

MARKETING PLAN



NANCY BATCHELOR

www.nancybatchelor.com

2 sided brochure

Full page ad seen in Social Affairs

Web Marketing

- ◆ Your property will be listed in the **Multiple Listing Service (MLS)** for Dade and Broward and Palm Beach counties with eight photos.
- ◆ We will produce an **e-mail brochure/flyer** which will be sent to all local and New York agents. It will also be sent to our select e-mail database which includes universities, hospitals and corporations over 22,000 selections.
- ◆ A **virtual tour** will be professionally produced and posted on the **worldwide web** at: realtor.com, www.nancybatchelor.com, www.ewm.com, frontdoor.com, trulia.com, google.com, HGTVlistings site, www.homesekers.com, www.miamibeachluxuryliving.com, and www.mayfairinternationalrealty.com.

Advertising / Direct Mail

- ◆ The home will be **professionally photographed** and a 2 sided four-color marketing brochure will be produced.
- ◆ Five thousand **marketing brochures** will be printed, and a targeted direct mail campaign will be used to promote the property to area residents and the local brokerage community. Brochures will also be sent to South Florida's top brokers who specialize in luxury homes, members of various golf and social clubs: Riviera, La Gorce, Biltmore and Fisher Island.
- ◆ Your property with color photograph will be advertised monthly in **EWM's four-color mailer**, which is mailed to over 85,000 Miami home owners.
- ◆ Selected four-color advertising will be placed in **local ,national and international magazines and newspapers**: Sunpost, Biscayne Times, MB magazine, Social Affairs, Miami Agent, Home Miami, Coral Gables Living, Miami Living, Avenue, Miami Living, Residence... I have half & full pages ads where all my listings are displayed and rotated.
- ◆ **Personal Networking and direct mail.** We will send brochures to the top high net worth individuals and business leaders from our affiliation with various **philanthropic and charity fundraisers** I attend from the Batchelor Foundation.
- ◆ **Featured Home: Real Estate Front Page - Miami Herald when available** - color photo date subject to availability.
- ◆ **Exclusive Affiliate of Christie's Great Estates:** EWM is the exclusive of Christie's Great Estates for Miami Dade and West Broward Counties. This is the largest network of independent real estate firms in the world. With over 500 offices and approximately 14,000 real estate agents in 15 countries, Christie's offers local expertise combined with world wide reach. Our luxury properties are showcased three times a year in Christie's Great Estates magazines. Any listing more than one million will be inserted in **Luxury Portfolio Fine Property Collection™** which is the luxury face of Leading Real Estate Companies of the World.

Advertising e-mail

SOUTH BEACH'S BEST ADDRESS

- 4 Beds/Baths + media room
- 4,154 sq. ft. interior
- 2,481 sq. ft. balconies, 11 ft. wide
- Private enclosed double A/C car garage
- Outside summer spa kitchen

Premier building just off ocean, downtown, and 2nd dinner venue. Walk to beach, chic dining, marina, & new South Pointe Park.

PRICE: \$2,590,000
Rare opportunity for the ultimate lifestyle, personal service and luxury.
Virtual tour: www.fourpointe.com/1238

800 SOUTH POINTE DRIVE - MIAMI BEACH, FL 33139
UNIT 606 A

Countdown to the Year
800 SOUTH POINTE DRIVE - MIAMI BEACH, FL 33139
BATTERY 11E

CHRISTIE'S GREAT ESTATES
EWM
305 903 2850 - NANCY@NANCYBATCHELOR.COM
WWW.MIAMI BEACH LUXURY LIVING.COM

NANCY BATCHELOR
Real Estate Just Got Friendlier

Brokers' Open House e-mail

BAYPOINT: SUNDAY JULY 1ST 12:30 PM - 2:30 PM

OWNER SAYS SELL!

4 BEDROOM / LATHERS FULL FINISHES FINISHES
4,568 sq. ft. executive home. Totally renovated, with finest of finishes, hurricane impact windows, open floor plan, cathedral ceilings, custom wet bar, gourmet kitchen, 2 car garage, library & oversized pool. Your turn to have it all... elegance, location & security in this exclusive guard gated private island of Bay Point. Conveniently located minutes from downtown, South Beach, Performing Arts Center, airport and Cushman School.

PRICE: \$2,150,000
Seller will pay \$20,000 in closing costs
<http://www.planomatic.us/11709>

BAYPOINT PRIVATE ENCLAVE
730 BUTTWOOD LANE - MIAMI, FL 33137

CHRISTIE'S GREAT ESTATES
EWM
305 903 2850 - NANCY@NANCYBATCHELOR.COM
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Event & Promotions

- ◆ **A Brokers' Open House with a catered lunch** will be held to expose the property to the real estate brokerage community. E-mail invitations, will be sent to brokers who are marketing high end properties in the Miami area. We will place property on brokers' neighborhood caravan for all the brokerage community to preview.
- ◆ **Open house caravan e-mail** will be held per owner's schedule. **Open House invitations** will be sent to our select database of high-end customers, neighbors and upper tier neighborhoods announcing the event. The open house will also be publicized in the Miami Herald Sunday edition and Herald.com website, and the EWM website Open House calendar.
- ◆ **Relocation Specialist - Referral Network:** I personally enjoy working with buyers who are relocated here due to their new employment. I have years of experience in this area. EWM is an affiliate of the largest relocation network, with a division devoted entirely to assisting transferring executives. EWM is known worldwide as the relocation leader in South Florida. Prospects will be generated through EWM's extensive personal prospect and referral base developed through **39 years of real estate experience and community activities.**
- ◆ One of us will be personally present to **show and stage the property** whenever possible. We'll assist by having favorable light and pleasant music for prospective buyers. We will handle all inquiries in a timely manner to provide the best opportunity for a sale. Additionally, we will provide you with feedback from showings via phone or e-mail on a weekly basis, and provide you with a copy of all ads that have run on a monthly basis. We will keep you **informed of inquiries** and advertising and would appreciate your feedback and/or suggestions.

Promotional Tools

- ◆ **We'll feature the background of the architect** if applicable with information for Buyers to enhance property value and character and we'll provide copies of floor plans if available.
- ◆ **"For Sale" property signs** will provide and alert neighbors to the availability of your property.
- ◆ We'll produce **marketing sheet with interest rates and payments** specific to this property for buyers to understand monthly payments.
- ◆ We have our own **inhouse mortgage, insurance and title** company so that the transaction to closing is seamless to my clients.
- ◆ Optimal **press releases** to various publications if property warrants exposure due to unique style, design or location.

Testimonial (see more on my website)

Dear Nancy:

A card came to Easter Seals indicating that you were honored by Esslinger-Wooten-Maxwell for your sales achievement and you were welcomed into their 2004 Chairman's Club at the Sapphire Level. No one has to tell me that a winner you are. You have impressed me as such a very fine, caring, intelligent woman. I am proud of your relationship with **Easter Seals** and I value our friendship.

Sincerely,

Joan L. Bornstein - President/CE