



The advertisement is framed in black and features a central photograph of a two-story real estate office building with a red-tiled roof and palm trees. The building has a sign that reads "REAL ESTATE" and a phone number "954-565-". A smaller sign above the entrance says "ATTACK 3325".

Two white callout boxes are positioned at the top of the advertisement:

- On the left, a box containing the logo and text: "The Simonetta Group of Charles Rutenberg Realty www.TheSimonettaGroup.com".
- On the right, a box containing the logo and text: "Top Agent Academy by Philip Simonetta www.TopAgentAcademy.com".

At the bottom of the advertisement, a large red and white graphic reads "150 POINT MARKETING PLAN". Below this, the text states: "The Most Effective Marketing Plan in the Industry - the only marketing plan for your home." To the right of this text is a small inset photograph of a group of approximately ten people standing in front of the office building.

The Simonetta Group's 150 Point Marketing Plan will showcase your home in multiple top of the industry formats, from high definition videos to virtual tours.

- 1. Take full color professional high definition digital photographs of the inside and outside of your home for marketing flyers, advertisements and the Internet.**
2. Conduct and record a full home virtual tour which will allow the buyer to "walk through" the home online as if they were actually there.
- 3. Electronically submit your home listing information into MLS (Multiple Listing Service).**
4. Immediately submit up to 35 digital photos of the interior and exterior of your home to the MLS at the same time listing is input allowing buyers and agents to view pictures when narrowing down homes they will actually tour.
- 5. Maximize showing potential through professional signage.**
6. Install a Simonetta Group sign in the front yard when allowed by the Home Owners Association.
- 7. Create an online property feature page at www.TheSimonettaGroup.com**
8. Create an online property feature page at www.Zillow.com.
- 9. Create an online property feature sheet on www.Trulia.com**
10. Distribute email flyers to all 70k agents in my Real Estate Board.
- 11. Advertise your listing on 500 national websites, and 140 foreign websites in 18 different languages.**

12. Advertise your home to my VIP Buyers as well as all qualified buyers in my database.

13. Advertise your home to my Preferred Investors list.

14. Advertise home to all of my business contacts via LinkedIn

15. Advertise your home to the South Florida Business Directory

16. Inform network referral program of listing

17. Provide marketing data to buyers coming from referral network

Marketing your home on real estate's dominant listing websites will make it viewable to millions of buyers, highly increasing your chances of a successful sell.

18. Submit a crisp, clean digital montage of photos complete with personally written remarks detailing your home - available to hundreds of millions websites

19. Advertise your home on online classified ads.

20. List your home on Craigslist (<http://www.craigslist.com>)

21. List your home on Back Page (<http://www.backpage.com>)

22. Create an online feature sheet on Realtor.com (<http://www.realtor.com/>)

23. Create an online property feature sheet on Redfin (<https://www.redfin.com/>).

24. Create an online property feature sheet on Trulia (<http://www.trulia.com/>).

25. Create an online property feature sheet on Zillow (<http://www.zillow.com/>).

26. Create an online property feature sheet on Home Finder (<http://www.homefinder.com/>).

- 27. Create an online property feature sheet on Homes (<http://www.homes.com/>)**
28. Create an online property feature sheet on Home Facts (<http://www.homefacts.com/>)
- 29. Create an online property feature sheet on The Around Town.**
30. Create a property feature sheet on Point 2 Homes (<http://www.point2homes.com/>).
- 31. Create a feature sheet on Real Estate Book (<http://www.realestatebook.com>)**
32. Create a property feature sheet on eLookyLoo (<http://www.elookyloo.com/>)
- 33. Create a property feature sheet on Property Shark (<http://www.propertyshark.com>)**
34. Create a property feature sheet on Home Snap (<http://www.homesnap.com/>).
- 35. Create a property feature sheet on Find the Home (<http://ww.findthehome.com>)**
36. Create a property feature sheet on Walk Score (<https://www.walkscore.com/>).
- 37. Create a property feature sheet on Yahoo (<https://homes.yahoo.com/>).**
38. Discuss marketing ideas with a "Mastermind" group of top Realtors from across country.
- 39. Promote your home to top Realtors in local Real Estate Offices.**
40. Send out blast E-mail to our entire MLS board when the home is first listed.
- 41. Send out blast E-mail to our entire MLS board when the home price is modified.**
42. Send out blast e-mail to all agents that have previously showed home when price is modified
- 43. Email out the listing sheet to Nationwide database of real estate agents**

44. E-mail the listing sheet out to groups of Realtor's that Philip Simonetta. P.A. has previously done business with.

45. Sothebys- (<http://www.sothebysrealty.com/>).

46. Century 21 - (<http://www.century21.com/>).

47. Houlihan Lawrence- (<http://www.houlihanlawrence.com/>).

48. Remax- (<http://www.remax.com/>).

49. Rand Realty- (<http://www.randrealty.com/>).

50. Weichert- (<http://www.weichert.com/>).

51. Movoto- (<http://www.movoto.com/>).

52. Zip Realty- (<http://www.ziprealty.com/>).

53. Coldwell Banker- (<http://www.coldwellbankermover.com/>).

54. Douglas Elliman- (<http://www.elliman.com/>).

55. Prudential- (<http://www.prudentialproperties.com/>)

56. ERA- (<http://www.era.com/>)

57. William Raveis- (<http://www.raveis.com/>)

58. Julia B Fee- (<http://www.juliabfee.com/eng>)

59. All other smaller independent brokerages.

The The Simonetta Group 150 Point Marketing Plan will market your home with unique techniques which all add to the chances of your home being sold.

60. Strategically end all prices in “900” to enhance visibility and traffic.

61. Strategically price your home to enable it show up on more MLS searches.

62. Create custom home description to give buyers the feel of walking through the home.

63. Create a compelling “teaser” flyer to stimulate calls on your home.

64. Give your home a unique QR code for all print advertising that directs to single property site.

65. Advertise home on Monday Morning Coffee E-mail campaign.

66. Utilize team of Inside Sales Associates to call all neighbors when home is listed to see if they know of anyone that wants to purchase a home.

67. Utilize team of Inside Sales Associates to strategically call areas for buyers for your home.

68. Utilize <http://www.slybroadcast.com/> to call up to 10,000 people at once to find the perfect buyer for your home.

69. Utilize mass text marketing to target strategic buyers for your home.

70. Create a property brochure of features and lifestyle benefits of your home for use by buyers’ agents that show your home will be prominently displayed in your kitchen or dining room.

71. Set up an info box below the “For Sale Sign” with feature sheets highlighting your home, available for passersby’s to take.

72. Provide Open Houses with a licensed Realtor at your request (please note: these are not very effective).

73. Provide a Brokers' Tour with licensed Realtor to allow other agents to preview your home for their buyers.

74. Create, order, and mail Just Listed Postcards to promote the value of your home over others on the Market.

75. Create, order, and mail Just Sold Postcards to promote the value of your home over others on the market

76. Use other marketing techniques, such as offering free reports to multiply chances of buyers calling in, discussing, prequalifying for and touring your home.

The Simonetta Group 150 Point Marketing Plan will effectively find prospective buyers for your home while targeting the market in order to determine the best price for your home.

77. Utilizing big data to demographically target the property buyers for your property

78. Run a reverse prospecting search to see if any current buyers have searches set up for your specific home. If so, contact their agent to inform them of the listing.

79. Target market to determine who the most likely buyer willing to pay the highest price will be.

80. Target market strategic areas that have a likelihood of purchasing your home.

81. Set up strategic demographic Facebook marketing campaign in order to attract nearby buyers.

Showcasing your home on social media exposes your home to a wide array of buyers, increasing your chance of selling.

82. Advertise your home on Facebook

83. Advertise your home on Twitter (<https://www.twitter.com/>).

84. Advertise your home on Google Plus (<https://plus.google.com/>).

85. Advertise your home on Pinterest (<https://www.pinterest.com/>).

86. Advertise your home on Instagram (<http://www.instagram.com/>).

87. Upload the 1080p video of your home to YouTube. (<http://www.youtube.com/>)

88. Upload the 1080p video of your home to Vimeo. (<http://www.vimeo.com/>)

89. Provide a Home Evaluation to make suggestions on how to make your home more appealing to buyers to maximize showing potential.

90. Research tax records to verify full and complete legal information is available to prospective buyers and buyer's agents on the MLS printout.

The Simonetta Group 150 Point Marketing Plan will intensively focus on all aspects of your home, doing everything possible to ensure the home is in its best condition and ready to sell

91. Perform Interior Décor Assessment

92. Review results of Interior Décor Assessment and suggest changes to shorten market time.

93. Perform exterior "Curb Appeal Assessment" of your property and provide suggestions to improve salability.

94. Provide Home Audit to discuss constructive changes to your home to make it more appealing, show exceptionally, and help it to you yield the greatest possible price to an interested buyer.

95. Provide you with home showing guidelines to help have the home prepared for appointments.

The Simonetta Group 150 Point Marketing Plan will give you peace of mind during the selling of your home. Philip's Team will work closely with you to ensure that you are comfortable, and ready to sell your home.

96. Install a secure Supra lockbox to allow buyers and their agents to view your home conveniently.

97. Write remarks within the MLS system specifying how you want the property to be shown.

98. Help you prepare the Homeowner's Information Sheet which includes information on utilities and services the buyer will need to know when transferring after closing.

99. Prepare a financing sheet with several financing plans to educate buyers on the various methods to purchase your home.

100. Cancellation Guarantee. 100% Satisfaction GUARANTEE.

101. Prequalify all buyers whom our Team will bring to your home before showings to avoid wasting your time with unqualified showings and buyers.

102. Discuss qualifications of prospective buyers to help determine buyer motivation, ability to purchase and probability of closing on the sale.

103. Refer client to network of Strategic Business Partners if needed (mortgage lenders, attorneys, home inspectors, appraisers, painters, etc...)

104. Obtain and verify accurate methods of contacting you.

105. Gather information to help assess your needs and goals.

106. Assess your timing.

107. Assess your motivation.

108. Assess your immediate concerns.

109. Ask you questions about your property and goals, so I can learn to better serve you and provide the most help throughout the entire process

110. Discuss your purchase plans and determine whether Philip's team can assist you in your next purchase or if we can research and find a qualified agent to assist you in your new location.

111. Provide you with relocation information if needed.

112. Determine how quickly you need to move.

113. Obtain information that will help Philip and his team to prepare the listing, advertising and marketing materials. Questions will include: What type of improvements have you done to your house in the past five years? What other features of your home make it attractive to buyers? (Type of cabinets, flooring, decks, pool, fireplaces, etc.) What do you think the home is worth? How much do you owe on the property?

114. Prepare you by having you gather important home information such as: Encourage you to have a copy of the deed, current tax bill, and a copy of your title policy and survey if available.

The Simonetta Group 150 Point Marketing plan will conduct extensive research in order to increase the chances of your home being sold.

115. Research competitive homes that are currently on the market.

116. Research competitive homes that are currently under contract.

117. Research competitive homes that have recently cancelled.

118. Research expired homes.

119. Research competitive homes that have sold in the past six months.

120. Call agents, to discuss activity on the comparable properties they have listed in the area.

121. Research the previous sales activity (if any) on your home.

By choosing to market your home with The Simonetta Group 150 Point Marketing Plan you will receive the highest level of expertise and service during the selling of your home, leading to a pleasant home selling experience.

122. Prepare a net sales proceeds sheet to project seller expenses, closing costs and proceeds.

123. Strategically price the home to enable it to maximize MLS exposure.

124. Set up a system of Strategic Price Reductions to keep home on HOT sheet

125. Set up home with a Home Warranty, if you choose, to protect your home during the listing period and for 12 months after the sale to reassure the buyer of the quality of your home.

126. Write remarks within the MLS system specifying how you want the property to be shown.

127. Prepare a financing sheet with several financing plans to educate buyers on the various methods to purchase your home.

128. Explain the use of the Seller Property disclosure Statement, Lead Based Paint Disclosure, and Mold Disclosure that will be completed and will be presented to the buyer of your home. This will help you avoid devastating setbacks and preserve your legal rights.

The Simonetta Group 150 Point Marketing Plan will provide you with daily updates on all of the information regarding your home, leaving you completely informed of all that is happening with your home.

129. Daily e-mail market analysis update of any activity in your neighborhood (new homes on the market, homes that have sold etc.) to keep you informed about market conditions within your area.

130. Competition Preview of comparable homes for sale in your area, to get a good feel of the market.

131. Weekly Agent Showing Feedback of all agents that have shown your home to receive the agent's opinion of the price, condition, and marketability of your home.

132. On a weekly basis Philip will contact you to discuss the Feedback and discuss any necessary changes.

133. On a weekly basis of Transaction Coordinator will call to discuss your listing.

134. Make forms available to entice other Realtors to e-mail back buyer impressions on the showings of your home.

135. Handle paperwork of price adjustment, if needed.

136. Receive Offer (if coming from another agent) and review important details of the contract to determine the best negotiating position.

137. Educate and explain all aspects of the legal sales contract, all counter offers, lead based paint documents, verify and follow up with the attorneys, verify prequalification, and verify earnest money deposit.

138. Utilize a full time transaction coordinator that will follow up with all seller on weekly basis To ensure constant communication and transparency throughout the entire transaction.

139. Negotiate highest price and best terms for you and your situation.

140. On a weekly basis the Transaction Coordinator will contact you to discuss the details of the transaction.

141. Coordinate scheduling of appraisal and supply comparable sales if needed.

142. Coordinate scheduling any additional inspections if needed.

143. Coordinate scheduling of the Home Inspection with the other REALTOR and handle contingencies if any.

144. Coordinate and review with your assistance any buyer requested inspections and assist the cooperating agent with any problems that may arise relative to your home and the sale.

145. Coordinate Financing, Final inspections, closing and possession activities on your behalf to help ensure a smooth close.

146. Set up Final Walk through of your home for buyers and their agent.

147. Assist in scheduling the closing date for you and all parties.

148. Arrange possession and transfer of home (keys, warranties, garage door openers, community pool keys, mailbox keys, educate new owners of garbage days/recycling, mail procedures).

149. Help you relocate locally, or out of the area with highly experienced agents across the globe - you are sure to have the highest quality agent to help you on both sides of your move to make it, both worry and stress free.

150. Philip Simonetta, P.A. is a devoted full time REALTOR® - not a part time real estate agent.

International Marketing

We Joined the Nation's Premier Network for Marketing U.S. Properties Throughout the World

 Our real estate company has an aggressive strategy for attracting international home buyers to our listings. By distributing your listing information, along with photographs, to a wide array of premier consumer websites around the world, we make sure that we maximize every opportunity to attract qualified buyers. Our listings appear across a network of over 80 publishers with key coverage in Asia, Europe, and North and South America.

 **Did You Know?**

- The total international market is estimated at \$68.2 billion.
- International home sales in the U.S. reached their second highest level in recent years.
- More than 6 percent of the total market and in some markets up to 30 percent!

Source: The 2013 Profile of International Home Buying Activity.



See full list of publishers in the appendix.

Listhub Global Syndication Portals



Listhub Global Syndication Portals - Continued



Listhub Global Syndication Portals - Continued



Listhub Global Portal List

Appendix

COUNTRIES

Homesales.com.au - Australia
portaldasimobiliarias.com.br - Brazil
chinasplash.com - China
arisingland.com - China
realcity.cz - Czech Republic
housingparadise.com - Fiji
Immohabitation.com - France
immotransit.be - France
explorimo.com - France
immovision.com - France
luxuryhomesuk.com* - Great Britain
Newhomes.uk.net* - Great Britain
spiti24.gr - Greece
gohome.com.hk - Honk Kong
Magicbricks.com* - India
99acres.com - India
rumah123.com - Indonesia
lagur.co.il - Israel
realestate.co.jp - Japan
iproperty.com.my - Malaysia
lexpressproperty.com - Mauritius
Montecarlo-realestate.com - Monte Carlo
Starcq.nl - Netherlands
Immonc.com - New Calednia
portalimo.pt - Portugal
Mondinion.com - Romania
Dmir.ru - Russia
iproperty.com.sg - Singapore
privateproperty.co.za - South Africa
idealista.com - Spain

Mitula.com - Spain
Realtyindexer - Spain
Bovision.se* - Sweden
acheter-louer.ch - Switzerland
Thailand-property.com - Thailand
bayut.com - UAE & Dubai
uniquehomes.com* - USA
Rw.ca - Canada
Soufun.com - China
Immovian.be - Belgium
Redimob.com.br - Brazil
Imot.bg - Bulgaria
Realestate.com.kh - Cambodia
Centamekretnina.net - Croatia
Realtymix.cz - Czech Republic
Archeter-louer.fr - France
Avendrealouer.fr - France
Sz-immo.de - Germany
HomeGreekHome.com - Greece
Spitogatos.gr - Greece
Ingation.com - Hungary
Breakingnews.ie - Ireland
Myhome.ie - Ireland
Propertysteps.ie - Ireland
Immobiliare.it - Italy
Immostar.lu - Luxemburg
go853.com - Macao
Selektimmo.ma - Morocco
Shweproperty.com - Myanmar
Huislijn.nl - Netherlands
Property Index - Nigeria
Domy.pl - Poland
Oferty.net - Poland
Casa.sapo.pt - Portugal

Imovina.net - Serbia
Realty.sk - Slovakia
Pisos.com - Spain
Immostreet.ch - Switzerland
Tuttoimmo.ch - Switzerland
Thailand-property-gate.com - Thailand
Rethai.com - Thailand
Edenway.co.uk - UK
Green-Acres.com - UK

REGIONAL

Propertiesinasia.com
Propertiesinmiddleeast.com
Propertiesinsouthamerica.com
Realestatepropertylistings.eu
Themovechannel.com*
Zameen.com

WORLD

Propertyo.com*
FinestGlobal.com*
Homesgofast.com*
Eurobix.com*
Uniqueliving.com*
globalpropertyguide.com*
Homein
Kugli.com
oix.com
Moveworldwide.net
Nuroa.co.uk
*Exclusively for luxury properties over €500,000