

**BERKSHIRE  
HATHAWAY**  
HOMESERVICES  

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FLORIDA REALTY



Marketing Your Property & The Homeselling Process

**Sell smarter.**



The IslePointe Group is founded on Knowledge, Experience, Technology, Integrity, and Trust.



We would be honored for the opportunity to share our vision and marketing plan for your next Real Estate move.

Beau and Mary Currie

## Meet Mary

Broker Associate License #: BK3107294



- Longtime Floridian and SW Orlando/Windermere Resident
- Penn State University
- 17 years Real Estate Experience
- Full Brokers License Since 2008
- Proudly Worked as a Berkshire Hathaway HomeServices Broker Associate for 8 years
- Established a SW Orlando/Windermere Neighborhood Centric Marketing Program with over 2900 monthly recipients
- Dedicated Websites for Featured/Focus Neighborhoods (i.e. Waterford Pointe - [www.waterfordponite.homes](http://www.waterfordponite.homes) )
- Personally Purchased/Sold/Owned Multiple Properties in SW Orlando and Windermere, up to 7 Figures. We know what you need and expect from your Realtor
- Landlord/Rental Property Owner Experienced
- Love Florida and The Windermere Lifestyle
- Let's Get to Work on Your RE Wants/Needs/Goals!

### Mary Currie

Broker Associate - Sales & Marketing

Call/Text: 407-492-1811

email 1: [mary@islepointe.com](mailto:mary@islepointe.com)

email 2: [marycurrie@bhhsfloridarealty.net](mailto:marycurrie@bhhsfloridarealty.net)

Zoom or in Person Meetings Available.

- We Build Custom "Your Home" Websites.
- We Produce Custom "Your Home" Videos.
- We Shoot Premium Aerial Photography.
- We Present the Best Version of Your Home.
- We professionally represent the interests of you and your family, with trust and integrity.



Beau Currie  
Sales Associate  
Technology & Marketing

Call/Text: 407-234-1414

email 1: [beau@islepointe.com](mailto:beau@islepointe.com)

email 2: [beaucurrie@bhhsfloridarealty.net](mailto:beaucurrie@bhhsfloridarealty.net)

Zoom or in Person Meetings Available.

- FAA Licensed UAS Pilot.
- We Build Custom "Your Home" Websites.
- We Produce Custom "Your Home" Videos.
- We Shoot Premium Aerial Photography.
- We Present the Best Version of Your Home.
- We professionally represent the interests of you and your family, with trust and integrity.

## Meet Beau

Sales Associate License #: SL3531014

- Lifelong Floridian and SW Orlando/Windermere Resident
- Studied Real Estate at the University of Florida
- RE Appraisal, RE Markets, Building Construction, RE Tax Advantages
- Experienced Executive Who Managed Sales Teams, Employees, Bank Relations, Finance, Marketing/Advertising, Taxes, and Government Regulations
- Owned and managed a Technology Company for 30+ Years
- Two Time Real Estate License Holder
- Personally Bought/Sold/Owned Multiple Properties in SW Orlando and Windermere, up to 7 Figures. We know what you need and expect from your Realtor
- Landlord/Rental Property Owner Experienced
- Business Lease and Commercial Build-out Experience
- Professional Graphic Artist
- Professional Web Developer
- FAA Certified UAS (Drone) Pilot
- A Lifetime of Building Personal and Professional
- Long Term Relationships
- Let's Get to Work on Your RE Wants/Needs/Goals!

Leveraging Technology to "Your Advantage".

# The Power of Berkshire Hathaway & The IslePointe Group: 3 Minute Video



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# "Local Roots. Global Reach."

Creating Maximum Market Awareness With In-House Skills and Solutions.

"We Protect the Interests of You and Your Family."

- The Global Brand and Marketing Power of Berkshire Hathaway HomeServices.
- Relationship & Technology Marketing That Gives Your Home an Advantage.
- Broker Level Knowledge/17yrs Experience/Trust.
- IslePointe Exclusive Showcasing Services.
  - In-House** Premium Aerial Photography.
  - In-House** Web Developer & Graphic Artist.
  - In-House** Leverage of Digital Technologies.
- Berkshire Hathaway HomeServices Benefits
  - In-House** Title Company. (FT&G)
  - In-House** Mortgage Broker. (Prosperity)
  - In-House** Insurance. (HomeServices)
  - In-House** Home Warranties. (AHS)
- Global Marketing/Listing Language Translations.
- Global Currency Conversions.

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**Mary Currie**  
BROKER ASSOCIATE  
Sales & Marketing  
407-492-1811  
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"LOCAL ROOTS. GLOBAL REACH."



**BERKSHIRE  
HATHAWAY**  
HomeServices

25 Million visitors to www.BerkshireHathawayFS.com

**realtor.com**  
100 Million unique visitors each month

**Homes.com**  
5 Million visitors each month

**Zillow**  
36 Million visitors each month

**trulia**  
23 Million visitors each month

**UNIQUE HOMES**    **PRESTIGE**    **duPont REGISTRY**    **NETJETS**

**WALL STREET JOURNAL**    **MANSION GLOBAL**    **PENTA**

**Listing Syndication**  
Listings are syndicated to:

- Facebook
- Instagram
- Twitter
- YouTube
- berkshirehathawayhs.com
- zillow.com
- trulia.com
- wsj.com
- europe.wsj.com
- asia.wsj.com
- mansionglobal.com
- Mansion Global WeChat Channel
- Barron's
- WSJ Market Watch
- juwai.com
- propertylistings.ft.com (Financial Times, London)
- MarketWatch
- PENTA
- PropgoLuxury.com
- Nikkei.com (Real Estate section)

**ADWERX**    **Zillow.com**    **trulia**

**THE WALL STREET JOURNAL**    **MANSION GLOBAL**  
ONLY THE EXCEPTIONAL

**WeChat**    **居外**    **FINANCIAL TIMES**

# “Next Level Marketing For Your Home.”

## Premium Home Presentations

Another Market Advantage From The IslePointe Group.



### Preview Video

A short preview of your property, great for social media

### Floor Plan

Properties are presented in a simple layout to help illustrate the flow.

### 25+ Photos

Enhanced photographs capture immediate interest.



### 3D Tour

A digital twin enables viewers to virtually tour your property from anywhere at anytime.



## A Complimentary Premium Service



## Includes 4K Drone Photography & Video Spokesperson Presentations!

(We speak directly to your potential buyers around the world.)

(This offer is exclusively from The IslePointe Group, for executed listing agreements, and is not an offer from Berkshire Hathaway HomeServices Florida Realty.)

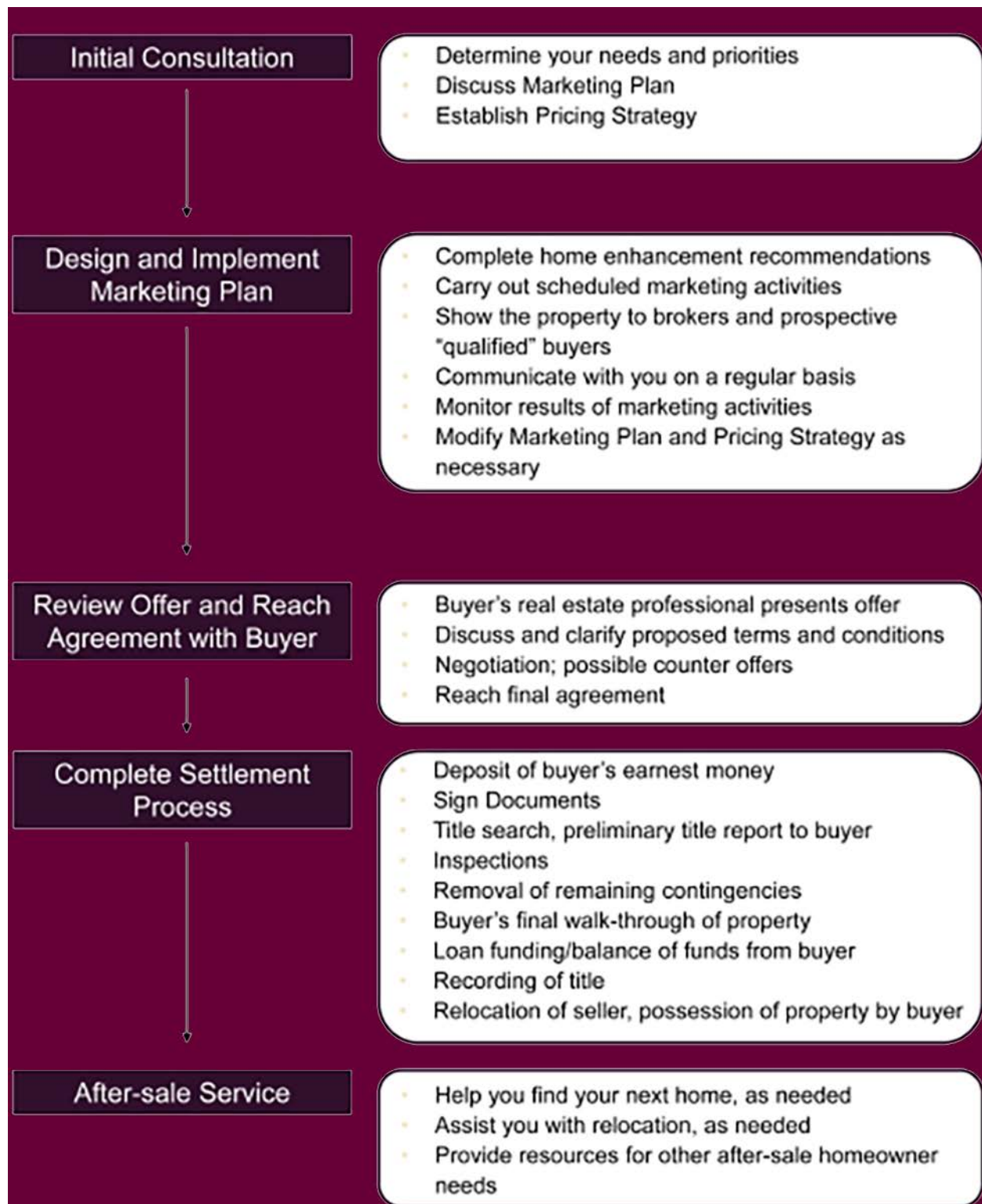
[www.islepointe.com](http://www.islepointe.com)

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**Selling a house typically includes many of the following elements. We will be your resource and guide every step of the way.**



# GLOBAL MAXIMUM EXPOSURE

## LISTING SYNDICATION ON OVER 1,000 WEBSITES / MOBILE SITES

Berkshire Hathaway HomeServices Florida Realty properties receive maximum exposure.

Our listings are marketed on the top real estate websites and mobile platforms in the world including: BHHSFloridaRealty.com, BerkshireHathawayHS.com, Realtor.com, WorldPropertyJournal.com, Move.com, Moving.com, Zillow, Trulia, TheIMLS.com, MSN.com, Florida Realtors, Financial Times of London, WallStreetJournal.com, WikiRealty.com, YouTube.com, Twitter.com, Juwai.com, and all PRIMA websites.



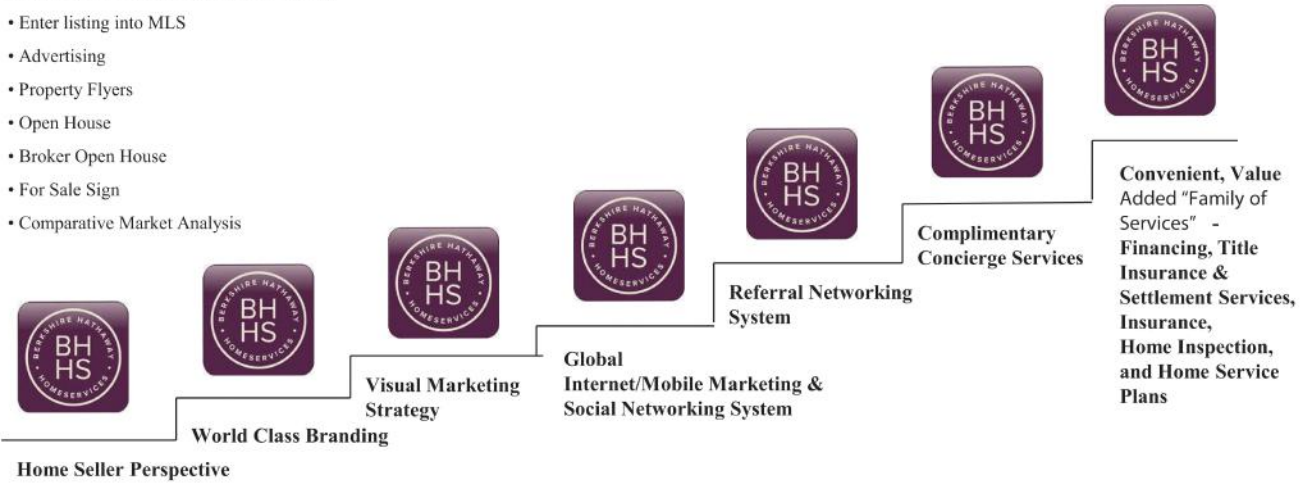
# Customized Home Marketing System<sup>SM</sup>

"Marketing Florida Real Estate at the Highest Level!"



## Conventional Marketing Provided By Most Fine Real Estate Companies

- Enter listing into MLS
- Advertising
- Property Flyers
- Open House
- Broker Open House
- For Sale Sign
- Comparative Market Analysis



I authorize Berkshire Hathaway HomeServices Florida Realty to execute the Customized Home Marketing System.

Property Address

Seller

Marketing Disclosure: I will commit to perform not only the conventional marketing, but also the customized upgrades. I will keep in touch and provide regular updates regarding activity.

If your home is currently listed, this is not a solicitation of that listing.

Berkshire Hathaway HomeServices Florida Realty Sales and Marketing Professional

Berkshire Hathaway HomeServices Florida Realty's Customized Home Marketing System created by Berkshire Hathaway HomeServices Florida Realty in conjunction with Allan Dalton Consulting.

## Know the market.

Here's how our network agents can help you.

**COMPARABLE MARKET ANALYSIS**

Not only will we run the report, we'll show you what it means.

**RESEARCH THE COMPETITION**

Get insight into other homes in your neighborhood as well as details about your own home.

**NEGOTIATE**

Work with a network agent to determine other opportunities to increase your sale price.

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## We commit that we will:

- Communicate with **you** in a timely and efficient manner.
- Identify **your** needs.
- Develop and implement an effective Marketing Plan for **your** property.
- Help **you** determine an effective pricing strategy.
- Recommend steps to prepare **your** property for market.
- Assist in the negotiation of the terms of the sale with prospective buyers.
- Guide you through to the completion of the transaction.

## Sell smarter.



### OUR PROVALUE ESTIMATE

Get the most accurate estimate, powered by the same technology used by lenders.



### COMPARABLE SALES

See what other homes are being sold for in your neighborhood.



### PRICE HISTORY

See sale dates and prices from years past.



### LOCAL MARKET SNAPSHOT

Get the inside scoop on sale prices in your ZIP code.



**We will apply our knowledge, expertise, and leverage the power of the Berkshire Hathaway HomeServices global marketing platform to achieve the successful sale of your property. Here is what you can expect from us:**

- We will work with you at every stage of the homeselling process, from the development and implementation of a Customized Home Marketing Plan, through the negotiation of purchase offers, to the final settlement of the transaction.
- We will want to agree to a system of regular communication so that you can be kept informed at all times.
- We will give you reliable information and solid advice so that you can make informed decisions.
- It is our goal that you will be pleased with our service and you will turn to us for advice on your future real estate needs.



Mary Currie



Beau Currie

Thank you!



**Thank you for taking the time to review this presentation.  
We look forward to working with you.**



Download our full selling plan: **[Click here.](#)**

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