

AGENCY239

NAPLES REAL ESTATE

LAUREN+MICHAEL ROBERTSON

1956 PARSON ST | NAPLES, FLORIDA

Why
Choose
US ?

FIVE STAR PROMISE

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

MEET TEAM



Robert Alpizar

Realtor® + Broker



Barbi Vilaseca

Transaction Coordinator



Marlene Rodriguez

Realtor®



Diane Lindenberger

Buyer's Agent



Chris Encinosa

Marketing Director



Tania LaSalle

Mortgage Specialist

Awards + Accomplishments

Awards & Accomplishments

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



Personal Associations



AVERAGE LIST TO SALE

90 Days

93.9%

Local
Average

vs

65 Days

97.5%

Our Team
Average



PREPARATION

REPAIRS + PRE-INSPECTION

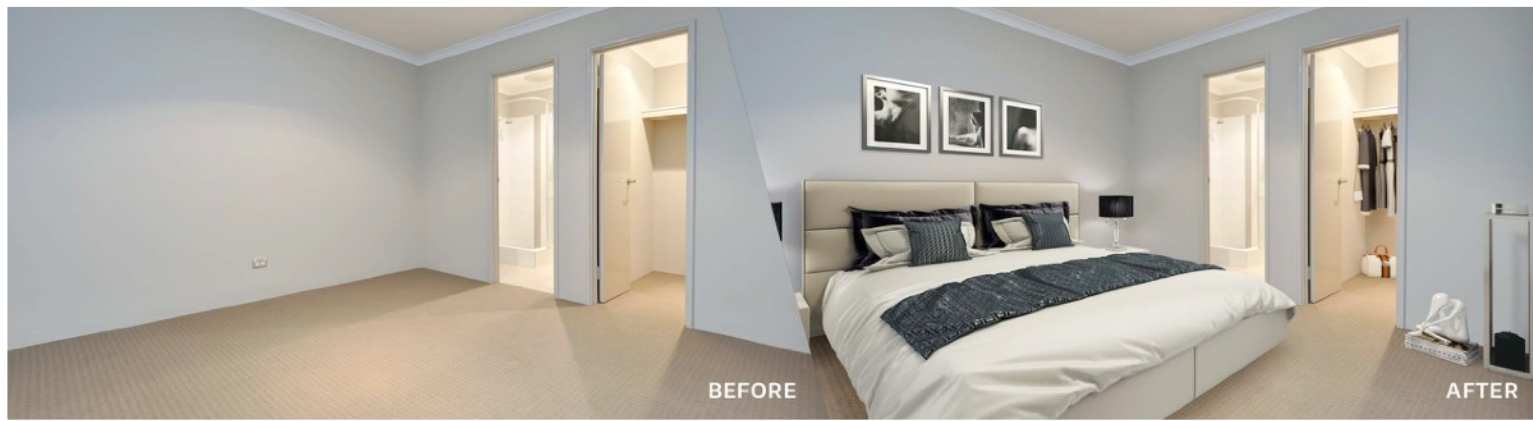


\$167 later, a couple fell in love with the home's deck and put in an offer.

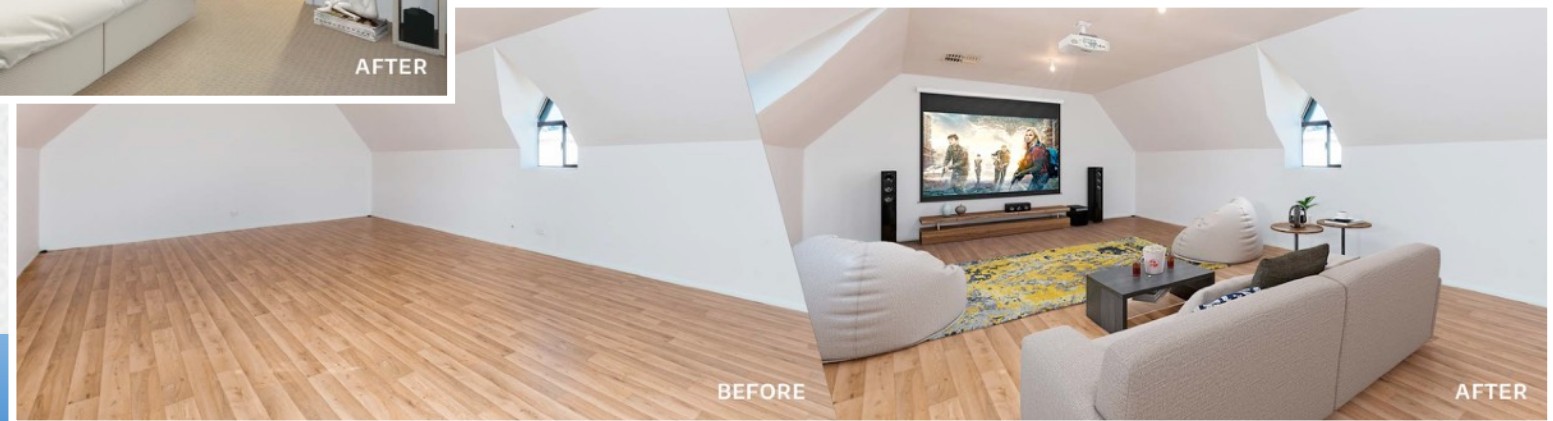
99% of Home Inspections find at least one issue that needs correction.



STAGING



+ Virtual Staging



Professional **Photography + Video**



Daytime + Twilight + Accent Shots

Aerial Drone Video



Cinematic Footage + Bird's Eye View + Surrounding Area

CINEMATIC VIDEO TOUR



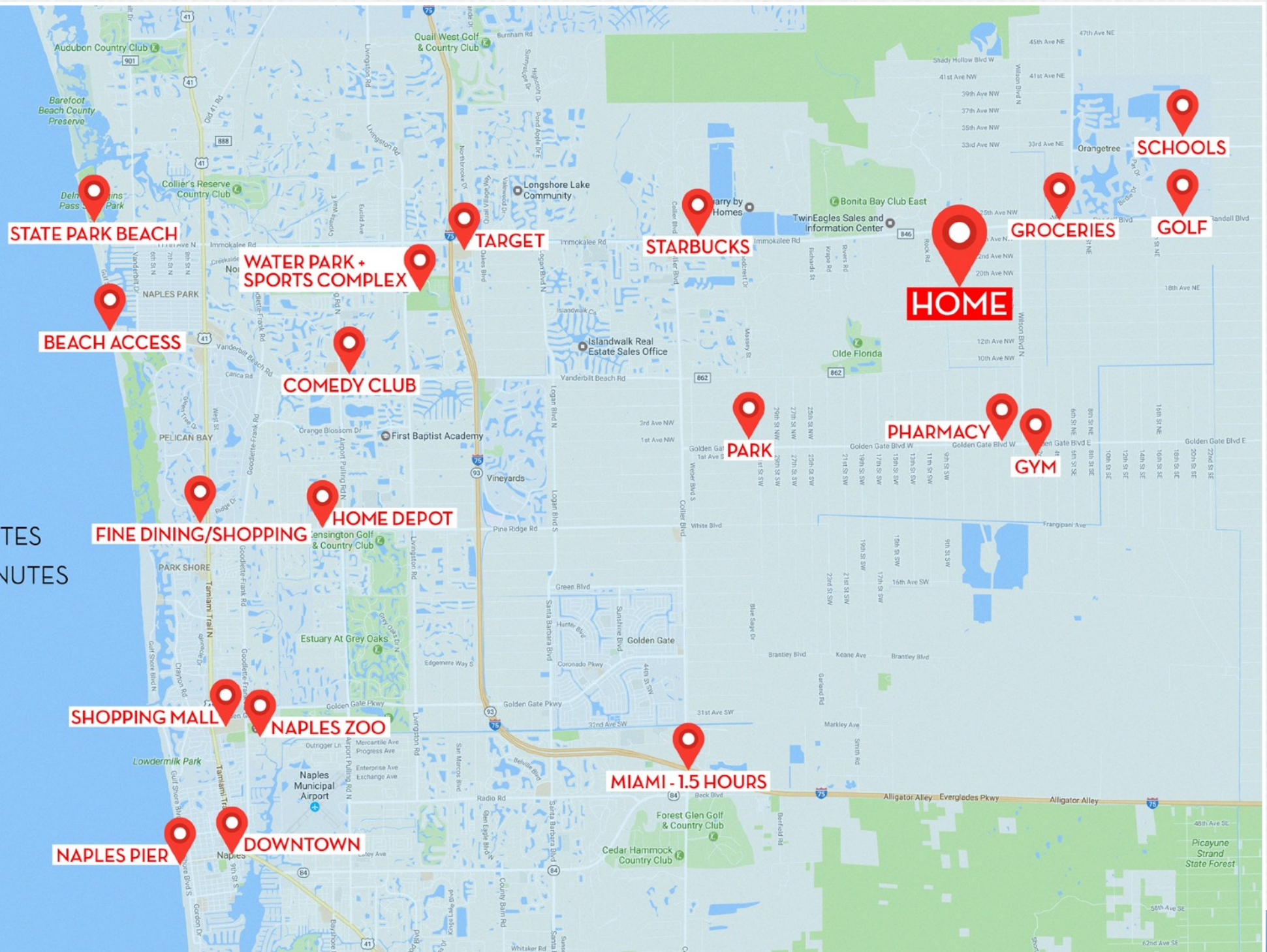
Proximity Map

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

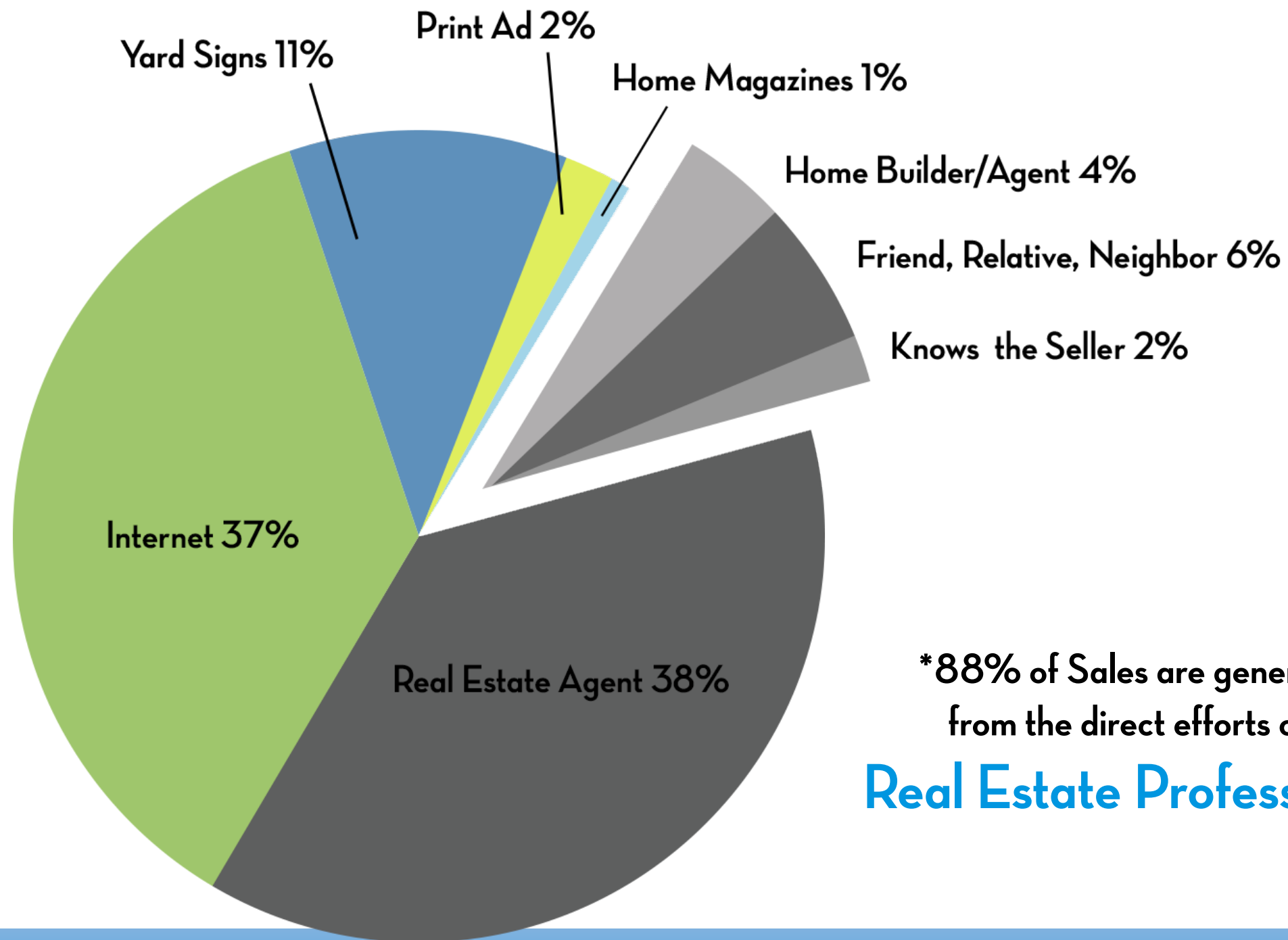
*TIMES ARE ESTIMATED



MARKETING



Where are the **Buyers**?



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

Marketing Campaign



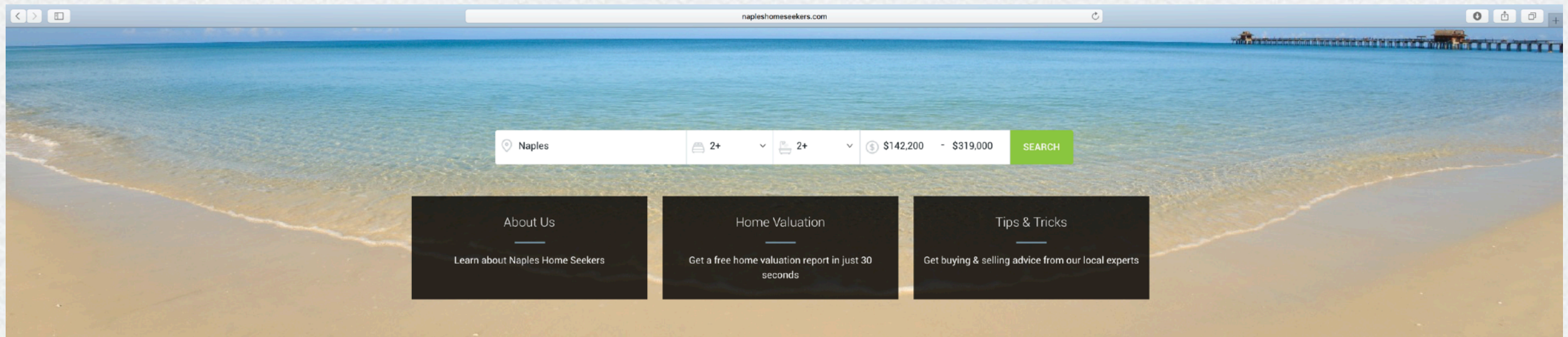
NEIGHBORHOOD TARGETED
DIRECT MAIL CAMPAIGN



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>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>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>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>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>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>Listing Provided By Mvp Realty Associates LLC</p>

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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

1,688 people reached [View Results](#)

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4

3 shares

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

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



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2 shares

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

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



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SOCIAL MEDIA EXPOSURE



OVER 25,000 CONNECTIONS

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

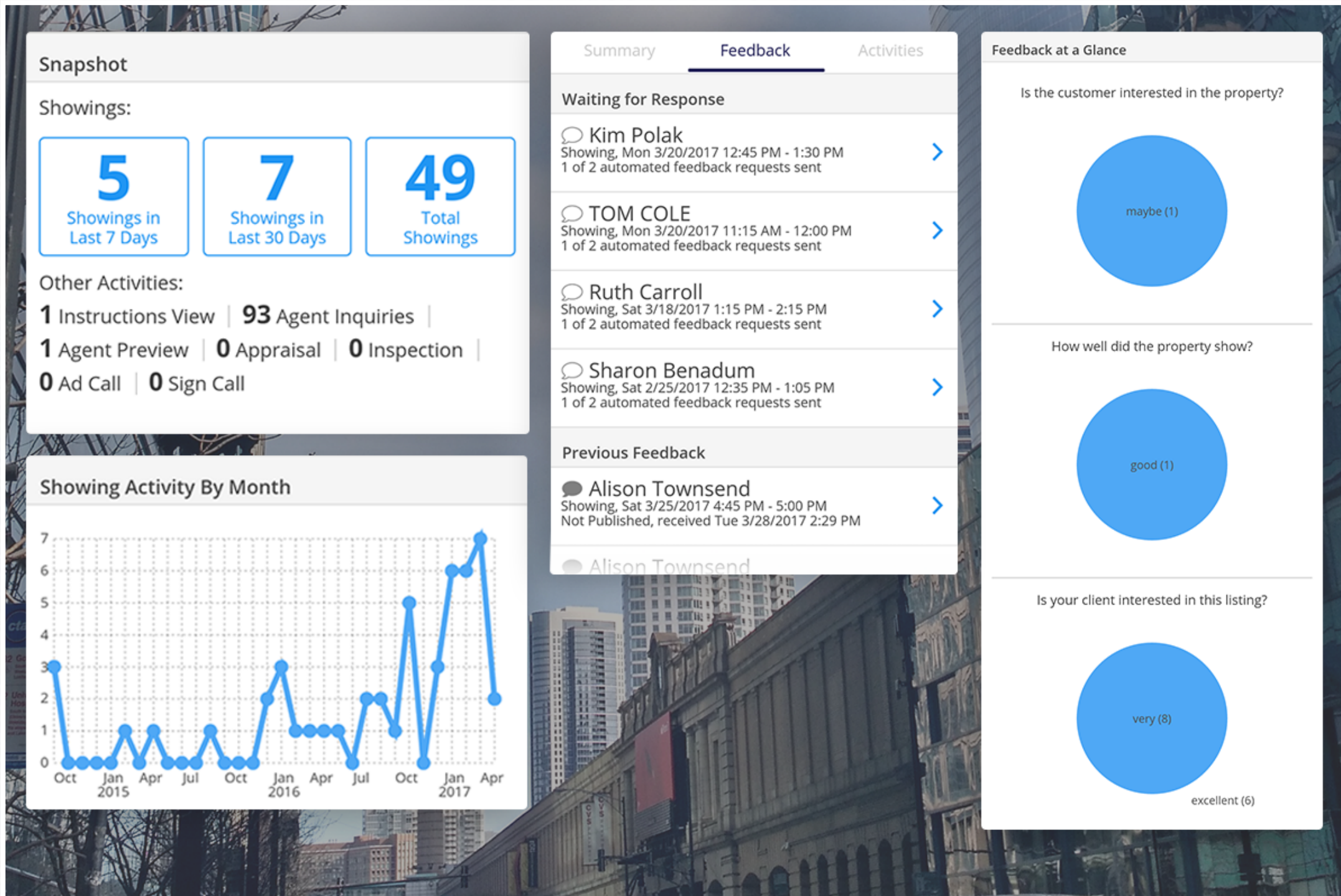
- SOCIAL MEDIA
- DIRECT MAIL
- OUTBOUND CALLS

EVENT

- CATERED / BBQ
- KID ACTIVITIES
- RAFFLES



SHOWINGTIME + FEEDBACK



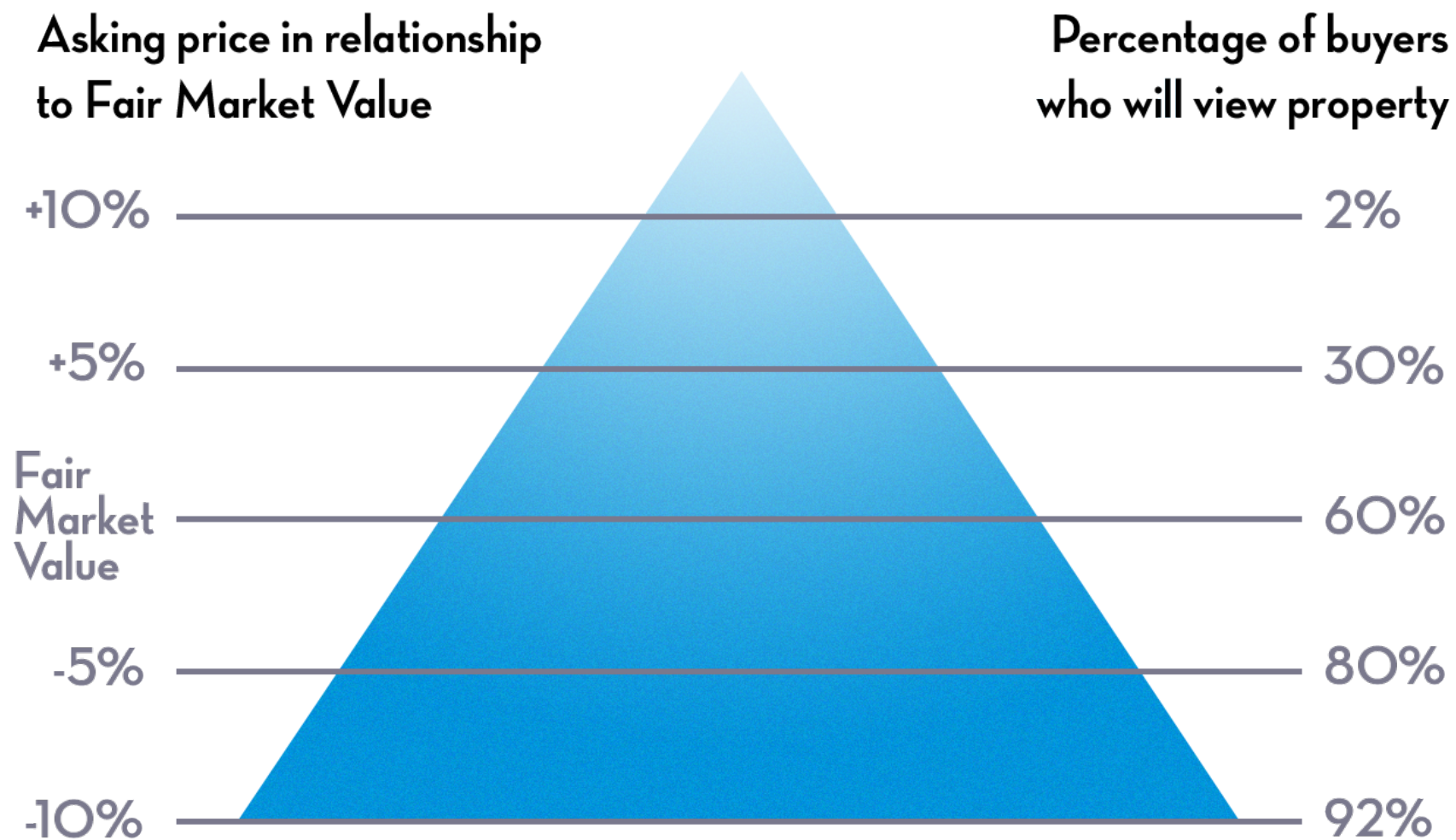
PRICING TO SELL

The background is a solid blue gradient. In the lower half, there is a subtle, wavy texture that resembles sand dunes or water ripples, creating a sense of depth and movement.

Pricing the Property

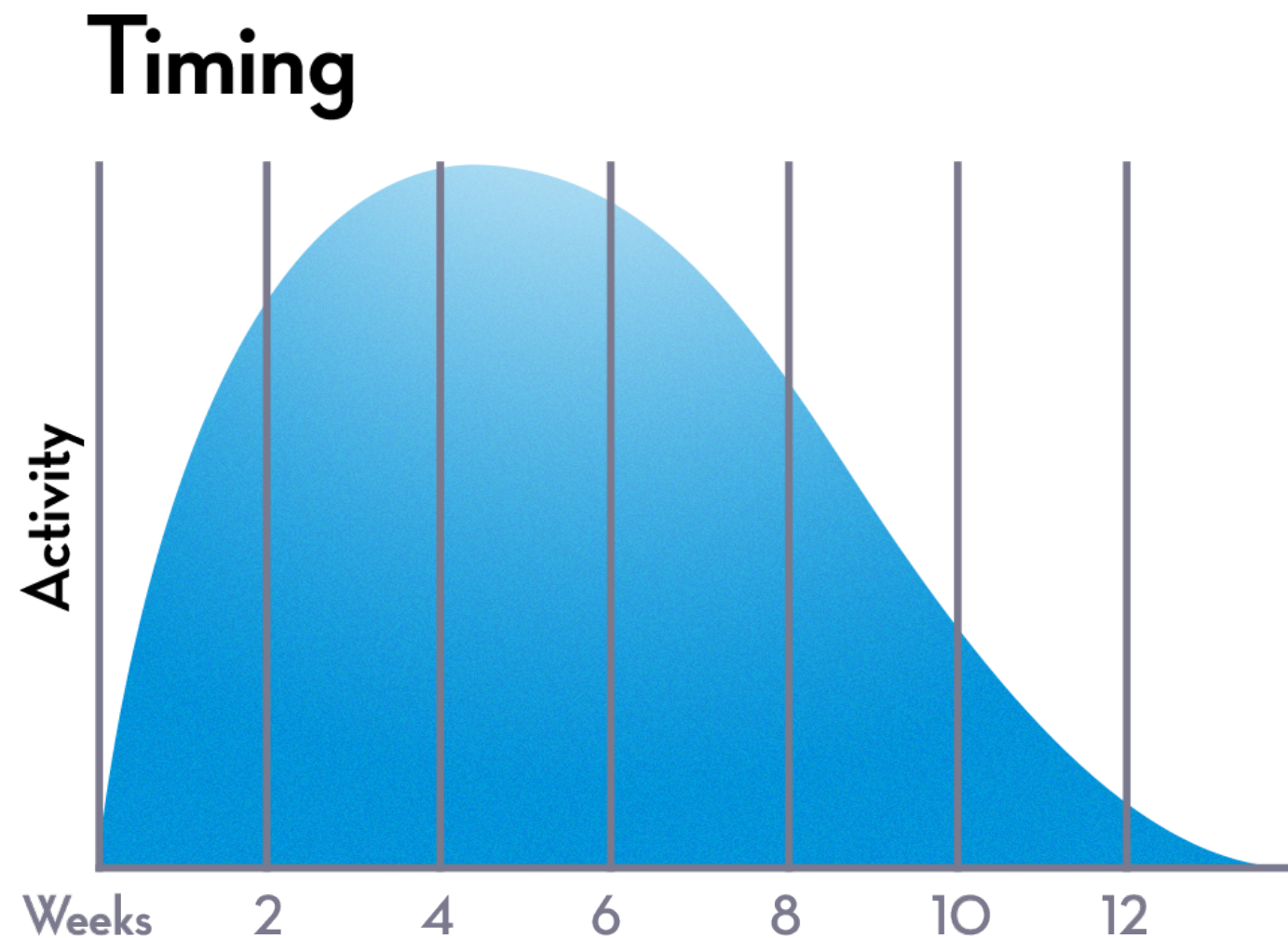
The risks of pricing too high.

Percentage of buyers who will view property



Pricing & **Timing**

The Excitement of a “New Listing”.



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

LIST PRICE

SUGGESTED LIST PRICE
TO BE EVALUATED IN DECEMBER.

NET SHEET

PROVIDED WITH
SUGGESTED LIST PRICE.

LISTING AGREEMENT

PROVIDED VIA EMAIL
WITH ELECTRONIC SIGNATURE.

WHAT HAPPENS NEXT?

TEASER PICTURES

REPAIRS & STAGING

PHOTOGRAPHY & VIDEO

PRE-LAUNCH & MLS ENTRY

MARKETING & OPEN HOUSE

WEEKLY UPDATES

OFFER, INSPECTION, APPRAISAL & CLOSING

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