

The  
Keyes  
Company

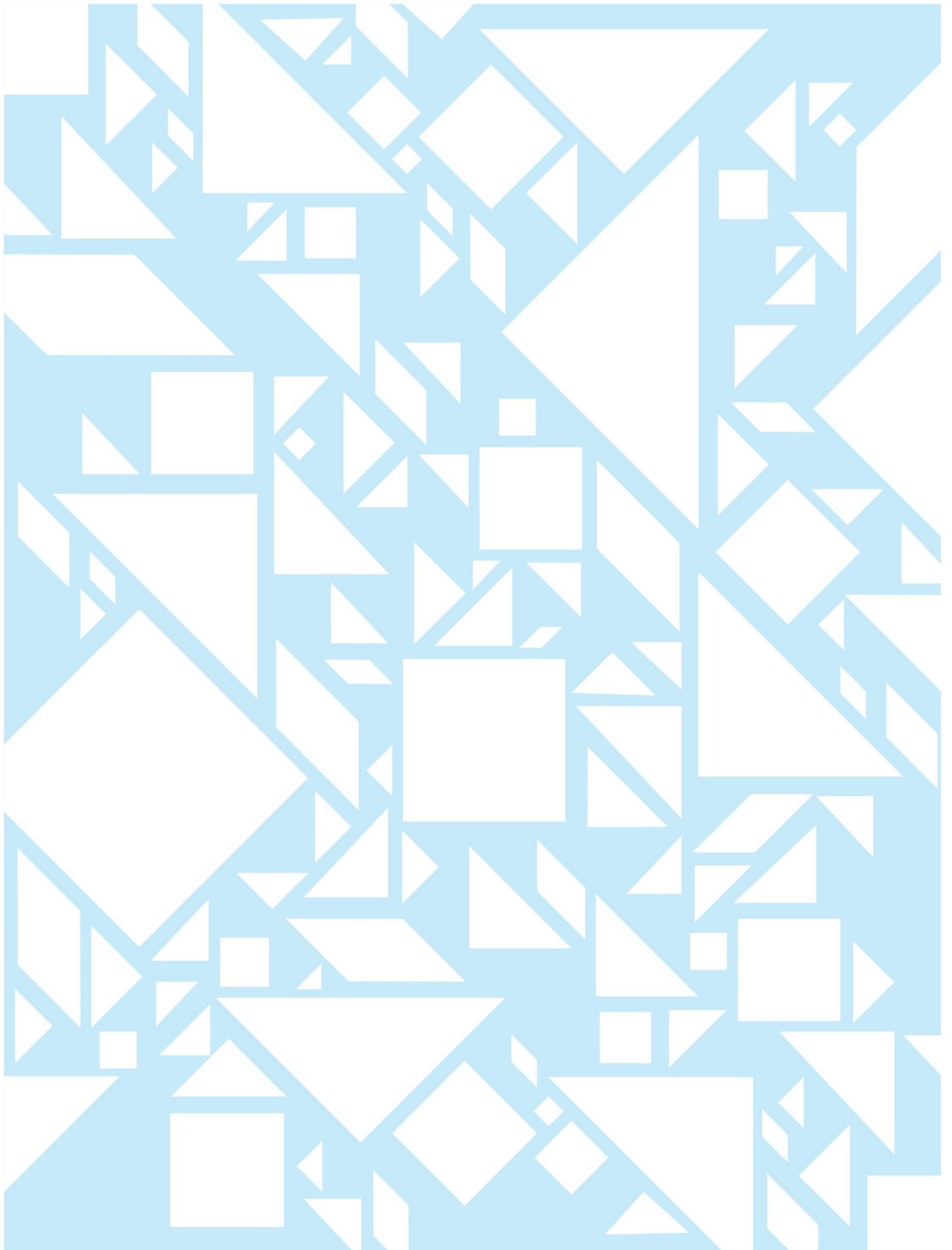
# PROPOSAL

Jack Broyl Trust



Prepared by:  
Carlos Villanueva  
Principal Broker  
The Keyes Company  
305.772.3897  
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Prepared For  
Jack Broyl



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# A WORD FROM THE BROKER



On behalf of The Keyes Company please accept our gratitude for the opportunity to present our services to you.

We are aligned with your mission to maximize the value of your investment.

Deeply rooted within our company is a firm family foundation. Since 1926, our founder, Kenneth Keyes put families first when it came to investing. Capably advising families like yours has been one of the cornerstones of our company's culture since our inception. Ninety-four years later we remain true to that commitment.

If selected as your advisor and broker, we are committed to understanding your needs and delivering on the promise to do our finest work for you. We are ready to deploy our local, national, and international connections to give you a world of exposure-literally.

Wishing you all the best in your decision to select the best broker for the job of selling this extraordinary property.

Please feel free to contact me directly with any questions at [305.772.3897](tel:305.772.3897).

Warm regards,

A handwritten signature in dark red ink that reads 'Carlos Villanueva'. The signature is written in a cursive, flowing style.

**CARLOS VILLANUEVA** BROKER

*"Martin Luther King did not say 'I have a mission statement.'"  
– Simon Sinek*

## What We Are About

### OUR PROMISE

Keyes promises to deliver the best experience, foster the best talent, and ensure the largest opportunity for success and growth.

### VISION

At The Keyes Company, we act with integrity, balancing traditional values and modern innovation, upholding values that have defined our business since 1926.

### VALUES

Heritage – A solid reputation you can trust, thanks to nearly one hundred years in the real estate business.

Sincerity – Our goal is to use our network of people, knowledge, and services to help you make informed decisions.

Individuality – Attracting the best of the best means a stronger team and a better experience for our customers.

Support when you need it. Advice you can trust. Insights that lead to empowerment.



# We believe that our business is about more than just real estate: it's about taking care of people.

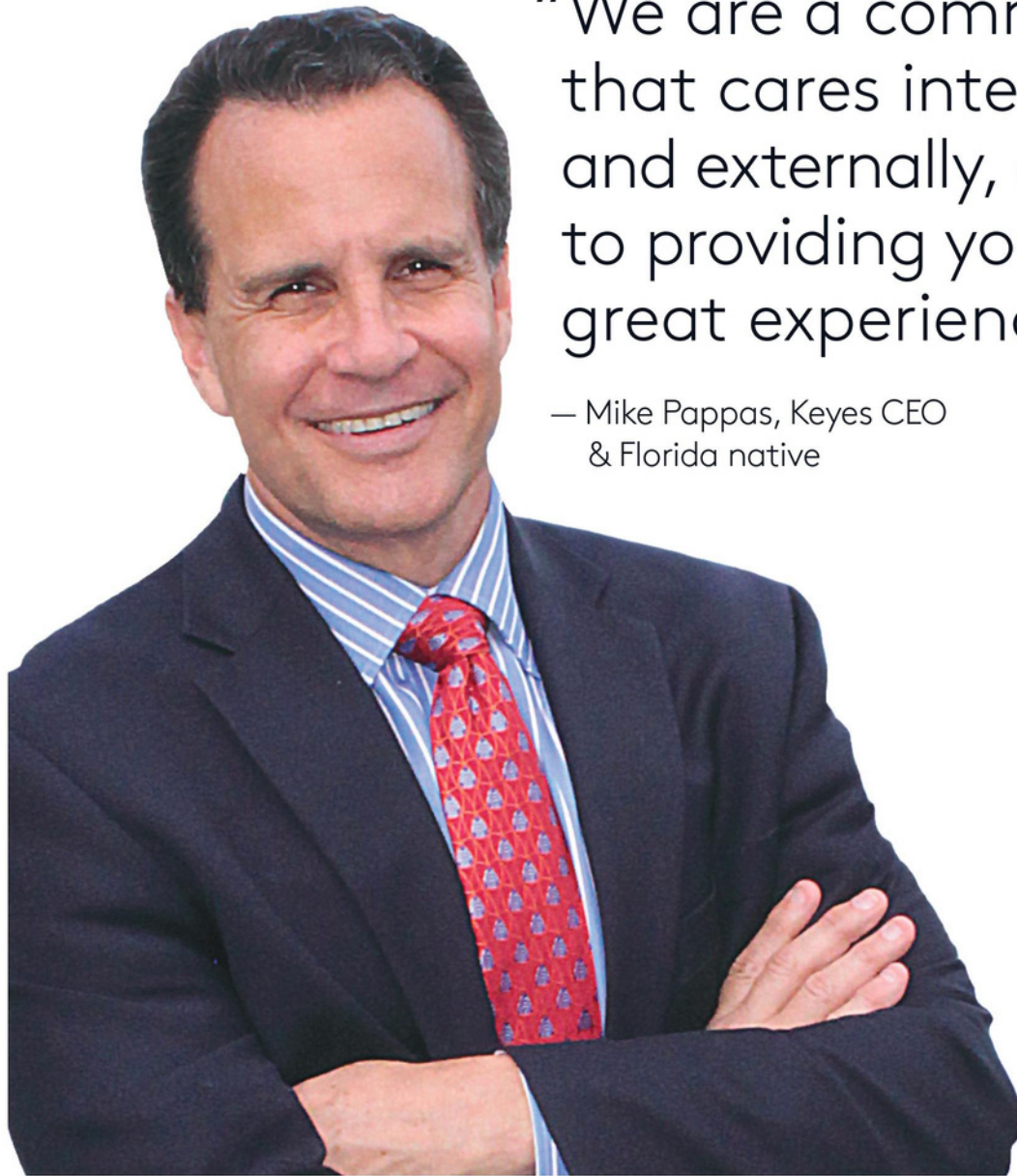
United by our collective values of dependability, compassion and commitment, we understand that independence fosters success. So we support our Realtors<sup>®</sup>, while giving them the freedom and flexibility to achieve for you. The result is as powerful as it is personal.

In addition to our vast network of local Realtors<sup>®</sup> and experts, the Keyes family also expands your reach with the best Realtors<sup>®</sup> around the globe, thanks to our partnership with Leading Real Estate Companies of the World<sup>®</sup>.

- At Keyes, you get:
  - Hometown Savvy
  - Regional Influence
  - World-Class Reach



## Local And Proud



“We are a community that cares internally and externally, committed to providing you with a great experience.”

— Mike Pappas, Keyes CEO  
& Florida native

ABOUT  
THE  
KEYES  
COMPANY



The  
Keyes  
Company

# Your Neighborhood Experts Since 1926



**\$6.8 Billion**  
Real Estate Services

**\$1.1 Billion**  
Luxury Estates

**\$404 Million**  
Commercial Transactions

We know what buyers are looking for and how to price your property for success. And, because our network is so extensive and specific, we can seek out the best potential buyers, wherever they are. As your neighbors, we have a stake in finding the best new owners for the place you call home.

▲ The Keyes Company knows Florida. Our experience in the region stretches back nearly a century.



# The Most Comprehensive Network In Florida

**50+ Offices**  
In Florida

**7 Counties**  
Miami-Dade, Broward,  
Palm Beach, Martin,  
St.Lucie, Collier and Volusia

**3,500 Realtors®**  
Talent and dedication that's  
second to none

**90+ Years**  
Independently owned and  
operated since 1926

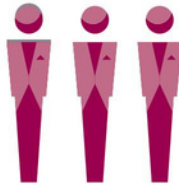
**Global reach**  
A network of 70 countries



Accessible  
Offices



Regional  
Influence



Dedicated  
Realtors®



Legacy  
of Awards



Leading Real  
Estate Companies  
of the World®

Our Realtors® are part of a community of knowledge-driven real estate experts who put the needs of our customers at the forefront of decision making.

Our family of companies includes Illustrated Properties and Platinum Properties. Through this network we are ranked the number one independent brokerage serving Florida.



# A Full Spectrum Of Services

## Turn-key Offering

Makes the process of selling your house as efficient and painless as possible



Capital Partners  
Mortgage &  
Home Partners  
Title



Keys  
Insurance



Keys Property  
Management



Moving  
Assistance



Property  
Inspection



Credit Repair

In addition to our Realtors® expertise, Keys offers a suite of resources to cover whatever needs arise. Your mortgage, title, insurance, and property management needs can all be handled by our in-house, turn-key service. We can close out your deal with speed and efficiency, and give you the opportunity to talk to a real person whenever you have a question.

Our extended partner network can take care of everything else – from moving, to inspections, to credit repair.

Access a comprehensive network of talent and services you can rely on. What you need, when you need it.

At The Keyes Company,  
family doesn't need to  
stop at the front door  
—we will always treat  
you like one of our own.



# HOW WE MARKET

"Without marketing, something terrible happens-nothing!"  
-P.T. Barnum



# Our Marketing Path

## Evaluate

We explore all of the ways available to maximize the value of your investment whether through sales comparison approach, the income approach, or highest and best use.

## Determine

We will help you evaluate prospects and select a buyer that is qualified and most likely to close. In some situations, the highest dollar amount is critical while other situations have other factors that influence final decisions. We are here to serve you.

## Market

your property in the most effective way without disrupting operations or reputation. We handle this with great care and discretion.

## Negotiate

a structure that best facilitates your next step.

## Our clients are successful when their

- Goals are Defined
- Context is Understood
- Problems are Identified
- Options are Compared
- Solutions are Implemented
- Profits are Maximized

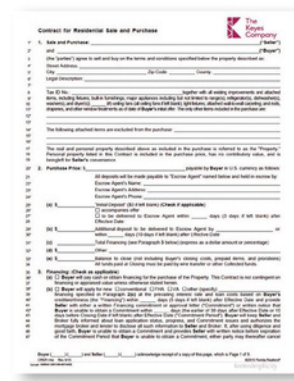
# A Smarter Way To Sell



Magazine Advertising



Seller Satisfaction Survey



Transaction Management System



Just Listed Postcard



Newspaper ad



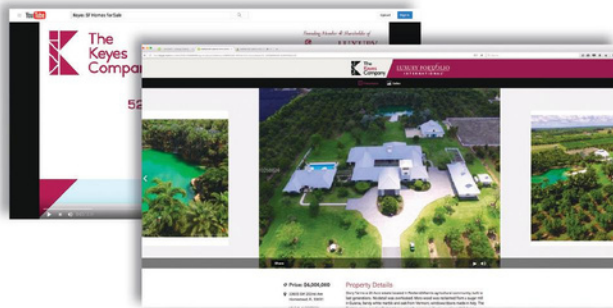
Property Sign

Our Realtors<sup>®</sup> are known as the best of the best. From traditional to cutting-edge marketing, print advertising to networking and word of mouth, our Realtors<sup>®</sup> expertly deliver maximum exposure, closing after closing.



# Award Winning Technology

Property Website • YouTube Videos



Property Flyer



GEO Targeted E-mail Blasts



Distribution to +900 Websites

Just Listed Mailers



Social Media Advertising

24/7 Informational Hotline



Selling your home in today's market takes innovative technology. A recipient of the RISMedia Tech Titan Award, The Keyes Company has demonstrated an exceptional ability to integrate new and innovative tools and services to enhance the overall experience for our customers.



# Online Listing Syndication



Keyes.com

IPRE.com

Platprops.com

Xpertrealty.com

Realtor.com

Trulia.com

LuxuryPortfolio.com

Home Finder.com

RealtyTrac.com

Zillow.com

ApartmentList.com

ELookyLoo.com

FindAPlace4Me.com

FreedomSoft.com

HarmonHomes.com

HomeBidz.com

HomesAndLand.com

HomeWinks.com

HUDSeeker.com

Juwai.com

LakeHomesUSA.com

LandsOfAmerica.com

LeadingRE.com

LiquidusMedia.com

MobileRealEstateListings.com

PropertyPursuit.com

RealEstateCentral.com

RealtyStore.com

RentSocial.com

ShowingSuite.com

USALifestyleRealEstate.com

Vast.com

AdWerx.com

BuyerHomeSite.com

CommercialSearch.com

Eppraisal.com

Foreclosure.com

GuidanceRealty.com

Home2me.com

HomesbyLender.com

HomeTourConnect.com

HouseHunt.com

ImagesWork.com

LandAndFarm.com

LandWatch.com

LearnMoreNow.com

LotNetwork.com

NewHomeSource.com

PropertyShark.com

RealQuestExpress.com

RentRange.com

SellersLane.com


TheRealEstateBook.com

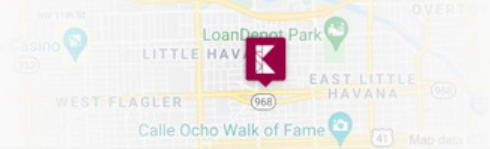
USAGolfHome.com

# Property Website

www.PackingHouseRoad.com

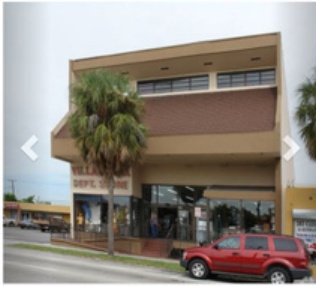
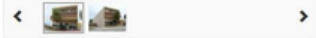
s.com/962771-sale 07

 **Villa Clara Stores**  
1951 West Flagler Street  
Miami, FL 33135




[OVERVIEW](#) [PHOTOS](#) [VIEW ON MAP](#) You are logged in as Carlos Villanueva

**Retail Building in the heart of West Flagler**

<b>Price:</b>	Subject To Offer
<b>Building Size:</b>	16,000 SF
<b>Property Type:</b>	Retail
<b>Total Lot Size:</b>	8,650 SF
<b>Year Built:</b>	1977

**Contact Brokers**

 **Carlos Villanueva**  
Vice President and Regional Sales Manager  
FL #0638148  
carlosvillanueva@keyes.com  
(305) 305.772.3897


**Request More Information**

Name:


Email: \*

Phone:

Message (optional):

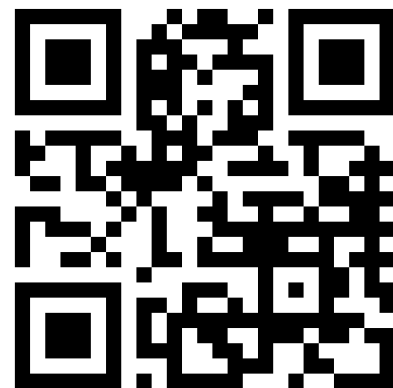
I'm not a robot 

*This message will be emailed to us.*

Powered By  buildout

## Features

- Property specific domain
- Photos
- Narrative
- Registration and NDA system
- Flyers
- Offering memorandum
- Syndication
- Client management system



Property QR Code



# NDA Language at Registration

All materials and information received or derived from The Keyes Company its directors, officers, agents, advisors, affiliates and/or any third party sources are provided without representation or warranty as to completeness, veracity, or accuracy, condition of the property, compliance or lack of compliance with applicable governmental requirements, developability or suitability, financial performance of the property, projected financial performance of the property for any party's intended use or any and all other matters.

Neither The Keyes Company its directors, officers, agents, advisors, or affiliates makes any representation or warranty, express or implied, as to accuracy or completeness of the any materials or information provided, derived, or received. Materials and information from any source, whether written or verbal, that may be furnished for review are not a substitute for a party's active conduct of its own due diligence to determine these and other matters of significance to such party. The Keyes Company will not investigate or verify any such matters or conduct due diligence for a party unless otherwise agreed in writing.

EACH PARTY SHALL CONDUCT ITS OWN INDEPENDENT INVESTIGATION AND DUE DILIGENCE.

Any party contemplating or under contract or in escrow for a transaction is urged to verify all information and to conduct their own inspections and investigations including through appropriate third party independent professionals selected by such party. All financial data should be verified by the party including by obtaining and reading applicable documents and reports and consulting appropriate independent professionals. The Keyes Company makes no warranties and/or representations regarding the veracity, completeness, or relevance of any financial data or assumptions. The Keyes Company does not serve as a financial advisor to any party regarding any proposed transaction. All data and assumptions regarding financial performance, including that used for financial modeling purposes, may differ from actual data or performance. Any estimates of market rents and/or projected rents that may be provided to a party do not necessarily mean that rents can be established at or increased to that level. Parties must evaluate any applicable contractual and governmental limitations as well as market conditions, vacancy factors and other issues in order to determine rents from or for the property.

Legal questions should be discussed by the party with an attorney. Tax questions should be discussed by the party with a certified public accountant or tax attorney. Title questions should be discussed by the party with a title officer or attorney. Questions regarding the condition of the property and whether the property complies with applicable governmental requirements should be discussed by the party with appropriate engineers, architects, contractors, other consultants and governmental agencies. All properties and services are marketed by The Keyes Company in compliance with all applicable fair housing and equal opportunity laws.

# Database, Data Mining and Email Marketing



We believe in taking an active marketing approach through connection with our vast database, targeting and prioritizing the most ideal purchaser and staying in contact with them on an ongoing basis..

# Geofencing and Retargeting



We use state of the art targeting technology to uncover potential buyers for your property and exposure on:



# Social Media



We leverage targeted social media campaign that is specific, boosted and effective at driving inquiries about the Sunset Property.



# Flyer



# Property Postcard

**FOR SALE**

**Retail Property**  
 1951 West Flagler Street, Miami, FL 33135

P: 305.443.7423 | www.keyescommercial.com

# Offering Memorandum

**Retail Building In The Heart Of West Flagler**  
 1951 West Flagler Street, Miami, FL 33135

FOR MORE INFORMATION, PLEASE CONTACT:  
**Carlos Villanueva** Vice President And Regional Sales Manager  
 P: 305.772.3897 | carlovillanueva@keyes.com

**Keyes Commercial**  
 2423 LeJeune Road  
 Coral Gables, FL 33134  
 P: 305.443.7423  
 www.keyescommercial.com

MILE	1.5 MILES	2 MILES
1,003	28,592	50,420
40.3	40.2	38.6
38.0	37.9	37.5
41.2	42.0	41.9

MILE	1.5 MILES	2 MILES
1,475	11,815	19,629
2.4	2.5	2.8
1,975	\$78,376	\$94,344
1,524	\$501,664	\$520,358

27

7

# Real Estate Sign



*Leading*  
REAL ESTATE  
COMPANIES  
IN THE WORLD

**INDUSTRIAL**  
*PACKING HOUSE ROAD PORTFOLIO*

**FOR SALE**

**CARLOS VILLANUEVA**  
**305.772.3897**  
[www.3850SouthDixieHighway.com](http://www.3850SouthDixieHighway.com)



The  
Keyes  
Company



# Success Fee

Our success fee is the money we earn for our advisory, pricing, promotional and position services.

A few points to be aware of:

- No upfront monies are collected by The Keyes Company for any of our marketing or labor expenses.
- No monies are due unless we successfully procure a sale.

The success fee is broken down as follows:

- Listing Fee: 6% of the final selling price
- If sold directly by Carlos Villanueva, the total listing fee is 4% of the final selling price.

WE ARE  
LOCAL

WE ARE  
GLOBAL



The  
Keyes  
Company



**LOCAL EXPERTISE,  
GLOBAL  
CONNECTIONS,  
POWERFUL  
MARKETING.**

**1.1 MILLION  
GLOBAL TRANSACTIONS**

**550  
COMPANIES**

**4,600  
OFFICES**

**135,000  
SALES ASSOCIATES**

**70  
COUNTRIES**

## WE MARKET YOUR PROPERTY TO THE WORLD.

When selling your home, you need global exposure in addition to the strong marketing expertise we deliver locally. As an affiliate of Leading Real Estate Companies of the World<sup>®</sup>, we have the resources to market your property to the highest possible number of potential buyers. With 135,000 talented associates around the world, we expose your property to buyers on six continents ensuring more eyes on your property. In addition, we receive inbound clients from other affiliates around the globe who are interested in purchasing a home.

Leading Real Estate Companies of the World<sup>®</sup> is a pedigree denoting the very best companies who represent qualified clientele and wish to do business with similar firms. Each year our network is collectively responsible for over one million transactions on a global basis.

When your home is posted to our website locally, it is immediately promoted on the LeadingRE.com website. It is also immediately connected to the websites of 550 of our affiliated real estate firms in the world.

**550  
FIRMS**

ENCOMPASSING  
**4,600  
OFFICES**

**135,000  
SALES ASSOCIATES**

**70  
COUNTRIES**



Red Road Professional Plaza Corporation



INDUSTRY-LEADING SALES. WORLD-CLASS SERVICE.

1.1 MILLION GLOBAL TRANSACTIONS

550 COMPANIES

4,600 OFFICES

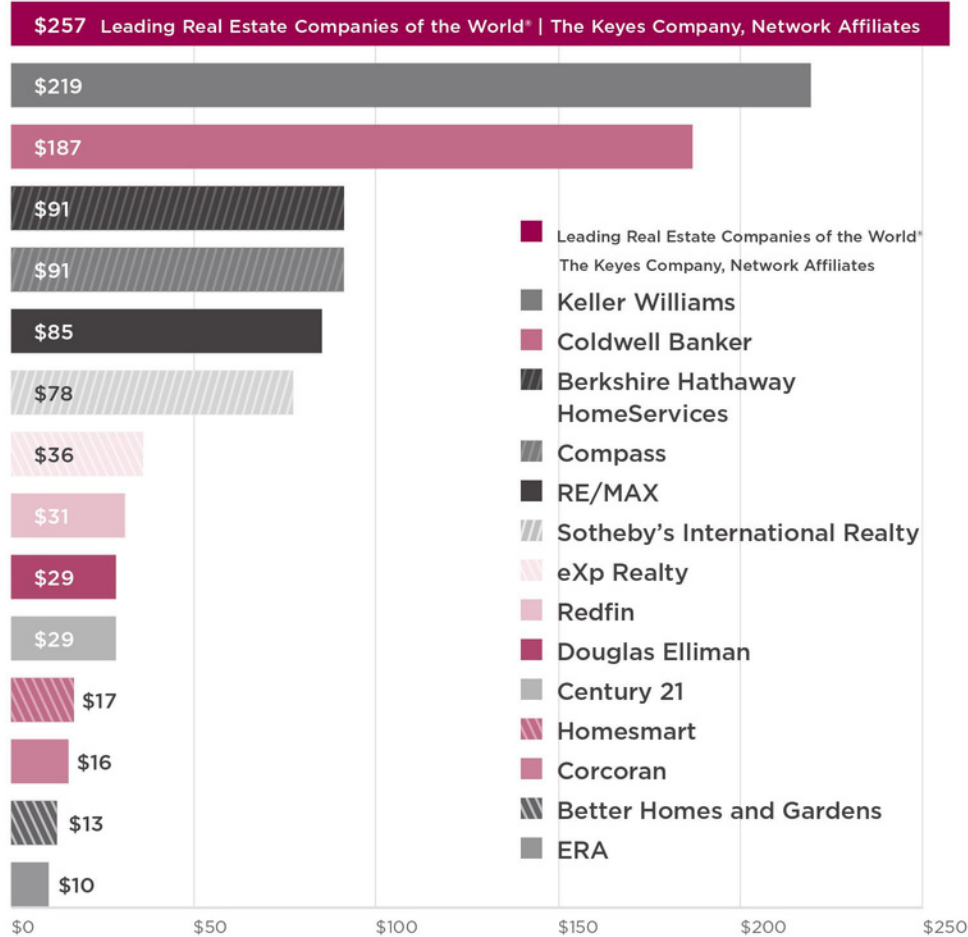
135,000 SALES ASSOCIATES

70 COUNTRIES

*Leading*  
REAL ESTATE COMPANIES  
OF THE WORLD

MORE U.S. HOME SALES VOLUME THAN ANY OTHER REAL ESTATE NETWORK, FRANCHISE OR BROKERAGE BRAND. \$257 BILLION IN U.S. HOME SALES VOLUME.

As an affiliate of Leading Real Estate Companies of the World®, our brokerage is a local and global market leader working on your behalf. LeadingRE's world-class marketing resources and connections allow us to provide you with a truly exceptional real estate experience.



Volume shown in billions of dollars. This bar chart is sourced from REAL Trends 500 for 2019, realtrends.com.



I'M LOCAL I'M GLOBAL

WORLD-CLASS SERVICE, WORLD-CLASS INTRODUCTIONS.

## WE CAN ASSIST YOU ANYWHERE IN THE WORLD.

As an affiliate of Leading Real Estate Companies of the World,<sup>®</sup> we have access to the highest caliber of real estate professionals in 70 countries and across six continents. When buying or selling property outside of our local market, our world-class connections can help with real estate needs throughout our continent and to points around the globe.

Let us introduce you to a carefully selected sales associate that will provide you with extraordinary service — anywhere your real estate needs take you. Our global network is comprised of the very best real estate companies and the most talented professionals in the world. These associates ensure personal service with access to quality real estate connections. This level of service and quality is the reason why a meaningful introduction is made through our network every 15 minutes.

1.1 MILLION GLOBAL TRANSACTIONS

550 COMPANIES

4,600 OFFICES

135,000 SALES ASSOCIATES

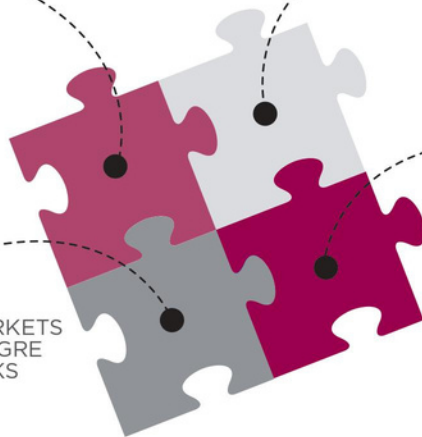
70 COUNTRIES

1.1 MILLION GLOBAL TRANSACTIONS ANNUALLY

\$257 BILLION IN HOME SALES VOLUME IN 2019 AMONG THE TOP 500 U.S. FIRMS

120 CLIENT INTRODUCTIONS MADE DAILY WORLDWIDE

40% OF TOP 125 U.S. MARKETS WHERE A LEADINGRE AFFILIATE RANKS NUMBER 1



Leading REAL ESTATE COMPANIES OF THE WORLD

Red Road Professional Plaza Corporation



FROM COAST  
TO COAST AND  
EVERYWHERE IN  
BETWEEN, **WE'VE  
GOT IT COVERED.**

1.1 MILLION  
GLOBAL TRANSACTIONS

550  
COMPANIES

4,600  
OFFICES

135,000  
SALES ASSOCIATES

70  
COUNTRIES

*Leading*  
REAL ESTATE COMPANIES  
OF THE WORLD

## AS AN AFFILIATE

of Leading Real Estate Companies of the World<sup>®</sup>, we have a real estate professional ready to help you find your ideal home throughout our continent and to points around the globe. Whether it's a country house, a property in a resort location, or an in-town apartment, we can help you find the perfect property when you work with the best names in real estate — Leading Real Estate Companies of the World.<sup>®</sup>

### REAL ESTATE IS STILL A LOCAL BUSINESS —

Our network is comprised of the very best locally and regionally branded real estate professionals in the United States. With a local focus and a national/global view, our associates will ensure the best personal attention with the finest access to quality real estate connections.

MARKET LEADERS IN OVER

**40** WORLD CAPITALS



# ABOUT THE TEAM

"Where no counsel is, the people fall;  
but in the multitude of counselors there is safety."

-Proverbs 11:14



The  
Keyes  
Company



The Broker

## **CARLOS VILLANUEVA**

- 25 years of real estate brokerage experience
- Miami resident since 1979
- MBA from London School of Economics
- BA from Barry University



President and CEO

## **MIKE PAPPAS**

- 35 years of real estate brokerage experience
- Lifelong Miami resident
- Christian Leadership Foundation Chair
- BA from Wake Forest University



Chief Marketing Officer

## **PAULA RENALDO**

- Over a decade of marketing and brand management experience
- Lifelong Miami resident
- CMO of the Year-Leading Real Estate Companies of The World
- BA from University of Miami



Chief Information Officer

## **WENDI IGLESIAS**

- Over a decade of database and website management experience
- Lifelong South Florida resident
- CIO of the Year-Zillow, LeadingRE and Realty Alliance
- BA from University of Miami



Vice President of Global Relocation

## **DENISE TALBOY**

- 20 years of local, national and international brokerage network experience
- Longtime South Florida resident
- #1 Relocation and referral director in LeadingRE
- BA from St. Thomas University

# REFERENCES AND ENDORSEMENTS



The  
Keyes  
Company

# References

General Manager, Gaylord Palms Hotels, Marriott

**JOHN ADAMS**

President, Tom Gallagher Insurance

**RYAN PAPY**

President, Vegas Apartments

**DR. ANGEL ISIDRO**

CEO, Data Remote

**ROBERT MOSES**

VP, Real Estate Wild Fork Foods

**ALEX BORD**

1031 Exchange Buyer

**RETA HAMPTON**

*Contact information for references available upon request*



# Endorsement from Keyes CEO-Mike Pappas

Thank you for your time and effort to guide you through this process.

We appreciate and are grateful for the opportunity to be considered for this important role.

I wanted to give you some insight into Carlos Villanueva.

Carlos Villanueva is the epitome of a true commercial professional. His commercial knowledge, creativity, and marketing are at the highest level I have seen in my 40-year career.

His style is inclusive, hard-working, and solution-oriented. Most importantly he is able to maximize the value of the property - while also being able to navigate successfully - through many complex issues - to get to closing.

Carlos has successfully served - General Electric, Wild Forks, Gallagher Insurance., Dataremote, Marriott Hotels, Data Remote, and many others.

I promise the full support of our entire organization in the process of accomplishing your objectives.

Mike Pappas  
President and CEO  
The Keyes Company  
mikepappas@keyes.com





## OUR EXPERIENCE

WE HAVE THE EXPERIENCE, RESOURCES, AND TRACK RECORD OF PERFORMANCE TO BE A VALUABLE ASSET TO YOUR FAMILY.

## AWARENESS

WE UNDERSTAND AND RESPECT THE PROCESS AND HOW FAMILIES MAKE DECISIONS.

## OUR COMMITMENT

WE ARE HERE TO BE A TRUSTED ADVISOR THROUGH THE ENTIRE PROCESS.