

# LISTING EDGE



# LOURDES MAESTRES

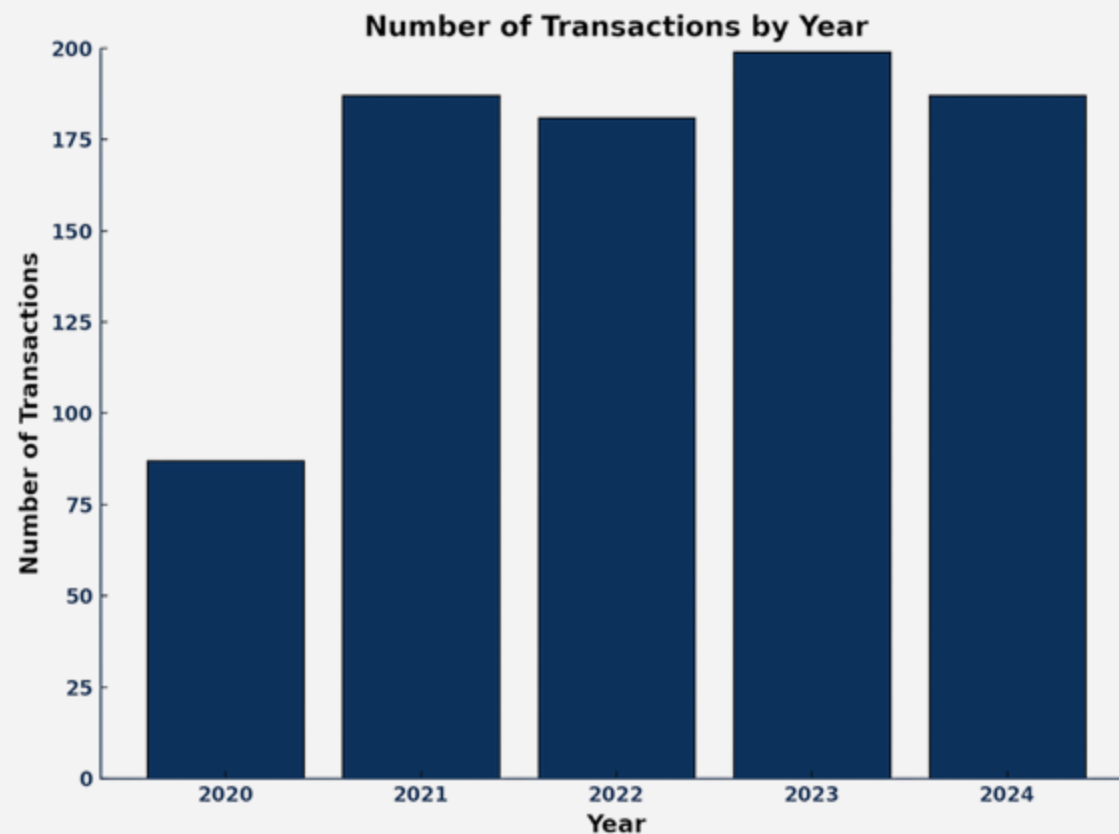
- 16 Years in the business
- Team leader since 2019
- Banking background
- Born in Venezuela
- Raised in Manchester England
- Live in Fort Lauderdale Florida

*"I don't like excuses"*  
*"I really dislike lazy people"*  
*"Discipline is my #1 Core value"*  
*"I make people cry sometimes"*



## RECAP 2024

- CLOSED \$110,167,125
- 18% - Lourdes production
- 82% - Team members
- 187 Transactions
- 75% Buy sides 35% list sides
- Average commissions 2.6% buyers 2.7% sellers
- **GCI \$2.854,587.00**



# Team Structure



**Team Leader**



**Operation  
Manager**



**Executive  
assistant**



**Team Member**



**Team Member**



**Team Member**



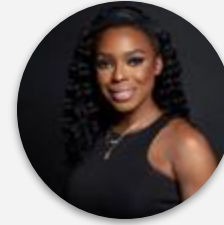
**Recruiting  
Coordinator**



**Inside Sales  
Associate**



**Virtual Assistant**



**Team Member**



**Team Member**



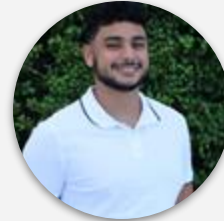
**Team Member**



**Transaction  
Department**



**Transaction  
Department**



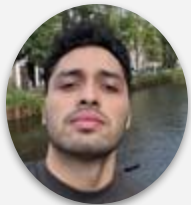
**Team Member**



**Team Member**



**Team Member**



**Marketing  
Department**



**Marketing  
Department**



**Team Member**



**Team Member**

# LISTING PRESENTATION

***BY LOURDES MAESTRES***  
*FORT LAUDERDALE*

**01. CRAZY RESEARCH**


**02. PREPARE THE SELLER**

**03. PRESENTATION**

**04. DON'T GET FIRED**



# Some of My Listings



Showcase  
All photos

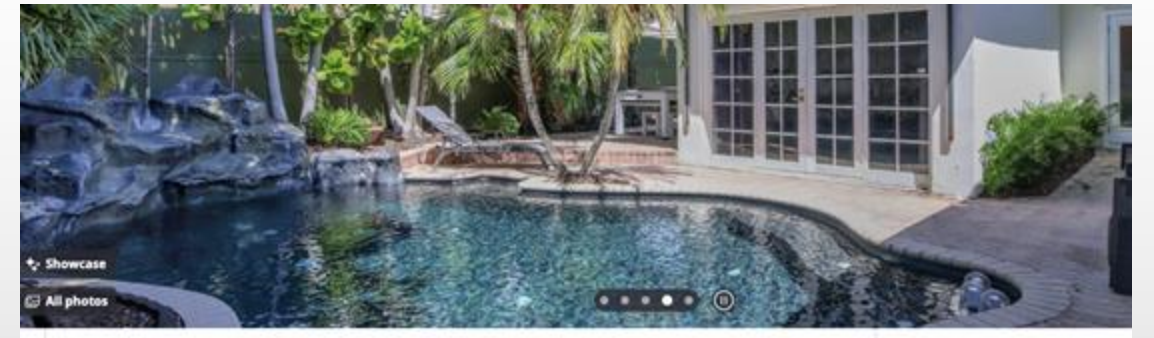
Lourdes Maestres | Compass FL

Accepting backups  
**\$15,950,000** → **Google**  
967 Hillsboro Mile, Hillsboro Beach, FL 33062

5 beds 7 baths 7,302 sqft

Est. payment: \$98,809/mo Get pre-qualified

Listed by  
Lourdes Maestres  
Compass FL  
Contact Lourdes



Showcase  
All photos

Lourdes Maestres | Compass FL

For sale Price cut: \$50K (2/10)  
**\$1,949,000** → **Mailer**  
2709 Center Ave, Fort Lauderdale, FL 33308

3 beds 3 baths 2,146 sqft

Est. payment: \$11,969/mo Get pre-qualified

Listed by  
Lourdes Maestres  
Compass FL  
Contact Lourdes



See all 25 photos


**\$179,999** → **Agent Referral**  
10568 E Clairmont Cir #303, Tamarac, FL 33321

2 beds 2 baths 1,142 sqft

Est.: \$1,951/mo Get pre-qualified

Request a tour  
as early as today at 5:30 pm

Contact agent



Showcase  
All photos

Lourdes Maestres | Compass FL

Under contract Price cut: \$50K (12/10)  
**\$1,999,000** → **Online Lead**  
2824 NE 35th St, Fort Lauderdale, FL 33306

4 beds 2 baths 2,003 sqft

Est. payment: \$12,324/mo Get pre-qualified

Listed by  
Lourdes Maestres  
Compass FL  
Contact Lourdes

## **TOP SOURCES THAT WORK**

**1**

**Nurture past clients**

**5**

**Online Leads**

**2**

**Agent Referral**

**6**

**Door Knocking**

**3**

**Expired & Circle  
prospecting**

**7**

**Social Media**

**4**

**Listingleads.com strategy**

**8**

**Open Houses**

# STANDARD OPERATING PROCEDURES

## COME AND LIST ME

QUALIFY

CRAZY  
RESEARCH

PRESENTATION

RECAP EMAIL



## JUST CURIOUS

QUALIFY

CRAZY  
RESEARCH

EMAIL or  
MAIL CMA

NURTURE  
PLATFORM



# #1 CRAZY RESEARCH

**1**

**County - City -  
Neighborhood**

**5**

**Price recommendation &  
comments**

**2**

**Active properties**

**6**

**CMA**

**3**

**Sold in the last 30 days**

**7**

**Sun Stats Report**

**4**

**Months supply**

**8**



**Active listing activity /  
Call listing agent**

# NOT SO CRAZY

1. How many **“ACTIVE”** single family/condo/multi family homes in the county/city/subdivision
1. How many **“SOLD”** in the last 30 days
1. Calculate  $\text{ACTIVE} / \text{SOLD } 30 =$   
**MONTHS SUPPLY OF INVENTORY**



# #1 CRAZY RESEARCH

**Lourdes Maestres** > Jose  
Feb 12 5 opens 1 clickReply...

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**Market Analysis & Professional Recommendation**

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Hi Jose,

Please find below a comprehensive analysis of current market conditions along with my professional recommendation after evaluating your property.

### Broward County Market Overview

- There are currently **1,471** single-family homes listed between **\$400K–\$600K**.
- In the last **30 days**, **231 homes** have sold, reflecting a **buyer's market** with **6.3 months of inventory**.
- Compared to last year, when inventory stood at **3.4 months**, supply has nearly **doubled** and continues to increase gradually. Buyers now have **more options** than before.
- **85% of sales** in this price range are financed, meaning higher **interest rates** impact affordability.

### Palm-Aire Village Market Insights

- Currently, **5 single-family homes** are on the market, with **3 of them lacking a pool**.
- Listed prices range from **\$559K to \$698K**, making yours the **lowest-priced listing**.
- 

In the past **12 months**, **8 homes** have sold:

- **1 cash sale**
- **2 FHA loans**
- **5 conventional loans** (many with seller contributions of **\$13K–\$14K**)

- The market in Palm-Aire Village has a **healthy absorption rate**, though prices have **slightly adjusted downward**.
- 

The highest sales include:

- **3335 NW 68th Ct** – Sold for **\$585,000** in **October 2024**
- **3343 NW 69th Ct** (which I sold) – Closed for **\$600,000** in **April 2024**

- Please click here for a report : [www.compass.com/listing-presentation/view/cma/cma-8935f2b3-6e8c-40b0-a1e7-5ae27900ed3e/v/version-1739376665](http://www.compass.com/listing-presentation/view/cma/cma-8935f2b3-6e8c-40b0-a1e7-5ae27900ed3e/v/version-1739376665)

### Pricing Strategy & Recommendations

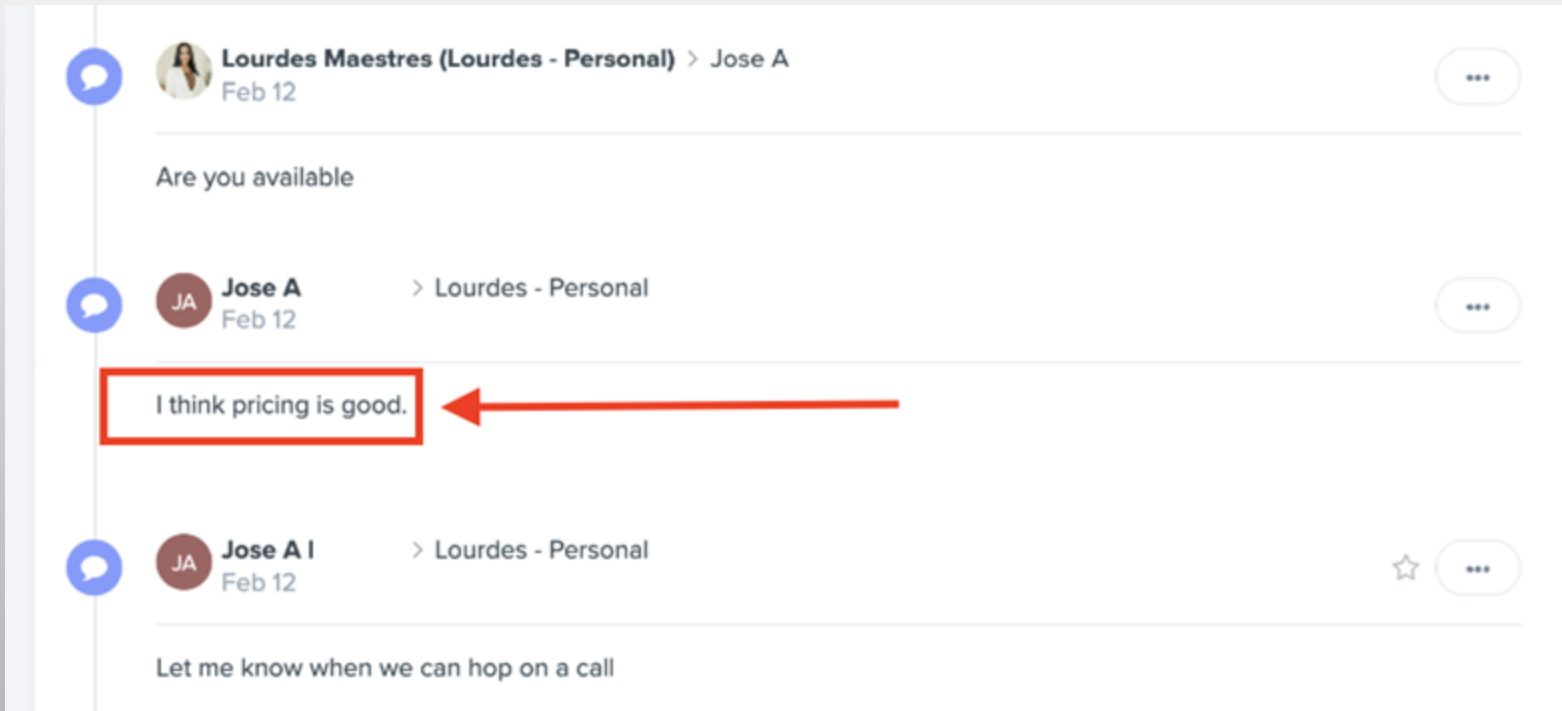
Based on current market conditions, I anticipate your home will likely sell between **\$495,000–\$500,000**. We have two strategic pricing options:

1. **List at \$524,900** – This allows room for negotiation, as most buyers are negotiating in the current market.
2. **List at \$499,900** – This aligns closely with market value and could attract multiple offers, potentially driving up the final sale price.

# # CRAZY RESEARCH RESULTS



Source:  
Instagram



# BE THE KNOWLEDGE BROKER

## HOW IS THE MARKET?

### Fort Lauderdale Market Overview

- Single-Family Homes (SFH): **10 months of inventory**
- Condos: **18 months of inventory**
- New SFH Listings: Up 43%
- New Condo Listings: Up 39%

### Middle Market (\$3M - \$10M)

- Current Supply: 21 months
- New Listings (Last Month): 71
- Expired Listings (Last Month): 19
- Sold: 41% Financed | 59% Cash Buyers → No Impact from Interest Rates

### Ultra-Luxury Market (\$10M+)

- Current Supply: 5 years of inventory
- Homes Sold in 2024: 22 (~2 per month)
- Last 3 Months Average: 1 sale per month
- New Listings: 12 homes recently hit the market



## #2 PREPARE THE SELLER

- What to do!
- Always follow up with written communication

### Recommended Preparations

To maximize your home's appeal and marketability, my team will coordinate the following:

- ✓ Lawn maintenance
- ✓ House cleaning
- ✓ Weed removal
- ✓ Painting the front overhang white
- ✓ Fixing the screen in the back
- ✓ Removing any trash in the backyard
- ✓ Replacing the A/C filter (*coil cleaning may be necessary*)



Lourdes Maestres (Lourdes - Personal) > Jose A Rosales  
Feb 12



# #3 : PRESENTATION

1

**Statistics - crazy research**

5

**Printed CMA**

single pages - no staples

2

**Listingbook**

6

**A list of expired listings  
from competitors**

(study the competition)

3

**Video Brochure (LUXURY)**

7

**Do not fire me report -  
sample**

4

**Listing agreement**

8

**A pen, my computer  
and water**

# PRESENTATION LISTING BOOK

- **The Market - The Seller - Me**
- **Last year or YTD production**
- **Intro to the team and roles**
- **Areas of expertise**
- **Notable sales**
- **Company Online exposure**
- **My network**
- **Pre marketing strategy**
- **Active marketing strategy**
- **Staging**
- **Example - Do not fire me report**
- **Open houses**
- **Step by Step process**
- **Portability**
- **Vendors list**

# **MARKETING STRATEGY**

## **PRE LISTING**

Video Call to action : " Send me a DM if you would like to get the information before it goes out to the public"

**Editing**

**Organic social media platforms**

**Generate leads**

**200 outbound calls circle prospecting**

**Email Your Home to Matching Buyers in Our Database**

**Call the Top 100 Buyers Matched in Our Database**

## **ACTIVE LISTING**

**Home tour video - Youtube**

**Multiple open houses**

**Knock on 25 doors minimum**

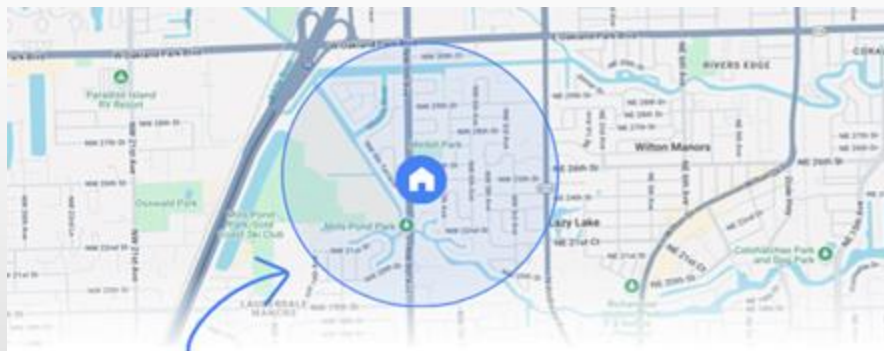
**Landing page**

**200 outbound calls circle prospecting**

**Text your Home to Matching Buyers in Our Database**

**Deal of the week letters**

# DEAL OF THE WEEK - LETTERS



## THIS DEAL IS BANANAS! AIRBNB DREAM BUNGALOW.

The Banana Bungalow Airbnb at 801 NW 24th St. Fort Lauderdale is the talk of the town:

- 150% more views on Zillow Showcase – expertly marketed for maximum exposure.
- High demand – more showings than usual.
- Multiple offers already on the table.

### Why does this matter?

This bananas-level attention shows the power of hiring the right agent to make your property stand out in a competitive market. Whether it's a one-of-a-kind theme or luxury features, buyers are ready to pay a premium when your home gets the spotlight it deserves.

Want to know how much your home could be worth with expert marketing?

If yes, text me at **(954) 833-0933**.  
I look forward to hearing from you.

Warm regards,

**Lourdes Maestres**  
Real Estate Advisor  
**The MPH Team**  
Principal / Compass Florida



**FOLLOW ME ON  
INSTAGRAM:**

@lourdesmaestres



# VIDEO BROCHURE FOR LUXURY LISTINGS



# #4 DO NOT GET FIRED

1

**Showing activity & Feedback**

4

**Any Highlights :** seller's credit, cash, furniture included, investor or end user

2

**Open house activity**

5

**Marketing efforts**

3

**Crazy research**

6

**Recommendations**

# DO NOT FIRE ME REPORT - 1

Good evening, Mike and Joan,

Below is a summary of the work done to promote your home in 2025, along with my insights on the current market conditions and pricing. Additionally, I have a potential showing scheduled for this weekend—I'm currently awaiting confirmation on the time and will keep you updated

## **2025 Showings:**

- **9th Showing – 12/30/2024**

Buyers: Eva and Richard

The Wallaces currently own a home in Dolphin Isles at [redacted] and are in the process of tearing it down to build their dream home. They strongly considered purchasing your home and expressed interest in submitting an offer but after the 2nd showing they changed their mind.

**Request to Show – Scheduled for 01/04/2025**

The potential buyer, an attorney who owns a home on Las Olas Isles at [redacted], has **75 feet of water frontage** but is looking to upgrade to accommodate a larger boat. Initially, he refused to sign the showing agreement but later disclosed that he submitted an offer on another home. I followed up, and he confirmed that he moved forward with the other property as it was **move-in ready**, though he expressed that he loved the location of your home.

**10th Showing – 01/07/2025**

Eva and Richard Wallace returned for a second showing but ultimately decided to **move forward with their construction plans** and keep their current home.

**Request to Show – 01/11/2025 (Cancelled)**

The scheduled showing was **canceled and never rescheduled**. I followed up with the buyers, who decided to **rent instead of purchase**.

**11th Showing – 01/19/2025**

This was the **first showing** for these buyers, and it went well. They **requested a second showing**.

**12th Showing – 01/22/2025**

During their **second showing**, the buyers ultimately decided to **look for a home in a gated community**. The husband **loved the home**, but the wife did not.

# DO NOT FIRE ME REPORT - 2

## 2025 - Open houses:

- 12/22/2024 Hosted by Lourdes - **3 visitors**, 1 showed interest but after follow up he said he is going to hold off
- 12/29/2024 Hosted by Patricia - From the open house on December 29th, we had a total of **7 families visit** -
- 01/12/2025 Hosted by Patricia - We had **2 visitors**. The first was a realtor previewing the property. The second were potential buyers who shared that, while they appreciated the home, they found it too large for their needs and were not interested in taking on the renovations it requires.
- 1/19/2025 Hosted by Patricia- We had **5 visitors**. The general feedback was that the house needs updates, and visitors were uncertain about taking on the required renovations.

## Market conditions :

- Fort lauderdale has 49 waterfront single family homes on the market between \$5M-\$7.5M
- In the month January 6 new homes hit the market between \$5.2M-\$7.495M
- In the last 30 days 1335 Seminole sold for \$5.663M to a cash buyer James and Corenna Smith, they plan on living in it. ( **they paid \$850 x square feet** )
- In the last 30 days 3 homes sold. which means that with current inventory we are still at 16 months of supply
- 3 properties went under contract since January 1st, but all had significant price adjustments , see below:
  1. 2210 Intracoastal Dr ( **was originally listed at \$7.3M and it had "8" price reductions and it took over 16 months to go under contract** )
  2. 2719 NE 14th St ( **it took them 17 months to get an offer** )
  3. 307 Seven Isles Dr ( **this home was originally listed at \$6,995M , it went through "8" price reductions and it finally went under contract when they reduced it to \$5.275M** )

## Price recommendations:

- I am recommending we do another adjustment
- We can also explore the possibility of doing an auction and establishing a minimum bid, if you are interested in this option we can set up a time to meet. This is used with luxury homes to create a very large buzz and a potential bidding war. The cost is the same but the marketing strategy changes.

# DO NOT FIRE ME REPORT - 3

## **Networking and Exposure:**

- Promoted at the Sports and Entertainment Division events in NYC (September 2024), providing exposure to 90 top brokers nationwide.
- Included in a company-wide Compass email distributed to 35,000 brokers nationwide.

## **Digital Marketing Performance:**

- Featured in our newsletter reaching 7,000 buyers/sellers with a 35% click rate.
- Multiple Social media post - paid ads
- YouTube Advertising:
  - 1,633 total views.
  - Browse Features: 95 views.
  - External Sources: 28 views.
  - Channel Pages: 20 views
  - Inquiries 7
  - 12890 Online views YTD ( see attached report )
  - 164 Unique website visitors
  - 31% of buyers looking are from Fort Lauderdale

## **Print and Direct Mail Campaigns:**

- Featured in 2 editions of Land and Homes magazine.
- 501 postcards mailed three times, featuring a QR code linking to the property's landing page and YouTube video.
- "Deal of the Week" letters sent to 1,453 homes in Coral Ridge and Las Olas Isles on November 25th 2024.

- Brokers preview : 4 relevant opinions of value were shared with you, ranging from **\$7.2M to \$8M**. Interestingly, the broker who valued the property at **\$8M** submitted an offer for **\$6M**



# ALL YOU NEED ARE 3 SOURCES

## **NO MONEY**

**Prospecting**

**Door  
Knocking**

**Organic  
Content**



## **GOT MONEY \$\$\$**

**Mailers**

**Nurturing  
Platform**

**Paid Ads**

# SYSTEMS I USE



Google



FOREWARN®



Shilo



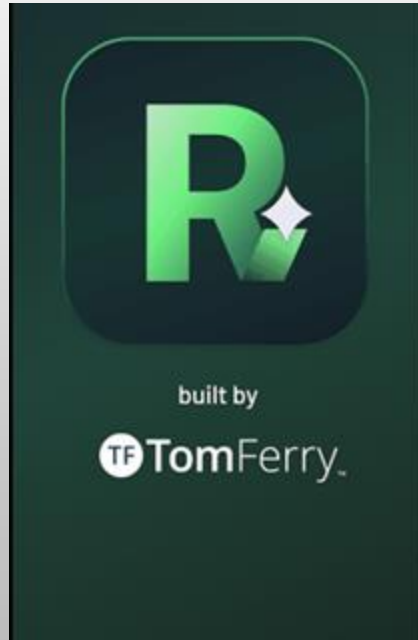
metricool



Zillow®



fello



*Trainual*



Hubstaff



fub



*Let's Connect*