

2015-2016

MARKETING GUIDE

LUXURY HOMES

www.LuxuryLifeStyleMiami.Com

Presented by

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Finding Foreign Buyers

TO PAY FULL PRICE CASH FOR YOUR HOME

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our commitment to you

Thank you for considering us to assist you in the marketing of your residence to produce a successful sale. Since the 1990s we have helped over 1000 families accomplish their real estate goals. In today's challenging market, choosing the right agent is critical. By listening carefully to the needs and wants of our past and present clients, we have put together a marketing plan that will maximize the chances of your residence selling while at the same keeping you informed with timely and accurate market information so that you always know what to expect in the process.

MISSION

To exceed your expectations by providing world class service, state-of-the-art technology, professional people and reliable systems, in order to be your Realtors of choice for your lifetime in South Florida.

VISION

To raise real estate industry standards by providing superior consulting services in South Florida by committing to :

- 1) Develop a team of highly trained and specialized professionals dedicated to providing stellar customer service
- 2) Utilize the latest technologies to make residence selling process faster, easier and more efficient
- 3) Always put the needs of our clients first by giving honest, reliable advice with an "it's my pleasure" attitude.
- 4) maximize the chances of your residence selling TO A FOREIGNER FOR FULL PRICE CASH.

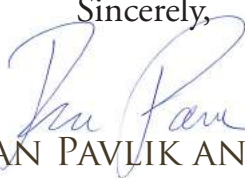
PHILOSOPHY/VALUES:

Honesty: Always tell the truth, whether good or bad, and educate our clients to make the best decision.

Integrity: To always believe in our mission, and use our philosophies to better our relationships.

Results: We are dedicated to serving your needs by combining world class service with local market knowledge to consistently deliver positive predictable results.

Sincerely,



ROMAN PAVLIK AND TEAM

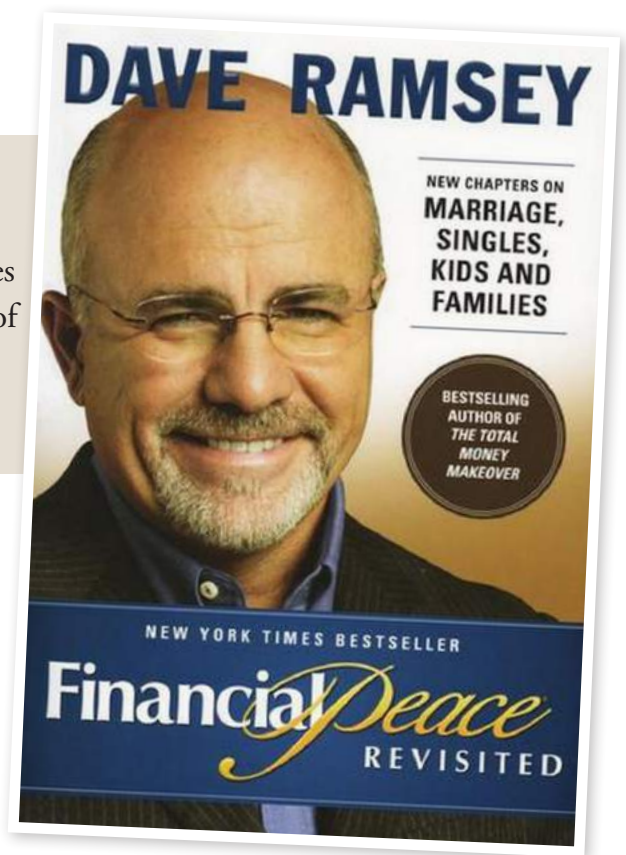
Credibility & Reputation

Credibility and reputation are paramount in choosing a realtor that you can trust to represent you and do what is in your best interest. The celebrities agree and only endorse 1 agent for South Florida, and that agent is Roman Pavlik.



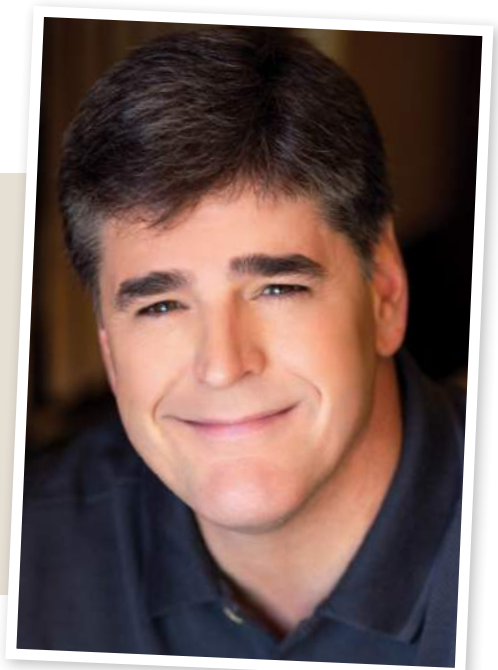
Real estate mogul and entrepreneur **Barbara Corcoran** from ABC and CNBC's hit show *Shark Tank*

Nationally Real Estate and Financial Expert **Dave Ramsey** endorses Roman Pavlik as one of his preferred agents in South Florida.



Since leaving Fox News, **Glenn Beck** is the leading national Conservative figure with over 30,000,000 viewers and listeners every month on his Blaze Network. Glenn endorses Roman on WIOD 610AM Radio.

Sean Hannity is one of the leading conservative talk and TV hosts on FOX News and also endorses Roman Exclusively on WIOD 610AM Radio.







Real Estate Myths

MYTH #1

“Discount” brokers can do an adequate job selling real estate.

TRUTH

A complete marketing campaign is an invaluable component in the process of getting the most for your residence. Promotional costs such as photos, brochures, ads, MLS inserting fees, printing, direct mail, directional signs, personal internet websites, etc, are paid for by the PAVLIK REAL ESTATE GROUP AND KELLER WILLIAMS

- Will the discount broker offer a complete marketing campaign?
- Does he/she have the expertise to guide you through problems that may develop during the residence sale process and offer process?
- Remember that you only pay a commission if, and when, your property sells successfully; you owe nothing if the Pavlik Real Estate Group does not get results. The supply of buyers through your residence will be less if marketing is limited.

MYTH #2

The PAVLIK REAL ESTATE GROUP sells a lot of real estate. They are probably too busy to pay attention to my listing.

TRUTH

Aren't superior restaurants busy at dinnertime, and don't excellent doctors have a heavy patient load? The Pavlik Real Estate Group may have a lot of clients, but they have assembled a top-flight team of specialists to assist them with the routine details, freeing them up to devote the time and attention YOU require to sell your property successfully.

They have built their business one satisfied client at a time, and word of mouth is spreading. In this slowing market, having a lot of listings enables us to be able to better predict what will happen on your residence when it hits the market.

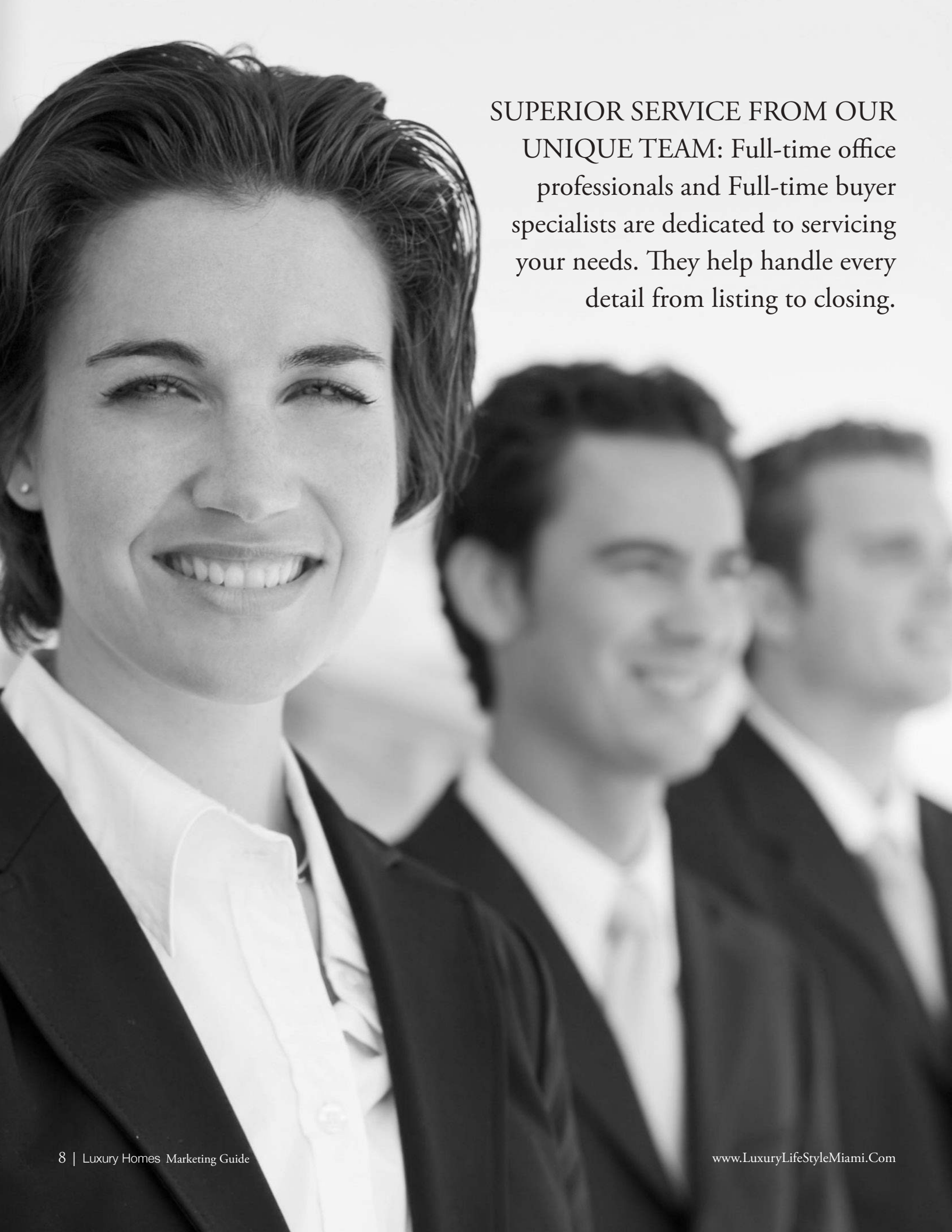
MYTH #3

You should select a REALTOR who says they can get you the highest price.

TRUTH

This is the oldest scam in real estate: tell the seller what they want to hear and compliment the residence to get the listing. Instead, you should insist on a written, well-researched, computerized market analysis to determine the realistic amount your residence will bear in today's market and price it accordingly. Select your REALTOR based on their credentials, then decide on price.

Never select an agent based solely on the price they recommend.



SUPERIOR SERVICE FROM OUR
UNIQUE TEAM: Full-time office
professionals and Full-time buyer
specialists are dedicated to servicing
your needs. They help handle every
detail from listing to closing.

what you can expect from the Pavlik Real Estate Group

OUR CUSTOMER SERVICE

As soon as your residence is listed our service begins:

Weekly Market Update & full update in first week of each month:

- How many inquiries, showings and feedback on your residence
- Market Update with new listings and sales in your neighborhood.
- New Marketing Activities that we are working on.

Monthly Marketing Update Mailed by middle of each month.

- Copies of all our marketing pieces
- Full Market Analysis of your neighborhood.
- Website statistics on your residence
- Market Trends and Updates

Monthly Newsletter and Podcast, Constant Blog Updates.

- Discuss National Market Conditions and interest rates

- Local Market Conditions and Statistics
- Trends we are seeing from other listings and homeowner concerns.

Accessibility to Handle Inquiries 24/7.

- We employ a whole team of live professional operators who are standing by Monday through Sunday from 8am to 8pm to answer the phone and schedule the showings when another Realtor calls.
- We have a 24-hour cell phone for additional inquiries for realtors.
- We have another 24 hour cell phone just for homeowners who have additional questions about their listing.

Full Marketing Department

- We employ an entire marketing department with full time specialist who do nothing but work on creating all the marketing material for your residence.
- This ensures consistency and predictable results.

IMMEDIATE MAXIMUM MARKET EXPOSURE

SOLD! **MLS Entry:** Placement in a state-of-art real estate listing database, making your residence available to 47,000+ REALTORS in South Florida as well as neighboring cities, with a brochure box with flyers on your residence. (within 24 hours)

SOLD! **Professional Photos:** We will send our professional photographer to take wide angle high resolution world class photos of your residence to display to the world.

SOLD! **Brochures:** A property profile and a professional color flyer of your residence with multiple photos, plus a separate financing brochure to break down monthly payments (within 7 days) is sent via email to everyone that inquires.

SOLD! **24 Hour Hotline:** A recording of your residence will be placed on our state of the art 24 hour real estate hotline, with fax on demand feature. Anyone may at anytime call the hotline and hear all the details of your residence without having to speak to a live person. This is like having a 24 hour talking ad that never stops. (within 7 days).

SOLD! **Visual Tour:** With our high tech cameras, we are able to display visual tours and panoramic photos of your property interior, views, and amenities. (within 72 hrs)

SOLD! **Video Tour:** We are one of the first realtors to use Video Tours to promote your property. This allows out of town buyers to truly be able to buy your residence sight unseen and increase the chances of you getting a faster sale. (within 72 hrs)

SOLD! **International Marketing:** Your residence gets entered into the international MLS system www.proxiopro.com for all agents around the world to see, as well as www.WorldProperties.com.

SOLD! **Personalized Website:** We will build an entire stand-alone website just for your residence, including pictures, visual/virtual tour, video tour, downloadable documents, music, floor plans, and more, all with your own domain name. (within 7 days)

SOLD! **Internet Strategy:** The placement of details about your residence, along with photos, on the internet on our personal, award-winning internet websites. (within 72 hrs)

www.LuxuryLifestyleMiami.com
www.SouthFloridaRealtySource.com

In addition, your residence will appear on major internet real estate websites including :

www.Realtor.com	www.trulia.com
www.zillow.com	www.yahoo.com
www.google.com	www.HarmonHomes.com
www.listingmania.com	www.lycos.com
www.craigslist.com	www.propsmart.com
www.homegain.com	www.mls.com
www.homesekers.com	www.citycribs.com
www.remax.com	www.realestate.com
www.Homes.com	www.oodle.com

ADDITIONAL MARKETING

After 30-60 days of marketing and at least 5-10 showings, our marketing continues with the following items:

SOLD! **Print Advertising:** Even though the effectiveness of print media has decreased, we still advertise in local and regional print publications/newspapers from time to time.

SOLD! **Direct Mail:** A target-market mailing piece with a color photo of your residence to your neighborhood and our sphere, past clients and our current residence sellers.

SOLD! **Electronic Campaigns:** Instantly we email a brochure of your property to all our past clients and 5,000 of the top selling realtors in South Florida. These are blasted out every 30-60 days when it appears that the property represents a good deal for buyers.

SOLD! **Existing Buyers:** We enter your residence's fea-

tures into our database and cross reference it against our list of prospects and monthly against the 30-60 new buyer inquiries that our office receives. We call them and email your brochure.

SOLD! **Existing Realtors with Buyers:** We cross reference your residence against agents who have recently been showing our other listings in the same price range as yours and call them and email them your brochure.

SOLD! **Other Listing Agents:** We send letters with your property fact sheet to other agents in the area who have properties listed in the same general price range so they can also show your residence if they have someone call on the listing. In addition, we distribute information about your residence to various other REALTORS in the area.

SOLD! **Open Houses:** From time to time on properties that have excellent locations with a lot of traffic, we will hold open houses.

SOLD! **Sunday Tour of Residences:** In improved market conditions, our renowned Sunday Tour of Residences features 6 residences open for 20 minutes each on a tour in the same market area in one Sunday Afternoon. It allows an “auction effect” to occur by having multiple buyers at the same place at the same time.

INDIRECT MARKETING

Buyer Referrals: By far the majority of our own buyers come from referrals from the following sources: 1) Past Clients 2) Sphere of Influence 3) Realtors around the country and the world

SOLD! **Our Number of Listings:** We typically have between 40 and 60 residences listed for sale at any given time. This benefits you because:

- We are continuously experimenting with new marketing items and have continuous feedback and results that we can apply to your residence.
- It allows us to be able to manage your expectations by knowing how many showings to expect at any given time and how it compares to similar residences we have for sale.
- When we get calls on similar listings, we can bring the buyer and realtor to your residence too.

- Buyers and Realtors get used to our 24 hours service and call us before they show any other listings from other Realtors because of the ease of showing our residences.
- More listings means more signs and internet websites, which means more calls from actual buyers.

SOLD! **Our Market Reach:** By having a large team of full time professionals, we are able to service a much wider geographical area. We service 1) most of Dade County, 2) All of Broward County, and 3) South Palm Beach County up to Downtown West Palm Beach.

- This benefits you because are educated about more areas
- We can show buyers the benefits of your area versus others.
- We can access more market data to use to market your property better
- We get more referrals from other Realtors who cannot service all of these areas.

SOLD! **International Exposure:** South Florida is becoming a major destination for buyers from all over the world. We are able to get more international buyers by doing the following:

- We network with the top agents in each country via email, newsletters, and international real estate conventions to generate referrals.
- Direct Contact with spheres of influence in Eastern Europe, South America
- By doing all the extra marketing items via the internet, especially video tours, we are able to do more “sight unseen” purchases.
- Exposure in an international MLS system and on www.worldproperties.com

SOLD! **Professionalism:**

- By having a large team and 24 hour availability of service, we naturally get more referrals and repeat business than most realtors.
- Calls on your residence never go to a duty agent from the office. All calls are handled by a member of the Pavlik Real Estate Group.
- We pre-qualify everyone who calls prior to showing your residence to ensure that more showings get converted to actual sales.
- Roman was also a licensed Mortgage Broker, so he can reasonably predict if a Buyer will be able to complete their financing obligations.



the difference

A team of experts means you get superior service!

When you list your residence with us, you get a whole team of experts to make sure everything goes as planned! We are one of the top agents in South Florida selling approx 100 residences each year, so you can be sure we have the experience to guide you through the listing process. One of the chief advantages of working with a Nationally Ranked Real Estate Team of specialists like ours is that we have brought together a group of specialists who handles each aspect of the transaction; and, like a symphony conductor, they direct their efforts to meet your individual goal of selling or buying your residence. That means someone who knows the process intimately is there to help you every step of the way, ensuring that every detail is handled properly.

Don't be fooled into thinking that if you list with an agent that works alone you'll get more attention! Most of the effort involved in selling your residence centers around administra-

tive details—advertising, internet listings, brochures, transaction processing, etc. The tremendous amount of details and paperwork involved in a real estate transaction mean that an agent selling 10-12 residences a year will have to spend the majority of his or her time completing non-selling activities.

The team approach to real estate also means that there is always someone available to talk to you—to help you with a problem, give you the status of your transaction, or just answer a question. We use voice mail when necessary but believe there is no substitute for personal attention. When you do have to leave a message, you can be sure someone will return your call promptly.

It just makes sense—your doctor doesn't take your temperature, blood pressure, and dress you in a funny looking gown . . . the staff takes care of these details so the doctor can focus on taking care of patients! Likewise, we have hired an excellent staff so we will always be available to devote time to working directly with potential buyers.

Detailed Marketing Plan

PRIOR TO LISTING PROPERTY

Initial Consultation over Phone	20 minutes
Prepare marketing packet and deliver	37 minutes
Prepare comparative market analysis	59 minutes
Study and analyze market data	30 minutes
Drive by comparable properties	34 minutes
Prepare personalized market program	66 minutes
Complete listing data and contracts	32 minutes
Total minutes worked prior to listing	278 minutes

LISTING PROPERTY

Travel to appointment and back	60 minutes
Appointment time	90 minutes
Review all material	30 minutes
Input and launch marketing plan	94 minutes
Input listing in multiple listing computer	25 minutes
Introductory phone call and letter	15 minutes
Order, Deliver and Install Sign, Riders, and Post	75 minutes
Take photos, visual tour, video tour and measure property.....	52 minutes
Upload pictures, and tours	85 minutes
Research mortgage information	17 minutes
Create marketing ads and residence brochure	90 minutes
Proof and make corrections	42 minutes
Create Recorded Messages and Hotline Marketing System	31 minutes
Prepare, load, design and create internet ads	120 minutes
Enter Property into Showing System	15 minutes
Obtain Additional Info From Seller	15 minutes
Prepare and set up co-op instruction and log	18 minutes
Start 10-day program and send first letter	15 minutes
Contact top agents with new listing information	90 minutes
Arrange for Residence Inspection	17 minutes
Order and review preliminary title work	45 minutes
If problems - research and correct	35 minutes
Create Website for Property	136 minutes
Prepare Seller's net sheet	26 minutes
Total minutes worked to list property	1238 minutes

RECURRING MARKETING EVERY 30 DAYS

Prepare and log feedback responses.....	37 minutes
Print IVR report and log findings	31 minutes
Follow up on IVR calls	105 minutes
Prepare Sellers' biweekly report	32 minutes
Call Sellers biweekly with update	15 minutes
Additional consulting calls with Seller	30 minutes
Set up co-ops for showing residence	111 minutes
Prepare comparative market analysis for 30-day research	124 minutes
If needed, re-appraise property condition	47 minutes
Prepare and mail monthly marketing update package	35 minutes

Seller Calls and inquiries	60 minutes
Buyer Calls and inquiries	120 minutes
Agent Calls and inquiries	180 minutes
Update Blog Entries	67 minutes
Create, update and send newsletter	50 minutes
Create, load podcast	52 minutes
If needed, re-appraise property condition	47 minutes
Review and present offers	80 minutes
Negotiate contract	90 minutes
Review and create negotiation strategy.....	33 minutes
Finalize offer	63 minutes
Complete contract review and sign contract	60 minutes
Remake and reissue flyers	83 minutes
Price reductions on websites, blast out	21 minutes
Promote Property via word of mouth at functions	150 minutes
Total minutes worked for additional marketing	1723 minutes

Additional Marketing (after 30-60 days and 5-10 showings)

Design and prepare “Just Listed” postcards	22 minutes
Prepare mailing labels and process “Just Listed” postcards	85 minutes
Place and proof newspaper ad	135 minutes
Proof ad and process corrections	20 minutes
Reprint and restock flyers	44 minutes
Check signs and property weekly	80 minutes
Electronic Campaign to Sphere	25 minutes
Electronic Campaign to Buyer Agents	25 minutes
Electronic Campaign to Listing Agents	80 minutes
Cross Reference Property vs existing Buyers	31 minutes
Launch marketing plan for tour of residences	32 minutes
Sunday Tour Of Residences Preparation	180 minutes
Hold Sunday Tour of Residences	300 minutes
Follow up with tour of residences guests (prepare and mail cards)	75 minutes
Launch marketing plan for an open house	32 minutes
Hold open house	180 minutes
Follow up with open house guests (prepare and mail cards)	75 minutes
Set up Realtors’ luncheon	34 minutes
Design Realtors’ luncheon flyer	52 minutes
Host luncheon	180 minutes
Get bids for repair work as needed	182 minutes
Review bids, present to Seller	60 minutes
Meet workers as needed	180 minutes
Total minutes worked for additional marketing	2109 minutes

Total minutes worked after 60 days

6793 minutes (113 hrs & 13 mins)

Total minutes worked after 120 days & to get under contract

10239 minutes (170 hrs & 39mins)

From Contract to Closing Services

Prepare closing instructions	66 minutes
Review contract, review legal issues	58 minutes
Input pending data in MLS	17 minutes
Process earnest deposit check	30 minutes
Makes copies of contract for all parties	38 minutes
Launch and customize closing plan	62 minutes
Process and deliver complete file to lender	45 minutes
Process and deliver complete file to title company	19 minutes
Phone calls (15 calls each day @10 min each for 30 days)	4500 minutes
Set up whole residence inspections	61 minutes
Meet inspectors and buyers for whole residence inspection.....	180 minutes
Travel time.....	30 minutes
Meet property appraisers	88 minutes
Travel time.....	30 minutes
Prepare and review market comparables for appraisers	97 minutes
Prepare and mail closing instruction letters	23 minutes
Review inspection report	65 minutes
Prepare inspection notices	29 minutes
Renegotiate contract due to inspection report	120 minutes
Get three repair bids per repair request	90 minutes
Meet contractors to receive repair bids	75 minutes
Review repair bids with Seller	60 minutes
Meet repairmen to complete repairs	180 minutes
Take new address photo for “Just Moved” cards	57 minutes
Prepare “Just Moved” cards for printer	48 minutes
Review title documents for title defects	31 minutes
Weekly follow-up with lenders to track buyer’s loan	60 minutes
Prepare closing instructions	63 minutes
Weekly follow-up with co-op agent to track file	60 minutes
Set up time for closing and notify all parties	69 minutes
Negotiate contractual issues and problems	120 minutes
Order closing statement for review	25 minutes
Review closing statement for correct figures	58 minutes
Prepare commission statements	15 minutes
Compile all bills and receipts	62 minutes
Renegotiate any closing walk-thru issues	65 minutes
Install sold sign	30 minutes
Notify parties of closing figures	30 minutes
Correct closing figures.....	28 minutes
Prepare closing packet for Buyer	33 minutes
Deliver key to closing	30 minutes
Pick up sold signs, lock box and keys.....	27 minutes
Go to closing	90 minutes
Time and mileage to closing	30 minutes
Follow up calls	35 minutes
Thank you letters	33 minutes
Sold notices to MLS	15 minutes
Mail survey letters	12 minutes
Referral letters to past clients	36 minutes
Close out file	60 minutes
Prepare HUD 1, tax letter	33 minutes
Total minutes worked in 30 day period	7,248 minutes (60 hrs & 48 mins)

finding foreign buyers

...to pay
full price cash
for your home

Over many successful years selling residences, we have frequently heard comments from sellers, such as:

“Another agent said it was worth more.”
“People offer less than asking price.”
“The buyers can always make an offer.”
“My neighbor was able to get his price.”

“My house is better than other homes.”
“We paid more than that for our home.”
“We just painted and added new carpet...”
“I need this much money for the next house.”

Although some of these comments may be true, they are not necessarily valid when it comes to deciding on the right price.

When selling your residence, one of the hardest things can be deciding on the price. You’ve called me in as an expert to sell your place and price it so it will sell. We’re truly dedicated to gaining you the most money you can receive from that sale. In addition, we recognize there are many reasons why you already have a certain price in mind. You may be considering . . .

- **Your Original Purchase Price:** Chances are you paid market value. But markets change, and today we have to deal with the current market conditions which may have changed significantly.
- **Improvements:** Improvements should be made for enjoyment, not resale. You cannot add an item to a residence, select it to your style, use it, then expect a buyer to pay the original cost. Likewise, maintenance preserves the value, but does not create value. If you needed a new roof, it was needed as a maintenance requirement and cannot be added to the market price of your residence.
- **Your Need For Money:** Your need for money or the fact that you are moving to a more expensive area where you will have to pay more for a residence has nothing to do with the residence’s current market value.
- **The Cost to Rebuild it Today**
- **Your Personal Attachment to the Property:** These factors above may influence the price in your mind; but as you can see, they really have nothing to do with what your residence is actually worth on today’s market.

DANGERS OF OVERPRICING

- You will lose the excitement that a new listing generates. REALTORS are working with buyers who have seen what is currently on the market and are waiting for something new to be listed. Therefore, the most activity will take place

in the first thirty days of a listing. Your residence will probably receive its highest and best offers during this time. After that initial period, the only people who come to look at your residence will be new buyers in the marketplace.

- You will lose the most qualified prospects! Buyers will not just “make an offer” because they probably will never see your property. They will view the properties that are priced within their purchase power range, knowing that they cannot afford anything above their price range.
- Overpricing helps sell other, more competitively priced residences first. Your residence may be used to demonstrate the good value of other properties. Your objective should be to enter the market in a position that will attract prospects, not drive them away.
- Your residence may become stale on the market. Prospects may wonder why it has been on the market so long or if something is wrong with the property, even after you lower the price. You may even have to settle for less than market value. A residence takes on a reputation surprisingly fast, so don’t wear out your welcome on the market.
- You lose a strong negotiating position when your residence is on the market a long time, both financially and mentally. Prospects will not “rush” to make an offer on an overpriced property, and you may feel compelled to accept less when they finally do.
- If you do get an offer, the contract may fall through because of appraisal problems. The lender must justify the price to the market. As you can see, pricing your residence correctly will make a tremendous difference in how fast it sells and for how much. We make it our business to know the market and price our client’s residences to sell for the most money in the least amount of time—and we’re good at it. Just ask our past clients. If we need to talk about price, we’ll call you—or don’t hesitate to call us first.

THE DILEMMA

The dilemmas you face as a homeowner right now are the following:

- Prices are softening, so you may not be able to set a record price in your area the same way it could have been done in 2014.
- On average there are between 5-10 homes priced similar to yours competing for only 1 buyer each month who will buy. If you are not one of the top 10 to 20% of the best deals, you may not sell.
- 60% of all active listings have had price reductions. So the home you may be competing with when you enter market will probably undercut you and lower their price soon after, when they see that they won't be able to max out their price.

FREQUENTLY ASKED QUESTIONS AND COMMENTS BY HOMEOWNERS:

Q I want to sell, but I am not desperate and do not want to “give it away”.

A. Unfortunately, right now, there are too many Sellers who are willing to “give it away”. If you are not motivated to sell your residence for less than the recent sale, then we recommend that you do not put it on the market. It is estimated that 65% of all new pending sales are either Bank Owned residences or Short Sales.

Q I need to sell, but I need to clear at least a certain amount of money.

A. Unfortunately, the buyers coming to look at your residence will not make their offer based on how much money a homeowner needs to clear. They will make their offer based on what they feel the property is worth. If the price of your residence is not one of the best deals in the area, then buyers will reject it.

Q I want to price it higher. The buyers can always make me an offer.

A. By pricing it higher, you will be competing with residences that are bigger or in better locations. Buyers will not bother to make you an offer because your residence will not meet their criteria. Typical feedback will be “the residence is too small”, or “the buyer found a residence in a better neighborhood.”

Q I want to test the market for 30 to 60 days.

A. Right now we are in a softening market, so if you want to “test the market”, chances are you will just lose time and mon-

We make it our business to know the market and price our client's residences to sell for the most money in the least amount of time—and we're good at it.

ey while the other homes that “tested the market” before you did, will lower their price and offer a better deal than you. Let the other homes test the market, so that you can get it right.

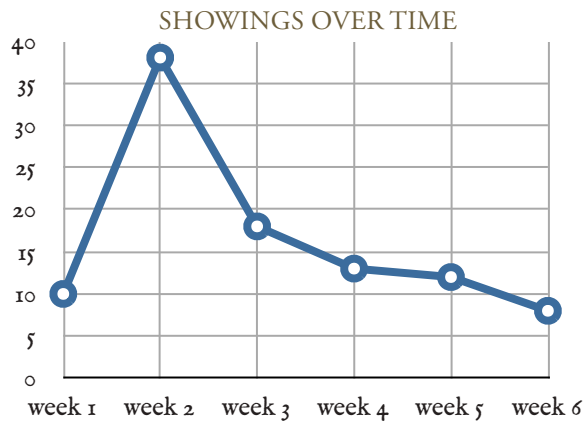
Q I will wait until next year when the market gets better.

A. Nobody has a crystal ball but in general, inventory has increased 30 to 40% in most areas, while the number of buyers has stayed the same, so buyers have more to choose from. If this trend continues, or if rates rise, you run the risk of the market declining.

Q If I don't get the price I want, I will rent it.

A. This will work if you purchased your property over 4-5 years ago since your monthly payments will be covered by your rental income. However, if you didn't, here are some extra costs to consider:

- You will lose your homestead exemption and next year your property value will be reassessed to full market value and your taxes will increase sharply.
- The difference between the rent and your monthly expenses?
- Property repairs due to tenant negligence
- Vacancy after Tenant moves out.
- Property Management Expenses vs you managing property
- Possible Decline in Property Values for the next 12 months.
- Moving Expenses and/or Furniture Storage.



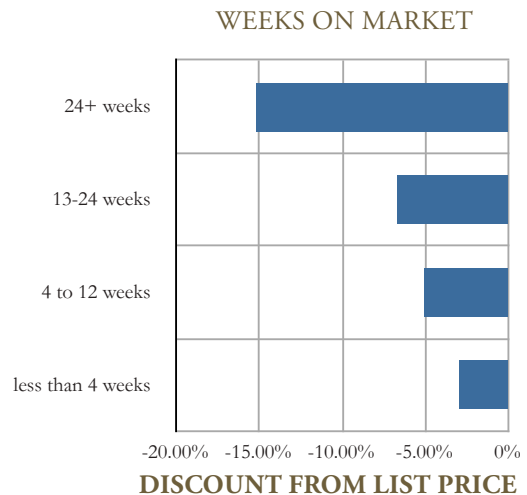
Source: David Knox Seminars, © Copyright

PRICE IT RIGHT FROM THE START TO GET THE HIGHEST BOTTOM LINE!

Since your best activity occurs during the first few weeks, setting the right price early insures favorable comparison with the competition. Once a buyer has seen the residence and ruled it out they don't check back in three or four weeks to see if you have lowered the price. By then, they have probably made an offer on another residence!

SET THE RIGHT PRICE FOR A FASTER SALE . . .

Setting the price "a little higher" because you're not in a hurry may sound like a realistic strategy, but as you can see from the NAR chart, the longer a residence sits unsold, the bigger the discount from the asking price the seller usually receives.



WHO IS THE AVERAGE HOME BUYER

The average homebuyer moves 10 miles from their old home to get:
more **space**, a better **financial advantage**,
the opportunity to **quit paying rent**.

75% of buyers choose an existing home. The typical buyer looks at **18** homes over a span of **15** weeks, but a relocating buyer looks at **22** homes and makes a purchase decision in **12** weeks.

70% are married couples,
58% are repeat buyers, and a typical repeat buyer is **41** years of age.

Source: National Association of REALTORS

track record & experience

Certain types of professionals are required by law to provide new clients with information relevant to their qualifications and track record as an indication of competence in their field. REALTORS are not required to provide this information but...here's mine anyway.

2014	78 Closed Transaction	\$19.18M Sales Volume
2013	93 Closed Transactions	\$13.33M Sales Volume
2012	125 Closed Transactions	\$17.73M Sales Volume
2011	213 Close Transactions	\$25.67M Sales Volume
2010	138 Closed Transactions	\$17M Sales Volume
2009	126 Closed Transactions	\$19M Sales Volume
2008	104 Closed Transactions	\$25M Sales Volume
2007	64 Closed Transactions	\$22M Sales Volume
2006	82 Closed Transactions	\$35M Sales Volume
2005	110 Closed Transactions	\$50M Sales Volume
2004	72 Closed Transactions	\$39M Sales Volume
2003	61 Closed Transactions	\$14.62M Sales Volume

EDUCATION AND AWARDS

- Top 4 Agents in South Florida Keller Williams Region
- Ranked Top 40 Remax Agents in Florida
- #1 Sales Agent RE/MAX Beach Properties
- Top 1% of all Realtors in Greater Dade and Broward Counties
- Our Real Estate System was featured as Cover Story on Real Estate Executive Magazine November 2002 for Dade and Broward Counties
- #3 Keller Williams Realty Team Worldwide 2011
- Certified Luxury Home Marketing Specialist
- Advisory Board for Institute For Luxury Home Marketing
- Endorsed by Dave Ramsey and Glenn Beck
- Manages 6-8 Team Members at any given time
- Licensed Mortgage Broker, Certified Loan Processor

We recognize that past performance is not necessarily a guarantee of future success, but what else can you go by? An agent's track record is important because:

- 85%-90% of agents never make it through their first year.
- Your residence is probably your single largest asset. In fact, if you are like most Americans your residence makes up the lion's share of your net worth. So presumably, you want the most qualified person you can find to advise you about the market and the sale process.
- There are over 47,000 agents in the Dade, Broward and Palm Beach counties, and only 5% of them could be considered successful by accepted industry standards based on sales volume.

As you can see, when
selecting an agent
to represent you,
it's important to know
whom you are hiring.
Ask to see written evidence
of a proven track record.





trusted vendors

TYPE	NAME / CONTACT	PHONE	WEB / EMAIL
Lenders			
Midwest Equity Mortgage	Phillip Engel	305-384-1801	www.MidWestEquity.com
TD Bank		314-957-8000	phil@midwestequity.com
Priority Lending	Barry Morofsky	561-361-1676	www.TDBank.Com/BarryMorofsky
			barry.morofsky@td.com
Liberty Mortgage	Dan Longman	877-838-3776	www.PriorityLendingCorp.Com
		954-438-3776 x 11	DanL@PriorityLendingCorp.Com
	Josie Rodriguez	561-266-2621	www.LibertyML.Com
		305-785-5899	josie.r@LibertyML.Com
Title Companies			
Trident Title	Maria Perla	305-351-9380	www.TridentTitleLLC.com
		954-513-5872	mperla@tridenttitellc.com
Global Title Company	Rosemary Plasencia	305-705-0933	www.GlobalTitleCo.Com
			rplasencia@GlobalTitleCo.Com
Nu World Title	Erika Abbott	305-436-0100	www.NuWorldTitle.Com
		305-799-1688	Erika@NuWorldTitle.com
Attorneys			
Law Office of Paul Krasker	Paul Krasker	561-515-2929	pkraser@kraskerlaw.com
Home Inspections			
AmeriSpec Inspection Services	Chuck Lyday	877-769-5217	www.AmeriSpec.com/Lyko
		954-630-9593	clyday@AmeriSpec.net
Allied Home Inspections	John Micali	305-234-7377	www.InspectionsFlorida.Com
		305-234-7377	info@InspectionsFlorida.Com
Diversified Home Inspection		877-783-2738	www.DiversifiedHomeInspections.com
	Rick Ansbaugh	954-292-9980	divhomeins@aol.com
Home Warranties			
Home Warranty of America	Amy Bartz	888-492-7359	www.HWAHomeWarranty.com
		888-492-7359 x 718	ABartz@HWAHomeWarranty.com
Service America		800-884-3500	www.ServiceAmerica.Com

Insurance Companies

L & S Insurance Services, Inc		888-244-7400	www.YourInsurancePros.Com
	Maria Dimuro	954-351-2250	Maria@YourInsurancePros.Com
Stiber Insurance Services		954-254-4647	www.StiberInsuranceServices.Com
	Paul Stiber		stiberins@aol.com

Appraisers

Atlantic Coast Appraisal Inc		954-693-4837	www.AcAppraisalInc.Com
	James O'Neill	954-610-0228	james@AcAppraisalInc.Com

AC Service

AAA Modern Air		954-921-4486	www.AAAModernAir.Com
		Fx 954-362-2369	Service@AAAModernAir.Com

Moving Companies

Cousins USA Moving & Storage			www.CousinsUSA.Com
	Frances Santana	954-792-6650	info@CousinsUSA.Com

Accountants

Garg And Associates		954-636-6424	krishan@gragcpa.com
	Krishan Garg	954-962-6397	www.gargcpa.com

Furniture Packages and Rentals

Eclectic Elements		305-773-7467	sales@eemiami.net
			www.eemiami.net
Tui Lifestyle		305-652-0232	michael@tuilifestyle.com
	Michael Gabbett	561-306-3196	www.tuilifestyle.com
Cort Furniture & Rentals		954-642-0296	melissa.lynn@cort.com
			www.Cort.com

General Repairs, Paint, Handyman, Flooring

Rick Miller Paint Rick Miller		954-205-8823	rickmillerpaint@aol.com
Rapid REO Renovations	Nathan Siegel	786-333-2596	nothingeagle@gmail.com
Leo Delgado	Leo Delgado	786-368-7865	leodelgjr@aol.com
Marble Resoration		305-335-3642	jypmarbleandtiles@yahoo.com
Handyman	Luis Salazar	954-839-4425	j.d.s.14@hotmail.com
Willie The Handyman	Willie	561-503-7249	

Dock / Sea wall repair

Southeast Marine Construction		954-752-4422	SEMarine@semarineconstruction.com
	Tim McGlynn	561-574-2309	www.SoutheastMarineConstruction.com
Morrison Contractors	Michael Morrison	954-583-8500	mike@morrisonbuilders.com
			www.MorrisonContractors.com

Electricians

City Electrical	Mario Hernandez	786-426-4021	
Johnny Electric	John Shires	305-653-1220	johnshires@johnnyelectric.net
Zone Electric	Rey Reynaldo	786-333-8244	service@zoneelectric.com
Keling Electric	Tom	954-742-7953	kelingelectric@aol.com

Plumbers

Herman Flores	Herman Flores	305-302-0123	herman.flores@att.net
Douglas Orr Plumbing		800-DougHorr	www.OrrPlumbing.com
Lone Star Plumbing	Thomas Ivy Jr	305-895-1340	lonestarpumbing@bellsouth.net
L.M. Wilson Plumbing	Larry Wilson	954-480-9005	bwlippincott@bellsouth.net

Windows / Glass

Window Worx	Alfred	305-490-9296	alfred@windowworx.com
Impact Glass Services		786-245-4595	info@impactglassmiami.com
All American Glass		954-968-5229	

contact us

Broward: 954-573-2637
Dade: 305-694-3819
Palm Beach: 561-293-2789

Direct 305-989-4091 / Fax 305-675-3809
Email: luxury@pavlikgroup.com
Website: www.LuxuryLifeStyleMiami.Com

BROWARD COUNTY Ft. Lauderdale Northeast

3696 North Federal Highway, Suite 101
Fort Lauderdale, FL 33308
PH 954-630-7020

Coral Springs

3301 N University dr ste 412
Coral Springs, FL 33065
PH 954-755-0888

Plantation

1801 N. Pine Island Road Suite 210
Plantation, FL 33322
PH 954-343-4444

Weston

1625 N. Commerce Parkway, Suite #105
Weston, FL 33326
PH 954-358-6000

Pembroke Pines / Miramar

1801 N. Pine Island Road Suite 210
Plantation, FL 33322
PH 954-237-4400

DADE COUNTY Miami NE

700 NE 90th Street, Suite A
Miami, FL 33138
PH 305-757-1700

Miami Kendall

11420 N. Kendall Dr. STE 207
Miami, FL 33176
PH 305-595-2844

Miami Beach

1680 Meridian Ave, Suite 101
Miami Beach, FL 33139
PH 305-695-1112

Aventura

20801 Biscayne Blvd, Suite 101
Aventura, FL 33180
PH 305-931-2224

Coral Gables-Coconut Grove

4649 Ponce de Leon Blvd, Suite 400
Coral Gables, FL 33146
PH 305-662-7325

PALM BEACH

Boca Raton

7280 W. Palmetto Park Rd, Ste. 110
Boca Raton, FL 33433
Contact: Mary Kenyon
P:561-997-0500
F:561-988-1400

Boca Raton East

2424 N.Federal Highway, Suite 150
Boca Raton, FL 33431
Contact: Timothy Kinzler
P:561-245-4000
F:561-245-4099

Boynton Beach

8188 Jog Road, Suite 101
Boynton Beach, FL 33472
Contact: Vicki Flyth
P:561-735-3000
F:561-735-3001

Jupiter

4455 Military Trail, Suite 100
Jupiter, FL 33458
Contact: Craig Reeves
P:561-427-6100
F:561-427-6101

Palm Beaches

2901 PGA Blvd., Suite 100
Palm Beach Gardens, FL 33410
Contact: Michael Brue
P:561-656-2929
F:561-656-2928

Wellington

12008 S. Shore Blvd, Ste. 201
Wellington, FL 33414
Contact: Nancy Jennings
P:561-472-1236
F:561-472-1233

Palm Beach Central

2005 Vista Pkwy, Ste. 100
West Palm Beach, FL 33411
Contact: Julio Sanchez
P:561-966-4000
F:561-966-4008

