

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

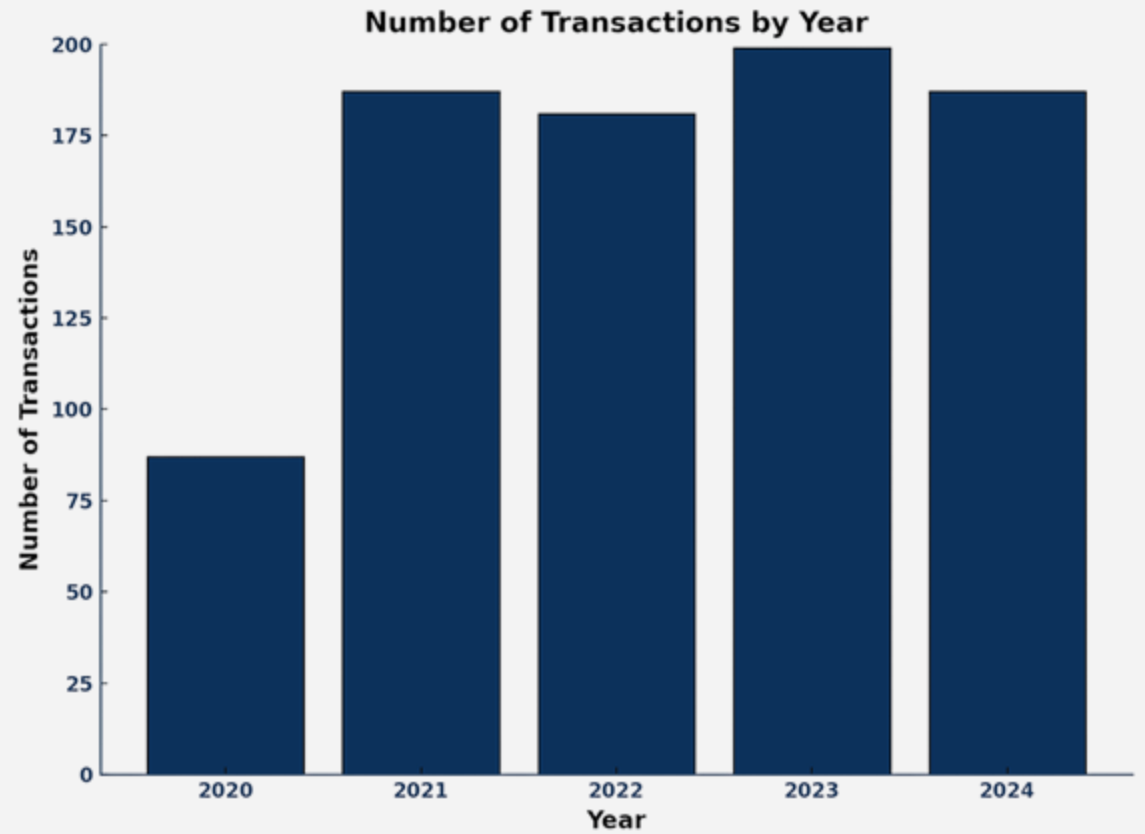
"I don't like excuses"
"I really dislike lazy people"
"Discipline is my #1 Core value"
"I make people cry sometimes"

Born in
Oklahoma



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**



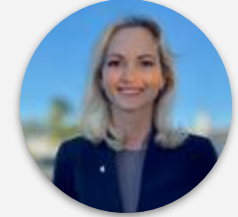
Virtual Assistant



Team Member



Team Member



Team Member



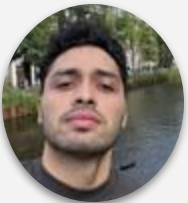
Team Member



Team Member



Team Member



**Marketing
Department**



**Marketing
Department**



**Transaction
Department**



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

Sold



\$2,200,000 → **Mailers**

1515 Seabreeze Blvd, Fort Lauderdale, FL 33316






6 beds 4 baths 3,366 sqft

Est. refi payment: \$115,568/mo [Refinance your loan](#)

[Claim this home](#)

[See all 40 photos](#)

For sale



\$100,000 → **Google**

9181 Sunrise Lakes Blvd APT 210, Sunrise, FL 33322

2 beds 2 baths 850 sqft

Est.: \$1,417/mo [Get pre-qualified](#)

[Request a tour](#)
as early as today at 11:00 am

[Contact agent](#)

[See all 26 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](#)

[See all 25 photos](#)

Sold



\$1,825,000 → **Zillow**

2824 NE 35th St, Fort Lauderdale, FL 33306

4 beds 2 baths 2,003 sqft

Est. refi payment: \$12,841/mo [Refinance your loan](#)

[Claim this home](#)

[See all 35 photos](#)

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

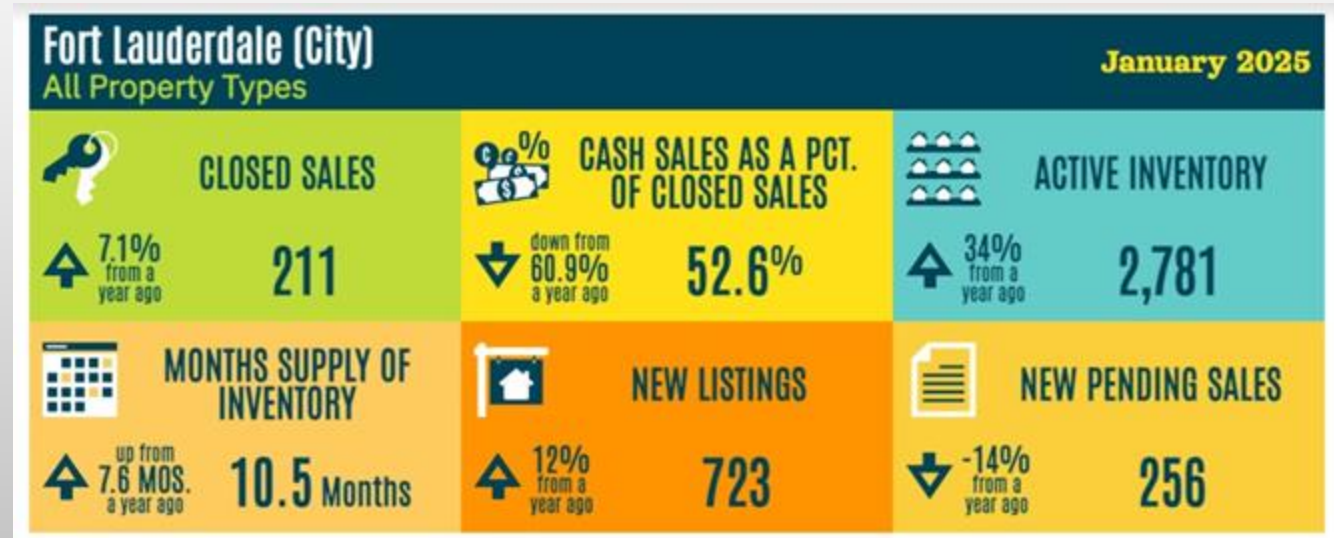
Months supply

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 $\text{ACTIVE} / \text{SOLD } 30 = \text{MONTHS SUPPLY OF INVENTORY}$



#1 CRAZY RESEARCH

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

Market Analysis & Professional Recommendation

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

Pricing Strategy & Recommendations

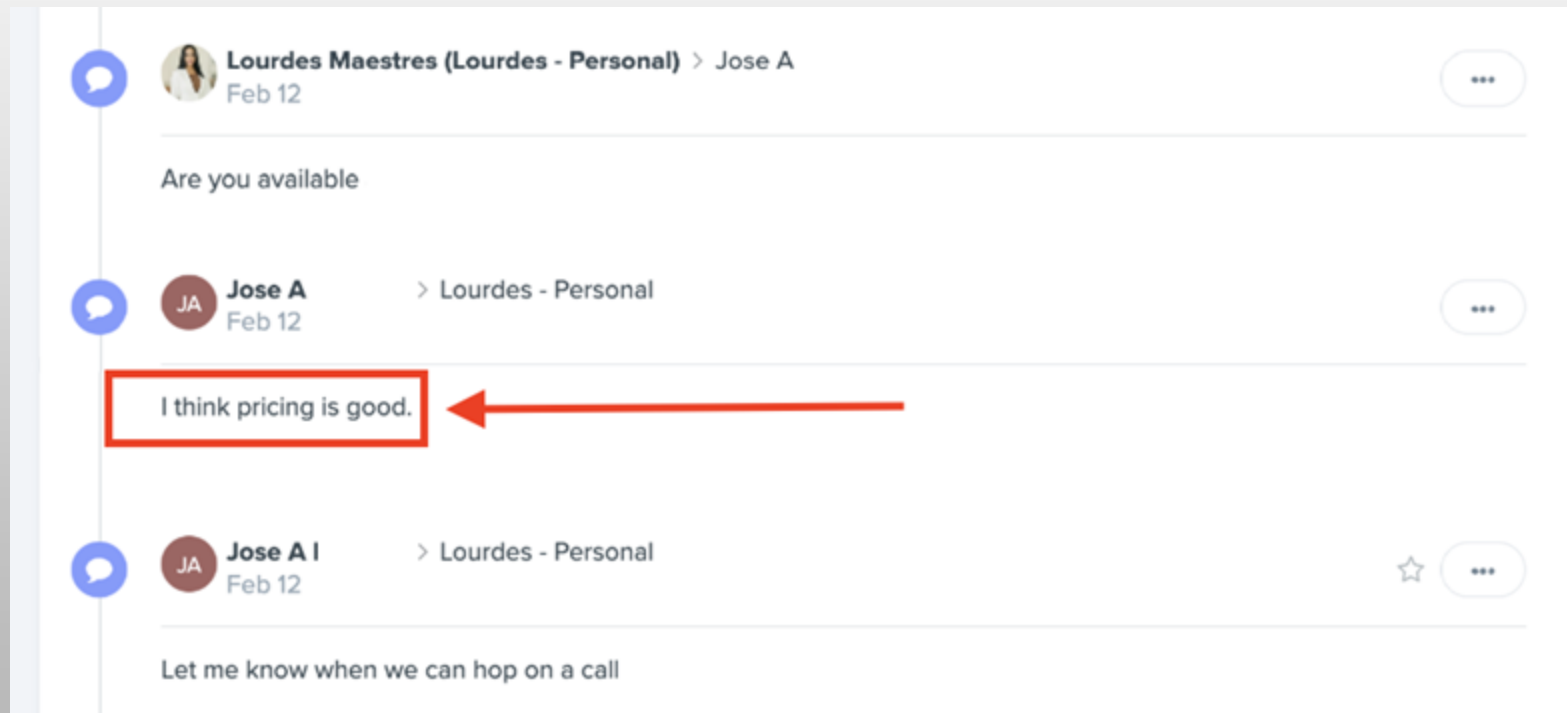
Based on current market conditions, I anticipate your home will likely sell between **\$495,000–\$500,000**. We have two strategic pricing options:

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



#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

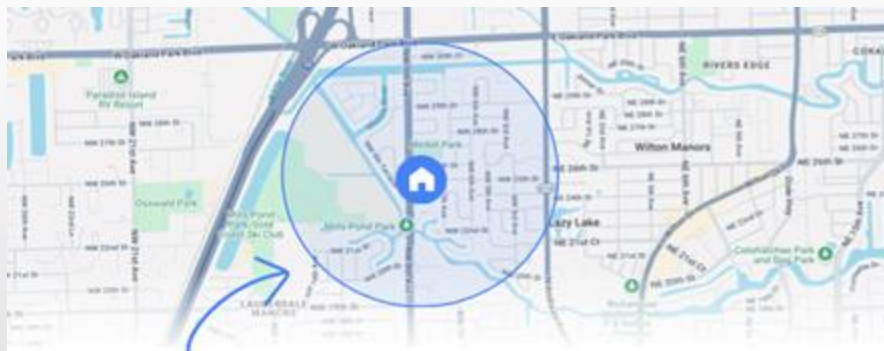
Landing page

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



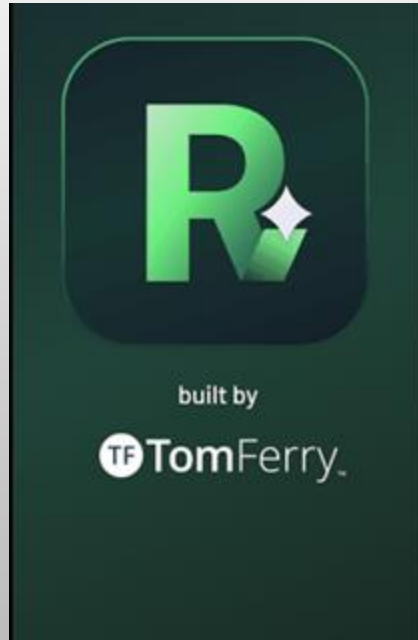
metricool



Zillow®



fello



Trainual



Hubstaff



fub



Let's Connect