

MARKETING PROPOSAL

PRESENTED BY
BROSDA & BENTLEY REALTORS

Consultation Agenda

- **Discovery:** Confirm the details of our initial consultation.
- **Inspection:** Detailed analysis of your home.
- **Marketing Proposal:** Share how we outperform the market.
- **Home Valuation:** Design an effective pricing strategy.
- **Marketing Agreement:** Review paperwork.

Your Home Selling Team



Roman Khodos
Mortgage Broker



Katerina Brosda
Broker



Jean-Paul Pardo
Luxury Real Estate Advisor



John Loannou
Title Attorney



Margarita Estrada
Luxury Real Estate Advisor

Recognition & Associations



How's the Market?

5.9% Interest Rates for 30-Year Fixed Mortgage

Interest rates are still at historical lows, though they are predicted to increase in the future. This could affect your payment if interest rates climb and prices also increase.

12.9% Change in Average Sales Price Over Last 12 Months

Prices are going up, which indicates healthy demand. Prices are forecasted to increase over the next year.

2 Months of Housing Inventory (6 Months is Balanced Market)

With only 2 months of housing inventory in our market, coupled with increasing average sales prices, it's a strong seller's market. You can benefit from current conditions if you're selling your home or property.



Why Hire Us?

Average Miami Agent

90 Days

Number of Days to Find a Buyer

96.25%

Percent of Asking Price for Home

Brosda & Bentley

30 Days

Number of Days to Find a Buyer

98.7%

Percent of Asking Price for Home

A difference of **2.45%** in Asking Price means, assuming your home sells for **\$705,000**, will net you **\$17,272** more than the average agent's performance in the market.

Recent Sales & Projects



**16479 NE 30TH AVE,
NORTH MIAMI BEACH, FL
33160**

\$8,000,000 Sold Price

5 Bedrooms

6 full Bathrooms

7,843 Square Feet



JADE BEACH CONDO

\$2,499,000 Sold Price

3 Bedrooms

3.5 Bathrooms

1,927 Square Feet



**17201 COLLINS AVE #3804
SUNNY ISLES BEACH, FL
33160**

\$1,520,000 Sold Price

2 Bedrooms

2.5 Bathrooms

1,886 Square Feet



**16901 Collins Ave #3403
Sunny Isles Beach, FL
33160-5353**

\$3,900,000 Sold Price

3 Bedrooms

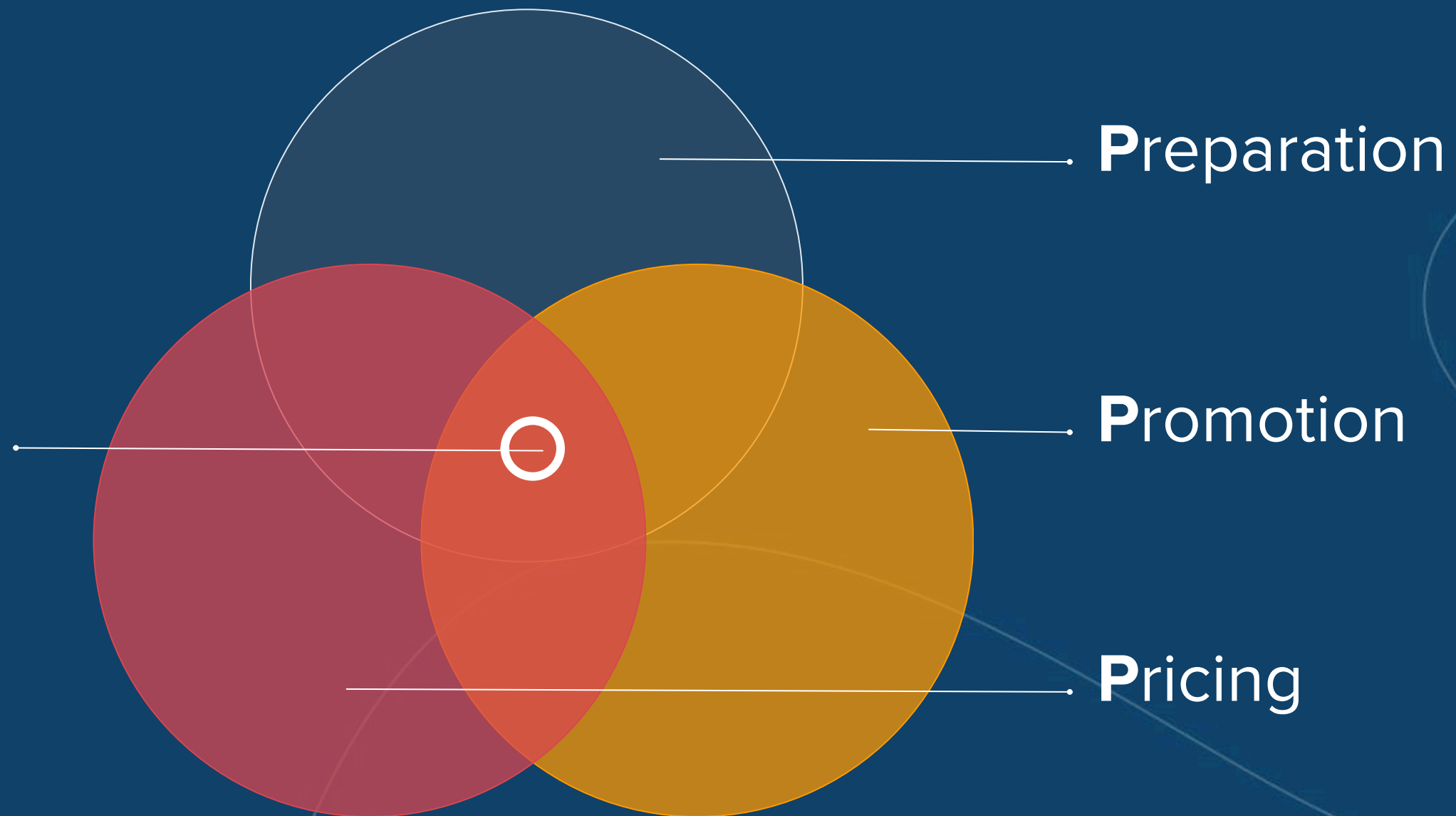
4.5 Bathrooms

2,511 Square Feet

How do we get results?

The 3 P's of Marketing

Where the Magic Happens

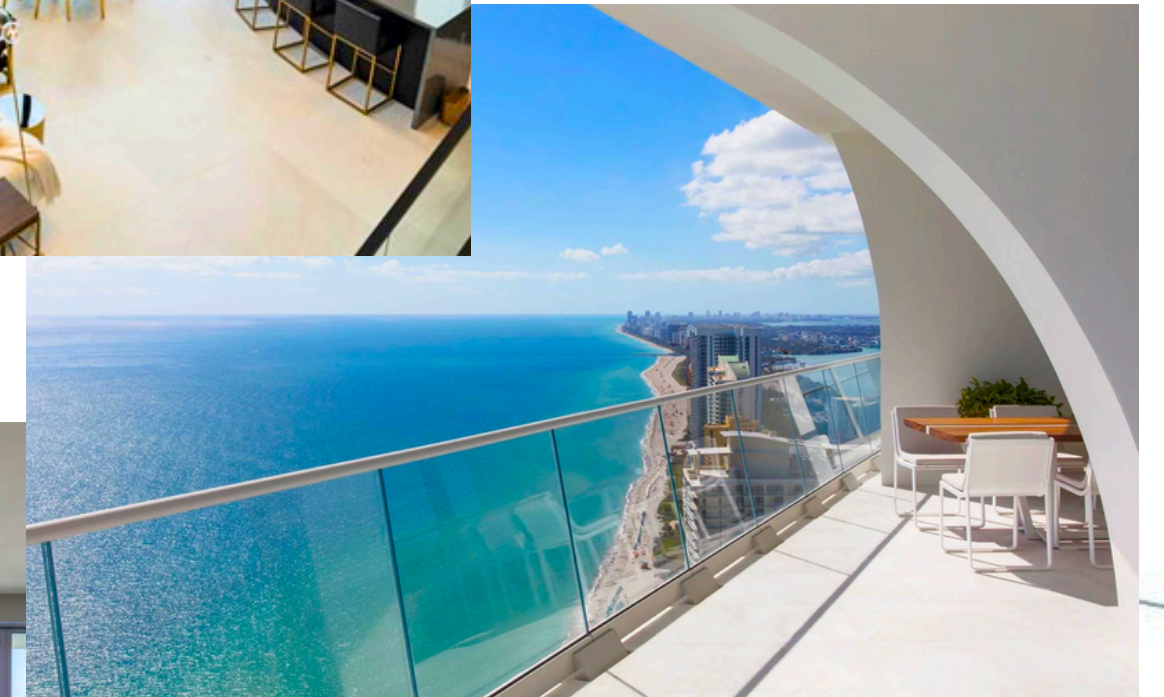
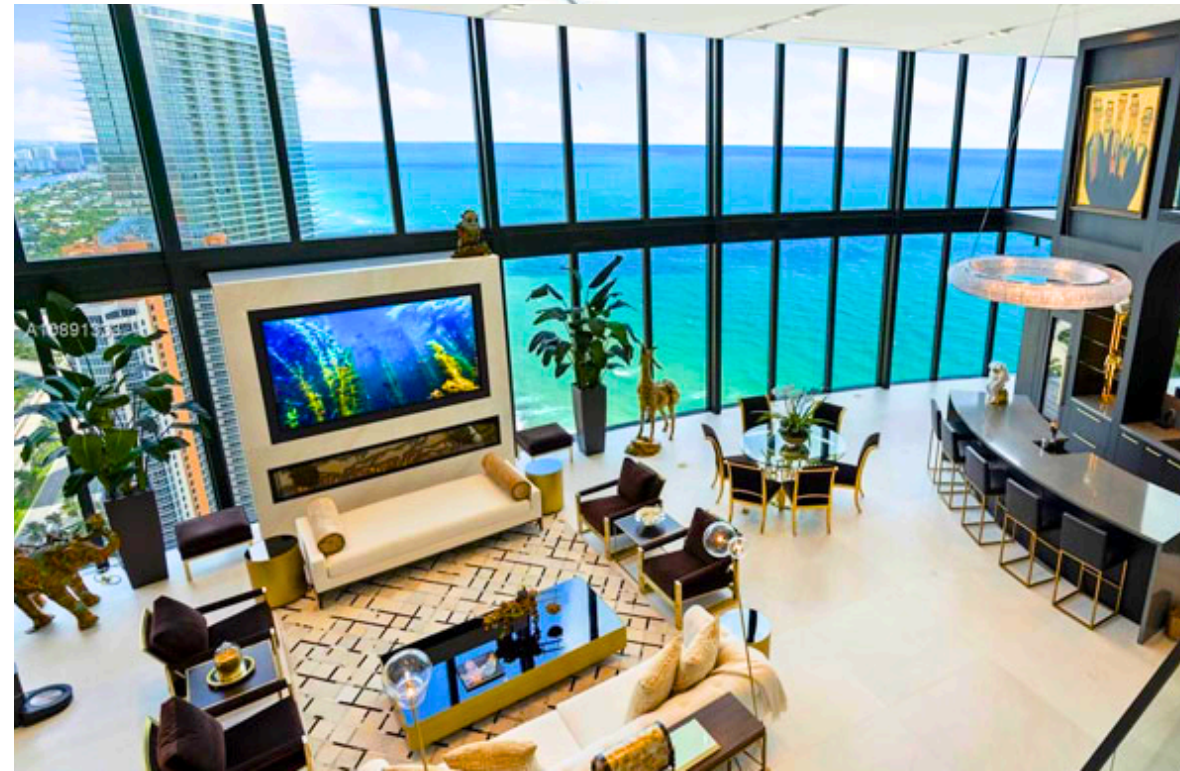


Staging & Photography

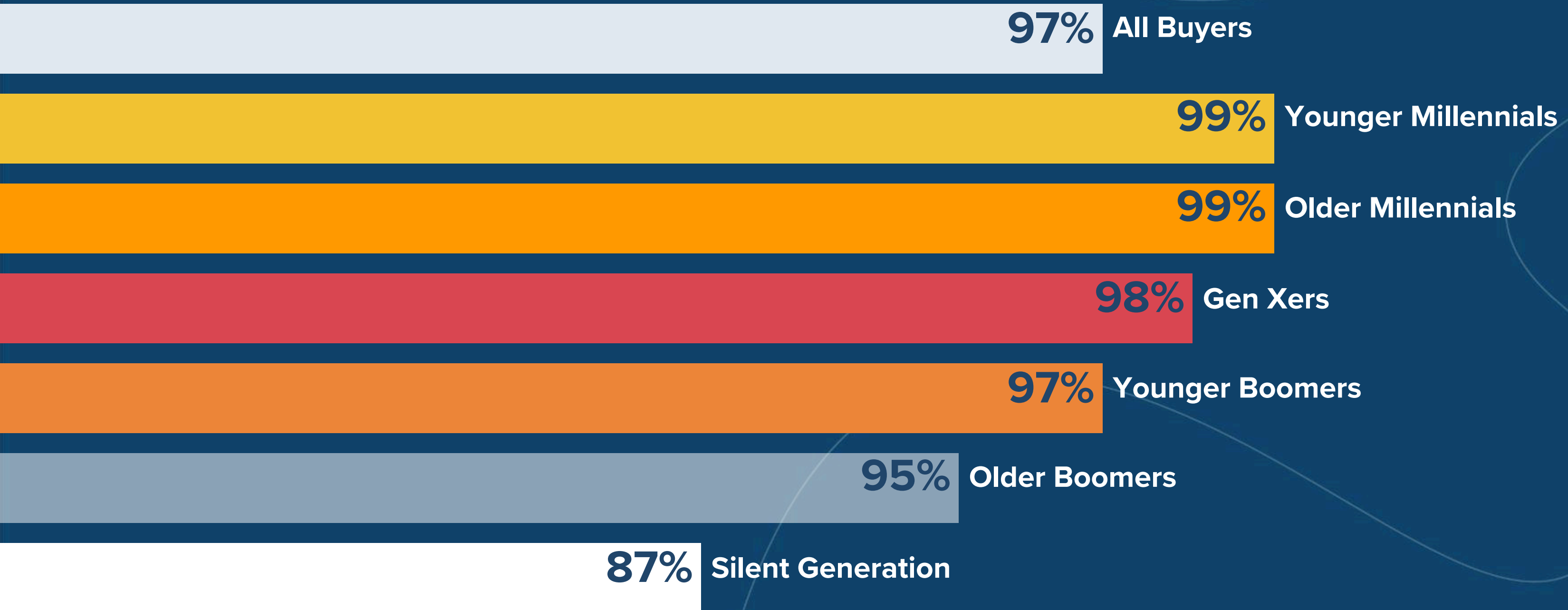
Based on popular home search sites, the **primary factor driving traffic** to your home's listing is the quantity of **high-quality photos**.

That's why **Brosda and Bentley** prioritizes quality - which translates to their marketing campaigns featuring **professional photography** that captures the essence and allure of each property.

This online traffic translates into physical visits and showings, ultimately leading to offers from **potential buyers**.



Who Uses the Internet to Search for Homes?



Where Buyers View Listings

	Total Visitors	Average Visit Duration
 Zillow	271.4M	6:21 Minutes
 realtor.com	142.5M	6:05 Minutes
 trulia	46.98M	4:54 Minutes
 Homes.com	8.32M	3:43 Minutes
 facebook	20.95B	10:06 Minutes
 Instagram	6.29B	7:48 Minutes
 YouTube	33.77B	21:27 Minutes



Our Property Marketing Plan Gets Results

• Sign Posted in Front Yard	Once at Start
• Property Landing Page Published to Website	Once at Start
• Property Tour Video Added to YouTube Channel	Once at Start
• Photos & Videos Posted to Facebook Business Page	Weekly
• Photos & Videos Posted to Instagram Business Account	Weekly
• YouTube Ad Campaign to Active Real Estate Searchers	Ongoing
• Facebook Ad Campaign to Real Estate Interested	Ongoing
• Instagram Ad Campaign to Real Estate Interested	Ongoing
• Google Display Ads to Active Real Estate Searchers	Ongoing
• New Listing Email Announcement to Email List	Ongoing
• Listing Posted in Multiple Listing Service (MLS)	Ongoing
• Listing Syndicated to Popular Home Search Sites	Ongoing
• Postcard Mail Drop	Once at Start
• Open House Campaign & Event	Monthly
• Agent Door Knocking with Printed Flyer	Once at Start
• Metrics Evaluation & Campaign Adjustments	Weekly
• Agent Feedback Report from Buyer Tours	Monthly



Global Network of Agents to Share Listings

Pricing Strategy

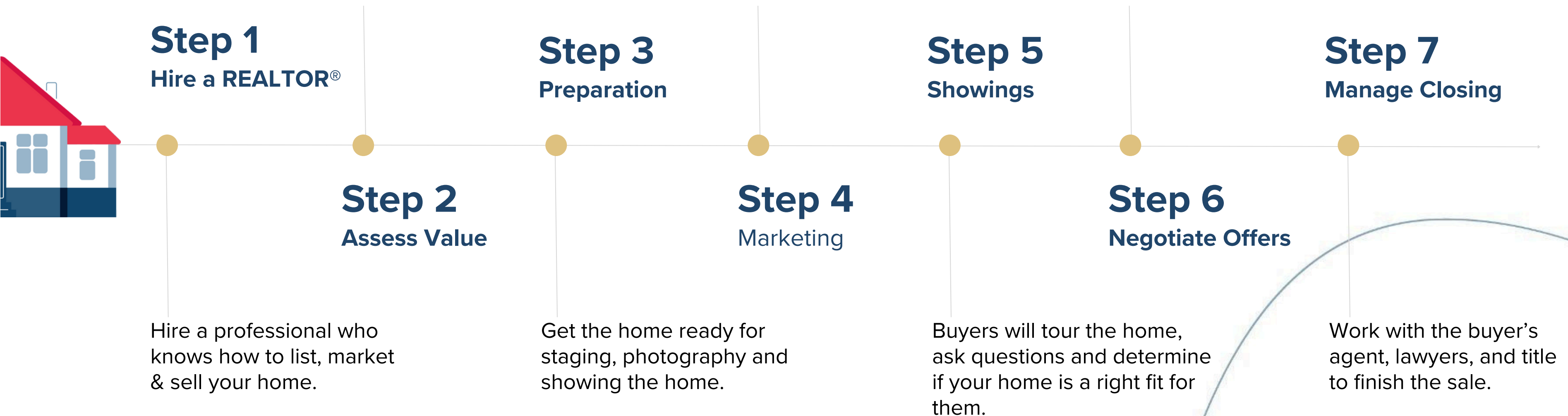
When it comes to pricing strategy, there's a relationship between List Price and Condition of the Home. A newly renovated home with luxury finished can justify a higher list price in turn drawing strong offers. Outdated homes are most likely to be listed at a lower listing price to stimulate interest and competitive bids.

Brosda & Bentley identifies how you can sell your home for the highest possible price by strategically aligning list prices with the unique features of each property.

The market will usually reject overpriced homes with few or no showings and no offers. If a home is slightly overpriced, it tends to produce low-ball offers.



Home Selling Process



Next Steps: Pricing Strategy & Review Paperwork



About Us

Brosda & Bentley Realtors is a well-established real estate firm in Florida with HQ in Miami, with a track record of over 20 years combined experience, having successfully completed over 30,000 real estate transactions.

For sellers, we use high-resolution photography, drone video, and SEO empowered text to get your property before a qualified audience of record size. Our highly visible office, brand, and database are other powerful sources of excellent prospects.



BROSDA & BENTLEY
• LUXURY REAL ESTATE •



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