar to organize a birthday party. Now anything is possible.”

“The opportunity for the Miami DDA [Downtown Development Authority] to partner with David Guetta and raise over \$700,000 for charity in under two hours was monumental,” said Christina Crespi, DDA executive director, via email. “The two-hour livestream was also a fantastic way to showcase the uniqueness of Downtown Miami to the entire world.”

Charity Guys, led by Wiesenfeld, Jeremy Zeitoun, and co-founder of David Guetta’s label Jean-Charles Carre, will “get away from the traditional gala dinner and create events that will blow people’s minds,” Wiesenfeld said.

The company charges a consulting fee that depends on the complexity of the event. After production costs, the rest of the donations will go towards charity.

The DDA was so happy with the results of the first event that it keen to do another.

“Through our Downtown Vibes Series and the David Guetta livestream event, the Miami DDA has been able to increase Downtown Miami’s exposure and positively position our city to a global audience of over 20 million viewers. We are certainly interested in pursuing virtual concerts and events that bring joy and entertainment to our residents while showcasing Downtown Miami on an international scale,” Crespi wrote.

The organization has hired Charity Guys to host another concert, this time for several musicians.

Charity Guys are surveying three different locations in downtown Miami and Brickell for the event, to be held in July.

“We like this area because it offers magical visuals between the stunning architecture and the bay. Moreover, we love the concept of bringing people together from their balconies, but this time we are working on something even more special,” Wiesenfeld said.

The DDA says its seeing a payoff. “The developers and real estate agents we have spoken to are telling us that closings are picking up momentum. I’d like to think part of that is because people are drawn by everything the DDA is doing to enhance the quality of life for our residents, which includes programming like the David Guetta event,” wrote Crespi.

Wiesenfeld will continue to sell real estate since, he said, “in today’s world we can juggle a lot more.” But the pandemic taught Wiesenfeld that professional pursuits and careers can change at whatever age.

“You can always change direction. Life is a big puzzle,” Wiesenfeld said. “Sometimes it just takes 20 years to put the pieces together.”