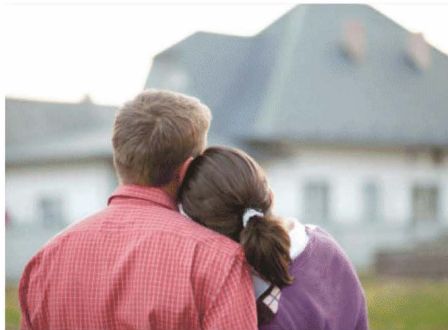


**BERKSHIRE
HATHAWAY**
HOMESERVICES

FLORIDA REALTY



THE PLAN TO
SELL
YOUR HOME



MARY CURRIE FL LIC. #BK3107294

Broker Associate

407-492-1811

marycurrie@bhhsfloridarealty.net

www.IslePointe.com



BEAU CURRIE FL LIC. #SL3531014

Sales Associate

407-234-1414

Beau@IslePointe.com

www.IslePointe.com



The IslePointe Group is founded on Knowledge, Experience, Technology, Integrity, and Trust.



We would be honored for the opportunity to share our vision and marketing plan for your next Real Estate move.

Beau and Mary Currie

Meet Mary

Broker Associate License #: BK3107294

- Longtime Floridian and SW Orlando/Windermere Resident
- Penn State University
- 17 years Real Estate Experience
- Full Brokers License Since 2008
- Proudly Worked as a Berkshire Hathaway HomeServices Broker Associate for 8 years
- Established a SW Orlando/Windermere Neighborhood Centric Marketing Program with over 2900 monthly recipients
- Dedicated Websites for Featured/Focus Neighborhoods (i.e. Waterford Pointe - www.waterfordpointe.homes)
- Personally Purchased/Sold/Owned Multiple Properties in SW Orlando and Windermere, up to 7 Figures. We know what you need and expect from your Realtor
- Landlord/Rental Property Owner Experienced
- Love Florida and The Windermere Lifestyle
- Let's Get to Work on Your RE Wants/Needs/Goals!



Mary Currie

Broker Associate - Sales & Marketing

Call/Text: 407-492-1811

email 1: mary@islepointe.com

email 2: marycurrie@bhhsfloridarealty.net

Zoom or in Person Meetings Available.

- We Build Custom "Your Home" Websites.
- We Produce Custom "Your Home" Videos.
- We Shoot Premium Aerial Photography.
- We Present the Best Version of Your Home.
- We professionally represent the interests of you and your family, with trust and integrity.



Beau Currie
Sales Associate
Technology & Marketing

Call/Text: 407-234-1414

email 1: beau@islepointe.com

email 2: beaucurrie@bhhsfloridarealty.net

Zoom or in Person Meetings Available.

- FAA Licensed UAS Pilot.
- We Build Custom "Your Home" Websites.
- We Produce Custom "Your Home" Videos.
- We Shoot Premium Aerial Photography.
- We Present the Best Version of Your Home.
- We professionally represent the interests of you and your family, with trust and integrity.

Leveraging Technology to "Your Advantage".

Meet Beau

Sales Associate License #: SL3531014

- Lifelong Floridian and SW Orlando/Windermere Resident
- Studied Real Estate at the University of Florida
- RE Appraisal, RE Markets, Building Construction, RE Tax Advantages
- Experienced Executive Who Managed Sales Teams, Employees, Bank Relations, Finance, Marketing/Advertising, Taxes, and Government Regulations
- Owned and managed a Technology Company for 30+ Years
- Two Time Real Estate License Holder
- Personally Bought/Sold/Owned Multiple Properties in SW Orlando and Windermere, up to 7 Figures. We know what you need and expect from your Realtor
- Landlord/Rental Property Owner Experienced
- Business Lease and Commercial Build-out Experience
- Professional Graphic Artist
- Professional Web Developer
- FAA Certified UAS (Drone) Pilot
- A Lifetime of Building Personal and Professional
- Long Term Relationships
- Let's Get to Work on Your RE Wants/Needs/Goals!

"Local Roots. Global Reach."

Creating Maximum Market Awareness With In-House Skills and Solutions.

"We Protect the Interests of You and Your Family."

- The Global Brand and Marketing Power of Berkshire Hathaway HomeServices.
- Relationship & Technology Marketing That Gives Your Home an Advantage.
- Broker Level Knowledge/17yrs Experience/Trust.
- IslePointe Exclusive Showcasing Services.
 - In-House** Premium Aerial Photography.
 - In-House** Web Developer & Graphic Artist.
 - In-House** Leverage of Digital Technologies.
- Berkshire Hathaway HomeServices Benefits
 - In-House** Title Company. (FT&G)
 - In-House** Mortgage Broker. (Prosperity)
 - In-House** Insurance. (HomeServices)
 - In-House** Home Warranties. (AHS)
- Global Marketing/Listing Language Translations.
- Global Currency Conversions.

**BERKSHIRE
HATHAWAY**
HOMESERVICES
FLORIDA REALTY





Mary Curie
BROKER ASSOCIATE
Sales & Marketing
407-492-1811
mary@islepointe.com

**BERKSHIRE
HATHAWAY**
HOMESERVICES
FLORIDA REALTY

IslePointe
THE ISLEPOINTE GROUP

401 MAIN STREET, SUITE-B
WINDERMERE, FLORIDA 34786

www.islepointe.com



Beau Curie
SALES ASSOCIATE
Technology & Marketing
407-234-1414
beau@islepointe.com

"LOCAL ROOTS. GLOBAL REACH."



**BERKSHIRE
HATHAWAY**
HomeServices

25 Million visitors to www.BerkshireHathawayFL.com

realtor.com
100 Million unique visitors each month

Homes.com
5 Million visitors each month

Zillow
36 Million visitors each month

trulia
23 Million visitors each month

UNIQUE HOMES

PRESTIGE

duPont
REGISTRY

NETJETS





WALL STREET JOURNAL




MANSION GLOBAL






PENTA

Listing Syndication
Listings are syndicated to:

- Facebook
- Instagram
- Twitter
- YouTube
- berkshirehathawayhs.com
- zillow.com
- trulia.com
- wsj.com
- europe.wsj.com
- asia.wsj.com
- mansionglobal.com
- Mansion Global WeChat Channel
- Barron's
- WSJ Market Watch
- juwai.com
- propertylistings.ft.com (Financial Times, London)
- MarketWatch
- PENTA
- PropgoLuxury.com
- Nikkei.com (Real Estate section)

“Next Level Marketing For Your Home.”

Premium Home Presentations

Another Market Advantage From The IslePointe Group.



Preview Video

A short preview of your property, great for social media

Floor Plan

Properties are presented in a simple layout to help illustrate the flow.

25+ Photos

Enhanced photographs capture immediate interest.



3D Tour

A digital twin enables viewers to virtually tour your property from anywhere at anytime.



A Complimentary Premium Service



Includes 4K Drone Photography & Video Spokesperson Presentations!

(We speak directly to your potential buyers around the world.)

(This offer is exclusively from The IslePointe Group, for executed listing agreements, and is not an offer from Berkshire Hathaway HomeServices Florida Realty.)

www.islepointe.com

**BERKSHIRE
HATHAWAY**
HOMESERVICES
FLORIDA REALTY



IDENTIFYING YOUR GOALS





The process of marketing and selling your house must match your objectives, priorities and needs.

In order to best serve you, we want to learn more about your plans and housing priorities. The following topics outlined below can help us understand your goals and help us build a strong working relationship:

- How we will work together in the marketing and sale of your property.
- The objectives you want to achieve from the sale of your house and the support you expect to receive from us.
- How the homeselling process should be tailored to fit the characteristics of your property.
- Your preferred method of communication - phone, email, text, social media.
- Best time of communication – morning, afternoon, evenings, weekends.



Understanding Your Expectations



The following topics will help me understand what is most important to you in the sale of your property.

- Communication
- Motivation
- Time frame
- Relocation assistance
- Homeselling decisions
- Price
- Marketing plan
- Previous homeselling experience
- Positive experiences
- Concerns
- Expectations





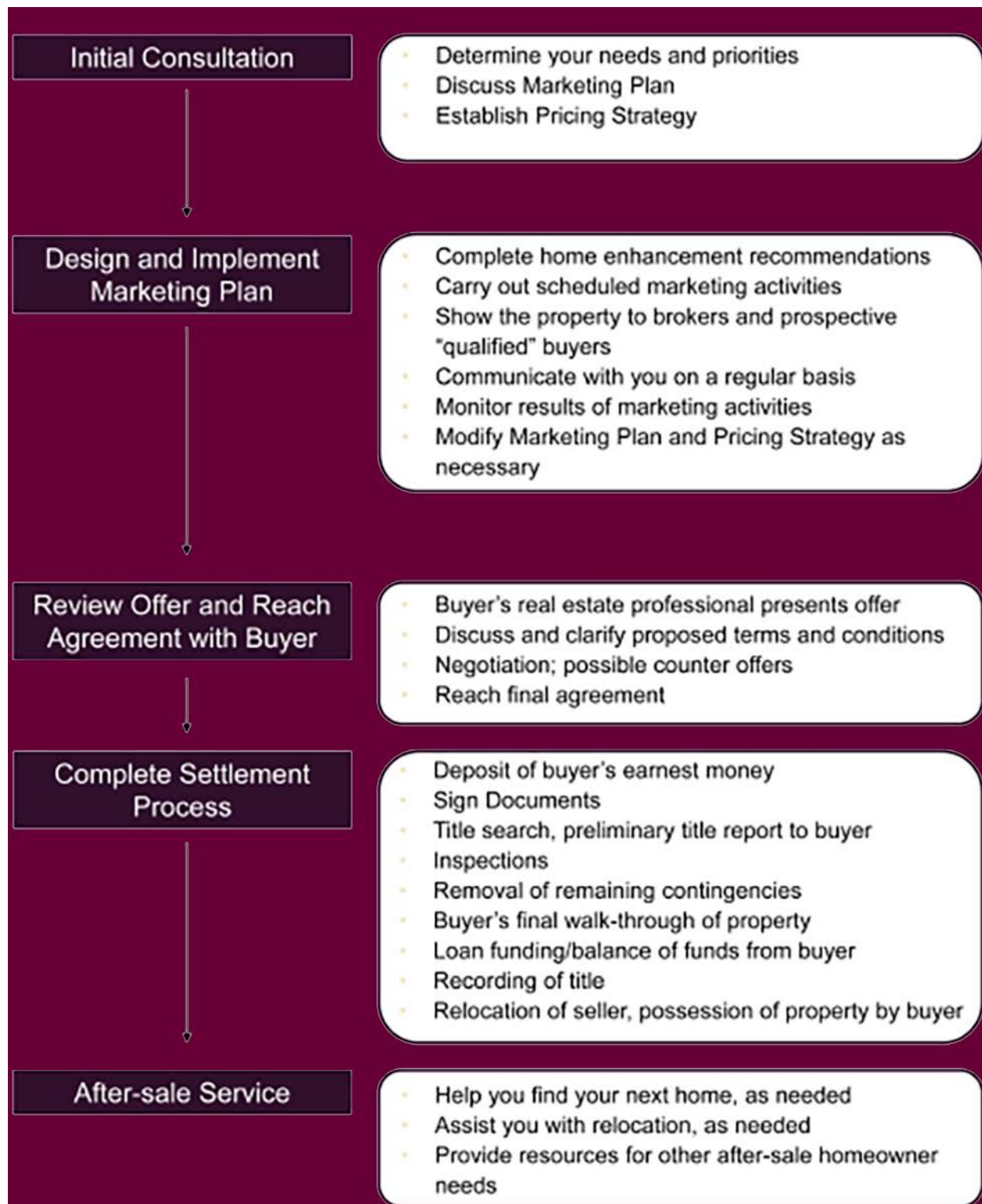
Each property has special features that may interest buyers.
Please tell me about your house.

- What do you feel are the *most appealing features* of this property?
- What features does this property have that *differentiate* it from other similar properties?
- What *changes or enhancements* would you suggest to make your property as salable as possible?
- What do you regard as the most attractive features of the *surrounding neighborhood*?
- Do you have any *special terms or conditions* regarding the sale of your property we should be aware of (e.g., items of personal property to be excluded, etc.)?
- Are you aware of any *problems or concerns* regarding the property or the neighborhood that will need to be disclosed to prospective buyers?

The Homeselling Process



Selling a house typically includes many of the following elements. We will be your resource and guide every step of the way.



**BERKSHIRE
HATHAWAY**
HOMESERVICES

FLORIDA REALTY



Marketing Your Property

The Goals of Effective Marketing





To successfully promote your property to the market, a comprehensive plan of targeted activities is essential. Our marketing program has three aims:

- Promote directly to prospective buyers
 - Internet and Mobile Technologies
 - Yard sign
 - Open houses
 - Print advertising
 - Other marketing materials
- Enlist the efforts of other real estate professionals
 - The Berkshire Hathaway HomeServices Network
 - Referral and relocation resources
 - Multiple Listing Service (MLS)
 - Direct promotion to other real estate professionals
- Maintain communication with you
 - Review the results of our marketing activities
 - Consult with you to fine-tune our marketing strategy, as needed

"Next Level Marketing For Your Home."
Premium Home Presentations

Another Market Advantage From The IslePointe Group.


Preview Video
A short preview of your property, great for social media


Floor Plan
Properties are presented in a simple layout to help illustrate the flow.


25+ Photos
Enhanced photographs capture immediate interest.


3D Tour
A digital twin enables viewers to virtually tour your property from anywhere at anytime.

A Complimentary Premium Service



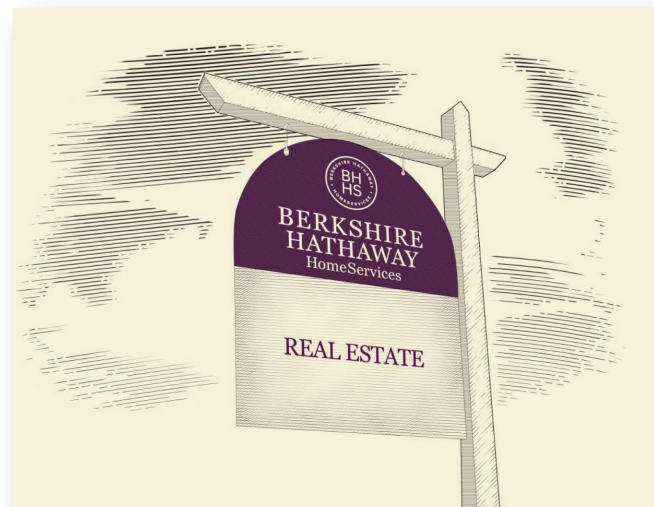
**BERKSHIRE
HATHAWAY**
HOMESERVICES
FLORIDA REALTY





We place print and online advertising to generate top-of-mind Brand awareness among millions of potential homebuyers and sellers.

National marketing and advertising programs drive consumers to www.berkshirehathawayhs.com.



Our public relations and communications programs also build on our Brand awareness and underscore our Network's position as the authority for real estate and related services.



Listing Syndication

Listings are syndicated to:

- Facebook
- Instagram
- Twitter
- YouTube
- berkshirehathawayhs.com
- zillow.com
- trulia.com
- wsj.com
- europe.wsj.com
- asia.wsj.com
- mansionglobal.com
- Mansion Global WeChat Channel
- Barron's
- WSJ Market Watch
- juwai.com
- propertylistings.ft.com (Financial Times, London)
- MarketWatch
- PENTA
- PropgoLuxury.com
- Nikkei.com (Real Estate section)



berkshirehathawayhs.com



THE WALL STREET JOURNAL.

MANSION GLOBAL
ONLY THE EXCEPTIONAL



FINANCIAL TIMES

Global Internet/Mobile Marketing & Social Networking System



Potential buyers will have instant access to information about your property through our industry-leading website, mobile, and social networks.

- BerkshireHathawayHS.com
- BHHSFloridaRealty.com
- Facebook.com/BHHSFloridaRealty
- Twitter.com/BHFloridaRealty
- YouTube

29 Million visitors to www.BerkshireHathawayHS.com

100 Million unique visitors each month

5 Million visitors each month

36 Million visitors each month

23 Million visitors each month

UNIQUE HOMES PRESTIGE duPont REGISTRY NETJETS

WALL STREET JOURNAL MANSION GLOBAL PENTA

Listing Syndication
Listings are syndicated to:

- Facebook
- Instagram
- Twitter
- YouTube
- berkshirehathawayhs.com
- zillow.com
- trulia.com
- wsj.com
- europe.wsj.com
- asia.wsj.com
- mansionglobal.com
- Mansion Global WeChat Channel
- Barron's
- WSJ Market Watch
- juwai.com
- propertylistings.ft.com (Financial Times, London)
- MarketWatch
- PENTA
- PropgoLuxury.com
- Nikkei.com (Real Estate section)

berkshirehathawayhs.com

ADWERX Zillow.com trulia

THE WALL STREET JOURNAL MANSION GLOBAL WeChat 居外 FINANCIAL TIMES

GLOBAL EXPOSURE

LISTING SYNDICATION ON OVER 1,000 WEBSITES / MOBILE SITES

Berkshire Hathaway HomeServices Florida Realty properties receive maximum exposure.

Our listings are marketed on the top real estate websites and mobile platforms in the world including:
BHHSFloridarealty.com, BerkshireHathawayHS.com, Realtor.com, WorldPropertyJournal.com, Move.com, Moving.com, Zillow, Trulia, TheIMLS.com, MSN.com, Florida Realtors, Financial Times of London, WallStreetJournal.com, WikiRealty.com, YouTube.com, Twitter.com, Juwai.com, and all PRIMA websites.





By providing peace of mind to prospective buyers, these steps can enhance the salability of your property:

- **A written property disclosure** statement will give buyers a clear understanding of this property and the surrounding neighborhood.
- **A home service plan** can give prospective buyers peace of mind by providing repair-or-replace coverage of major home operating systems and appliances.
- **Professional inspections**, such as structural, roof and termite, will reveal the current condition of the property.



Resources

Inspections & Disclosures



Resources

Protect Your New Home

**BERKSHIRE
HATHAWAY**
HOMESERVICES

FLORIDA REALTY



ESTABLISHING PRICING STRATEGY





Market-sensitive pricing can be the key to maximum market exposure and, ultimately, a satisfactory sale.

The existing pool of prospective buyers determines a property's value, based on:

- Location, design, amenities and condition.
- Availability of comparable (competing) properties.
- Economic conditions that affect real property transactions.

Factors that have little or no influence on the market value of a house include:

- The price the seller originally paid for the property.
- The seller's expected net proceeds.
- The amount spent on improvements.

The impact of accurate pricing:

- Properties priced *within market range* generate more showings and offers, and sell in a shorter period of time.
- Properties priced *too high* have a difficult time selling.





An impartial evaluation of market activity is the most effective way to estimate a property's potential selling price. A Comparative Market Analysis considers similar properties that:

Have sold in the recent past

- This shows us what buyers in this market have actually paid for properties similar to yours.

Are currently on the market

- These are properties that will be competing with yours for the attention of available buyers.

Failed to sell

- Understanding why these properties did not sell can help avoid disappointment in the marketing of your property.

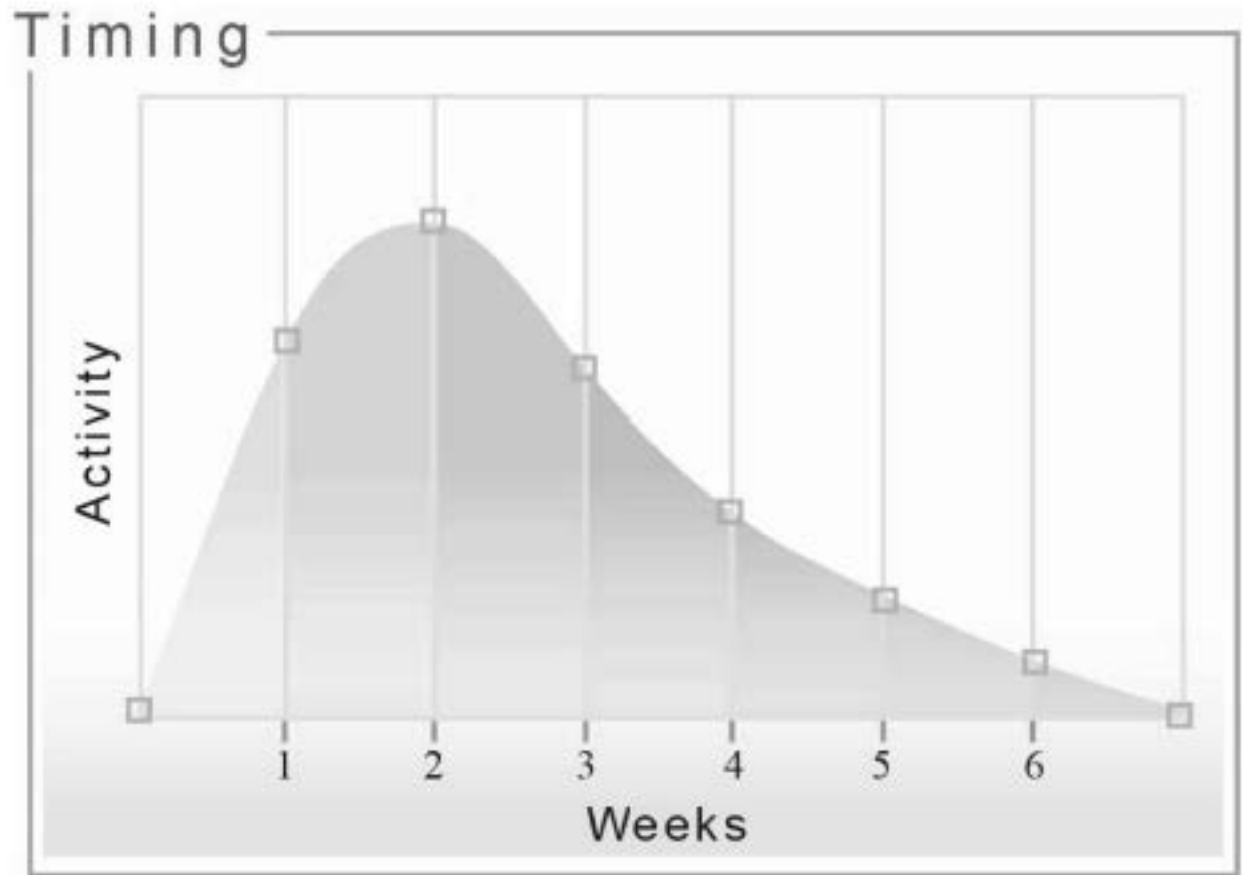


Resources

Pricing Your Home

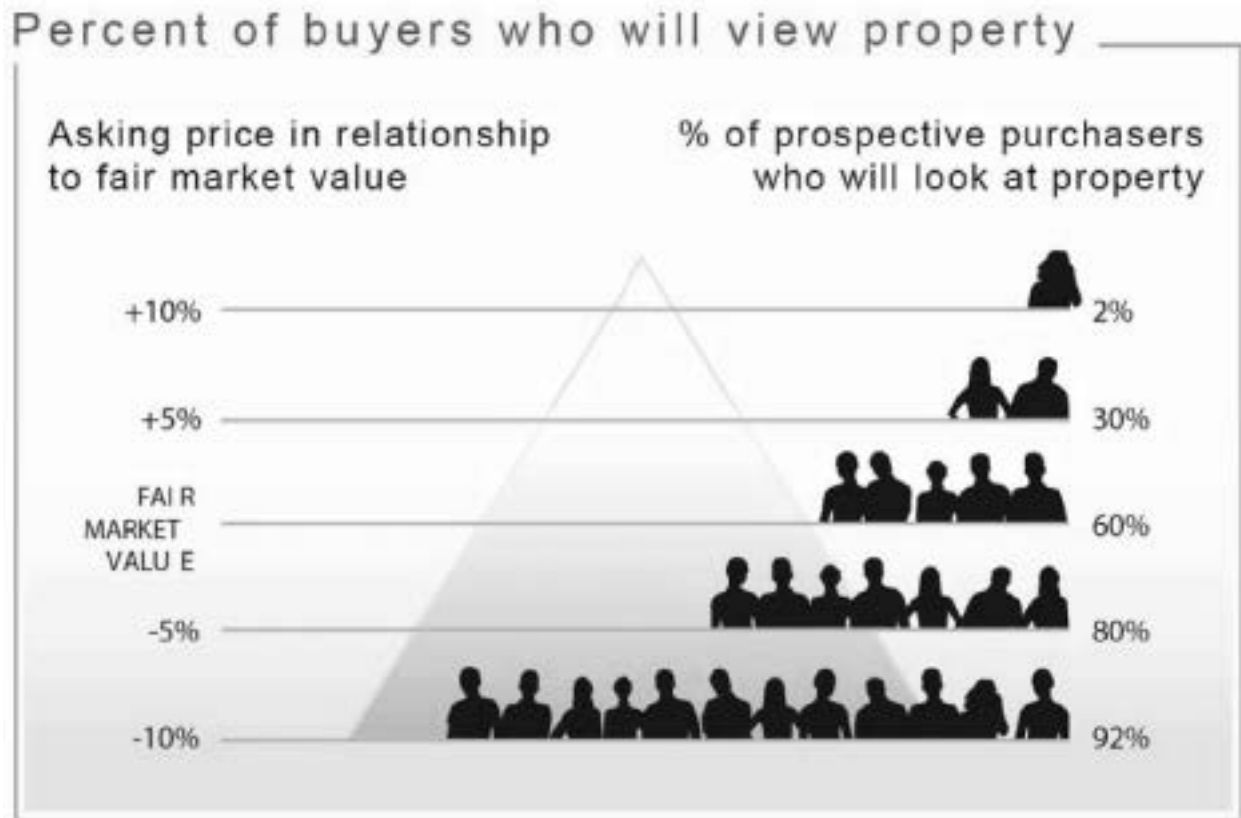
**BERKSHIRE
HATHAWAY**
HOMESERVICES
FLORIDA REALTY





- The asking price that is beyond market range can adversely affect the marketing of a property.
- Marketing time is prolonged and initial marketing momentum is lost.

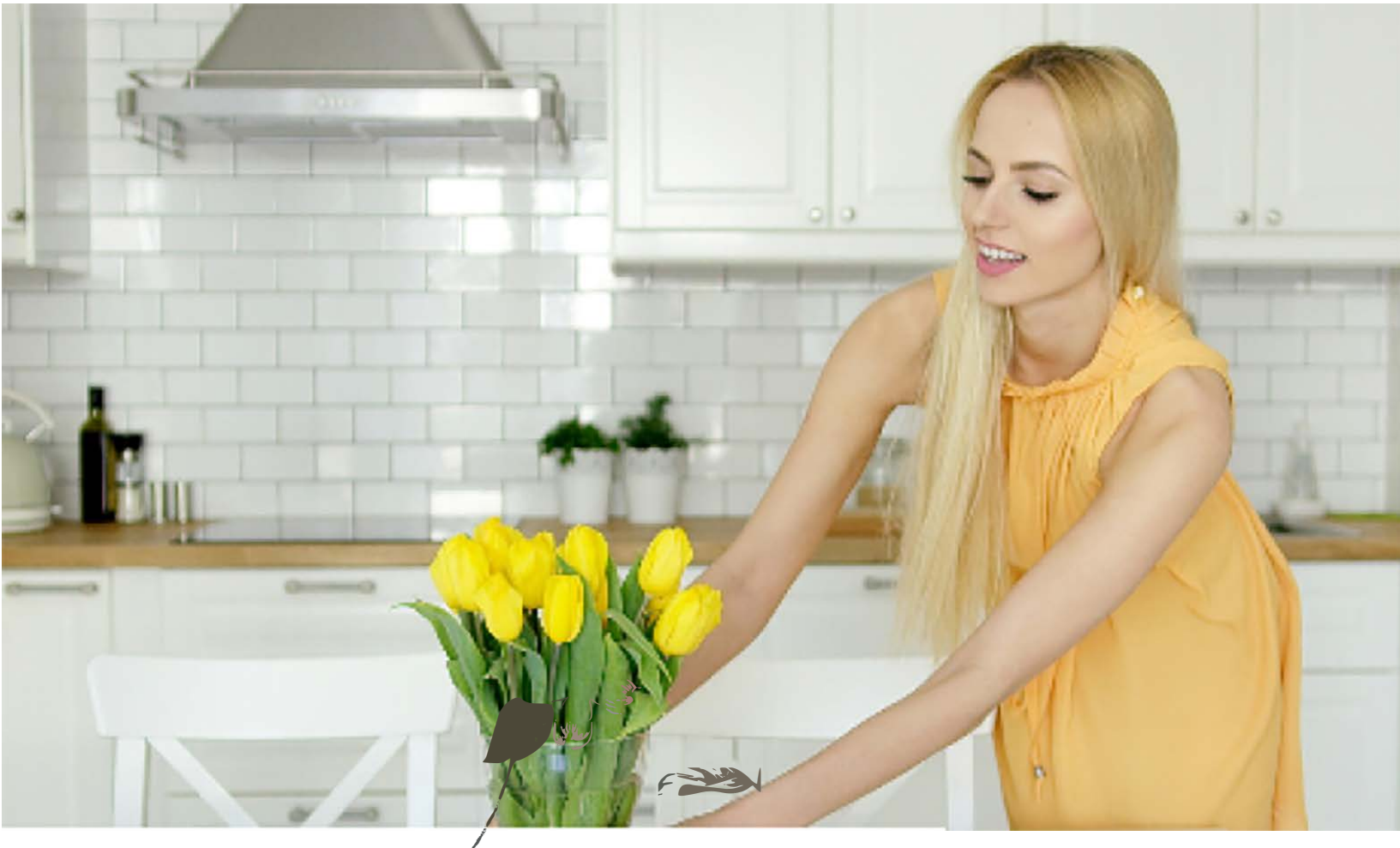
Dangers of Overpricing



- Fewer buyers will be attracted and fewer offers received.
- The property attracts “lookers” and helps competing houses look better by comparison.
- If a property does sell above true market value, it may not appraise, and the buyers may not be able to secure a loan.
- The property may eventually sell **below** market value.

**BERKSHIRE
HATHAWAY**
HOMESERVICES

FLORIDA REALTY



Preparing Your Home For Sale

You are the Key Player on the Homeselling Team



No one has a more important role in the homeselling process than you. Here are some ways your participation can contribute to a successful sale:

- Maintain the property in ready-to-show condition.
- Ensure that the house is easily accessible to real estate professionals (lock box and key).
- Try to be flexible in the scheduling of showings.
- When you are not at home, let me know how you can be reached in case an offer is received.
- If approached directly by a buyer who is not represented by a real estate professional, please contact me. Do not allow them into the property unescorted.
- Remove or lock up valuables, jewelry, cash and prescription medications.



**BERKSHIRE
HATHAWAY**
HOMESERVICES
FLORIDA REALTY



How Will Buyers See Your Property



It is important for a property to make the best possible impression on prospective buyers. The following can interfere with a buyer's appreciation of a property:

Exterior

- Clutter
- Lawn needs mowing and edging
- Untrimmed hedges and shrubs
- Dead and dying plants
- Grease or oil spots on the driveway
- Peeling paint
- Anything that looks old or worn



Interior

- Worn carpets and drapes
- Soiled windows, kitchen, baths
- Clutter
- Pet and smoking odors
- Peeling paint, smudges or marks on walls

Show Off Your Home Every Time



These tips can help your house make the best impression, every time it is previewed by sales professionals or shown to prospective buyers:

Exterior

- Remove toys, newspapers, yard tools and other clutter.
- Tidy up; pick up after pets.
- Park vehicles in the garage or on the street; leave the driveway clear.
- Add color with flowers and potted plants.



Interior

- Make beds; clean up dishes; empty wastebaskets.
- Remove clutter throughout and put away toys.
- Set out “show towels” in baths.
- Freshen the air; potpourri or baked bread aroma; deodorize pet areas; set a comfortable temperature.
- Do quick vacuuming and dusting.
- Arrange fresh flowers throughout.
- Fire in fireplace (when appropriate).
- Play soft background music.

Marketing Plan of Action



First Week on the Market

- Enter listing into MLS system.
- Put up "For Sale" sign.
- Install lock box.
- Take property photos.
- Prepare property flyer/brochure.
- Submit property listing with photos to select real estate websites.

Second Week on the Market

- Schedule Virtual Tour.
- Invite local Realtors to tour home.
- Prepare and place advertisements with select print and online media outlets.

Third Week on the Market

- Submit Open House announcement to MLS & Office Sales meeting.
- Prepare and distribute special Open House flyer.
- Hold Sunday Open House.

On-going

- Handle incoming calls and schedule showing appointments.
- Update owner on showings.
- Pre-qualify buyers.
- Present all offers and recommend counter-offer strategies.
- Review price based on agent input & market conditions.

ASAP

- Obtain an acceptable contract on your property!



**BERKSHIRE
HATHAWAY**
HOMESERVICES

FLORIDA REALTY



**BERKSHIRE
HATHAWAY**
HOMESERVICES

About Us



We will apply our knowledge, expertise, and leverage the power of the Berkshire Hathaway HomeServices global marketing platform to achieve the successful sale of your property. Here is what you can expect from us:

- We will work with you at every stage of the homeselling process, from the development and implementation of a Customized Home Marketing Plan, through the negotiation of purchase offers, to the final settlement of the transaction.
- We will want to agree to a system of regular communication so that you can be kept informed at all times.
- We will give you reliable information and solid advice so that you can make informed decisions.
- It is our goal that you will be pleased with our service and you will turn to us for advice on your future real estate needs.



Mary Currie

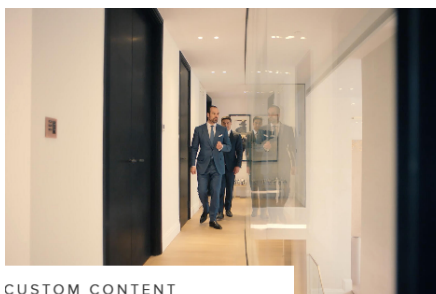


Beau Currie



What Berkshire Hathaway HomeServices can do more to meet your homeselling needs:

- Reputation
- Commitment to Customer Service
- Advanced Technology
- Network Strength
- High Standards



CUSTOM CONTENT

Behind the Listing



NEWSROOM

We're making headlines.



COMMUNITY

The Sunshine Kids™ Foundation.

Know the market.

Here's how our network agents can help you.



COMPARABLE MARKET ANALYSIS

Not only will we run the report, we'll show you what it means.



RESEARCH THE COMPETITION

Get insight into other homes in your neighborhood as well as details about your own home.



NEGOTIATE

Work with a network agent to determine other opportunities to increase your sale price.



We commit that we will:

- Communicate with **you** in a timely and efficient manner.
- Identify **your** needs.
- Develop and implement an effective Marketing Plan for **your** property.
- Help **you** determine an effective pricing strategy.
- Recommend steps to prepare **your** property for market.
- Assist in the negotiation of the terms of the sale with prospective buyers.
- Guide you through to the completion of the transaction.

Sell smarter.



OUR PROVALUE ESTIMATE

Get the most accurate estimate, powered by the same technology used by lenders.



COMPARABLE SALES

See what other homes are being sold for in your neighborhood.



PRICE HISTORY

See sale dates and prices from years past.



LOCAL MARKET SNAPSHOT

Get the inside scoop on sale prices in your ZIP code.

About Our Company

A rich heritage, a strong local presence,
and a connection to the community.



What distinguishes Berkshire Hathaway HomeServices Florida Realty from others?

Berkshire Hathaway HomeServices Florida Realty is a full-service brokerage and is part of HomeServices of America, the nation's premier provider of homeownership services. The company is a franchise member of Berkshire Hathaway HomeServices.

Berkshire Hathaway HomeServices is a global residential real estate brokerage network.

The network, among the few organizations entrusted to use the world-renowned Berkshire Hathaway name, brings to the real estate market a definitive mark of trust, integrity, stability, longevity, and excellence.



Newsroom

We're making headlines.



Community

The Sunshine Kids Foundation



Join Us

Work with the best.

**BERKSHIRE
HATHAWAY**
HOMESERVICES
FLORIDA REALTY



Berkshire Hathaway HomeServices:

A Reputation Built on Trust, Framed in Excellence



“When people are making the decision of the magnitude of buying a house, it’s the biggest decision a great many families will ever make. They want to know who they’re working with and we think that the Berkshire Hathaway name will be reassuring to many of those people.”

– Warren Buffett, Chairman and CEO, Berkshire Hathaway Inc.

- Berkshire Hathaway HomeServices is among the few companies entrusted to use the Berkshire Hathaway brand name with consumers.
- Berkshire Hathaway HomeServices brings to the real estate market a definitive mark of stability, strength and, above all, quality. Our visual identity—from our distinctive colors and quality seal to our dignified, unpretentious typography—exemplifies our timeless character.
- Berkshire Hathaway HomeServices reflects Berkshire Hathaway’s strong reputation through the core values of trust, integrity, stability and longevity.
- Our brand identity communicates our commitment to integrity and an intelligent and straightforward approach, inspiring the best in our affiliates and delivering the best to our customers.



**BERKSHIRE
HATHAWAY**
HOMESERVICES
FLORIDA REALTY



Berkshire Hathaway HomeServices: Strong Lineage



"Berkshire Hathaway is built to be forever ... it's true of all the businesses we own. You want to be part of an organization that's not looking to sell out next week or next month or next year, or where the place will crumble when the founders leave. In terms of permanence, we can't be beat. Not only can we not be topped by anyone, we can't be matched by anyone."

– Warren Buffett, Chairman and CEO, Berkshire Hathaway Inc.

Berkshire Hathaway Inc. is a worldwide holding company based in Omaha, NE. Its chairman and CEO is Warren Buffett, often referred to as the "Oracle of Omaha," who according to Time magazine, is among the world's most influential people.

Berkshire Hathaway employs over 360,000 people and owns more than 60 companies, including GEICO, Fruit of the Loom, Dairy Queen, Helzberg Diamonds, Benjamin Moore Paints, Business Wire, NetJets, BNSF Railway Company, See's Candies, Berkshire Hathaway Energy and HomeServices of America.

Its approach is to acquire companies with great brands, great products and strong leadership and hold them for the long term. The company, with its diverse holdings, is said to cover consumers head to toe. Real estate fits perfectly into that strategy.





"I would want to be associated with somebody where the financial strength was unquestioned and where the name stood for integrity. What other quality would you want that Berkshire Hathaway HomeServices does not have; and I don't think you could find one."

– Warren Buffett, Chairman and CEO, Berkshire Hathaway Inc.

- Berkshire Hathaway HomeServices is grounded in financial strength and the deep tradition of its ownership.
- Berkshire Hathaway HomeServices boasts proven operational excellence, demonstrated integrity, and the reputation of the Berkshire Hathaway network of companies.

Know the market.

Here's how our network agents can help you.



COMPARABLE MARKET ANALYSIS

Not only will we run the report, we'll show you what it means.



RESEARCH THE COMPETITION

Get insight into other homes in your neighborhood as well as details about your own home.



NEGOTIATE

Work with a network agent to determine other opportunities to increase your sale price.

Convenient, Value Added "Family of Services"

Sales, Leasing, Mortgage, Title, and more



Berkshire Hathaway HomeServices Florida Realty is the # 1 affiliate in Florida and has over 30 locations with 1,700 real estate sales professionals throughout Florida. The company is part of HomeServices of America, the nation's premier provider of homeownership services. The company is a franchise member of Berkshire Hathaway HomeServices and is among the Top 10 largest brokerages in the Network brokers across North America.

www.bhhsfloridarealty.com

Prosperity Home Mortgage

Prosperity Home Mortgage, LLC, is a full service mortgage banker specializing in residential and refinance loans. Prosperity Home Mortgage offers a wide range of mortgage products, including fixed and adjustable rate mortgages, jumbo loans, Federal Housing Administration (FHA), Veterans Affairs (VA) loans, and renovation financing.

<https://florida.phmloans.com/>

Florida Title & Guarantee Agency

Florida Title & Guarantee Agency is a state of the art, full service Title Insurance and Settlement Services Company. Services include title examination, clearing title, ordering surveys, conducting face to face closings, explaining closing documents, collecting and disbursing funds, and issuing title insurance policies to Buyer and Lender Clients. Florida Title & Guarantee Agency offers consistent, careful service in every aspect of title insurance. The professionals at Florida Title & Guarantee Agency closely guide purchasers through the closing process with personal, individualized attention to make every closing a pleasant experience.

www.FTGAgency.com

HomeServices Insurance

HomeServices Insurance is an independent agency that operates through a network of offices located throughout the U.S. As a full-service operation, we offer a full suite of quality insurance solutions including home, auto, umbrella, and more.

www.HomeServicesInsurance.com

Home Warranty Services Available, too!

**BERKSHIRE
HATHAWAY**
HOMESERVICES
FLORIDA REALTY





To position your home to sell, you must reach a large segment of prospective buyers. Berkshire Hathaway HomeServices Florida Realty heavily promotes listings via the Internet and mobile technologies to capture buyers and sellers wherever they are online and offline.

- An individual website for your home including a "Share button" plus hundreds of partner websites.
- A Virtual Tour and unlimited photos of your home
- Local and worldwide exposure to market your home through our strategic local and international alliances
- Websites, print publications and emails marketing your home
- All magazine and newspaper advertising references our company website, driving even more traffic to your home
- Your home will be included with Advantage Pro on Realtor®.com, the #1 website for real estate in the world.
- YouTube.com Video of your property!





Our Advantage Pro marketing package on Realtor.com means even more exposure for your home!

- Capturing buyer attention and setting your property apart are the key objectives in our Internet/Mobile Marketing Strategy.
- Berkshire Hathaway HomeServices Florida Realty has partnered with REALTOR.com to enhance listings online and on their mobile App of all the properties it markets with multiple photos and customized property descriptions on the number one real estate website in the world, REALTOR.com.
- Our properties will also receive high-impact placement on other popular Web portals such as MOVE.com®, helping reach the largest audience of home buyers.
- We understand it is vital to reach the over 60 million consumers each month that spend time searching for homes online including the REALTOR.com network. With over 90 percent of all home buyers using the Internet at some point in their search for homes, Berkshire Hathaway HomeServices Florida Realty is working to make sure your home is promoted where more consumers are searching online. The majority of home buyers say photos and detailed property descriptions are the most useful features when searching for homes on the Internet.



You want your home to be exposed to the greatest number of prospective buyers with the means to purchase your property. There are a number of reasons why the ultimate buyer of your home may be from outside the local market or the region.

Berkshire Hathaway HomeServices Florida Realty is committed to reaching buyers for your property far beyond U.S. borders and promotes the NAR-certified course, the Certified International Property Specialist (CIPS) designation and the International Consortium for Real Estate Associations (ICREA) Transnational Relocation Certification which help prepare our Sales Professionals for international transactions.

- We speak over two dozen languages enabling us to effectively respond to the multi-cultural needs of customers wherever they might live.
- As an affiliate member of the industry's largest relocation network, Berkshire Hathaway HomeServices Florida Realty can find, list and sell, or manage properties virtually anywhere.
- With global access to the Internet, modern transportation, and the increasing ease with which one can buy and sell properties around the world, the international real estate market is as close as your backyard.

Marketing Portfolio for Luxury Properties

Luxury Collection of Florida Marketing System



Our Unique Luxury Collection of Florida Marketing Program

Berkshire Hathaway HomeServices Florida Realty has created the most innovative advertising program in the industry to market luxury homes. This program puts your home in front of millions of local, national and international affluent readers. If your home qualifies, it will be advertised for the life of the listing, in the local advertising venues plus:

UNIQUE Homes targets an affluent worldwide audience bringing your listings to prospective buyers. This publication features extraordinary properties from around the world. UNIQUE Homes reaches the right buyer through their distribution network. All copies are sold on newsstands, in upscale bookstores and in domestic and international airports! We will have a special 40-page insert in the Quarterly publication of the duPont Registry to display our Luxury Collection properties.

The Wall Street Journal Online Edition for Real Estate boasts an average of over 6 million visitors per month. Your listing will be displayed and enhanced on the www.wallstreetjournal.com Real Estate portal.

All of our Luxury Collection Listings will be displayed prominently on this high traffic portal for maximum exposure. Your listing will be displayed with additional photos, virtual tour link, custom ad copy, and a direct link to your Berkshire Hathaway HomeServices Florida Realty Real Estate Sales Professional for immediate follow up for online inquiries.

Luxury Collection of Florida is the company's in-house magazine and is published quarterly. Copies are distributed to Luxury Collection Specialists in feeder states and the company locations throughout Florida. Your luxury property will be displayed in this publication until your property sells!



**BERKSHIRE
HATHAWAY**
HOMESERVICES
FLORIDA REALTY



Marketing Portfolio for Luxury Properties

Luxury Collection of Florida Marketing System - Continued



UNIQUE Homes - online at www.UniqueHomes.com

Your luxury property will be enhanced in the online edition of this upscale publication with additional photos, virtual tour link, custom ad copy, and a direct link to your Berkshire Hathaway HomeServices Florida Realty associate to ensure immediate attention and follow up for online inquiries.

Professional Photography: A professional photographer will schedule a photo shoot for your luxury property. The photos include 25 high resolution shots.

Virtual Tour: An enhanced listing receives 299% more online views. For this reason, we use the latest digital equipment to create your virtual tour to ensure clear, crisp images to capture and engage the online audience.

Luxury Property Manager: Berkshire Hathaway HomeServices Florida Realty's designated in-house manager will provide assistance to our local branch offices to ensure proper placement and attention to your luxury property.

For maximum Internet exposure 24 hours a day/7 days a week, your listing will also be enhanced on the following websites:

- www.BHHSFloridaRealty.com
- www.realtor.com
- www.move.com
- www.msn.com
- www.luxurycollectionofflorida.com
- www.uniquehomes.com
- www.propertylistings.ft.com
- www.wallstreetjournal.com



**BERKSHIRE
HATHAWAY**
HOMESERVICES
FLORIDA REALTY


IslePointe
THE ISLEPOINTE GROUP

PRIMA

Platinum Real Estate Internet Marketing Advantage



A responsive design website with the latest website technology and built-in lead generating forms.

Integrated Social Networking, Video News Page, New Construction, Instant Text Message Notifications and Mobile Search capabilities.

Your Property has its own webpage: www.BHHSFloridaRealty.com/MLS# or www.mydomainname.com/MLS#.

Automatic monthly Market Report which provides market activity and new listings to keep customers informed.

Advantage Pro member benefits on Realtor.com for advanced placement and maximum exposure.

Referral Networking System

Fully-Integrated Relocation



Berkshire Hathaway HomeServices Florida Realty (formerly Prudential Florida Realty) continues to be one of the leading companies for Broker to Broker referrals, 3rd Party Corporate Relocations, and Corporate Group Moves both nationally and internationally.

Berkshire Hathaway HomeServices Florida Realty's full service Relocation Department received the Spirit of Partnership Award and maintains a proven track record of high level of service and experience by our staff and knowledgeable relocation certified Sales Professionals.

The Relocation Leadership Team are members of the Employee Relocation Council and hold the Certified Relocation Professional (CRP®) Designation. They are also members of the Relocation Director's Council and past Board of Directors, the Relocation Advisory Council for Brookfield Relocation and as a Network Referral Services Mentor assists other Affiliates throughout North America.

**BERKSHIRE
HATHAWAY**
HOMESERVICES

Our network agents are good to know.

AGENTS OFFICES

Search by Agent Name, Team Name, Location, Language or Designations

Complimentary Personal Concierge Services



At Berkshire Hathaway HomeServices Florida Realty, we know that the family of services we offer not only need to be exceptional, they need to exceed your expectations.

Creating satisfied customers for life and receiving referrals is extremely important to us.

Moving can be one of the most stressful times in your life.

Let our complimentary Personal Concierge Service take care of the details for you. Your personal concierge can schedule and coordinate all of the home services and connections you need – from cable, water, electric, and internet, to appliance discounts, financing options, home warranty and security plans.

This complimentary service can provide a time-saving solution for your move.

www.FloridaForeverConcierge.com

Commitment to Our Community

The Sunshine Kids Foundation



Berkshire Hathaway HomeServices Florida Realty is committed to delivering smiles to more than just buyers and sellers of real estate. With a company culture that includes community service and patriotism, the Company's success is measured by more than just dollar signs—it's measured by its concern for the community and giving back to those in need.



The Sunshine Kids is a national non-profit organization dedicated to helping children with cancer by providing emotional support, group activities and adventure trips for kids.

Since 2001, Florida Real Estate Services have raised over \$3.9 million for the Sunshine Kids through fundraising events from silent auctions to comedy shows and is the #1 contributor in Florida.

As a result of the efforts, thousands of children from hospitals across the country are enjoying the emotional support they need during one of the most difficult times of their young lives.

To learn more about The Sunshine Kids or to show your support, please visit www.sunshinekids.org.



Tax-exempt ID: 76-0020802

**BERKSHIRE
HATHAWAY**
HOMESERVICES
FLORIDA REALTY



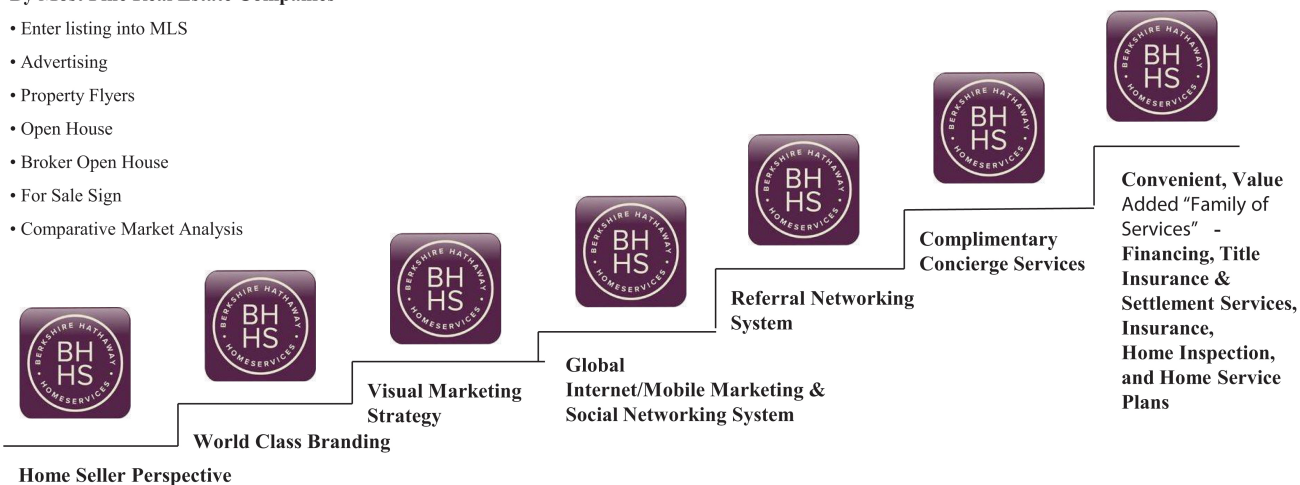
Customized Home Marketing SystemSM

"Marketing Florida Real Estate at the Highest Level!"



Conventional Marketing Provided By Most Fine Real Estate Companies

- Enter listing into MLS
- Advertising
- Property Flyers
- Open House
- Broker Open House
- For Sale Sign
- Comparative Market Analysis



I authorize Berkshire Hathaway HomeServices Florida Realty to execute the Customized Home Marketing System.

Property Address

Seller

Marketing Disclosure: I will commit to perform not only the conventional marketing, but also the customized upgrades. I will keep in touch and provide regular updates regarding activity.

If your home is currently listed, this is not a solicitation of that listing.

Berkshire Hathaway HomeServices Florida Realty Sales and Marketing Professional

Berkshire Hathaway HomeServices Florida Realty's Customized Home Marketing System created by Berkshire Hathaway HomeServices Florida Realty in conjunction with Allan Dalton Consulting.

Know the market.

Here's how our network agents can help you.



COMPARABLE MARKET ANALYSIS

Not only will we run the report, we'll show you what it means.



RESEARCH THE COMPETITION

Get insight into other homes in your neighborhood as well as details about your own home.



NEGOTIATE

Work with a network agent to determine other opportunities to increase your sale price.

HATHAWAY
HOMESERVICES
FLORIDA REALTY

IslePointe
THE ISLEPOINTE GROUP

Thank you!



**Thank you for taking the time to review this presentation.
We look forward to working with you.**



Mary Currie



Beau Currie