

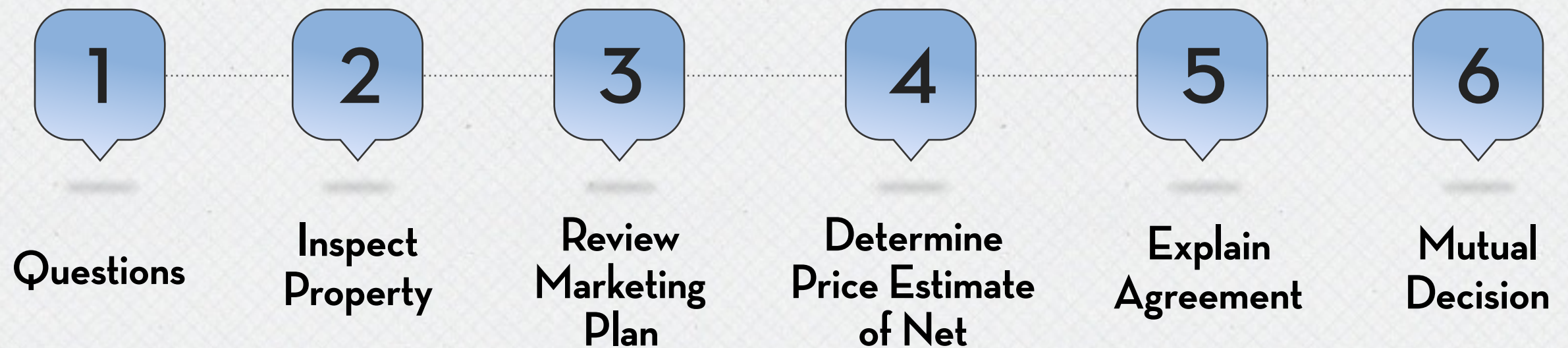
AGENCY239

NAPLES REAL ESTATE

LISTING + MARKETING PRESENTATION

OUR **DECISION PROCESS**

6 Steps:



Why
Choose
US ?

FIVE STAR PROMISE

- ★ **HONESTY**
- ★ **LOYALTY**
- ★ **COMPETENCE**
- ★ **COMMUNICATION**
- ★ **RESPONSE TIME**

MEET TEAM



Robert Alpizar

Broker + Realtor®



Barbi Vilaseca

Transaction Coordinator



Chrys Encinosa

Marketing Director



Marlene Rodriguez

Realtor®



Diane Lindenberger

Realtor®



Jorge Reyes

Realtor®

Awards + Accomplishments

Awards & Accomplishments

- Multi-Million Dollar Producing Team
- Certified Luxury Home Marketing Specialist
- Resort and Second Home Property Designation

Personal Associations



AVERAGE LIST TO SALE

90 Days

93.9%

Local
Average

vs

65 Days

96.5%

Our Team
Average



PREPARATION

REPAIRS + PRE-INSPECTION



\$167 later, a couple fell in love with the home's deck and put in an offer.

99% of Home Inspections find at least one issue that needs correction.



STAGING



Before



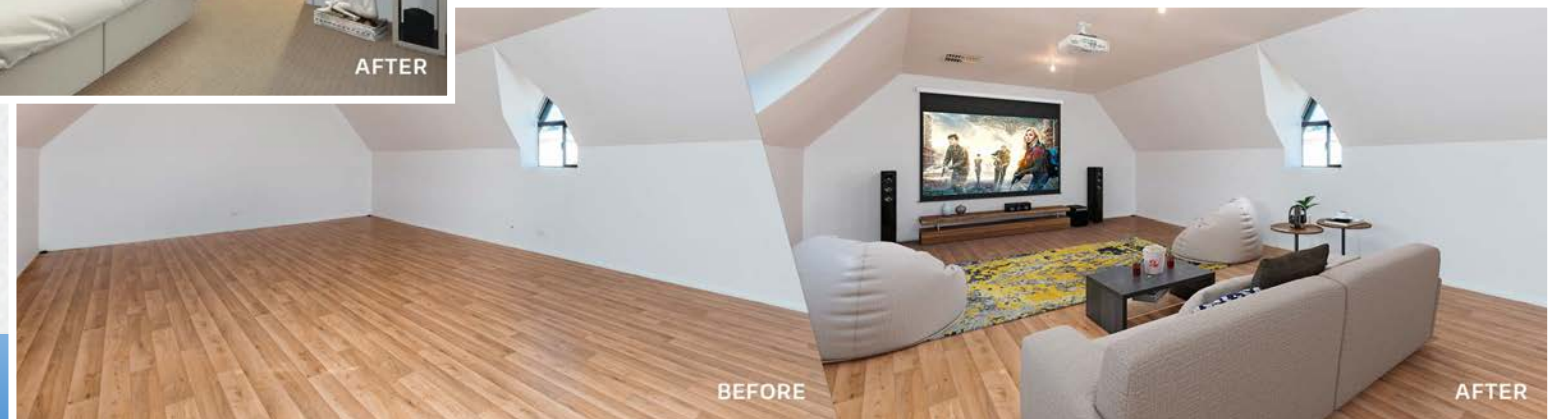
After



BEFORE

AFTER

+ Virtual Staging



BEFORE

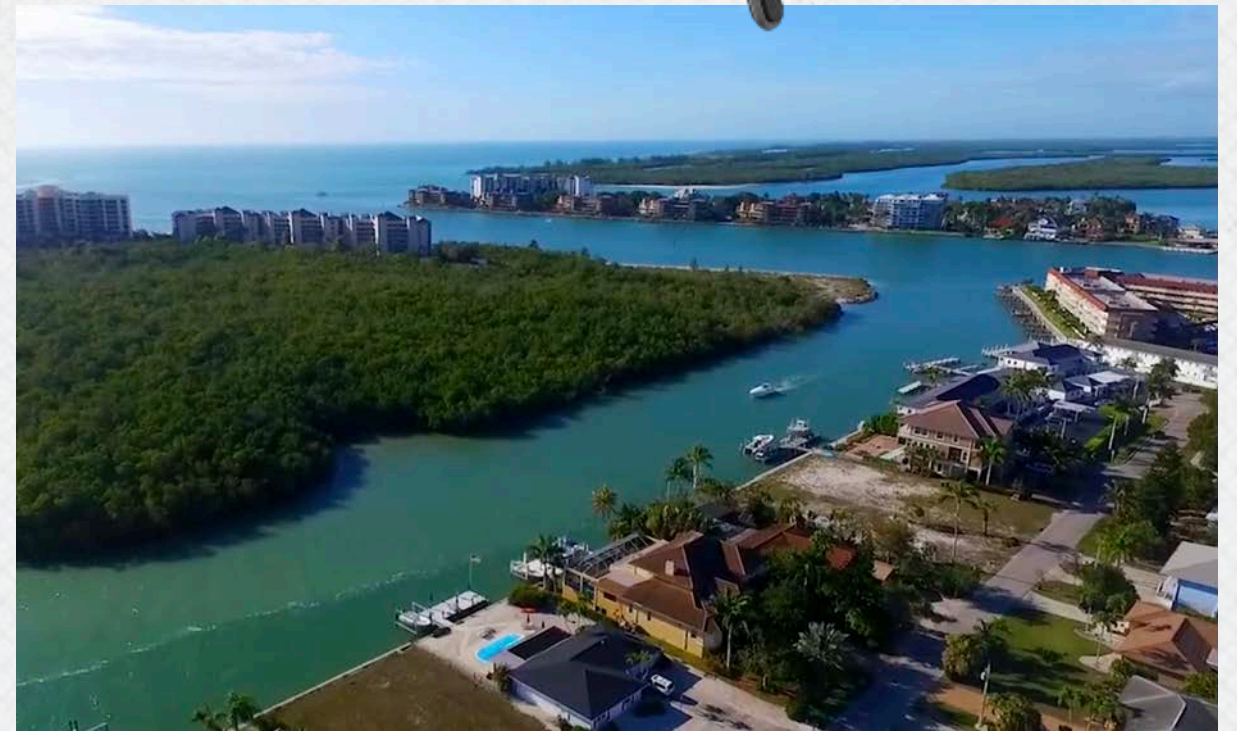
AFTER

Professional **Photography + Video**



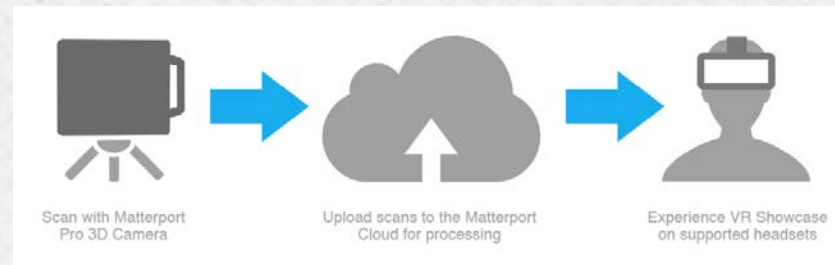
Daytime + Twilight + Accent Shots

Aerial Drone Video



Cinematic Footage + Bird's Eye View + Surrounding Area

matterport® 3D VIRTUAL TOUR



Marketing Narrative + **Lifestyle Story**



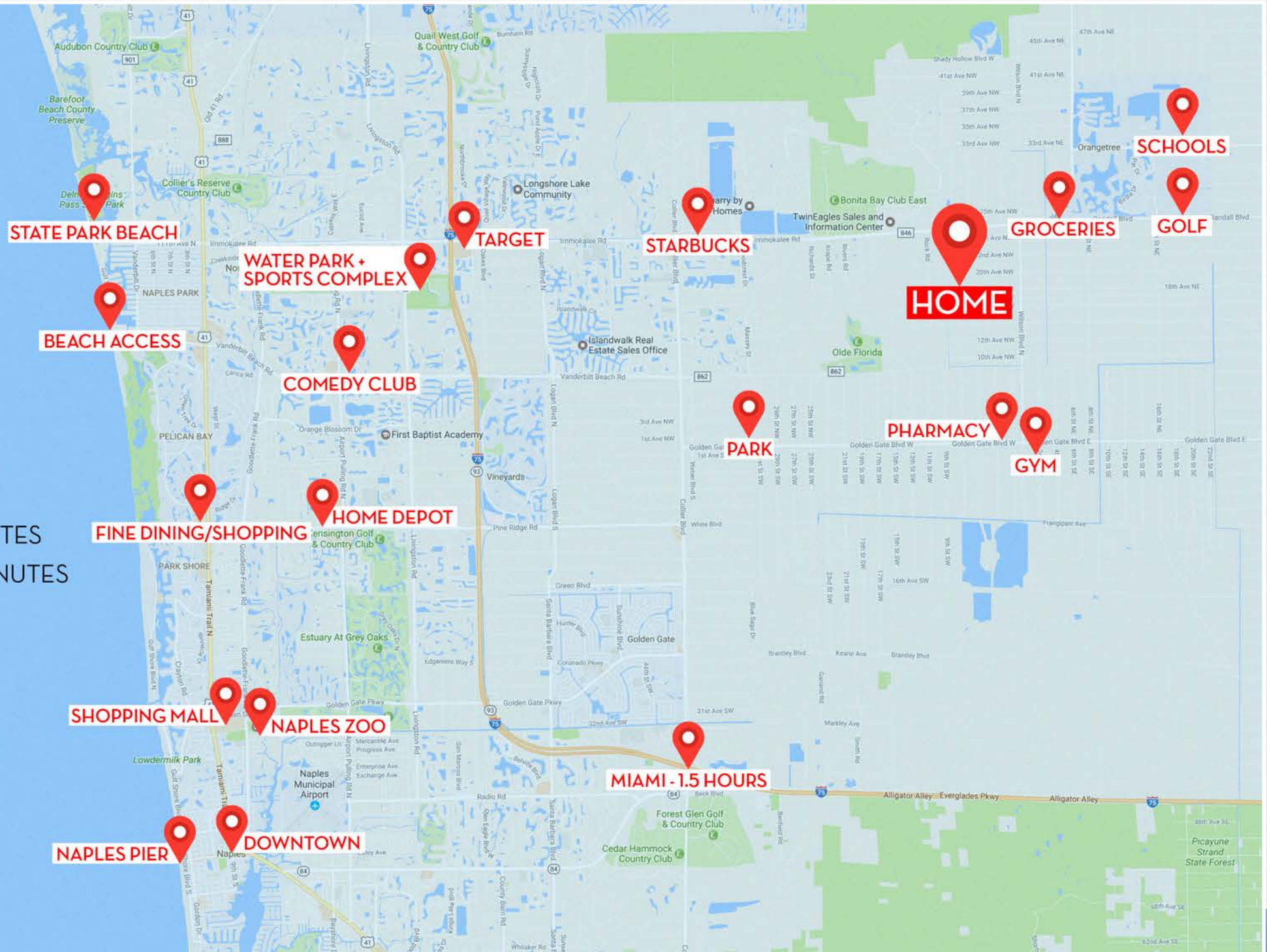
Proximity Map

Convenience + Attractions

AREA MAP

- SCHOOLS: 5 MINUTES
- GROCERIES: 5 MINUTES
- GYM+PHARMACY: 5 MINUTES
- GOLF RANGE: 5 MINUTES
- PARK: 5-10 MINUTES
- STARBUCKS: 5-10 MINUTES
- TARGET: 10 MINUTES
- STATE PARK BEACH: 15 MINUTES
- COMEDY CLUB: 15 MINUTES
- HOME IMPROVEMENT: 20 MINUTES
- FINE DINING/SHOPPING: 20 MINUTES
- SHOPPING MALL: 20 MINUTES
- NAPLES ZOO: 20 MINUTES
- DOWNTOWN: 30 MINUTES
- NAPLES PIER: 35 MINUTES
- MIAMI: 2 HOURS
- TAMPA: 3 HOURS
- ORLANDO: 4 HOURS

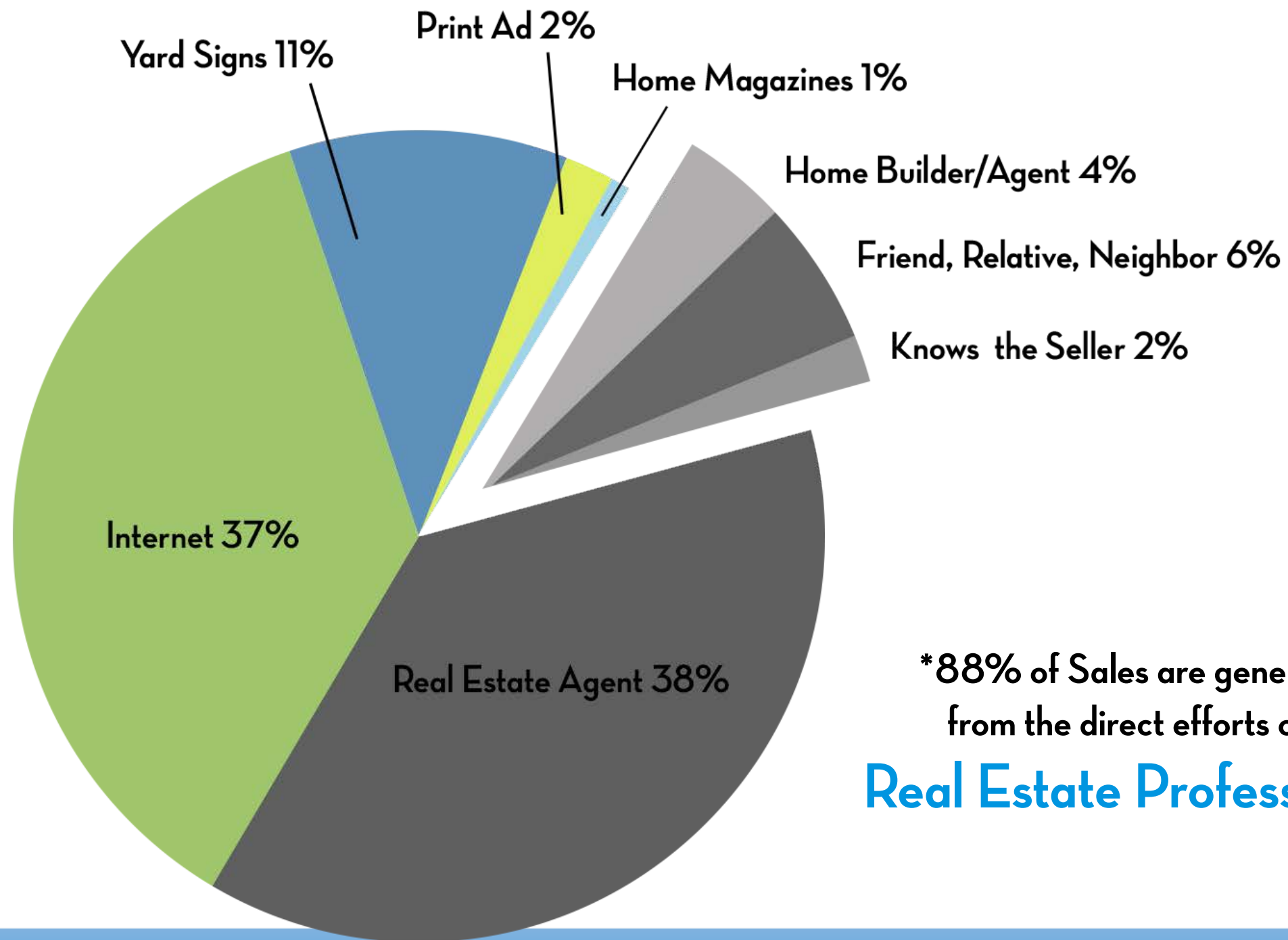
*TIMES ARE ESTIMATED



MARKETING

A Sophisticated Approach to Selling SWFL Real Estate.

Where are the **Buyers**?



***88% of Sales are generated from the direct efforts of a Real Estate Professional.**

Marketing Campaign



NEIGHBORHOOD TARGETED
DIRECT MAIL CAMPAIGN

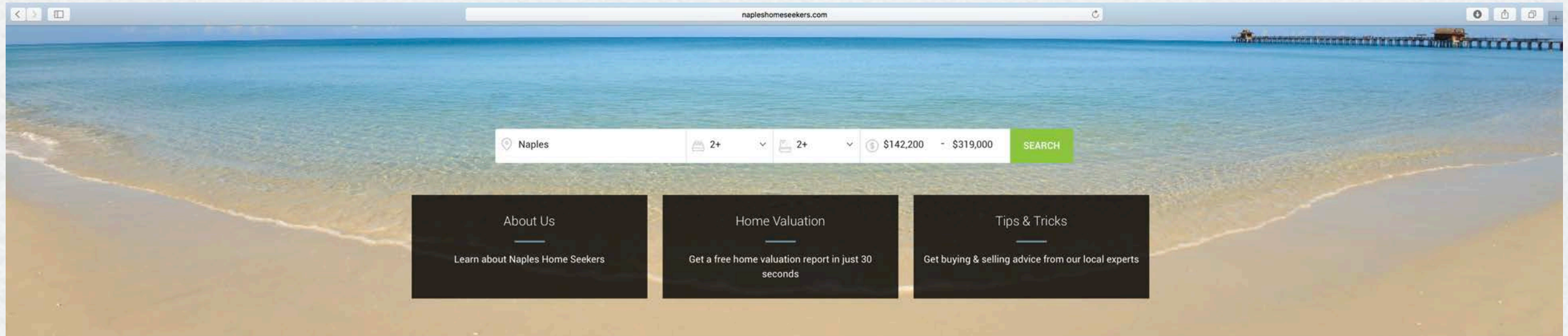


JUST LISTED +
OPEN HOUSE
DOOR
KNOCKING
CAMPAIGN



FEATURED HOME

LOCAL BUYERS SITE + PPC



FEATURED LISTINGS



| | | |
|---|--|---|
| <p>ACTIVE</p> <p>\$3,998,000 4 Beds 6 Baths</p> <p>315 Pirates Bight, Naples, FL 34103</p> <p>Broker Re/Max Integrity Listing Provided By Mvp Realty Associates LLC</p> | <p>ACTIVE</p> <p>\$1,925,000 3 Beds 4 Baths</p> <p>5172 Seahorse Ave, Naples, FL 34103</p> <p>Broker Re/Max Integrity Listing Provided By Mvp Realty Associates LLC</p> | <p>ACTIVE</p> <p>\$1,425,000 3 Beds 3 Baths</p> <p>3023 Gardens Blvd, Naples, FL 34105</p> <p>Broker Re/Max Integrity Listing Provided By Mvp Realty Associates LLC</p> |
| <p>ACTIVE</p> <p>\$1,295,000 3 Beds 2 Baths</p> <p>1580 Bonita Ln, Naples, FL 34102</p> <p>Broker Re/Max Integrity Listing Provided By Mvp Realty Associates LLC</p> | <p>ACTIVE</p> <p>\$1,195,000 3 Beds 2 Baths</p> <p>451 Bayfront Pl 5511, Naples, FL 34102</p> <p>Broker Re/Max Integrity Listing Provided By Mvp Realty Associates LLC</p> | <p>ACTIVE</p> <p>\$1,037,000 4 Beds 5 Baths</p> <p>446 Rosemeade Ln, Naples, FL 34105</p> <p>Broker Re/Max Integrity Listing Provided By Mvp Realty Associates LLC</p> |

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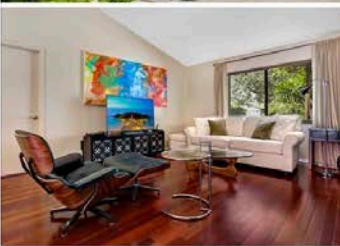

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PRE-LAUNCH FACEBOOK CAMPAIGN

Agent 239 - Robert Alpizar, Realtor
August 1, 2016 · 🌐

Just Listed. Possibly the Most Charming Home in all of Cape Coral! Open House - Sunday, August 21st from Noon to 4PM... Come Enjoy Wine and Hors d'oeuvres while this home works its charms on you! 😊 #Agent239 #WaterFrontRealty #RealEstate #NaplesRealEstate #Naples #NaplesFL #NaplesFlorida #SWFL #InThe239 #Luxury #LuxuryRealEstate #WaterFront #Beachfront #Boat #Golf #Shop #Dine #MarcoIsland #BonitaSprings #Estero #FortMyers #FortMyersBeach #CapeCoral #GulfCoast #NaplesPier #DowntownNaples #NaplesBeach #Realtor

JUST LISTED
2219 SE 2ND STREET · OFFERED AT \$179.9K

ROBERTALPIZAR, REALTOR®
Inquiries: 239.537.1943 • www.Agent239.com

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Agent 239 - Robert Alpizar, Realtor
August 3, 2016 · 🌐

Soak it up! Just Listed. Possibly the Most Charming Home in all of Cape Coral! Open House - Sunday, August 21st from Noon to 4PM... Come Enjoy Wine and Hors d'oeuvres while this home works its charms on you! 😊 #Agent239 #WaterFrontRealty #RealEstate #NaplesRealEstate #Naples #NaplesFL #NaplesFlorida #SWFL #InThe239 #Luxury #LuxuryRealEstate #WaterFront #Beachfront #Boat #Golf #Shop #Dine #MarcoIsland #BonitaSprings #Estero #FortMyers #FortMyersBeach #CapeCoral #GulfCoast #NaplesPier #DowntownNaples #NaplesBeach #Realtor

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ROBERTALPIZAR, REALTOR®
Inquiries: 239.537.1943 • www.Agent239.com

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Agent 239 - Robert Alpizar, Realtor
August 4, 2016 · 🌐

Good Morning... well it would certainly be in this Master Bedroom! 😊 Just Listed. Possibly the Most Charming Home in all of Cape Coral! Open House - Sunday, August 21st from Noon to 4PM... Come Enjoy Wine and Hors d'oeuvres while this home works its charms on you! 😊 #Agent239 #WaterFrontRealty #RealEstate #NaplesRealEstate #Naples #NaplesFL #NaplesFlorida #SWFL #InThe239 #Luxury #LuxuryRealEstate #WaterFront #Beachfront #Boat #Golf #Shop #Dine #MarcoIsland #BonitaSprings #Estero #FortMyers #FortMyersBeach #CapeCoral #GulfCoast #NaplesPier #DowntownNaples #NaplesBeach #Realtor

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LOCAL + NATIONAL Agent Network



INSIDE SALES AGENT + OUTBOUND CALLS

+ **BROKERS CALLS**
JUST LISTED
OPEN HOUSE INVITE
FEEDBACK

+ **PUBLIC CALLS**
JUST LISTED
OPEN HOUSE INVITE
FOLLOW UP



OPEN HOUSE + EVENT

PROMOTION

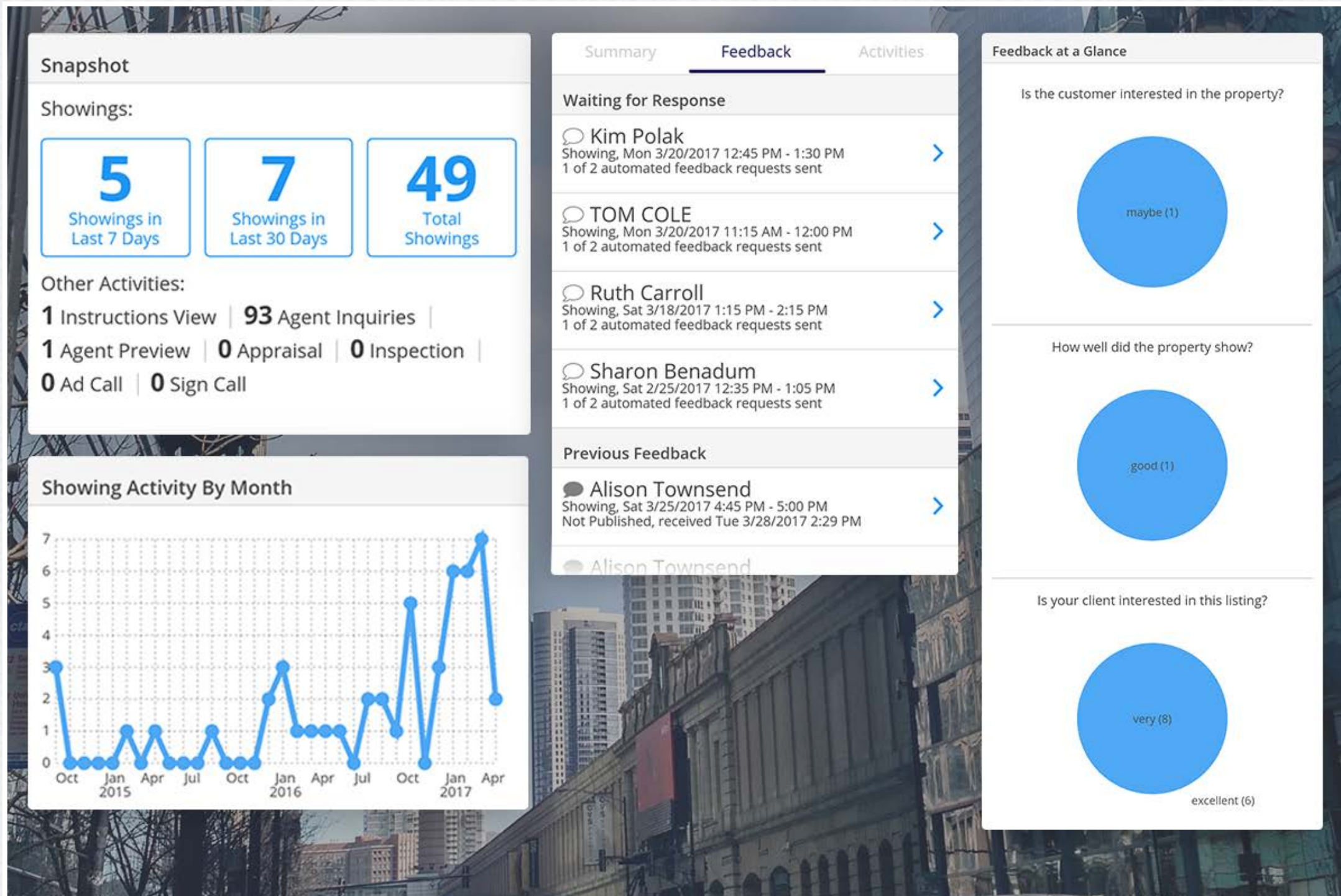
- SOCIAL MEDIA
- DIRECT MAIL
- OUTBOUND CALLS

EVENT

- CATERED / BBQ
- KID ACTIVITIES
- RAFFLES



SHOWINGTIME + FEEDBACK

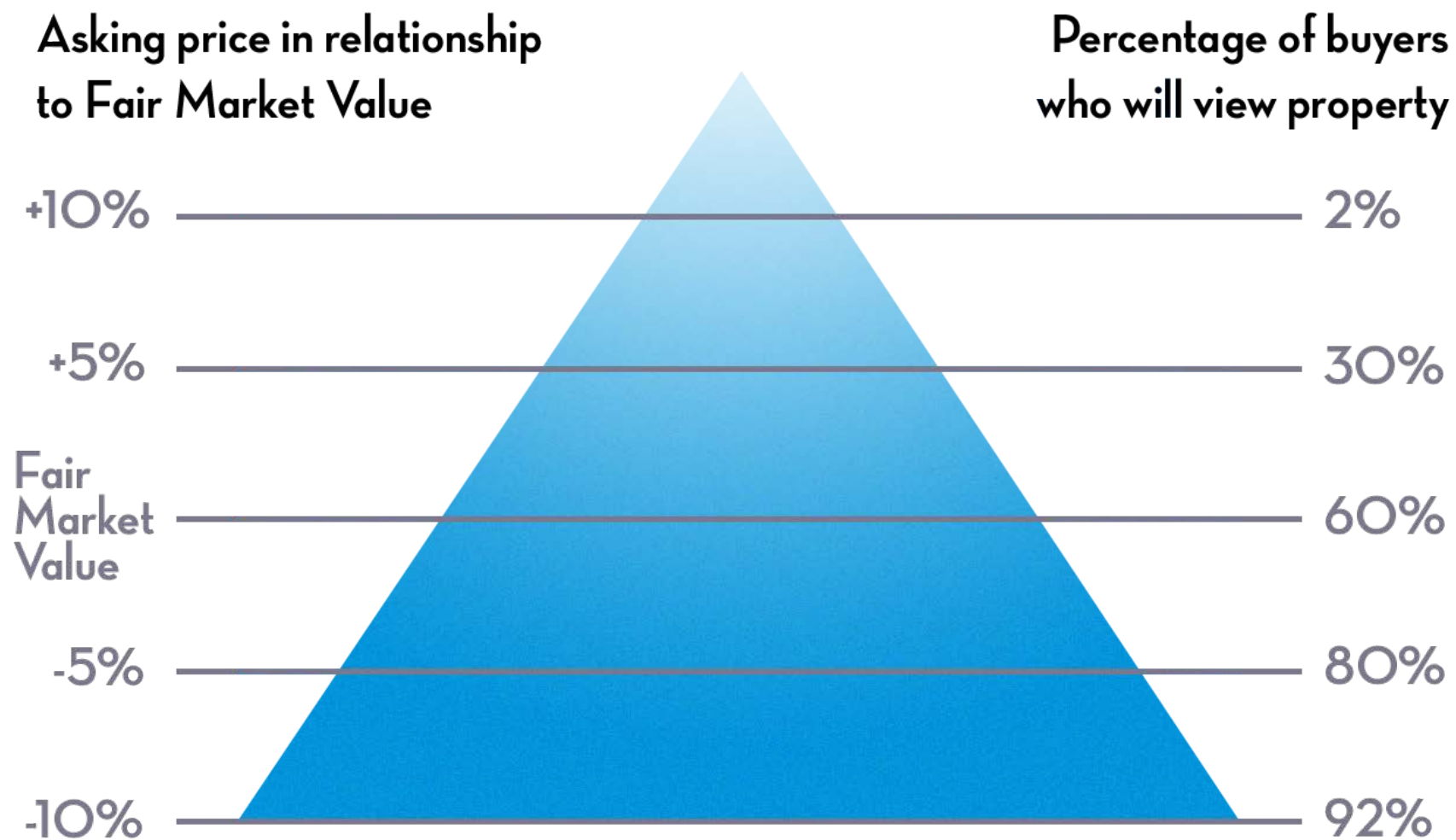


PRICING TO SELL

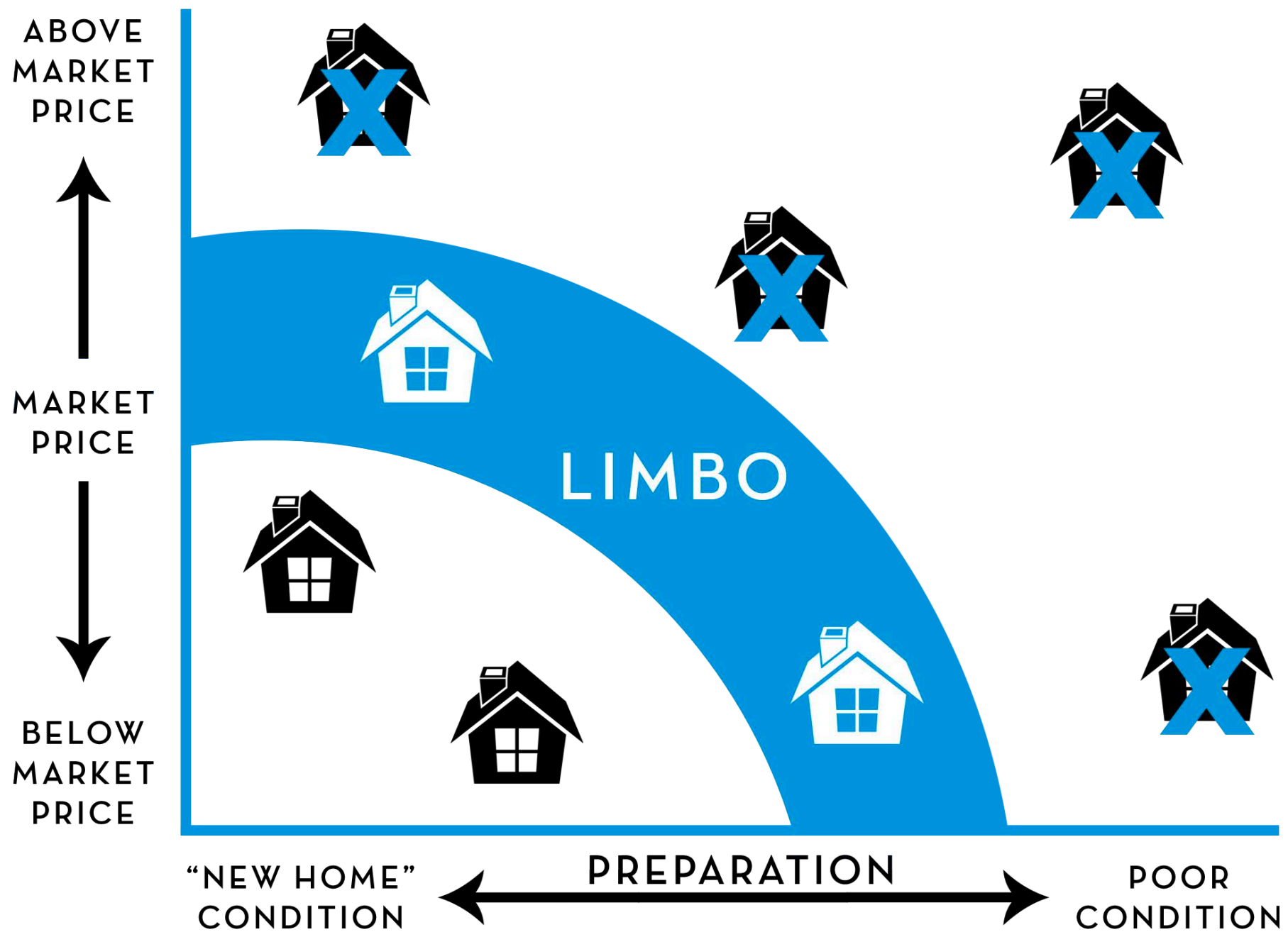
Pricing the Property

The risks of pricing too high.

Percentage of buyers who will view property

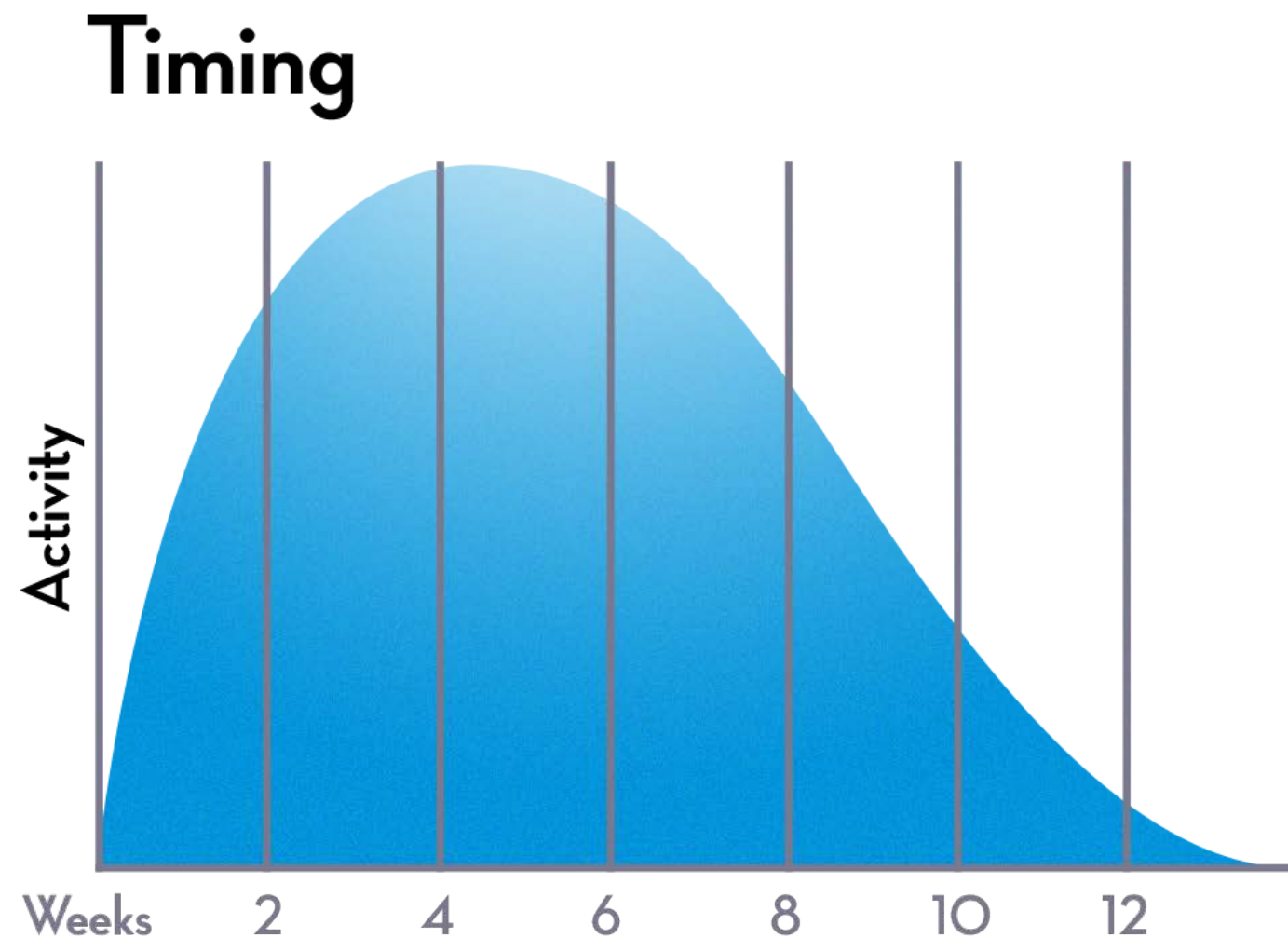


Pricing & Preparation



Pricing & **Timing**

The Excitement of a “New Listing”.



When selling your home, time is not your friend...

SELLER'S NET SHEET

CONTACT US TO REQUEST ESTIMATED SALES PROCEEDS.

LISTING AGREEMENT

CONTACT US TO REVIEW AGREEMENT.

WHAT HAPPENS **NEXT?**

TEASER PICTURES

REPAIRS & STAGING

PHOTOGRAPHY & VIDEO

PRE-LAUNCH & MLS ENTRY

MARKETING & OPEN HOUSE

WEEKLY UPDATES

OFFER, INSPECTION, APPRAISAL & CLOSING

AGENCY 239

NAPLES REAL ESTATE