

THE GREATNESS FACTORY OF MIAMI

MIAMI TRAVEL GUIDE

"Where Inspiration Meets Execution."

Coming to train with Coach Micheal Burt at The Greatness Factory of Miami? Here's everything you need to land, park, sleep, eat and walk into the room ready to work.

FLY INTO
Fort Lauderdale (FLL)
About 11 miles

PARKING
Covered garage
on site

LOCATION
10X Centre
18851 NE 29th Ave,
Aventura, FL 33180

WHY YOU'RE COMING

YOU WILL NEVER OUTPERFORM YOUR ENVIRONMENT.

You built the engine. The team is in place. The business runs, but only when you keep showing up. Somewhere along the way you got comfortable, and comfortable people start playing small.

Maybe you're working out of a home office. A coffee shop. A building full of people who mentally clocked out at 2 o'clock. You've got talent and you've got drive, and every day your environment drags you back down to its level.

Coach Micheal Burt has spent more than 25 years pulling high performers out of that trap by activating their Prey Drive. The Greatness Factory of Miami is where that happens in South Florida: direct coaching, a room full of the region's most driven operators, and an environment built to reset your standards.

> *"Put a hungry player in a losing locker room and in six months you've got a losing player. Every time."*
>
> COACH MICHEAL BURT

MIAMI AT A GLANCE

GARAGE HOURS
Mon – Fri · 7 a.m. – 7 p.m.
Listed closed on weekends

WHERE
10X Centre, Aventura
18851 NE 29th Ave, Aventura, FL 33180

TRAIN
Brightline Aventura
About 1.2 miles from the venue

PARK
Covered garage on site
Self-park or valet · 7 ft clearance

FLY INTO
Fort Lauderdale (FLL)
About 11 miles · about 20 minutes

STAY
NE 191st St hotels
Courtyard and Hilton, a few blocks north

THE VENUE

WHERE YOU'RE HEADED



10X CENTRE · AVENTURA WATERFRONT

The Greatness Factory of Miami
10X Centre · 18851 NE 29th Ave, Aventura, FL 33180

The Greatness Factory of Miami sits inside the 10X Centre, an 11-story Class A office tower on the Aventura waterfront. Step outside and you're looking at private yacht slips and a deep-water basin that runs out to the Intracoastal. Aventura Mall, the major hotels and the best restaurants in North Miami-Dade are all minutes away.

DRIVING IN

1. Take I-95 to the Ives Dairy Road exit and head east to Biscayne Blvd.
2. Turn left (east) onto NE 187th St and follow the curve to NE 29th Ave.
3. Pull into the office building's main drive off NE 29th Ave. The garage is on your right.

BEAT THE TRAFFIC

Biscayne Blvd and I-95 back up hard in the morning. Plan to be parked 30 minutes before start time so you're in your seat, coffee in hand, when Coach takes the stage. Champions are early.

PARKING

PARK RIGHT NEXT DOOR

The covered garage sits right beside the 10X Centre. Weekday events fall inside garage hours.

WHAT TO KNOW	DETAILS
Type	Covered garage, self-park or valet
Weekday hours	Monday to Friday, 7:00 a.m. to 7:00 p.m.
Weekends	Listed as closed Saturday and Sunday
Height limit	7 feet. Lifted trucks and sprinter vans won't clear it, so use valet or a rideshare.
Accessibility	Handicap accessible
Monthly parker entrance	Separate entrance off NE 188th St
Questions	305-792-2683 · 10x@legacyparking.com

GETTING HERE

FLYING IN

Fly into Fort Lauderdale. It's closer and easier, and you'll spend less time in traffic and more time in the room.

AIRPORT	DISTANCE	DRIVE TIME	BEST FOR
Fort Lauderdale-Hollywood International (FLL)	About 11 miles	About 20 min	Most attendees. Our top pick.
Miami International (MIA)	About 21 miles	About 40 min at rush hour	International flights and more nonstop options
Miami-Opa Locka Executive (OPF)	About 9 miles	15 to 20 min	Private and charter flights

Distances and drive times are estimates. Rideshare is easy from both main airports. Rent a car only if you plan to explore beyond Aventura.

TRAIN & CRUISE PORTS

STACK THE TRIP

Aventura sits between two of the busiest cruise ports in the world. Smart operators stack the trip: train with Coach, then sail out the same week.

OPTION	WHERE	DISTANCE	NOTES
Brightline Aventura Station	19796 West Dixie Hwy	About 1.2 miles, a 3-minute drive	Trains to Miami, Fort Lauderdale, Boca Raton, West Palm Beach and Orlando. 24/7 parking.
PortMiami	Downtown Miami	About 15 road miles	Roughly 30 minutes in light traffic. Give yourself an hour on sailing day.
Port Everglades	Fort Lauderdale, next to FLL	Similar to the FLL drive	Easy pairing if you're flying in and out of Fort Lauderdale.

TAKING BRIGHTLINE?

The free shuttle to Aventura Mall was discontinued, so grab a quick rideshare from the station to the 10X Centre. MiamiCentral to Aventura runs about 17 minutes.

WHERE TO STAY

STAY CLOSE. STAY SHARP.

Every minute you spend in traffic is a minute you're not in the room, or at the table after. The Courtyard and the Hilton on NE 191st St are the closest picks, just a few blocks north of the venue.

HOTEL	ADDRESS	WHY STAY HERE
Courtyard Miami Aventura Mall	2825 NE 191st St	Closest option. Heated pool, on-site restaurant, walk to Aventura Mall.
Hilton Miami Aventura	2885 NE 191st St	Next door to the Courtyard. Outdoor pool, about a 12-minute walk to the mall.
Residence Inn Miami Aventura Mall	Next to Aventura Mall	Suites with kitchens. Built for longer stays.
JW Marriott Miami Turnberry Resort & Spa	19999 W Country Club Dr	The power play. Full spa, 36 holes of golf, Bourbon Steak on site. Expect a daily resort fee.
AC Hotel Miami Aventura	20805 Biscayne Blvd	Modern, 233 rooms, about a 15-minute walk to the mall.

BOOK NOW

Aventura hotels fill fast in high season, roughly December through April, and the good rooms go first. Book the day you register.

WHERE TO EAT

THE DEALS DON'T STOP WHEN THE SESSION ENDS

Some of the best conversations happen over dinner. Pick a spot, grab three people you met that day, and keep the momentum going.

STEPS FROM THE VENUE

RESTAURANT	ADDRESS	GO FOR
Soho Asian Bar & Grill	19004 NE 29th Ave	Kosher Asian, sushi and cocktails. The post-session hang.
Fresko	19048 NE 29th Ave	Kosher, fresh and fast. Easy lunch.

A SHORT RIDE DOWN BISCAYNE BLVD

RESTAURANT	ADDRESS	GO FOR
Novecento	18831 Biscayne Blvd #220	Argentine. Great for a relaxed team dinner.
Kura Sushi	18701 Biscayne Blvd #290	Quick, fun, budget-friendly sushi.
Jarana	19505 Biscayne Blvd, Ste. 5150	Peruvian. Bold room, bold food.
Motek	19565 Biscayne Blvd, Ste. 946	Mediterranean, inside Aventura Mall.
Pubbelly Sushi	19565 Biscayne Blvd, Ste. 936	Japanese small plates in the mall courtyard.
Toku Modern Asian	19575 Biscayne Blvd, Ste. 1109	Upscale Asian. Good for a client dinner.

THE POWER DINNER

RESTAURANT	ADDRESS	GO FOR
Bourbon Steak by Michael Mina	JW Marriott Turnberry, 19999 W Country Club Dr	The table where you close. Book ahead.
Prime Grill	2958 NE 199th St, Ste. B1	Kosher steakhouse in Aventura.

Parking hours, hotel fees and restaurant details change. Confirm before you travel.

THE ROOM DECIDES THE PLAYER

DON'T JUST ATTEND. GET A SEAT AT THE BIG TABLE.

Most people fly in, take notes, fly home and change nothing. Ninety days later they're stuck in the same spot. The ones who win decide before they land that this trip is a turning point.

01

GET IN THE ROOM

See what's coming to The Greatness Factory and lock in your seat.

thegreatnessfactory.com/events

02

BOOK A CALL WITH COACH'S TEAM

Tell us where you're stuck and what's next.

coachburt.com/call · (615) 866-8748

03

STAY IN THE ROOM

One day lights the fire. Membership keeps it burning with curated events, deal flow and high-trust connections.

thegreatnessfactory.com/membership

SEE UPCOMING EVENTS

"Where Inspiration Meets Execution."

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10X CENTRE · AVENTURA, FL
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