



**JOHN LAWRENCE,
REALTOR®**



John Lawrence, Broker Associate

www.JohnSellsStJohns.com

904-570-5553



FIRST COAST
Realty

ST. AUGUSTINE, FL



Listing Testimonials

With over 30 years of experience in the real estate industry, put my marketing expertise to work for you.

John is a consummate Real Estate Professional. He knows the market, what to anticipate and gives sound advice you may rely upon. John's professional listing abilities were perfect...sale price, professional photos, property description, etc... He knows how to put it all together, so clients can relate and make educated decisions that best fit their needs. I did not have to ask for anything because John was beyond proactive. He also had great consideration for my personal needs when it came to showings, scheduling, and relocation. John is down to earth and friendly, with an unmatched work ethic. I will trust John with any and all my future real estate needs whether local or long distance.

Michelle, St. Augustine, FL

"Initially I contracted with a discount Realty Co. and agent seen on TV to sell our condo. A huge mistake. Wasted months with worthless people. I then was fortunate enough to contract with John Lawrence of Watson Realty. It only takes an initial meeting with John to see that he is a true Professional. You can contract with no better Realtor in St. Augustine! John knows his business, knows the territory, cares about his clients, helps you in any way needed and gets the job done! Period. Whether buying or selling you need a reliable partner you can count on to look after your interests. John fills that bill 110 per cent. You would be well advised to call John Lawrence first."

Thomas, St. Augustine, FL

"John first wowed me when he came to do the initial assessment of our home. He was very knowledgeable about the neighborhood and property and had an impressive and aggressive sales plan. He helped us get the property on the market very quickly and did a great job screening offers. Our first offer backed out of the deal but John had another buyer on contract the same day - it was amazing. He helped us maintain the property since we had already left the state before the closing. He's gone above and beyond at every turn. He's wonderful!"

Rachel, St. Augustine, FL

"My wife and I are "particular" people. Our standards are high and we have low tolerance for poor service. So when we started working with John, we let him know that we had high expectations. John exceeded them all! He was a delight to work with from beginning to end. He made the whole process easy, even with picky clients like us. We wouldn't hesitate to use him again and would recommend him highly to anyone who needs a committed, detail oriented, hard working agent."

Kreg & Margaret, St. Augustine, FL

Here are just a few of the steps I can help with in the selling process ...



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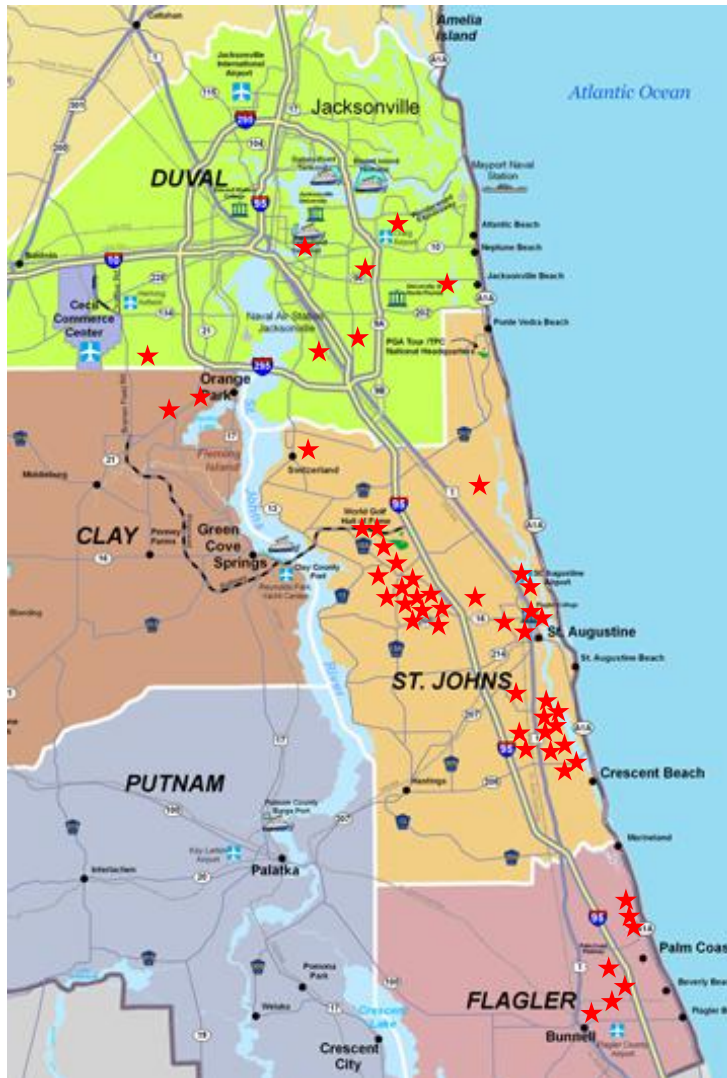


Listing Stats & History

Extensive listing and marketing plan with proven results to sell your home quickly for top value.

16	52	\$340,186	\$334,808	98.3%
(Median)		(Average)		
DAYS TO CONTRACT	DAYS TO CLOSE	LIST PRICE	SOLD PRICE	% LIST PRICE

321 Palazzo Cir
 1940 Amalfi Ct
 1213 Maclaren St
 909 Terranova Way
 358 Porta Rosa Cir
 6 Nelmar Ave
 1427 Riva Del Garda Way
 1001 Royal Troon
 3516 Garibaldi Way
 312 Shores Blvd
 559 Porta Rosa Cir
 904 Terranova Way
 180 Timberwood
 122 Queen Rd
 1428 Riva Del Garda Way
 1600 Prestwick Pl
 717 Porto Cristo Ave
 13411 Foxhaven Dr
 2 Castania Ct
 96 Mission Cove
 146 Worthington Pkwy
 89 Lost Lake Dr
 2217 Cascadia Ct
 3830 Union Pacific Dr E
 1100 Royal Troon Ln
 25 Ocean Crest Way
 15 Becker Ln
 1305 Royal Troon Ln
 324 Valverde Ln
 3204 Haley Point
 13544 Sol Ct
 500 Rozzini Cir
 12322 Gately Ridge Ct
 8882 Camshire Dr
 3940 S Trapani Dr
 6434 Pottsburg Dr



1108 Royal Troon Ln
 508 Augusta Cir
 5587 Pelican Way
 120 Grand Ravine Dr
 1111 Royal Troon Ln
 35 Point Pleasant Dr
 367 Green Turtle Ln
 79 Orange St
 199 Pescado Dr
 918 Shore Dr
 5524 Kennerly Rd
 176 Portada Dr
 644 Weathered Edge Dr
 234 Golden Lake Loop
 2587 Watermill Dr
 29 Tarragona Ct
 495 Wingstone Dr
 64 Coastal Hammock Way
 60 Lost Lake Dr
 1600 Prestwick Pl
 37 Beachberry Ct
 2520 N Waterleaf Dr
 6931 Blowing Rock Ln
 81 Green Palm Ct
 102 N Hamilton Springs Rd
 130 Magnolia Crossing Pt
 144 Lamego Ln
 130 Casa Bella Ln
 1035 Viscaya Blvd
 69 Lob Wedge Ln
 260 Firefly Trce
 116 Summer Point Dr
 198 Cecilia Ct
 36 Medford Dr
 700 Hidden Forest Dr

★ LISTINGS CLOSED SINCE 2016



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Marketing Activities

Marketing has changed in the past five years. We are dedicated to keeping up with the latest marketing techniques so the marketing for your home is seen more often and by more people. We go above and beyond putting a "For Sale" sign in the yard. We do more to market a property than anyone else in our area. More exposure means more offers. More offers lead to better "termed" deals and potential higher prices. This is why we spend time and money every month to advertise and promote your home through the most effective internet and print channels.

Take a look at a few of our unique marketing strategies:

Property Website

For all properties, we create a website of the property which is syndicated to over 80 online sites including Realtor.com and Zillow.

High Quality Photography

90% of Buyers begin their search for a new home online and it takes great photos to catch the eye of those buyers. We provide just that.

Property Website QR Code

When we create the property Virtual Tour, we also create a QR Code that is a link to the online tour.

High Quality Listing Flyers/Postcards

We create a high quality flyer that utilizes our wide angle photography and features the property details

Syndication to Real Estate Searchable Websites

It's all about EXPOSURE!!! Your home syndicated to Realtor.com, Zillow & others.

Search Engine Optimization (SEO)

We optimize your property website with content and web design "best practices" so your property and other assets migrate to the top of Google, Yahoo, and Bing.



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Property Website

First Coast Realty creates a Property Website of each listed property which is then syndicated to over 80 online sites including Realtor.com and Zillow. This website is also placed on each MLS board allowing the thousands of real estate agents access to the website for their buyers. These websites are also featured on our Social Media posts on Facebook, Instagram, Twitter and LinkedIn.

The Website platform we use includes detailed information about the home and property, a flipbook, sharable and printable flyer, an interactive map with commute times, a video tour, information about the neighborhood and much more. Visitors of the website can also instantly request a showing appointment that goes straight to the listing agent, decreasing wait times.



Property Website



Flipbook/Sharable/Printable



Property Video

By featuring these websites online, the potential buyer can take a look at the property in the comfort of their home or office. Our goal is to increase the exposure of your property.



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High Quality Digital Photography

Good marketing starts with providing home buyers with lots of great digital photographs—even with a bank owned property. We take well lit, high quality digital photographs that are included with the MLS listing, the property website, the listing flyer, the virtual/video tour, and used in all the syndicated real estate website submissions including Realtor.com and Zillow. We hire professional photographers that use a high quality digital camera with a wide-angle lens and flash attachment. A typical photoshoot would include about 30-40 photos where we pick the best 20-25 to include in our marketing assets. See examples of our photos:




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Property QR Codes

When we create the property Virtual Tour or Matterport 3D Tour, we also create a QR Code that is a link to the online tour. This QR code is then used on the property flyers and other print marketing including the For Sale Sign placed on the property. The QR code allows anyone immediate access to the online Virtual Tour.

We hang a rider beneath the For-Sale yard sign with a QR code specific to this property. This allows any passers-by or neighbors to access the property tour immediately or later in the comfort of their home or office. This is an invaluable tool which allows anyone to virtually tour your home without having to schedule a showing of the home. Many calls we receive are from customers that viewed the online tour, liked what they saw and are ready to schedule a private showing. Without this QR code on our yard signs and flyers, many of these potential buyers would not have had the access to the high quality tours which peaked their interest in our listing. We are able to see how many people visit each of our sites by collecting analytic data from the QR code.

A great REALTOR® realizes that you just never know where a buyer will come from, so you have to provide marketing materials that reach as many people as possible through as many avenues as possible. First Coast Realty is committed to marketing your home with innovative strategies to fully engage potential buyers.



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Property Flyers

We create a high quality flyer that utilizes our wide angle photography and features the property details as well as the property website. Thus allowing a potential buyer or agent the opportunity to visit the property online to review the photos and features of the property. The well-designed listing flyer features the interior & exterior of the home. We don't just stop there though. We turn all our flyers into "flipbooks" so that they can easily be shared online. Links to the property site are included in the "flipbook" flyer and are easily clickable. Note that First Coast Realty creates a flyer no matter the price or condition of the listed property.

These flipbook flyers are syndicated to real estate searchable websites as well as our social media pages. **WE GET YOUR PROPERTY OUT THERE!**

Sample First Coast Realty Listing Flyer

*Oceanfront
Condo*
For Sale

**3580 Oceanshore Blvd #705
Flagler Beach, FL 32136**

This DIRECT oceanfront condo with unobstructed Atlantic ocean views is FOR SALE. Mornings will never be the same, as you wake up to stunning sunrises with sounds of the waves washing ashore & frolicking seagulls.

Call: 904-494-8408

3580 OCEANSHORE BLVD #705

Year-round Florida living at its best can be enjoyed mornings to evenings with hours of relaxation on a wrap-around balcony! This 3-bedroom 2 bath corner unit has natural light throughout providing ocean views from every bedroom, living room, dining & kitchen. Located on the 7th floor corner, enjoy quiet, serene living. This condo has been well cared for and is move-in ready. Offering endless possibilities for rental income, the ultimate vacation get-a-way, or a second home!

**LISTED AT
\$555,000**

Local restaurants, shopping, outdoor recreation, and state parks are numerous and nearby. Located off scenic A1A historic highway in Flagler Beach Florida, with easy commutes to I-95, Daytona, and Orlando.

The Nautilus offers magnificent amenities including a refreshing pool, tennis court, parking garage, exercise room, social meeting room, on-site washer/dryer, and a special exterior patio & shuffleboard court, picnic area and firepit overlooking the ocean. Experience a pampered southern lifestyle with peace, privacy & security. This pristine ocean front community in the heart of Flagler Beach Florida is just steps from the sand and waves of the Atlantic ocean with warm refreshing breezes.

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Syndication

Syndication to Real Estate Searchable Websites

Over half of home buyers begin their search online, and 92% use the internet to search homes for sale sometime during the home buying process. With these statistics, it is important for agents to be part of popular real estate search sites like REALTOR.com, Trulia.com, Zillow.com, etc. First Coast Realty will post your property information to these real estate syndication sites along with the high quality pictures, virtual tour, and when used our Matterport 3D Tours and Youtube Videos. You essentially get advertising readily available online to millions of potential buyers.



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SEO Optimization

Search Engine Optimization (SEO)

We've had great success getting our real estate website, which features current listings, to show up high in the Google rankings. We spend time and much attention to detail when we add content to our website to achieve high Google ranking. Using specific keywords like "St. Augustine Homes for Sale" or "Palm Coast Real Estate", our syndicated listings will also have a good presence as potential home buyers search the internet using just the terms we have optimized in our content.

A higher Google ranking means more exposure to your property listing resulting in more buyers seeing the home for sale. More buyer exposure means the likelihood of finding a buyer quickly for your property increases. Additionally, more interested buyers can lead to better deals, higher prices, and quicker sales.

No one does more to market your properties than us in our service area!



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Marketing Plan of Action

First Week on the Market

- Schedule property photos
- Finalize virtual/video tour (optional, we will discuss why)
- Enter listing into 3 MLS (multiple listing service) for St. Augustine/Jacksonville/Palm Coast
- Put up "For Sale" sign (if allowed)
- Install lock box for REALTOR® access (if you agree)
- Write "masterpiece marketing" for all promotions and social media marketing
- Post "Enhanced" Listing on REALTOR.com, Zillow, & additional social media sites
- Send property information to all perspective buyers in our data base
- Begin 1 week preparation for a "Super Sunday Open House" event

Second Week on the Market

- Post your property on our First Coast Realty social media accounts (Facebook, Instagram, Twitter)
- Host First Coast Realty's exclusive "Super Sunday Open House" event
- Contact top REALTORS who have sold property in your neighborhood
- Complete Video Tour, post on YouTube
- Create Property "Flipbook"
- Create Property Website
- Post and Display the Property as one of our "Featured Listings" on First Coast Realty's website

Third Week on the Market

- Follow up with all buyers and local Realtors who attended the open house event
- Begin "follow up Friday" feedback with the seller, and every Friday until property sells
- Review market statistics for competitive pricing if no offers have been made
- Continue posting prepared marketing pieces on First Coast Realty social media accounts

On-going

- Maintain weekly communications with seller (Follow up Fridays)
- Regularly review price based on REALTOR® input and market conditions
- Follow up on showings and share comments
- Continue/Review advertising and marketing efforts
- Present all offers and seller's estimated cost sheet with every offer

ASAP

- Obtain an acceptable contract on your property!



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Mission & Core Values

Mission Statement

The mission of First Coast Realty Inc., is to be the most successful real estate firm in Northeast Florida. First Coast Realty incorporates proven, professional state of-the-art techniques specializing in the marketing, listing and selling of new and resale homes, condominiums, home sites, undeveloped land and commercial and investment opportunities. We provide the most professional, informative, loyal and dedicated service in the industry. The best interests of our clients will always come first and we will place the clients' concerns ahead of our own in each and every transaction, as we are dedicated to the development of long-term client relationships! Our team-approach philosophy ensures your needs are important to each and every member of our organization. First Coast Realty is a creative, innovative and people-oriented organization providing individual opportunity, personal satisfaction and rewarding challenges to all members of the team.

Core Values

Deliver WOW Through Service
Embrace and Drive Industry Change
A Willingness of Short-term Sacrifices for Long-term Benefits
Be Adventurous, Creative, and Open-Minded
Pursue Growth, Learning and Faith
Build Open and Honest Relationships through Communication
Build a Positive Team and Family Spirit
Do More With Less
Be Passionate and Determined
MOSTLY.....BE HUMBLE



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Ready to Get Started?

Contact me today to get your home SOLD!



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Sales Over \$5 Million
2017 • 2018 • 2019 • 2020



Sales Over \$10 Million
2021 • 2022 • 2023

"If you are considering selling your home, please give me a call. I would love to visit with about your unique home and discuss any questions you have about the listing and selling experience!"

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