

ESSENTIAL TO BUILDING

THE BEAUTIFUL WORKS, INC.



The Beautiful Works, Inc. is an Experiential Marketing & Commercial Property Management Agency that offers the perfect combination of Project Management, Asset Management, and Preventative Maintenance services that are essential to building. Led by Principal Satonya Baker, CMCP, Satonya sets her organization apart within the CRE industry by combining her 20+ years of Sales, Marketing, and Brand Management experience to strategically market, and efficiently manage commercial properties with cultural relevance and historical significance.

Founded in 2013, TBW was created with a unique business model rooted in hospitality, branding, and marketing and in 2019, expanded its services to include real estate asset management, which ensures that properties are managed effectively. With each property having its own irrefutable identity, TBW is committed to ensuring each remains harmoniously engaging and experiential. Partnering with key community stakeholders and nurturing community relations are essential components of TBW's strategic approach to preserving clients' assets, as well as elevating and enhancing the community.

Four core pillars are at the heart of TBW, and more importantly shape the governing principles and values of all of our intentions; for our clients, and the communities we serve. Every day at TBW we cultivate, we orchestrate, we innovate; we curate. One of our biggest accomplishments to date has been serving as an advocate and champion of small businesses within the community.

Being a change agent, a steward, and a disruptor to ensure economic equity stays at the forefront of the community has been very rewarding. On behalf of one of its largest clients, The Beautiful Works, Inc. facilitated a \$1.4 M+ economic impact to minority-owned businesses for services and products. In addition to the financial enrichment of these economic opportunities, TBW proudly provides hope by refueling the economic pipeline that revitalizes the community.

Slated to premiere in 2023, TBW is currently in production of a short documentary, and educational film on one of the largest assets it manages, an approximate 200K sq foot, black-owned office building, masterfully conceptualized by a Black architect and design team. The building is an ode to African culture with a majestic display of shapes, colors, patterns, materials, and cultural symbolisms meticulously purposed to tell a story of the plight and progress of Black people. *The Intention of Design - Building a Legacy* film will help fill the gap to educate the community on the aesthetically rich history of the architectural work of the Dr. Martin Luther King, Jr. Office Plaza located in the heart of the Black community, Liberty City, Florida.

To have a further positive legacy impact, TBW is partnering with the owners to create programs that inspire arts & culture to oxygenate culturally deprived atmospheres with rich stories of heritage, cultural relevance, and historical significance to the Black community. TBW's vision is to create space and disperse knowledge to our youth that offers a fresh perspective on Black culture and identity that advances equity, strengthens personal development, and creates self-sufficiency and sustainability, all of which will inspire and invigorate the community. These programs will aid students in making choices - by design - that will become vital to their identities, as well as provide the building blocks to become the architects of their own future legacies.

The Beautiful Works, Inc. is a proud member of the Miami-Dade Chamber of Commerce, Broward County Black Chamber of Commerce, BOMA Miami-Dade, IREM South Florida, and other industry organizations.