



BISHA

HOTEL & RESIDENCES

MEL PEARL

Principal, Lifetime Developments

Mel Pearl, Principal of Lifetime Developments, is a real estate industry veteran with more than 30 years of experience.

Mel began his early career working in the family business with his father, Martin Pearl, a boutique low-rise residential and commercial developer. Several years later after venturing out on his own, Mel met Sam Herzog in the early 1980's – the man who would become his future business partner and best friend. Mel and Sam decided to join forces and before long Lifetime Homes was born.



The company started off building detached homes in the suburbs but quickly grew into a more diversified real estate development firm. Less than a decade ago, along with the changing of the company name to Lifetime Developments, Lifetime began their shift in focus towards the downtown condominium market.

Today, Lifetime has been involved in some of the City's most notable developments including The Four Seasons Hotel and Residences – Toronto, Bisha Hotel and Residences, Liberty Market Building, Karma Condos, The Yorkville Condominiums, INDX, and The Bond to name only a few.

Mel credits his own success to a hands-on attitude, creativity and the strategic joint ventures with other prominent developers that have enabled Lifetime to retain its founding entrepreneurial spirit while participating in some of Toronto's most significant development projects.