Dear Homeowner,

I know you have many choices, however I’m confident my proven local expertise, savvy technology skills, combined with the unmatched resources of Berkshire Hathaway, will deliver results and ensure you the highest selling price. We can offer your property maximum exposure, 24/7 on both a local and global scale.

Our competitors simply can’t compete!

LET’S GET IT SOLD!

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**Price:**
- The #1 reason that homes do not sell. The market determines the price, did your agent fully investigate comps & competitors?
- Don’t set your price without supporting data that will make sense to buyers.
- When the property is priced right, sellers & agents gain serious prospects who are less likely to low ball the purchase price.

**Communication:**
- Teamwork with an open line of communication is essential in getting the home ready to sell, adjusting marketing strategies, and negotiations.
  - Did you receive frequent status reports from your agent?
  - Did your agent give you the facts you needed to make well informed decisions?
  - Did your agent return calls promptly or maintain constant communication?

**Pictures:**
- Listing photos are a critical factor in the selling price of your home, how quick it will sell, or in some cases not sell at all. Since 92% of home buyers search online, it makes sense that a better-photographed home will generate more traffic and sell faster because more people are enticed to visit.
  - Where your pictures taken by a professional using high resolution photography, drone, or Matterport 3D imaging?

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“I specialize in selling homes others can’t.”
**What Went Wrong?**

"Why didn't my home sell?"

You put your house up for sale with hopes that it would sell quickly and the listing unfortunately expired without a sale. :( Let's review and find out what exactly went wrong. The reason is usually found in one or more of these areas:

- Price
- Communication
- Pictures
- Marketing

You have better options!

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**GLOBAL EXPOSURE 24/7**

The Internet is a major tool as **92% of home shoppers now search for homes on the Internet**, the Berkshire Hathaway HomeServices systems offers unmatched property marketing and technology to generate interest in your property, including enhanced listing information on Realtor.com®, Zillow, Trulia, Juwaii.com, and over **1,000 syndicated websites and mobile enabled platforms** ensuring maximum online presence.

**Marketing:**

- **TOP RATED WEBSITES**
  - 1000+ Syndicated Websites
  - Realtor.com®
  - Zillow
  - BerkshireHathawayHS.com

- **FROM PRINT TO TV**
  - Berkshire Hathaway Home Services focuses considerable resources on creating lasting impressions for customers across North America driving customers to our networks featuring your property and our services. BHHS Florida Realty has created **The Paradise Portfolio monthly magazine** insert to feature all our listings in the South Florida market.

- **THE LUXURY COLLECTION**
  - The most innovative high end marketing program in the industry that advertises your property to millions of affluent local, national, and international readers. **This program is 100% company paid** and offers unique marketing opportunities to our customers through our partnerships with Unique Homes, DuPont Registry, PRESTIGE, Robb Report, other affluent magazines, and publications. Do you qualify?