

# CENTURY 21 FINE HOMES & ESTATES®

## Premier Elite Realty

**Century 21 Premier Elite Realty offices:**

**Main Branch**

13827 S. DIXIE HWY , Miami, FL 33176

Office: 305.279.8814 Fax: 305.279.8827

**Coral Gables Branch**

393 Aragon Ave, Coral Gables, FL 33134

Office: 305.442.2122 Fax: 305.442.2180

**South Beach Branch**

2755 Collins Ave, Miami Beach, FL 33140

Office: 305.531.8628 Fax:305.531.5241

[www.PremierMiami.com](http://www.PremierMiami.com)

# Why CENTURY 21 Fine Homes & Estates?

CENTURY 21 Premier Elite Realty Fine Home & Estates® Brokers and Agents are specialists in the field of luxury real estate. We know the local marketplace and understand the nuances of marketing a luxury property.

Combine that knowledge with the support and global reach of the CENTURY 21® brand, and you've got a winning combination, designed to maximize exposure to efficiently connect buyers and sellers.



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# THE CENTURY 21® BRAND RANKED “HIGHEST OVERALL SATISFACTION FOR FIRST-TIME HOME BUYERS, FIRST-TIME HOME SELLERS, REPEAT HOME BUYERS, AND REPEAT HOME SELLERS (TIED) AMONG NATIONAL FULL SERVICE REAL ESTATE FIRMS, THREE YEARS IN A ROW”

Century 21 Real Estate LLC swept the awards by receiving the highest ranking among national real estate companies across all four customer satisfaction segments:

- First-Time Home-Buyer Satisfaction
- Repeat Home-Buyer Satisfaction
- First-Time Home-Seller Satisfaction
- Repeat Home-Seller Satisfaction (Tied)



The CENTURY 21 brand received the highest numerical score among 5 real estate companies for first-time home buyers and sellers, repeat home buyers and sellers (in a tie for repeat home buyer) in the J.D. Power 2014-2016 Home Buyer/Seller Satisfaction Study. 2016 study based on 1,453 total responses, measuring the perceptions and experiences of customers who bought and/or sold a home between March 2015 and April 2016, surveyed February-April 2016. Your experiences may vary. Visit [jdpower.com](http://jdpower.com)

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# Operating in 80 Countries and Territories with approximately 8,500 Offices and over 130,000 Sales Associates globally



With more than 40 years in business, our brand has built a global network of over 130,000 independent sales professionals in approximately 8,500 offices throughout 80 countries and territories.

Your Buyer Could Come From Anywhere in the World!

Visit [century21global.com](http://century21global.com)



## Leader in Brand Awareness:

The CENTURY 21® System continued to maintain the highest brand awareness level among consumers presented with a list of real estate agencies; a trend we have upheld since 1999.

Study Source: 2016 Ad Tracking Study. The survey results are based on 1,200 online interviews with a national random sample of adults (ages 18+) who are equal decision makers in real estate transactions and active in the real estate market (bought or sold a home within the past two years or, plan to purchase or sell a home within the next two years).

Brand awareness question based on a sample of 1,200 respondents. Results are significant at a 90% confidence level, with a margin of error of +/-2.4%.

Recognition question based on consumers aware of brand in question. Results are significant at a 90% confidence level, with a margin of error of +/- 2.4%.

**The study was conducted by Millward Brown, a leading global market research organization, from May 4- May 25, 2016..**

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# AN INDUSTRY LEADER

For over 18 years,

**CENTURY 21®**

has reigned as the nation's most recognized brand in real estate!

## Most Recognized Name In Real Estate:

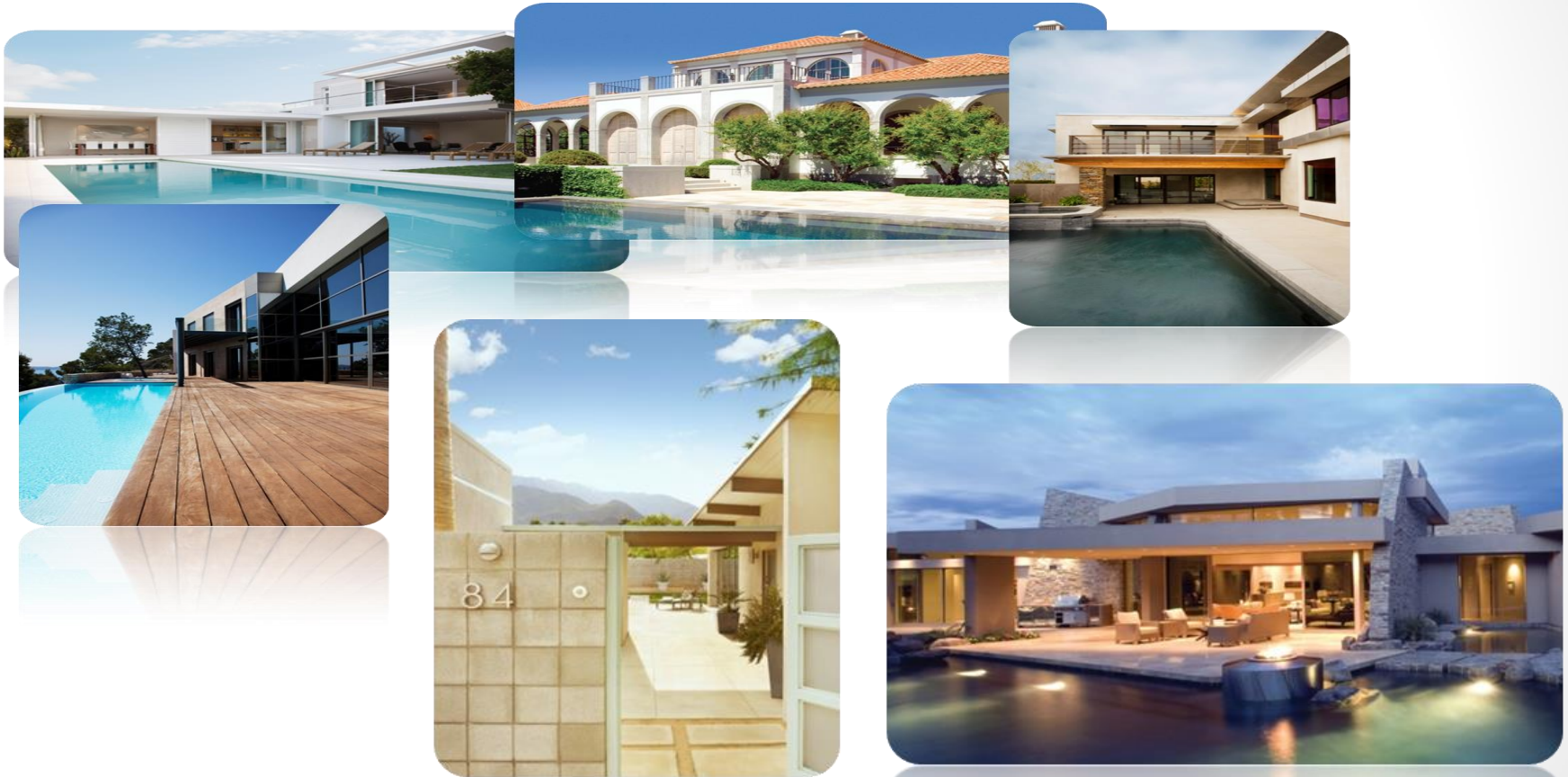
As in previous years, consumers selected the CENTURY 21® System as “the most recognized name in real estate” when presented with a list of real estate agencies.

Thirty-five percent of individuals surveyed identified CENTURY 21® as the most recognized brand. The nearest competitor lagged a substantial eight percentage points behind.

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# Exceptional Listings. Exclusive Service. Extraordinary Results.



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Our exclusive, Certified Luxury Home Specialists know the important differences in buying and selling luxury properties.



# MIAMI 2020



Over 15 Billion dollars in development in  
 Downtown Miami in the next five years. Get ready  
 for the new Miami transformation

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# Marketing Your Home: Providing Answers

Over the course of this presentation, I will provide information about myself and CENTURY 21 Fine Home & Estates® :

- My experience in selling luxury properties
- The current market conditions and market data that could affect the market value of your home
- The key factors and corresponding strategies to sell your home at the right price point and according to your schedule
- The benefits of listing your home with a CENTURY 21 Fine Homes & Estates Specialist
- Touch on all points you require to assure your confidence in our service



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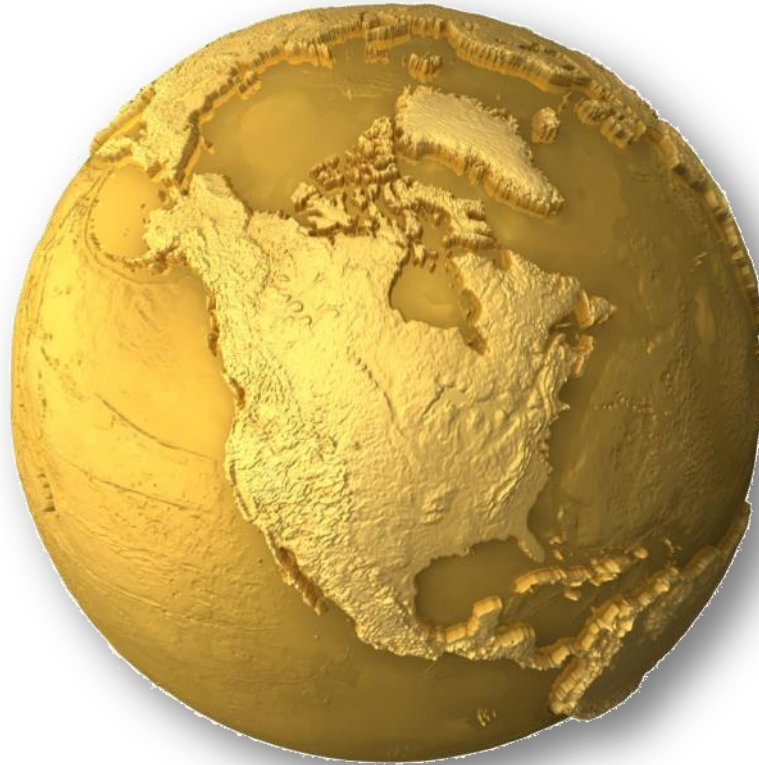
# Marketing Your Home: Learning About You

My first responsibility is to listen to you.

- What attracted you to your home?
- Why you are selling your home?
- What is the time frame for your move? Is there a factor that calls for an exact deadline?
- Are there any challenges that we might have in selling your home?
- Are there specific services that you seek from me?
- How can I help you feel confident that my services will meet your requirements?



# Your buyer could come from anywhere in the world.



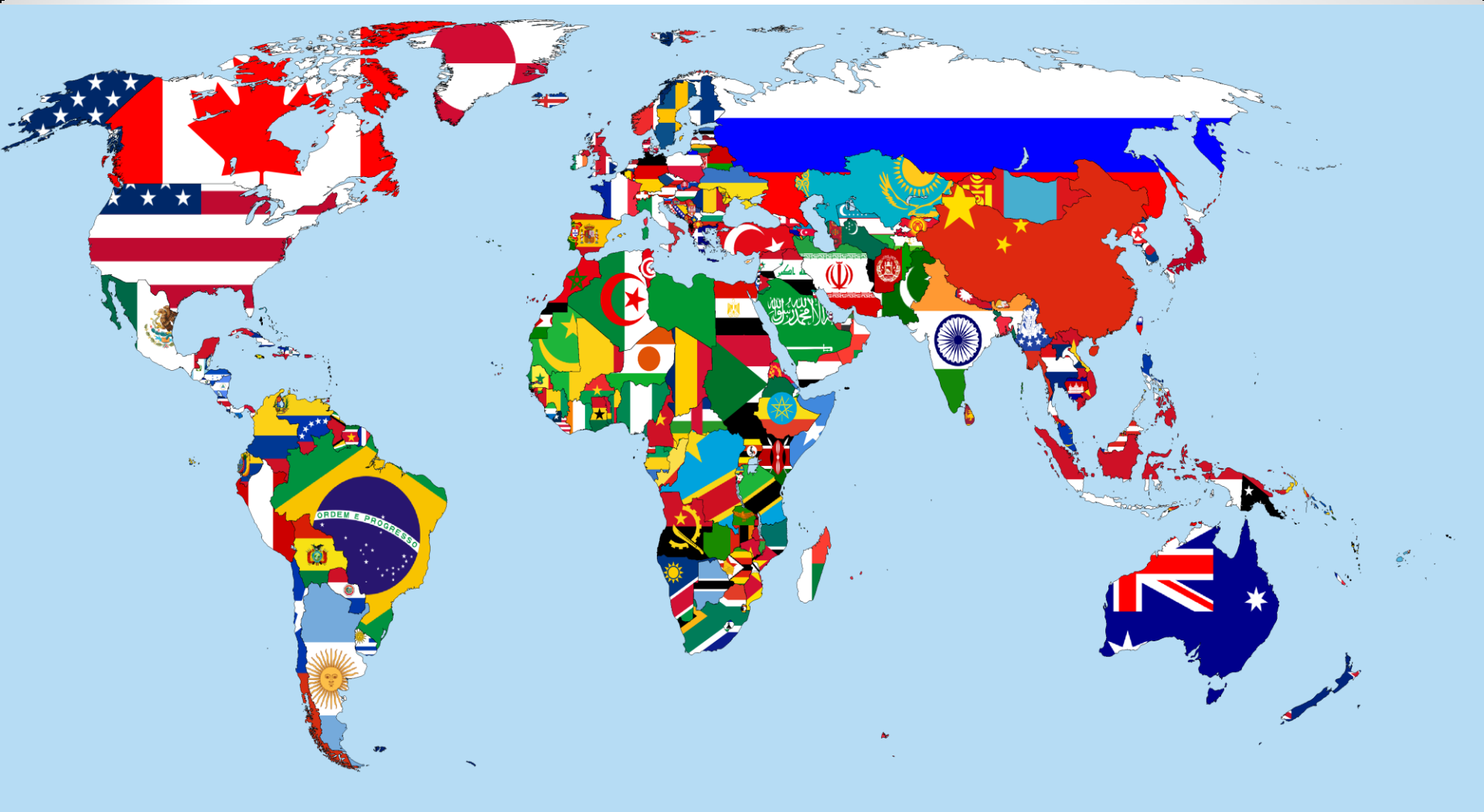
With more than 40 years in business, our brand has built a global network of over 130,000 independent sales professionals in approximately 8,500 offices throughout 80 countries and territories.



century21global.com

All C21® listings can be searched with language and currency translations, to extend the reach of your property to the predominately international buyers who use the site.

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All C21® listings can be searched with language and currency translations, to extend the reach of your property to the predominately international buyers who use the site.

# Miami “The New Global City”

## 3-page article in Print and Online

### Miami featured with London, Paris, Hong Kong, New York!

#### The New Global City

Russians in London, Brazilians in Miami—and Chinese almost everywhere. The big players in the residential-real-estate scene today often come from halfway around the world.

Article

Video

Slideshow

Comments (21)

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By CANDACE JACKSON



WSJ's Candace Jackson visits the News Hub to detail some very glamorous homes being scooped up by foreign buyers. Homebuyers from Russia and Brazil are leading the way back into the luxury home market. Photo: REUTERS/Rebecca Cook.

This spring, Russian billionaire Yuri Milner paid \$100 million for a French chateau-style mansion in Silicon Valley, setting a record for the highest price ever paid for a single-family home in the U.S. In January, Ukraine's Rinat Akhmetov closed on two of London's most expensive apartments ever for a combined \$222.5 million. In Paris, a Gulf princess spent \$96.9 million last year for a mansion with an inner courtyard, garden and private chapel on the Left Bank.



Some of the biggest residential real-estate buyers in many cities are emerging from halfway around the globe. In London, one report finds that 65% of buyers in the luxury market hail from abroad. According to the Miami Association of Realtors, nearly 60% of all sales last year throughout the city were to buyers from foreign countries. About half of

— Tara Loader Wilkinson



The Icon Brickell, a three-tower complex downtown that has attracted British and Brazilian buyers.

#### MIAMI

In the Greater Miami area, nearly 60% of all sales last year were to buyers from overseas, according to the Miami Association of Realtors. For sales of newly built condos downtown, that figure jumps to 90%, says the group.

Many of the buyers are from Brazil, which experienced an economic growth rate of 7.5% last year. Brazil's currency, the real, has risen about 40% against the U.S. dollar in the last two years.

Property developer and marketer Fortune International focused heavily on Brazil to sell Jade Ocean, a 50-story building the company is marketing with infinity pools, a private movie theater and a children's playroom decorated with Philippe Starck furniture. Its two-story penthouse loft apartments sold for between \$3.5 million and \$10 million. Nearly 85% of Jade Ocean's sales have gone to overseas buyers.

Fortune's principal developer Edgardo Defortuna says that last fall, he worked with American Airlines to invite a group of potential buyers and American Airlines contacts to a dinner party at a restaurant in Brasilia. "The Black Eyed Peas were having dinner in the next room," he says. His company is also encouraging the airline to add new flights from different cities in Brazil to Miami, which American Airlines says is in the works. In an e-mail, an American Airlines spokeswoman said, "it makes business sense to promote Miami not only as a place to visit but a place to live."

Russian buyers tend to cluster in northern, beachfront areas. Mr. Defortuna says he's planning a trip to Moscow and St. Petersburg to pitch several of his Miami-area buildings. There, he hopes to throw a dinner party with Donald Trump Jr., an executive vice president with the Trump Organization.

Unlike Americans, who tend to look for single-family homes, overseas buyers favor condos. Italians have been drawn to the Capri South Beach, a condo building with downtown views and its own marina, says broker Nelson Gonzalez. The Icon Brickell, a three-tower complex downtown, has a large number of British and Brazilian owners, says Oliver Ruiz, a managing

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Miami still top foreign Foreign buyer market : over 62 percent buying are foreigners, 90 percent of those sales cash



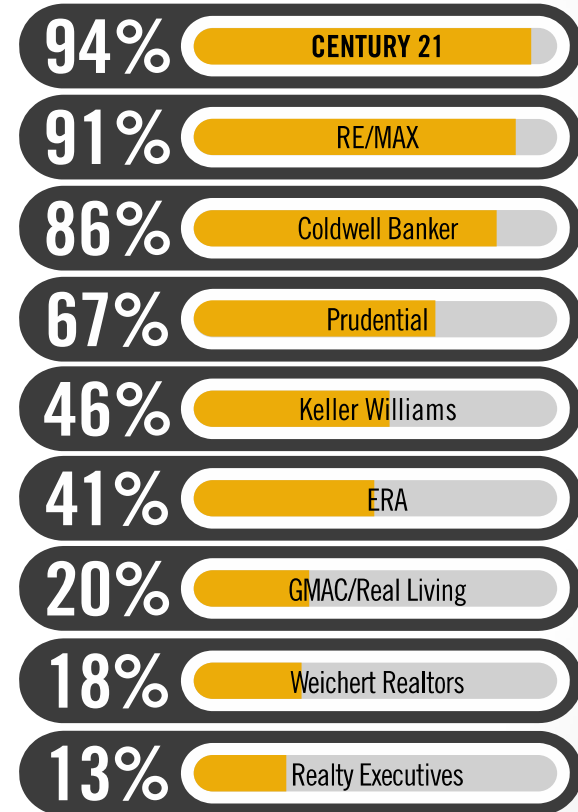
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# Leader in Consumer Brand Awareness

The CENTURY 21® System continued to maintain the highest brand awareness level among consumers presented with a list of other real estate organizations.

Q “Please tell me which of these real estate agencies you have ever seen or heard of?” (Base: 1,200 respondents: Sold or purchased a home in the past 2 years, or plan to sell or purchase a home in the next 2 years; results significant at a 90% Confidence level)

*\* Source: 2013 Ad Tracking Study, Millward Brown. Based on a sample of 1,200 respondents. Results are significant at a 90% confidence level, with a margin of error of +/-2.4%.*



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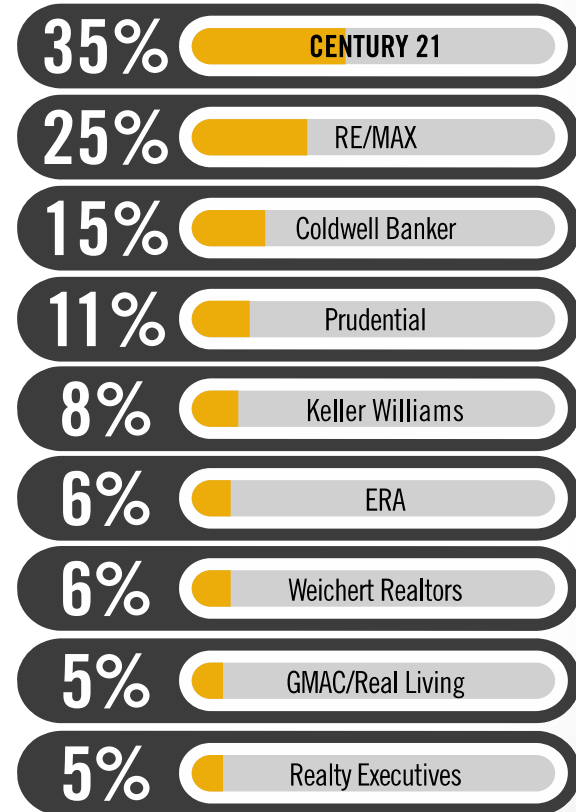
# The Most Recognized Name in Real Estate

As in previous years, consumers continued to identify the CENTURY 21® System from a list of real estate organizations as the “most recognized name in real estate.”

Thirty-five percent of adults surveyed identified the CENTURY 21 brand as the most well-known brand. The nearest competitor (RE/MAX) was a substantial 10 percentage points behind.

Q “Which of these agencies, if any, is the most recognized name in real estate?” (Multiple-choice question) (Base: Consumers Aware of Brand significant at a 90% Confidence level)

*\*Source: 2013 Ad Tracking Study, Millward Brown. Based on those who had awareness of the brand. Results are significant at a 90% confidence level, with a margin of error of +/- 2.4%.*



# The Unique Value of Your Home

In order to take advantage of the comprehensive marketing that the CENTURY 21 Fine Homes & Estates® program offers, it is important that I understand your home as well as you do.

The following discussion points will help me see the home through your eyes, and identify the features that might be most attractive to a potential buyer:

- What initially drew you to this property?
- What features of the home have you especially enjoyed?
- What qualities could a buyer (or buyer's representative) miss during a walk-through that I should know about?

Highlighting the unique features and benefits of your home is essential in ensuring that it receives the value it deserves. I can help you to identify what's trending right now and how your home fits into that picture.



# The Two Factors that Sell Homes

**Exposure and the right price** (dictated by perceived value as well as current market conditions).

- The more accurately your home is priced, the more prospects will be attracted to it
- The more people who are exposed to your home, the better the chances of finding the buyer who will pay the most for it



# Pricing Your Home to Sell

## Intelligent Pricing

By pricing your property at market value, you expose it to a much greater percentage of prospective buyers. This increases your chances for a sale while ensuring a final sale price that properly reflects the market value of your home.

## The Effect of Overpricing

Improper pricing may lead to a below market value sale price, or even worse, no sale at all.

Your home has the highest chances for a fruitful sale when it is new on the market and the price is reasonably established

## Activity vs. Timing

A property attracts the most attention, excitement and interest from the real estate community and potential buyers when it is first listed on the market.

Improper pricing at the time of initial listing misses out on this peak interest period and may result in your property languishing on the market.



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PROPERTIES AGENTS OFFICES

Enter location, agent, or office name... **SEARCH**

5 Beds | 3 Baths | 3,436 Sq. Ft.  
3965 CHANEYVILLE RD  
You've seen them a million times—the pastel fantasies perched on the hill. NOW, one of them can be yours. Delightful. [Read More](#)

\$964,000 Owings, MD View Heart Box

\$1,250,000 Hayward, WI

\$1,950,000 Brookings, OR

\$999,900 Brasstown, NC

Shopping for a remarkable home or ideal getaway? **Connect with a specialist.**



Golfing



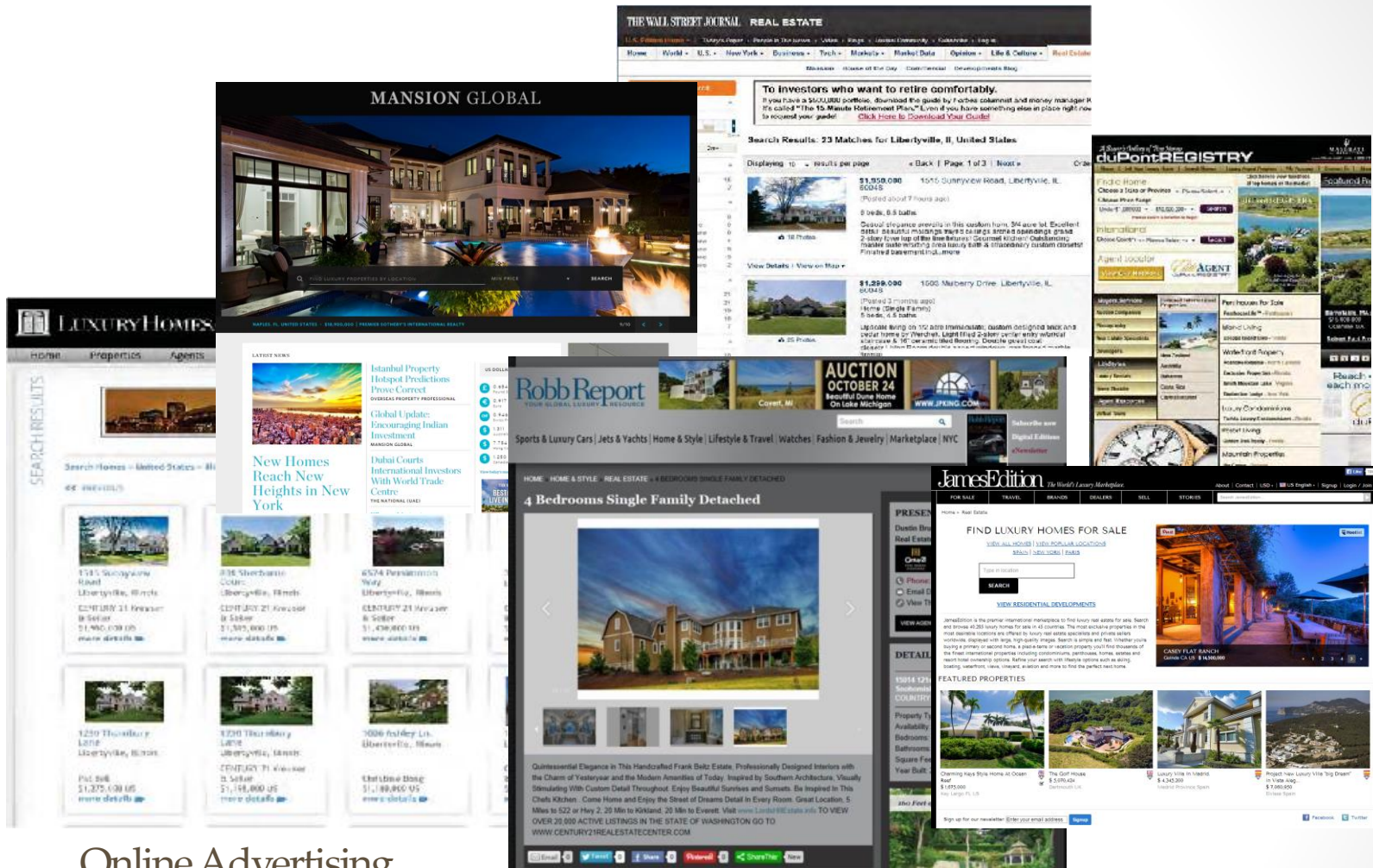
Waterfront



Skiing

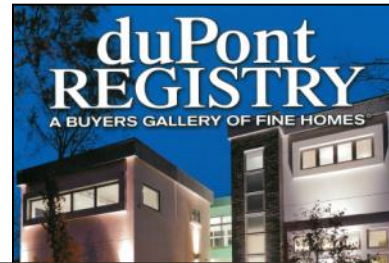
<http://www.century21.com/finehomes>

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## Online Advertising

WSJ.com | luxuryhomes.com | duPontREGISTRY.com | robbreport.com  
 JamesEdition.com | MANSIONGlobal.com



For more information about CENTURY 21 Fine Homes & Estates® or to find a Luxury Home Specialist in your area, visit: [www.classic.century21.com/finehomes](http://www.classic.century21.com/finehomes)

**LAKE PLACID, NEW YORK**  
 Address: 2000...  
 Call: 800-888-8888

**RAMONA TOWNSHIP, NEW JERSEY**  
 Address: 1000...  
 Call: 800-888-8888

**WILSON, CALIFORNIA**  
 Address: 1000...  
 Call: 800-888-8888

**MINNEAPOLIS, MINNESOTA**  
 Address: 1000...  
 Call: 800-888-8888

**WILSON, CALIFORNIA**  
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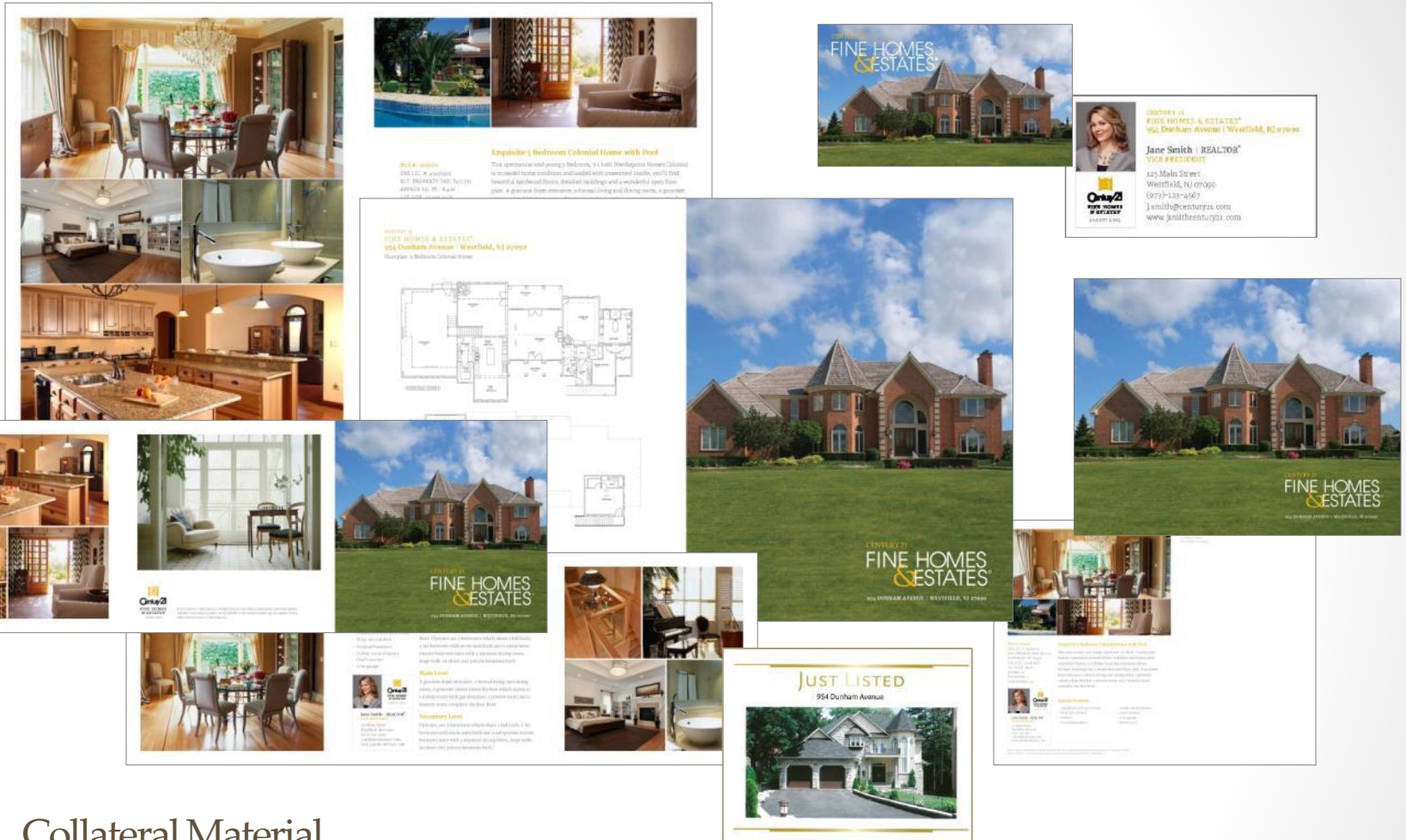
**WILSON, CALIFORNIA**  
 Address: 1000...  
 Call: 800-888-8888



## Print Advertising

duPont REGISTRY | Robb Report Home & Style | New York Times |  
 Luxury Properties | International New York Times (formerly International Herald  
 Tribune) | Unique Homes | CENTURY 21 Fine Homes & Estates® Magazine

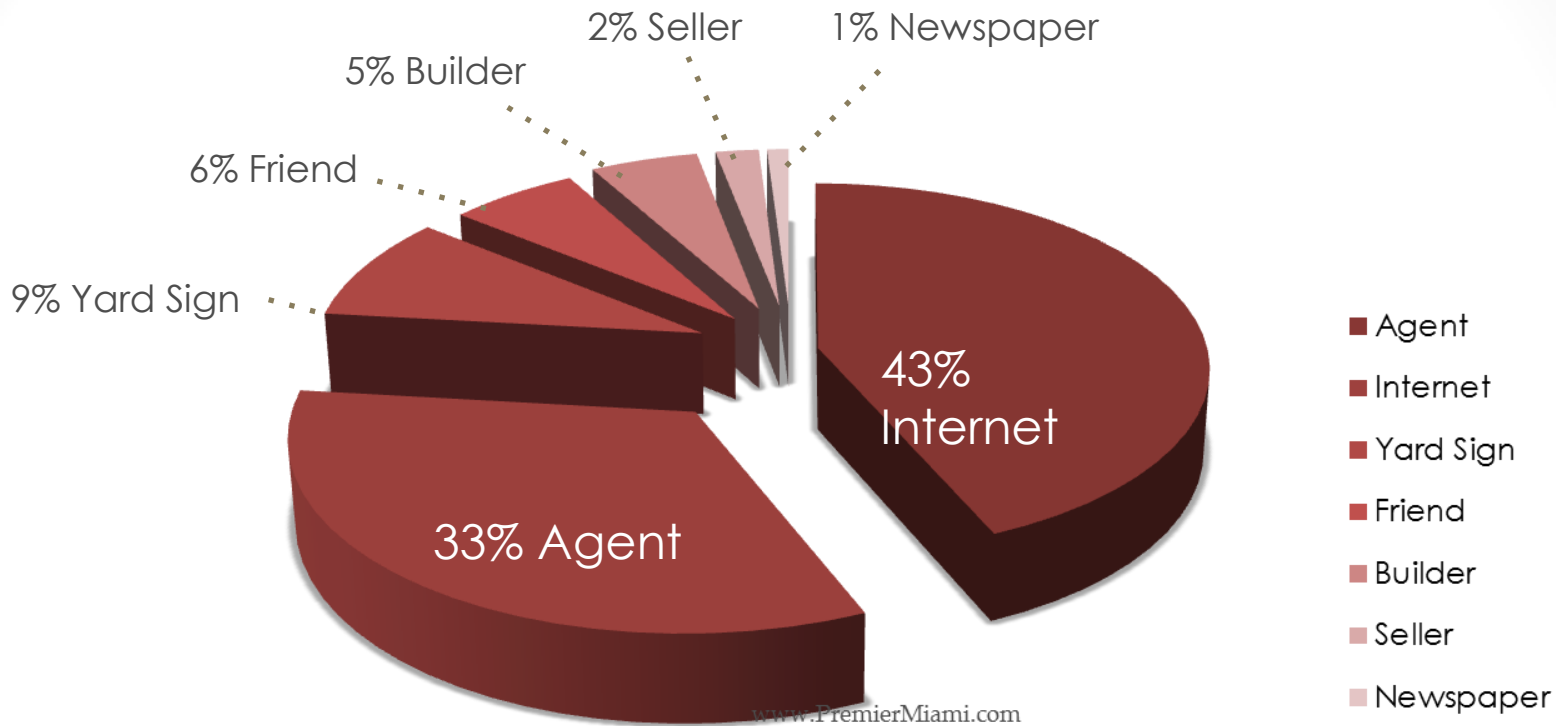
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## Collateral Material

The “Madison Portfolio” (postcards, flyers, trifold brochure, business card-sized flyer, 2-sided flyers, 4-sided brochures, Just Listed and Just Sold postcards and notecards)





Where Buyers Found the Home **They Actually Purchased Last Year**  
 (Only 1% of buyers found their home in the newspaper.)

2014 National Association of Realtors® Home Buyer and Seller Generational Trends

# Attracting Buyers

Did you know...

- 92% of home buyers use the internet to search for a new home\*
- Among buyers who used the internet to search for homes, 43% found the home purchased through the internet\*
- Only 1% of home buyers found the home they purchased in a newspaper in 2013\*

**More than 680 real estate search web sites will feature YOUR property.**

Your home will not only stand out from others, it will be highly visible to affluent buyers.



\*2014 National Association of REALTORS® Profile of Home Buyers and Sellers

# A Unique Property Deserves A Unique Property Site

By creating a **Unique Property Site** for each of my listings, I am able to attract online buyers as well as provide local buyers with fast and comprehensive information about your property.

These days, it's easy for properties to get lost among the thousands of real estate listings added to the market each and every day. *Your Unique Property Site will ensure that your property stands out from the crowd!*



# Mobile Ready

People are accessing property websites via their mobile devices more than ever before. That's why I have a mobile version created for every property I list. When a mobile visitor attempts to access your property site, they will be automatically redirected to a mobile version designed specifically for their device!



They can even access your listing details by scanning your very own QR code.



# Full Screen Photos

Your home will be showcased with a beautifully designed slideshow that displays your property **FULL SCREEN** and tablet-ready!

**\*Photos are the #1 thing that buyers want to see online!**



Source: 2013 National Association of REALTORS® Profile of Home Buyers and Sellers

# Your Buyers Reach Me In An Instant

We have the technology:

LeadRouter<sup>SM</sup> for CENTURY 21<sup>®</sup> is a software application empowering CENTURY 21 Agents to **receive buyer leads for your property from wherever they are, instantaneously.**



# Keeping You Informed

## THE GOLDEN RULER®

Our exclusive "GOLDEN RULER" tool is a listing measurement device. It can provide reports on a regular basis on the number of consumer views and leads on your online property listing.

**THE GOLDEN RULER® is provided at NO ADDITIONAL COST to all CENTURY 21® System members.**  
Don't miss out - Take advantage of this powerful tool!

### Accessing THE GOLDEN RULER:

1. Log into 21Online.com
2. **Brokers:** Click on the **My Reports** link in the homepage Profile Box.
- Agents:** Click on the **Golden Ruler** link in the **Tool Library** widget.



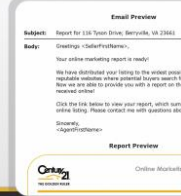
Click here to access individual listing reports for sellers



Click here to get an aggregated report for your listing inventory



Have your individual listing reports automatically emailed to your sellers!



## THE GOLDEN RULER® A Measurement Tool That Can Help You Immeasurably!

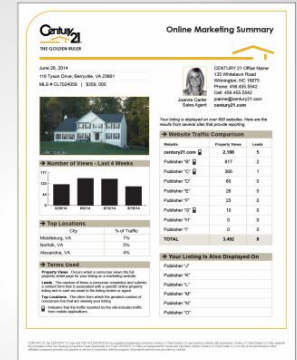
➔ Access powerful reports that track and record online consumer views and leads to your listings!

➔ Provide your sellers with invaluable information on how their property is performing online!

➔ Determine where your online listing traffic is coming from geographically-top 10 cities and states!

➔ Gain powerful insight and market intelligence regarding:

- Which websites are delivering the most traffic and leads for your listings
- Which properties in your inventory are garnering the most online consumer interest
- Much more!



# Posting Professionally Designed Materials to the Web

Social Media and the Web are both powerful tools for generating substantial traffic to your property.

My postings are professionally designed to get **more buyers to your listing.**

Your property will stand head and shoulders above the competition.

- Example -



Century 21 shared a link.  
January 29

Who wouldn't like to take a tour of this beautiful mansion?



Located in Tierra Verde, Florida  
[www.century21.com](http://www.century21.com)

See what else this wonderful estate has to offer.



# Social Media Sharing Tools

## Century 21 Premier Elite Realty

People spend far more time on **social networks** than they do looking at listings in the local newspaper.

My listings include a built-in posting tool that encourages social sharing.

Not only will I post your listing on my social networks, but others can share your listing on their social networks with a simple mouse click!

Follow us :

<https://www.facebook.com/Century21FineHomesEstatesPremierEliteRealty/>

<https://www.twitter.com/premierelite>



30,000,000



# Unique Visitors!

25,000,000

20,000,000



15,000,000



10,000,000



5,000,000



Prudential

0

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# Factors that Influence the Value of Your Home



Factors that have **no impact** on the current value of your home:

- What you paid for it
- Certain investments made in the property
- What you want to net from the sale
- What those outside the industry believe the property is worth

# Selling Your Home

- Commit to our partnership to get your home sold
- Developing your custom marketing plan
- Place the internationally recognized CENTURY 21 Fine Homes & Estates® yard sign on your property
- Create a broker and public open house strategy and schedule





**Thank you for taking the time to review my plan to take to sell your home.**

Do you have any questions about what we have discussed?

Are you ready to list your home with CENTURY 21 Fine Homes & Estates® and me?

# Century 21 Premier Elite Realty Guarantee



*We uphold our commitment*

*Guaranteed marketing plan*

*Guaranteed service*

*Guaranteed results*

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2755 Collins Ave, Miami Beach, FL 33140  
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Let me go to work for you now.

Unique Listings. Exclusive Services. Exceptional  
Results.<sup>SM</sup>