



Arvon & Associates in Counseling offers sports and phone therapy, too!

BY LYNN CARROLL

For athletes of any age, anxiety and panic can be the most difficult opponents to defeat. Dr. Coral Schlosberg Arvon, director of Arvon & Associates in Counseling, is adept at working with both juniors and adults on performance anxiety to gain a mental edge.

"We work on focusing skills, imagery, motivation and mental toughness before and during match play," she says. One proof of her success is her 12-year-old son, who is already ranked 15th in the state and 170th in the nation among young tennis stars.

"Yes," she says, "a shrink can help her own son!"

A clinical psychotherapist with over 20 years of experience, Dr. Arvon works with her clients in individual, couple or family counseling. She also treats depression, stress and panic disorders.

Arvon & Associates is the only such office in South Florida that is located in a commercial office in a condominium, Terraces of Turnberry. Dr. Arvon says, "No one ever asks where you are going, no sign in is necessary. It's very private and discreet."

The unmarked door is only one way therapy with Arvon & Associates can be confidential. The practice also offers therapy over the telephone.

"This type of therapy," Dr. Arvon says, "is becoming increasingly popular for busy executives on the go, couples living abroad or anyone who wants the convenience of not having to leave the house. Therapy on the

phone can be especially helpful when you're on vacation."

She points out that even Sigmund Freud had his patients talk while on a couch facing away from him so that his presence wouldn't distract them; phone therapy takes that distancing one step further.

"There are studies that show that therapy over the phone can be just as helpful, if not more," she says.

It's also helpful in marriage and couple counseling, says Dr. Arvon, who is a licensed marriage and family therapist. "Sometimes when couples get stuck they can put me on speakerphone and I can work them through the dialogue."

Her couples counseling, she says, is based on safety, trust and passion. "Some therapists have couples sit and complain about each other. I

don't do that," she says. "I teach them tools that will enable them to do their own therapy within about 10 weeks."

Dr. Arvon is a board-certified sex therapist as well, working with sex abuse, gay and transsexual clients. The staff at Arvon & Associates, which includes bilingual therapists, is available six days a week, morning through evening.

Arvon & Associates in Counseling, is located at 20191 East Country Club Drive, Mezzanine Level. For more information, contact Jami at (305) 936-8000 or visit drcoralarvon.com or psychotherapyonthephone.com



Dr. Coral Schlosberg Arvon

Esslinger Wooten Maxwell Pres Aventura's buck

BY LYNN CARROLL

While a real estate slump is most markets in the U.S., Aventura largely exempt because it continues as a center for upscale residential. Esslinger Wooten Maxwell Pres Shuffield.

"When I think of Aventura," think of a nice blend of locals yearned with great retail opportunities world of shopping, entertainment rants. The area's strength is reinforced affluent second-home owners who it."

He says 96% of all residents Aventura are for condo units.

"Aventura has always been a for the more affluent buyer," Shuffield says. "The expansion of the malls and brand names in Aventura show they been adjusting upward over the months."

One reason for Aventura's success, says, is that unlike other South Florida markets, it has never attracted huge speculative investors. "Instead they of solid second-home buyers who because they like the lifestyle."

Aventura, Shuffield says, is growing population of primary residents with younger families who had not lived in multi-family schools, he says, are now filled with from professional families. "So not only a good, solid base for corporations also for families and family activities."

The Esslinger Wooten Maxwell Pres Shuffield says the most common question