



THE LISTING TEAM

RELATEDISG
REALTY

LISTING PRESENTATION

Let's get started.



REALLISTINGAGENT.COM

Why RelatedISG Realty?



THE LISTING TEAM

RELATEDISG
REALTY

Joining Two Iconic Brands

RelatedISG International Realty was founded in 2011 by International Sales Group owner Craig Studnicky, along with Jorge Perez, Chairman and CEO of Related Group.

RELATED GROUP

Since 1979, Related Group has enhanced skylines with iconic developments characterized by innovative design, enduring quality and inclusive living. Through groundbreaking partnerships with world-renowned architects, designers and artists, Related has redefined urban environments on a global scale, fostering distinctive, dynamic communities and symbolic landmarks that have become sources of local pride. To date, Related has built and managed more than 100,000 condominium and apartment residences that are meticulously designed with finishes and amenities that transform buildings into vibrant residential environments. Related doesn't just create neighborhoods...it builds legacies.

ISG WORLD

For over 27 years, ISG World® has been honored and privileged to work with some of the most respected and talented professionals in the real estate industry, from developers, architects, engineers and designers, to brokers, vendors and of course, our dedicated employees. To engage ISG today is to harness the talent, network and creativity that provides our clients the competitive edge necessary to succeed in the South Florida marketplace.



Jorge M. Pérez
Chairman, CFO, Founder



Craig Studnicky
Principal & Co-Founder

**100,000
Residences**

Built & Managed

**40+ Years of
Commitment**

Reshaping Cities
& Skyscrapers

**17 Million
Square Feet**

Developed

**Over
\$50 Billion**

Sold

**Over
27+ Years**

Luxury Sales

**99
Developments**

Throughout South Florida
& Latin America

**Over
\$10 Billion**

in Sales

About Us

The general realty group is represented by top-producing agents and is headed by Craig Studnicky, CEO and president, and a 25-year industry leader. Growing quickly and now encompassing five offices across Miami-Dade and Broward counties, RelatedISG is an expanding leader in residential and commercial sales, and has come into the forefront of the development world as well.

With extensive knowledge in every aspect of the field, from pre-construction to standing inventory, the RelatedISG team, and it's over 375+ local agents have an outstanding track record of providing clients with exceptional and rewarding real estate experiences.

RELATEDISG
REALTY



10+ Years

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375+ Agents

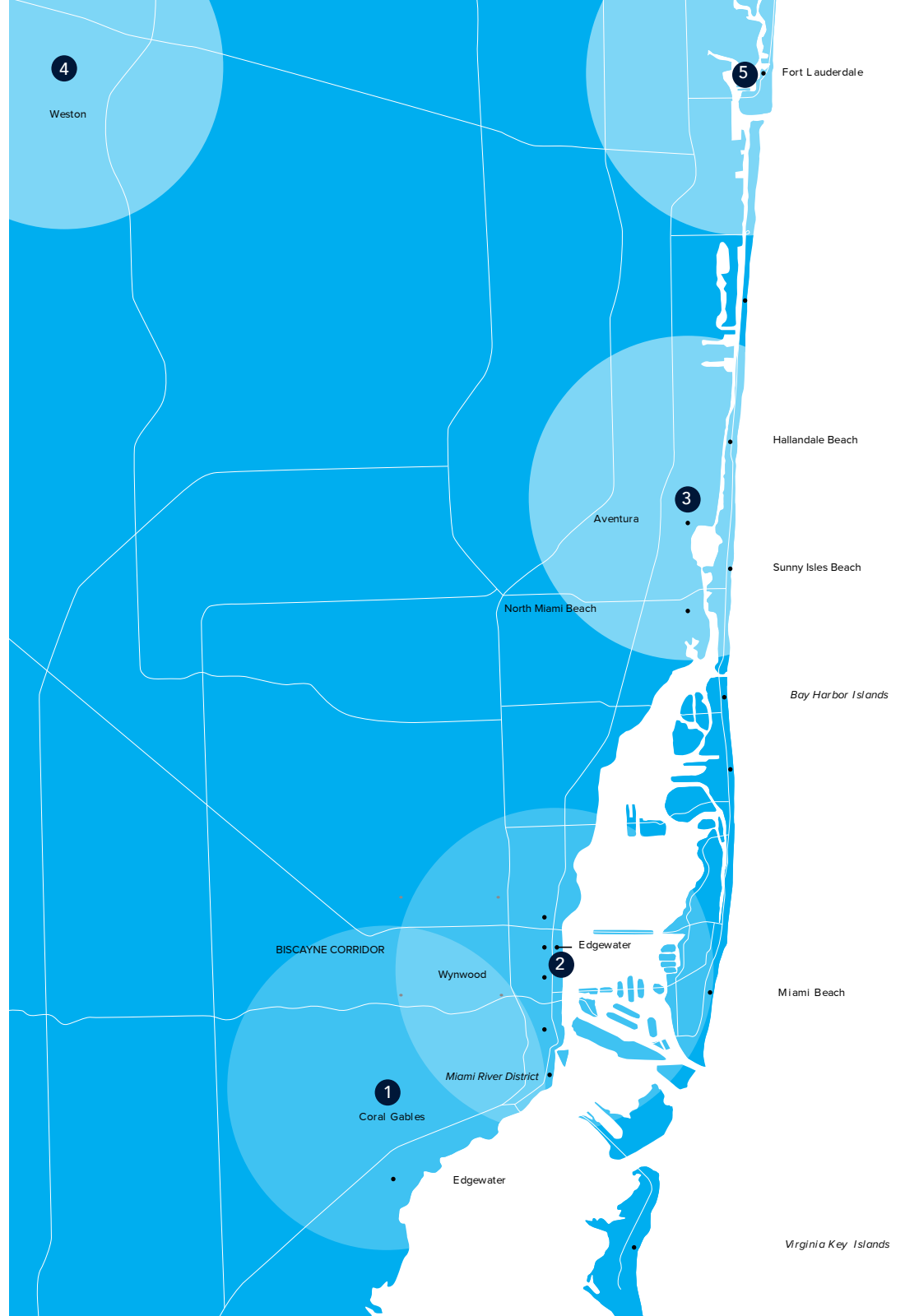
We tap into the power of our network giving your property impactful exposure and direct access to successful real estate professionals.



5 South Florida Locations

With neighborhood offices throughout South Florida, our firm offers a boutique feel coupled with a vast pool of resources.

- 1 Coral Gables
- 2 Edgewater
- 3 Aventura
- 4 Weston
- 5 Fort Lauderdale





SCOTT LEHR

Realtor®, ABR®, AHWD®

scott@scottlehrrealtor.com

305.992.4674

954.342.6180

If you are looking for a quick-turn real estate transaction, Scott is the agent for you. He prides himself on completing the entire purchase or sale agreement in less time than most other brokers. Scott is the “go-to” agent for all things real estate – from houses for sale and foreclosures, commercial properties to condos, and high-end luxury opportunities.

Scott leads “The Listing Team” at Related ISG Realty — the group that provides everything you need to buy or sell a home in South Florida and surrounding areas. The Listing Team, with Scott at the helm, consists of professional consultants who keep up with the trends and invest considerable effort to turn clients’ dreams into action. The Team assists clients search for homes, provide information about particular communities, even schools in the areas of interest. Scott and his team work in the areas of Weston, Plantation, Pembroke Pines, Miramar, Hollywood, Dania Beach Davie, Fort Lauderdale and Sunrise.

Scott specializes in connecting sellers with potential buyers, finding the right clients. If you are looking for an investment property, a place to rent, or a new home to raise a family.



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In real estate circles, I am not just a real estate broker, but a “matchmaker” who links buyers and sellers.

As a great communicator with excellent negotiation skills, I focus more on establishing unbreakable ties between my clients, as opposed to just helping them achieve their real estate dreams. As a representative of both the buyer and seller, I understand how to lead a transaction process to ensure that the needs of both are met. My track record speaks for itself. Since I ventured into the industry in 2013 as a realtor, I have not only helped many buyers land perfect homes, but I have also assisted tons of owners and investors build wealth.

Last year alone, I successfully closed 20 million. I have also personally managed 1200 rental properties. Besides helping people achieve their real estate dreams, I also participate actively in community programs through donations and volunteering my time. I love reading up on history, traveling to foreign countries for charitable causes, running for charity and beach clean-ups! So if there is anything I can help you with, don't hesitate to give me a call!

DANIEL ARES

Realtor®, Broker Associate , Team Leader

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JESSIE DAVIS

Jessie@JessieDavisRealtor.com

International Realtor | 305.988.3686 | CIPS DIPC GREP

305.988.3686

954.342.6180

I am a second generation realtor that was born and raised in Miami. Always putting customers first and excelling in my career. I'm a Miami raised professional who knows the personal dedication it takes to achieve goals and desired outcome, even in the hardest of circumstances. A trust-deserving professional partner with a proven track record. My motto is to work ethically, professionally, persistently and success will find you. As your real estate agent, I will guide buyers and sellers in their real estate decisions, represent their interests with knowledge and understanding of the marketplace, gain clients an advantage in negotiations, saving them money in the short and long run.

Since becoming a REALTOR®, I have expanded my resume to include the ability to sell real estate globally in countries such as Dubai! I love being able to conduct business right from my gorgeous backyard of Miami and the ultra lavish high rises in Dubai as well as France, Spain, Israel and Brazil! This past year I have moved my Florida license to Related ISG Realty and have partnered with Scott Lehr in joining The Listing Team. Related ISG Realty is the residential sales sister company to the Related Group, a major development company that has built many of the high-rises that you see in the Miami and Fort Lauderdale skyline today.

**Diverse
services.**



THE LISTING TEAM

RELATED ISG
REALTY

Residential Sales & Rental Brokerage

Serving World-Class Luxury Markets

RelatedISG is focused on servicing clients seeking property in South Florida's most exclusive neighborhoods. RelatedISG's team possesses in-depth knowledge and expertise on the fast-changing real estate market — invaluable assets for clients who are looking to buy, rent, sell, or invest.



Commercial

Serving World-Class Luxury Markets

Strategic thinking as well as careful analysis is required in identifying the ideal commercial location. RelatedISG strives to understand your business and financial goals to provide you with the necessary tools and services to help you achieve your objectives in a timely manner.



Pre-Construction / New Developments

Serving World-Class Luxury Markets

RelatedISG's elite sales force has access to exclusive development information long before it is offered to the general broker community. This is due to the combined power behind The Related Group and its numerous developments, and ISG World's position as the leading luxury broker sales real estate firm in South Florida. RelatedISG's team has the vision, passion, insight and expertise to handle all aspects of pre-construction sales and marketing.



**Marketing
matters.**



THE LISTING TEAM

RELATED ISG
REALTY



Committed to Results

Weekly Listings Eblast

Just Listed Eblast

Social Media Posts

Postcards

MARKETING SERVICES

- Marketing Director: Consultation and ongoing marketing support
- E-marketing
- Social Media Network

CREATIVE SERVICES

- In-house Graphic Designer available upon request
- Design Platform for agents to personalize marketing materials such as flyers, post cards, brochures, "For Sale" signs, etc.



Stay Connected

BE WHERE THE MASSES ARE SEARCHING.

We are always striving to provide you with exceptional service and maximum exposure of your listing. We understand the market and will guide you through the process of listing your property across multiple channels. We will also place your listing on our highly trafficked website and feature it on a combination of the sites seen here.

MLS

The Multiple Listings System is the tool of the trade. Your listing will be accessible by a network of over 36,000 agents.

INTERNET

Your listing will be featured in over 150 websites, including: The RelatedISG website, Google, Zillow.com, Trulia, etc.

PERSONALIZED MICRO WEBSITE

Agents will have personalized websites to promote their listings and generate leads, which is tied to our state of the art CRM system.

RISG APP

Agents will have access to a branded mobile app where they can track their clients' searches and best assist them with their buyer or seller needs.

The New York Times

 trulia



Google



 ylopo

 Zillow

yahoo!

Point2

The Power of Community

WE UNDERSTAND BUYERS.

Experience has shown that superior real estate marketing requires a proven strategic plan and the ability to target buyers successfully and maintain relationships.

E-MARKETING

Email blasts developed by RelatedISG's professional in-house designers, announcing events and notices, will be sent to an online database of over 300,000 potential prospects, brokers and agents around the world.

SOCIAL MEDIA

Your listing will be featured on RelatedISG's social networks, which retain a growing digital presence across the Internet.

PUBLIC RELATIONS

RelatedISG has procured the services of a respected public relations firm, to bring exposure and awareness to the brand resulting in traffic to the website, and in turn, your listing.



Marketing experts at your disposal

WE UNDERSTAND BUYERS.

Experience has shown that superior real estate marketing requires a proven strategic plan and the ability to target buyers successfully and maintain relationships.

MARKETING SERVICES

- Marketing Director: Consultation and ongoing marketing support
- E-marketing
- Social Media Network

CREATIVE SERVICES

Available upon request



**Our Marketing Plan
Gets Homes **SOLD!**
for **MORE MONEY****

Drones

Pictures

Postcard Mailing

Signs

Brochures

Emails

Online Marketing

Website **Floorplan**

Targeted Marketing

Copywriting **Video Walk-Through**



**Additional
services.**



THE LISTING TEAM

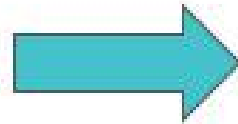
RELATED ISG
REALTY

DIGITAL MARKETING WE **AUTOMATE** FOR YOU



- ✔ CRM
- ✔ Lead Generation - Buyers
- ✔ Lead Generation - Sellers
- ✔ Re-Marketing/Nurture
- ✔ Follow-Up (A.I. Powered)
- ✔ Marketing Your Listings
- ✔ Open House Tool
- ✔ Own IDX Website
- ✔ DyVA (Dynamic Video Ads)

PLATFORMS USED



Lead Generation, Remarketing & Branding



Lead Nurture & Follow Up.



AUTOMATE LEAD GENERATION (BUYERS)




YOUR IDX FEED
LISTING DATA




Ad Preview ✕

 **Scott Lehr**
Sponsored ·  ⋮

Want to stop 🏠 wasting money 🏠 RENTING and BUY your dream home in Hollywood? There's no better time than now!

 See homes with original feel with today's upgrades
For Price, Location, & Additional Photos 👉



< >



YOUR CRM



AUTOMATE LEAD GENERATION (SELLERS)



YOUR IDX FEED
SOLD DATA



Ad Preview ✕



Scott Lehr

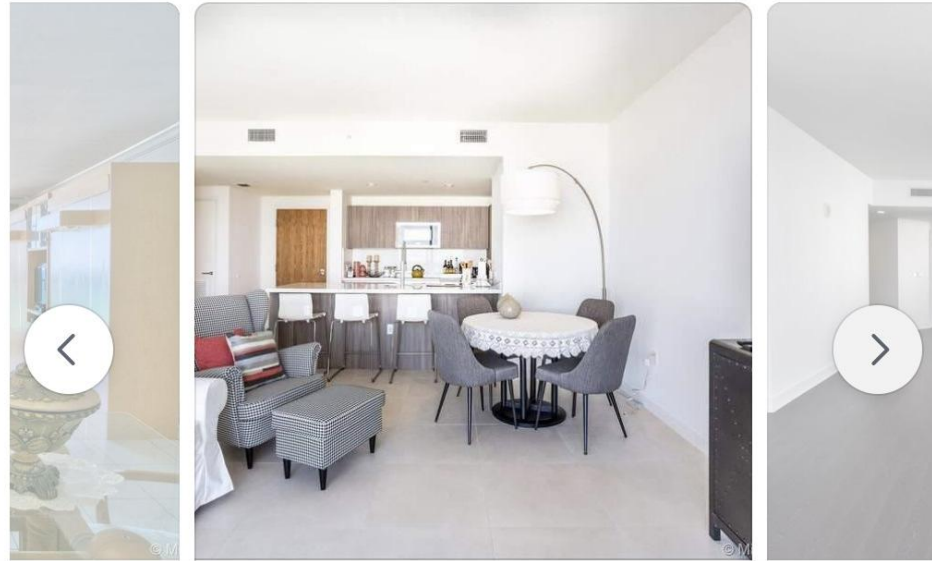
Sponsored · 🌐



🌴 Thinking of a home in Beautiful Hollywood, FL? 🌴

🏠 Fun When You're There, Income When You're Not! 💰

Click below for all of the details you need 📌 📌



YOUR CRM




Life cycle of your active listing

New Listing

The Home Owners Listing Team Sponsored · Like Page

🔥 Hoboken Homes For Sale! 🏡 Buyers circling already - see it before it's too late!
2 Bedroom + Office/Den, 2.5 Bath Triplex At Roberts Court In Hoboken! High Efficiency Hvac System, Bosch Tankless Hot Water Heater And Washer/Dryer. 1st Floor Features Kitchen With Ss Appliances, Cabinets, Granite, And Separate Dining Area. Recessed Lighting And Crown Molding Throughout. 2nd Floor Features Master Bedroom With Walk-In Closet. Bathroom Has Double Pedestal Sinks, Jacuzzi, And Subway...click below to see more!



2bed/3ba
Learn More
Click For More Photos

2bed/3ba
Learn More
Click For More F

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Open House

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🔥 New Hoboken Open House!! 🏡 Don't miss this open house - Multiple Offers Expected!
2 Bedroom + Office/Den, 2.5 Bath Triplex At Roberts Court In Hoboken! High Efficiency Hvac System, Bosch Tankless Hot Water Heater And Washer/Dryer. 1st Floor Features Kitchen With Ss Appliances, Cabinets, Granite, And Separate Dining Area. Recessed Lighting And Crown Molding Throughout. 2nd Floor Features Master Bedroom With Walk-In Closet. Bathroom Has Double Pedestal Sinks, Jacuzzi, And Subway...click below to see more!



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Learn More
Click For More Photos


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30 days

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New Hoboken Home For Sale! #DontMissThisDeal!
2 Bedroom + Office/Den, 2.5 Bath Triplex At Roberts Court In Hoboken! High Efficiency Hvac System, Bosch Tankless Hot Water Heater And Washer/Dryer. 1st Floor Features Kitchen With Ss Appliances, Cabinets, Granite, And Separate Dining Area. Recessed Lighting And Crown Molding Throughout. 2nd Floor Features Master Bedroom With Walk-In Closet. Bathroom Has Double Pedestal Sinks, Jacuzzi, And Subway...click below to see more!



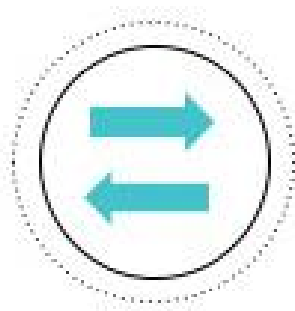
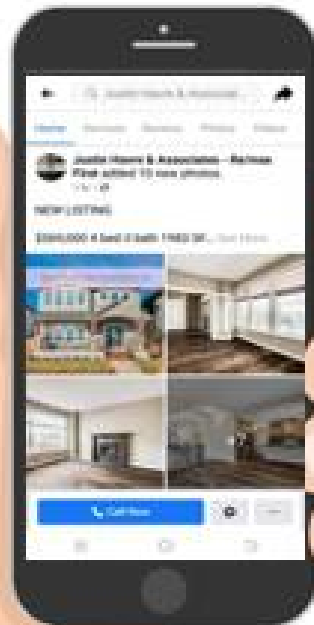
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Learn More

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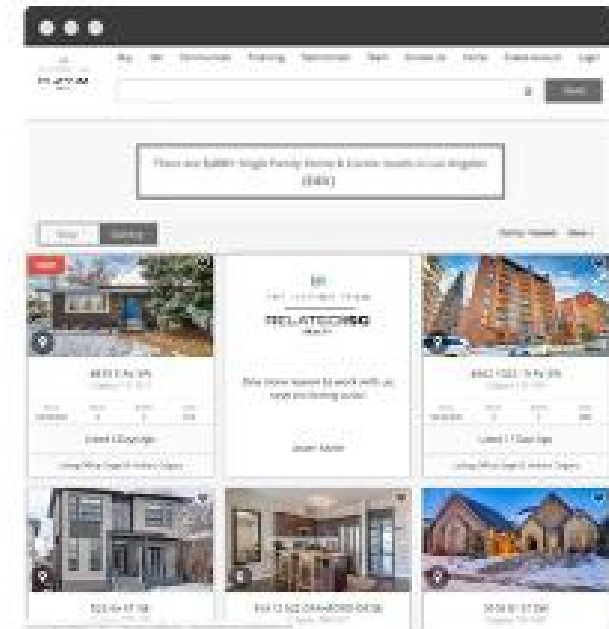
Like Comment Share

AUTOMATE LEAD NURTURE

PRIVATIZE your leads home search experience.



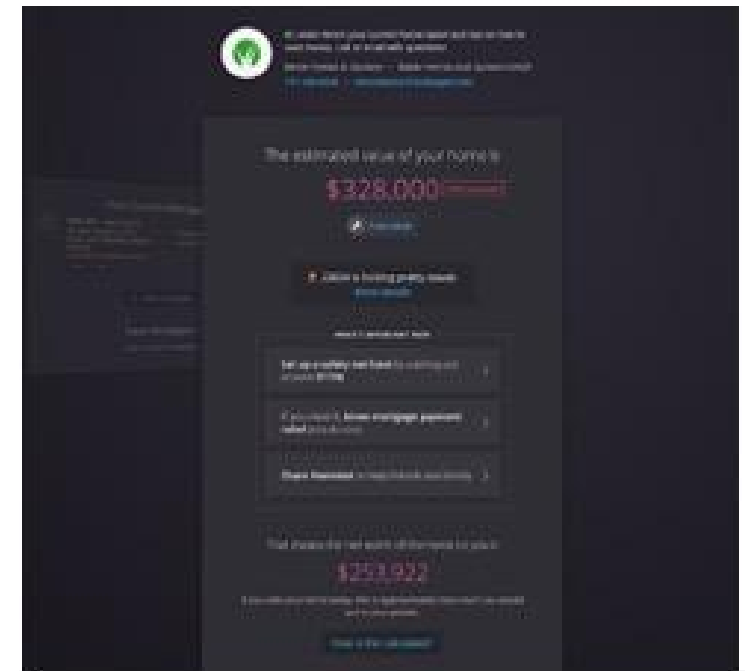
IDX Home Search Site



Everytime any lead logs back onto Facebook they'll have fresh updated listings from your IDX feed based on search history.

SELLER LEAD NURTURE, HOMEBOT

Homebot share with homeowners home values + equity.



Add more value to your homeowners & lender partners
With this exclusive partnership nobody else has.

AI POWERED LEAD FOLLOW UP



Your always on 24/7 AI Powered ISA

- Never Sleeps
- Natural Conversations
- Sends relevant listings
- Over 1.5 Million conversations to date (Feb 2020)
- Sets appointments
- Filters out bad leads
- Never gives up
- Works the leads for life

YOUR LISTINGS & BRAND SEEN EVERYWHERE!



REAL-TIME SELLER MARKETING REPORTS



SELLER MARKETING REPORT

3251 River Vista Drive
Port Saint Lucie, FL 34952

OPEN HOUSE TOOL

Keeps you in front of all your listings



YOUR CRM



RE-MARKETING

OPEN HOUSE TOOL

36/10

7/10/18

Your Local Market

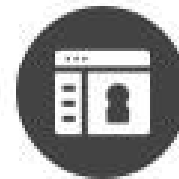


OPEN HOUSE TOOL

Keeps you in front of all your listings



OPEN HOUSE TOOL



YOUR CRM



RE-MARKETING

Data-driven for you

THE MIAMI REPORT™

ISG World™ and RelatedISG have been producing and publishing the Miami Report for the last ten years. Over that span, we have analyzed and chronicled the growth and evolution of South Florida from a tourist and vacation mecca to an international business and financial center. We have researched and studied market trends, tracked new developments, watched as new sub markets emerged and new neighborhoods prospered. Our reports have always provided critical and current information on condominium development, sales and the status of that market segment.





Come Join Our Happy Family!





THE LISTING TEAM

RELATED ISG
REALTY

1528 Weston Rd
Weston, FL 33326

OFFICES | Aventura | Coral Gables | Edgewater | Fort Lauderdale | Weston

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