

PROFESSIONAL MARKETING PLAN

Andrew & Jackie Fentiman



BERKSHIRE HATHAWAY | Florida Realty HomeServices

Certified *Luxury Collection* International Specialist Realtors®

Superior Lifestyles in Southwest Florida - ***First in Service***

"You will gain from the strengths of those around you"
Warren Buffet, Chairman, Berkshire Hathaway, Inc.

Introduction

There are many aspects to a comprehensive property marketing campaign, in order to sell your home in the shortest possible time and also at the best possible price. Most agents go through the basic steps, but we plan a well-considered strategy that is customized to your needs, and we implement a cohesive framework of proven procedures. Our marketing techniques are both 'broadcast' and 'targeted', spanning a range of different media and contact points.

Pricing your property correctly is half of the plan; the other half is giving your property the correct amount and variety of exposure in the market. In the final analysis, you only need *one* suitable buyer, and it is our objective to find you the best possible buyer, and sell your property at the best possible price in the shortest possible time, given prevailing market conditions.

Following is a general overview of our unique property marketing program, but it will be customized to suit your exact requirements:

Andrew & Jackie Fentiman

- ▶ Live and work in Bonita Springs/Estero, a husband-and-wife team of experienced realtors®
- ▶ Are Certified *Luxury Collection* International Specialist Realtors®
- ▶ Only take a limited number of select listings, so as to remain "*First in Service*"
- ▶ Know the luxury housing market intimately, understanding discretion and confidentiality and the high-benchmark service expectations of luxury home sellers
- ▶ Are in the local area 95% of the time, and are available by cell-phone more than 95% of the time (office calls are routed to our cell phones)

- ▶ Follow up promptly on telephone, e-mail, internet and advertising leads
- ▶ Promote your listing at our upscale corporate location on U.S. 41 in Bonita Springs
- ▶ Also operate a sophisticated high-tech real estate office in our home
- ▶ Apply the latest technology solutions to meet clients' real estate needs, being holders of the coveted Real Estate eCertified® designation
- ▶ Work the master-planned communities of Southwest Florida, increasing the chance that your buyer might be a friend or relative of a community resident
- ▶ Use PRIMA, an award-winning website protocol with state-of-the-art marketing tools, offering enhanced local, national and international marketing for your property listing, and the website is instantly translatable into over 100 languages!
- ▶ Andrew was Board President of La Scala at The Colony Condominium Association for 5 years; his knowledge of Condo Associations and Home Owner Associations is therefore extensive
- ▶ Andrew started in real estate in 1978, a *Top Producer* at Europe's largest real estate company

Who is Berkshire Hathaway ?

- ▶ The Berkshire Hathaway name is among the most prestigious brand names in the U.S.
- ▶ Berkshire Hathaway is a worldwide holding company based in Omaha, NE. The Chairman and CEO is Warren Buffet, known as *The Oracle of Omaha*. According to Time magazine's ranking, he is among the world's richest and most influential people. Berkshire Hathaway is the #1 company in Barron's ranking of the *World's 100 Most Respected Companies*.
- ▶ Berkshire Hathaway employs more than 300,000 people and owns more than 55 companies, including BNSF Railway Company, Benjamin Moore Paints, Business Wire, Dairy Queen, Flight Safety International, Fruit of the Loom, GEICO, Heinz, Helzberg Diamonds, HomeServices of America, Mid-American Energy Holding Company, NetJets and See's Candies. It is said that BH "*has you covered, from head to toe!*"
- ▶ "*Berkshire Hathaway wants to be in businesses that are enduring. Real estate brokerages will be around 100 years from now and BH HomeServices will be around 100 years from now. We love the fact that BH HomeServices is part of Berkshire Hathaway.*"
Warren Buffet, Chairman, Berkshire Hathaway, Inc.
- ▶ "*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 does not have? I do not think you could find one.*"
Warren Buffet, Chairman, Berkshire Hathaway, Inc.

Berkshire Hathaway HomeServices Florida Realty

- ▶ Over 42 offices and over 1,800 agents throughout Florida
- ▶ The #1 Network Affiliate in Florida for sales volume and units

- ▶ The highest *average sales price*, of any national real estate brand
- ▶ The fewest *average days on the market*, of any national real estate brand
- ▶ Ultimate global exposure for your listing: 70+ international websites in 37+ countries
- ▶ Our sophisticated PRIMA website automatically translates into over 100 languages!
- ▶ Our own Mortgage company affiliate: EverBank
- ▶ Our own Title company: Florida Title & Guarantee Agency
- ▶ Our own Home Inspection Services company affiliate: AmeriSpec Inspection Services
- ▶ Our own Home Service Plans company affiliate: Service America
- ▶ Our own Moving Concierge company affiliate: Florida Realty Concierge

MLS Property Listing

- ▶ Listing your property in the MLS exposes it to other realtors®, the very people who are going to bring prospective buyers to view it
- ▶ Your MLS details will be among the most detailed and comprehensive you will find in the MLS, always accompanied by attached files (e.g. floor plan, annual costs, information on the community, condo or home owner's association, club memberships, a map, etc.)
- ▶ The accuracy of all information is double-checked so that we can help the buyer's agent fully inform their buyer and answer their every question
- ▶ The maximum allowed number of professional-quality photos (exterior and interior) accompany your MLS listing. Our professional photographer is one of the area's best!
- ▶ An engaging virtual tour with audio commentary is created, and is posted online
- ▶ Your MLS listing has its own listing webpage and is marketed globally

Media, Marketing & Advertising

- ▶ Berkshire Hathaway HomeServices and its network members such as our own BHHS Florida Realty spend millions annually in advertising so that home buyers continue to recognize and trust the brand, seeing the Berkshire Hathaway name in a wide array of media, including television, radio, magazines, newspapers, internet, outdoor advertising and sponsorships
- ▶ Property information, given to everyone who is interested in the property, is also provided to potential buyers at private showings
- ▶ Regular full-color advertising of your property is provided in BHHS Florida Realty's 48-page pull-out *Paradise Portfolio* section in the Real Estate Section of the Sunday Bonita/Naples Daily News, at no cost to you

- ▶ Your property appears on the Naples Daily News website at www.NaplesNews.com and is available to be seen there 24 hours a day, seven days a week
- ▶ Full-color top-quality custom-designed jumbo postcards are mailed periodically to all area home-owners; your buyer may be a friend or relative of a home-owner in the community
- ▶ E-mail alerts on your listing are sent out, targeted to all the top-producing agents in SW Florida
- ▶ Andrew & Jackie Fentiman are known for only taking luxury property listings, so there are always agents who are on the lookout for the Fentimans' listings.

Internet

- ▶ According to N.A.R. (National Association of Realtors®), in 1995 just 2% of buyers looked for homes online. Today, over 90% of buyers look for homes on the internet and over 7 million consumers look for property on Realtor.com every month

YOUR LISTING APPEARS ON THE FOLLOWING WEBSITES:

- Your own property website at [www.SuperiorLifestyles.com/MLS listing number](http://www.SuperiorLifestyles.com/MLS_listing_number)
- Berkshire Hathaway HomeServices Florida Realty at www.BHHSFloridaRealty.com
- Realtor.com Enhanced Showcase Listing at www.Realtor.com, flagged as *Internationally Featured*, and having premium advertisement positioning
- Superior Lifestyles Featured Listing at www.SuperiorLifestyles.com
- Naples/Bonita Daily News at www.NaplesNews.com

Global exposure - 70+ international websites in 37+ countries

Plus the following syndication partners: Move (plus ABC, NBC & Telemundo tv affiliate websites), Zillow, Trulia, CyberHomes, Florida Association of Realtors®, Yahoo Real Estate, AOL Real Estate, MSN Real Estate, Point2 Homes, RE605, Realty Showcase, Military FSBO, HouseHitz, Trovit SL, SecondSpace, FrontDoor, ZooCasa, CLR Search, PropertyShark, Homegain, PCS Real Estate Services, Oodle, Proxio, MoveThatBlock, MHBay, HomeFinder, LoveMyZip, Consumers Guide To Real Estate, RealEstateActive, The Housing Block, Real-Buzz, HomeHippo, StreetSeed, Vast, R2R Real Estate, Juno Domains, RealTown, Adicio, Kazork, LakeHomesUSA, HotPads, Mitula Homes, Relocation, RealtyPin

.... including the foregoing, your property is featured on more than 250 websites!

YOUR *LUXURY COLLECTION* LISTING ALSO APPEARS IN :

- Wall Street Journal online at www.WSJ.com
- DuPont Registry at www.duPontRegistry.com
- BHHS Florida Realty, *Luxury Collection* Section at www.BHHSFloridaRealty.com
- World Properties at www.WorldProperties.com (30 leading national real estate organizations, representing over 2 million agents worldwide, including N.A.R.)

- ▶ Over 15% of Florida home purchases involve foreign buyers who consider Florida a prime investment opportunity and a safe haven for their money. BHHS Florida Realty is focused on local, national and global exposure, to ensure your success

Additional Marketing

- ▶ Sign on property (where allowed), with our contact cell phone numbers. The well-known Berkshire Hathaway name signifies stability, quality and a positive image. The sign notifies neighbors that the home is for sale and creates visibility for prospective buyers who are driving through the area. Telephone calls from the property sign enable us to provide further information and arrange showings for prospective buyers
- ▶ Creation of full-color brochures and other property information

Showing Your Home

- ▶ Our policy is to show your home to buyers and their agents, *personally*
- ▶ Our cell phones and our Centralized Appointment Center facilitate scheduling showings
- ▶ On office agent 'caravans', we escort our office's agents around your home, so they become familiar with your property (for their own buyers), and they also submit professional feedback on pricing, how the property shows, etc.
- ▶ Open Houses (where allowed) are conducted on a very limited and selected basis, and only ever during the most productive months. However, Open Houses are responsible for less than 1% of sales (N.A.R. statistic), mainly attracting your neighbors and other curiosity-seekers. They are generally a shameful waste of time and effort, and are primarily conducted to placate frustrated sellers and to recruit buyers for the listing agent. Our time is much better spent professionally marketing your home and finding you a real buyer
- ▶ Placing a lockbox on the property. Where allowed and where appropriate, this creates convenience for easy showings of the property when we are unable to escort the showing in person. The lockbox registers every showing, indicating which agent showed the property, for enhanced security. Showing agents are solicited afterwards, for useful buyer feedback

Conclusion

- ✓ Decades of experience
- ✓ A wealth of knowledge
- ✓ Local area expertise
- ✓ Pages of testimonials
- ✓ Superior service
- ✓ Swift communications
- ✓ Top negotiation skills
- ✓ Ethical and reputable
- ✓ Meticulous and detailed
- ✓ Always go the extra mile
- ✓ A BHHS FL Realty *Top Producer*
- ✓ Not a single dissatisfied client!

... and we also know how to make the home-selling process enjoyable!



***Remember that our comprehensive Professional Marketing Program
is tailored to suit your own individual needs***

Andrew & Jackie Fentiman

**Certified *Luxury Collection* International Specialist Realtors®
at Berkshire Hathaway HomeServices Florida Realty – *Luxury Collection***

- ✓ BHHS Florida Realty *Top Producer*
- ✓ Nearly four decades of Knowledge, Experience & First Class Customer Service
- ✓ Five Star Real Estate Award, *Gulfshore Life* Magazine
- ✓ Bonita Springs & Estero Association of Realtors® Platinum Award
- ✓ BHHS Florida Realty Chairman's Circle Gold Award

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