

ELITE
RETREAT

20
25

LOURDES MAESTRES

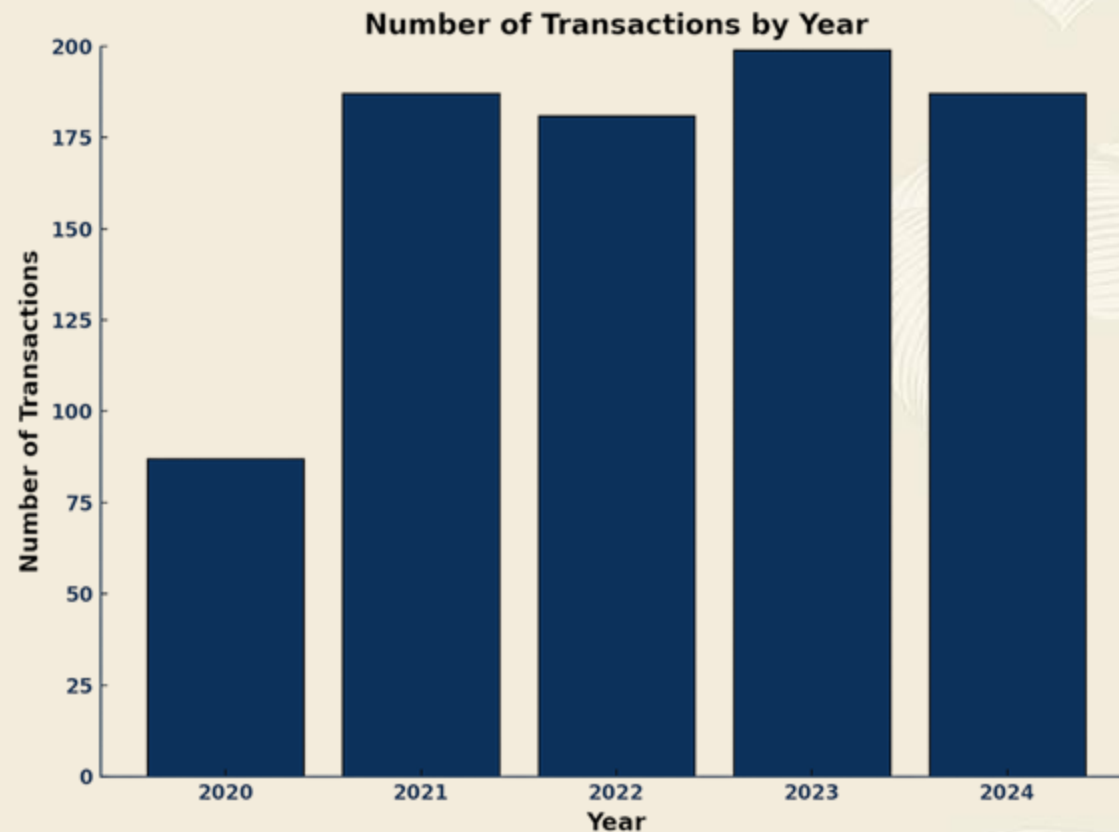
- 16 Years in the business
- Team leader since 2019
- Banking background
- Born in Venezuela
- Raised in Manchester England
- No English accent. Miami accent

"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



Inside Sales Associate



Team Member



Team Member



Team Member



Transaction Department



Transaction Department



Virtual Assistant



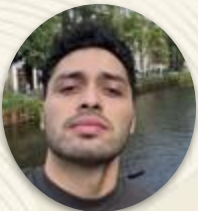
Team Member



Team Member



Team Member



Marketing Department



Marketing Department

DO NOT FIRE ME

BY LOURDES MAESTRES
FORT LAUDERDALE

**01. PRICE STRATEGY
DIDN'T WORK**

**02. NO SHOWINGS, NO
OFFERS**

**03. SELLER KNOWS
MORE THAN YOU**

**04. SELLER RESISTING A
PRICE REDUCTION**

What's in the report

1

Online presentation of the property
(I use zillow showcase)

2

Broker's Open strategy and results

3

Networking and Exposure strategy and results

4

Digital Marketing Performance report

5

Print and Direct Mail Campaigns

6

Showings and Other Engagements

7

Additional Activity - sign calls - circle prospecting - mass text- mass emails

8

Market statistics

Weekly do not fire me report

Market update and weekly activity report - 1328 Seminole Dr

External

Inbox x



Angelica Reales

to Mike, Joan, me

Tue, Dec 31, 2024, 4:35 PM



Please see below a market update and status report of your listing at 1328 Seminole Dr Fort Lauderdale, FL 33304

SHOWING ACTIVITY :

- We have been active on the market for 194 Days
- We have had 1 showing completed last week
- Showing feedback: While the buyers liked your home, they are local residents and decided that developing their existing property is a better option for them.
- **Total Showings to Date:** 9 showings, 1 open house, and 2 broker's open houses.

New Market Activity

- Broward County currently has **133 waterfront single-family homes priced between \$5 million and \$10 million** on the market.
- In the past 30 days, **5 waterfront single-family homes have sold in Broward County**
- Fort Lauderdale **currently has 69 waterfront single-family homes priced between \$5 million and \$10 million** on the market.
- In the past 30 days, **2 waterfront single-family homes are pending a sale**, you can view those here: <https://cmps.re/UmaqN8C>
- In the past 30 days, **4 waterfront single-family homes have sold in Fort Lauderdale** you can view those here: <https://cmps.re/ebjdPqS>

ONLINE ACTIVITY :

- Total views on Compass, Zillow, Realtor.com & others = **2,089**
- See reports attached



Showing Activity

- 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**
- **Showings and Other Engagements:**
 - **1st Showing:** (potential buyer) was not interested. Source: Lourdes' business relationship.
 - Phone Call: owner of 1288 Seminole - not interested. Source: cold call.
 - **2nd Showing:** Boca Raton buyer - purchased a house in another area.
 - Phone Call: owner of 1280 Seminole (source: cold call). He purchased the home from the Ralph Halloran estate for \$2,462,600 in January 2024. The lot size is 11,998 sq. ft. (a bargain). the CEO of Gryphon and is building the home for himself and his family. He was not interested.
 - **3rd Showing:** a local developer, walked by (source: Lourdes' relationship). Not interested. He built 2010 Intracoastal Dr., which has been listed since September 7, 2022. The property started at \$8M, then increased in price to \$9.96M (new construction). Despite weekly parties, open houses, and broker's opens, there have been zero offers.
 - **4th Showing:** Miami buyer made an offer that was not ideal and was rejected. Represented by Che Nelson, broker.
 - **5th Showing:** California buyers decided to rent for a year since their home in California did not sell.
 - **6th Showing:** Local buyers, represented by the realtors who had 1335 listed. The wife, a doctor, felt the house needed too much work.
 - **7th Showing:** A young man, accompanied by his mother and her friend, viewed the home. He was considering renovating. They liked the home's location, size, views, and the direction it faces. Suggestions included larger windows to offer more natural light and views of the water, along with other personal preferences. Overall, they liked the home but felt it required changes.
 - **8th Showing:** a local buyer represented by She walked in and out quickly, stating it was a teardown. a local resident who owns multiple homes.

Additional Activity:

- 3 sign calls - no serious buyers

Zillow listing showcase, premium package

Highlights

Details

Saved

Share

Hide

Showcase

All photos

Lourdes Maestres | COMPASS

Compass FL

For sale

Price cut: \$255K (12/21)

\$7,995,000

1328 Seminole Dr, Fort Lauderdale, FL 33304

4

beds

4

baths

6,788

sqft

Est. payment: \$49,735/mo ⓘ

Get pre-qualified

Single family residence, residential

Built in 1999

0.29 Acres

2 Attached garage spaces

\$1,178 price/sqft

Open house

Sun, Jan 12

1:00 PM - 3:00 PM

[Add to calendar](#)

Listed by

Lourdes Maestres

Compass FL

Contact Lourdes

1328 Seminole Drive

Key Metrics - 12 January 2024 to 5 January 2025

14,683 ↑100%
Over 360 days

Total views for your listing

67%

of Compass views came
from Compass agents

Instagram

was your top social
channel, with 60% of
social traffic.

15s ↑100%
Over 360 days

Avg time spent

172 ↑100%
Over 360 days

Unique visitors

Referral

was your top traffic
source with 41% visitors.

88%

of views came from
Desktop visitors

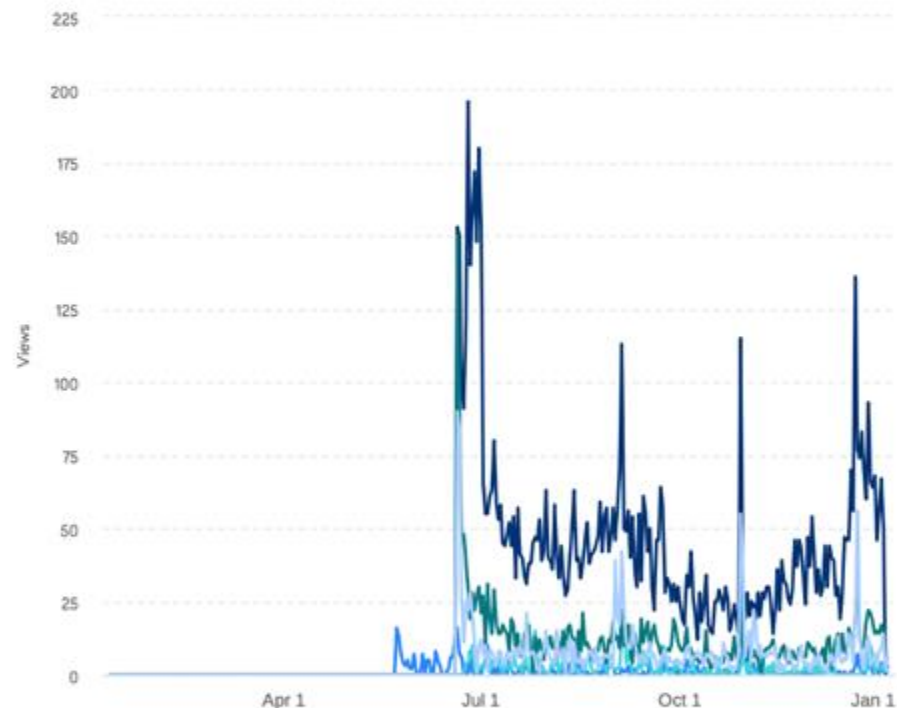
COMPASS

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1328 Seminole Drive

Views By Publisher - 12 January 2024 to 5 January 2025

Compass	Trulia	Zillow
404	485	9,446
Realtor	Others	
2,556	1,792	



COMPASS

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1328 Seminole Drive

Promotion and Social - 12 January 2024 to 5 January 2025

Social traffic

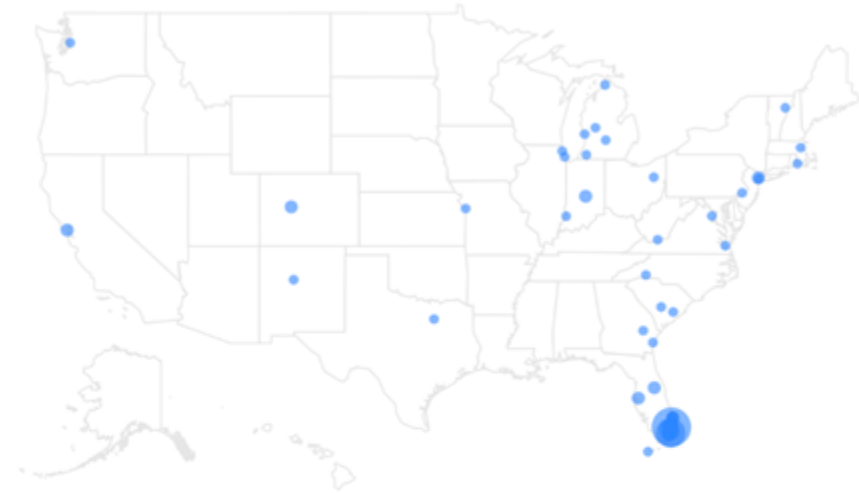


Instagram 60.0%

Facebook 40.0%

1328 Seminole Drive

Views By City - 12 January 2024 to 5 January 2025



CITY	VIEWS	CITY	VIEWS
Fort Lauderdale	31.1%	Coral Springs	1.9%
Miami	16.5%	West Palm Beach	1.7%
Pembroke Pines	6.6%	Mill Valley	1.7%
Miami Beach	3.6%	Hollywood	1.7%
Pompano Beach	2.5%	North Miami	1.4%
Tampa	2.2%	Coral Gables	1.4%

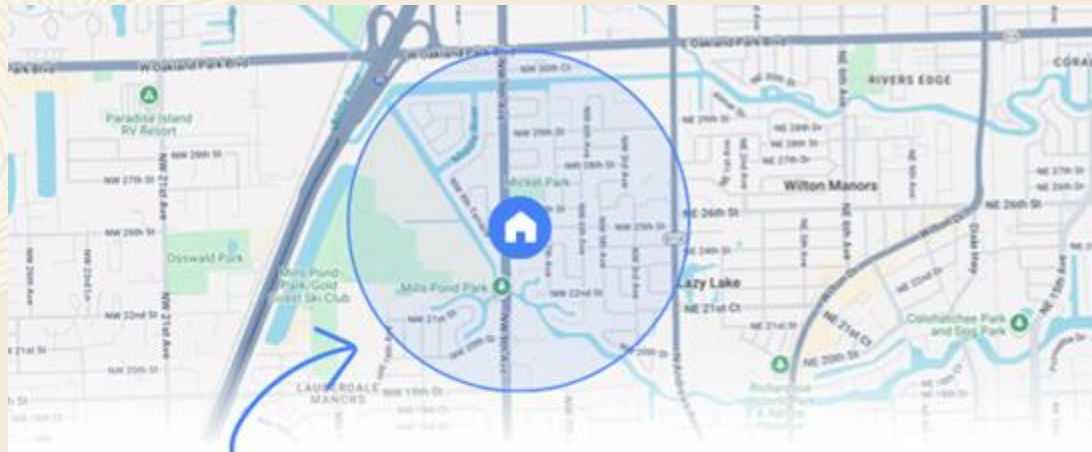
Based on Compass data

COMPASS

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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

Market statistics:

- Broward County currently has 142 waterfront single-family homes priced between \$5 million and \$10 million on the market.
- In the past 30 days, 6 waterfront single-family homes have sold, indicating a 24-month inventory supply if no additional homes are listed. This suggests a buyer's market, as a balanced market typically has about 5 to 6 months of inventory
- Fort Lauderdale **currently has 75 waterfront single-family homes priced** between \$5 million and \$10 million on the market.
- In the past 30 days, **5 waterfront single-family homes have sold in Fort Lauderdale**, indicating a **15-month inventory supply**
- Buyers looking to move to east Fort Lauderdale with a budget between \$5M-10M have **28 options** . [Click here to see the 28 homes](#)
- Since we listed to the public on October 29 only 3 homes in east Fort Lauderdale have sold [Click here to review closed sales since Oct 29](#)

Please let me know a convenient time for us to discuss this in more detail.

--

Lourdes Maestres

Real Estate Advisor

Team Leader - The MPH Team

Business Coach with Tom Ferry

Principal at Compass

m: 786.385.8422



[Search for Homes](#)

Market statistics:

- Since we listed to the public on **October 29** only **3 homes** in east Fort Lauderdale have sold



18 days ago

Lourdes Maestres shared 3 homes with you

✉ lourdes.maestres@compass.com

☎ 786.385.8422



Your competition



18 days ago

Lourdes Maestres shared 28 homes with you

 lourdes.maestres@compass.co

 786.385.8422



**Reality hits home
when sellers see the
data and the relentless
effort of a realtor
backed by proof of
every marketing
strategy in action.**

Thu, Oct 24 at 3:36 PM

Hi Michelle, I sent you an email yesterday. Let me know if you want to move forward or if you would like to discuss !

I got it was going to go over it with D when we connect tonight. It looks good to me, I'm impressed with all of your research.

Ok perfect ! We can connect tomorrow

Don't give up!

**It's not always about
the money,
*sellers need our help!***



MF

Mark

Last Communication 4 hours ago

5530 Nw 44 Street # 415c
Lauderhill, FLORIDA 33319 (home)

Relationships

+

No relationships

Details

Stage Under Contract

Source Mojo, 10 months ago

Agent Lourdes Maestres

Lender

Price

Timeframe

Tags Condo X Import X

Imported Agent: Samy Client Care Specialist X Lourdes Maestres X

Mojo X Samy ISA Department X SELLER X +

Success Story...



Feigenbaum, Mark

to me ▾

Tue, Apr 23, 2024, 4:38 PM



Thank you. I am guessing I'm dreaming at 199. I'm really patient but it's also not with a year waiting either. I'll go with the price you recommend. I'm sure you don't have many clients that say that. You are the expert here.

Let me know once you see it. I may have to call gate to tell them you can get in or are real estate people generally allowed.


On Apr 23, 2024, at 4:28 PM, Lourdes Maestres

wrote:

[Listing](#) [Property History](#) [Neighborhood](#) [Demographics](#) [Photos](#)

☐ RE2/ 5530 NW 44TH St Unit#415C L - \$99,999
[A11580265](#) - Active With Contract Lauderhill, FL 33319

MLS#: [A11580265](#)




[5530 NW 44th St # 415C](#)

Condo/Co-Op/Villa/Townhouse

Price	Chg Type	Chg Info	Eff Date	Agent ID	Office ID	DOM
\$99,999	AC	A -> AC	01/06/2025	3224157	COMP04	245
\$99,999	DECR	\$118,000 -> \$99,999	12/23/2024	3224157	COMP04	231
\$118,000	DECR	\$129,900 -> \$118,000	12/03/2024	3224157	COMP04	211
\$129,900	DECR	\$139,900 -> \$129,900	11/18/2024	3224157	COMP04	196
\$139,900	DECR	\$144,999 -> \$139,900	09/25/2024	3224157	COMP04	142
\$144,999	DECR	\$149,999 -> \$144,999	08/30/2024	3224157	COMP04	116
\$149,999	DECR	\$155,900 -> \$149,999	08/12/2024	3224157	COMP04	98
\$155,900	DECR	\$159,900 -> \$155,900	06/19/2024	3224157	COMP04	44
\$159,900	NEW	ACTV -> \$159,900	05/06/2024	3224157	COMP04	0

ISA Team: The Backbone of Client Engagement

First Text Campaign for Just Listed -7300 Lake Circle Dr APT 401 External Inbox x Print Share

 **Samy Palacios** Tue, Dec 10, 2024, 6:25 PM Star Reply More

I hope this email finds you well,

First phase: I started the Circle Prospecting for your new listing at 7300 Lake Circle Dr APT 401 and sent a total of 221 text messages to active leads in our database that are looking in the area where 7300 Lake Circle Dr APT 401 is located, also I considered their budget, number of beds and baths. This is the text I sent:

Hi Helen, We just listed this move-in ready penthouse corner unit in Margate! Spacious layout, updated baths, walk-in closet, and a prime location near shopping. Plus, it's pet-friendly and offers resort-style amenities. Asking \$187,000 - would you like to see it? -Sam with Compass and Zillow

Dec 10, 2024 at 3:54 PM

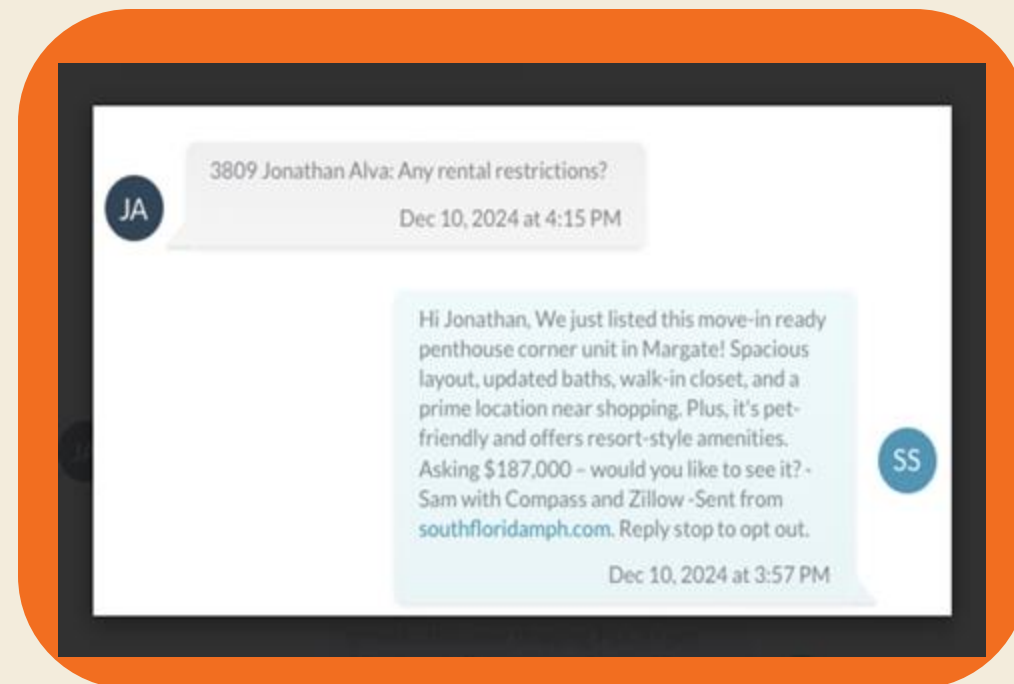
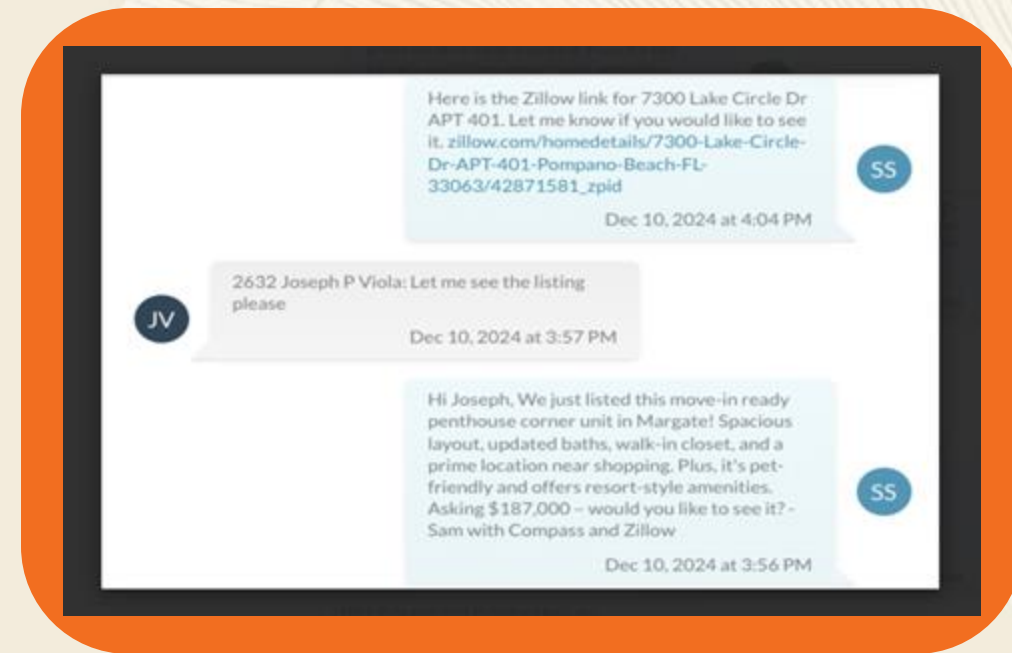
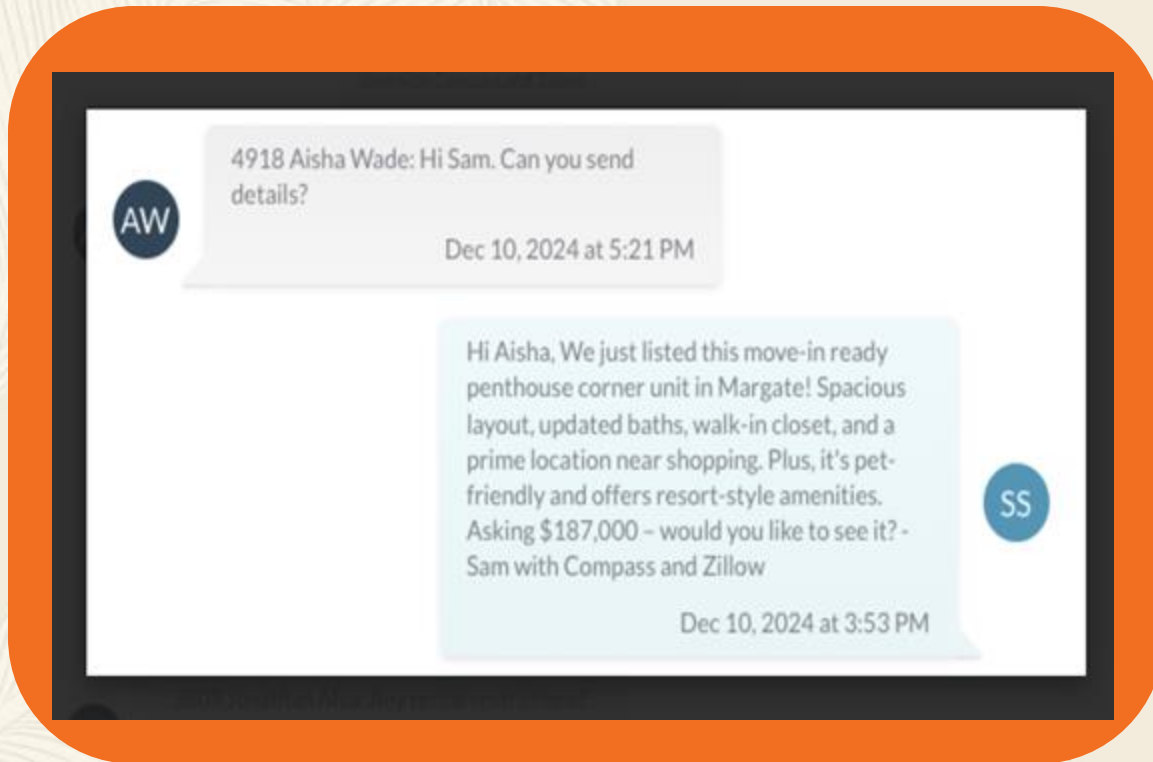
There was a prompt response from interested leads requesting:

1. Pictures
2. Questions regarding HOA
3. Getting the link to see the property
4. The property address
5. Rental restrictions

The second phase is the prospecting phone calls in the neighborhood, which I scheduled for either Thursday or Friday before the Open House on December 15th.

I'm attaching some responses I received and will send you a report after the Neighborhood Circle Prospecting call session.

Show them what you do...



Don't Wait - Plan and Take Action Now!!

STEP 1

Maintain consistency: If the home hasn't sold, provide weekly reports. Select a specific day, schedule it in your calendar, and stick to it.

STEP 2

Follow up with a phone call

STEP 3

Schedule an in-person meeting to discuss a price adjustment.

STEP 4

Every piece of information should be presented alongside engaging visuals for better clarity and impact.

BONUS : IMPLEMENTATION

ListingLeads.com



APPROVES



IMPLEMENTS



ACCOUNTABILITY

Executing on listingleads.com

1

Weekly Monday Meeting with VA (Max)

 Time: 10:30 AM

2

Review marketing tracking sheet

3

Discuss and choose target audience

3

Lourdes approves design same day

4

Review social media performance report
(metricool.com)

5

Max updates tracking report

6

Max uses follow up boss handles all
engagement and collaborates with the
ISA team

6

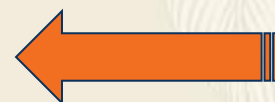
Max reports his activity at 6pm via slack

What does Max do?

MARKETING RESPONSIBILITIES	ALEJANDRA	LAURA	RECRUITING	MAX	ANGELICA	ANGELA
Manage marketing Budget	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input checked="" type="checkbox"/>
Youtube videos - keywords, description- paid ads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
Video editing long form, shorts, home tours,informative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
Use answer the public - google	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
Youtube optimization	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
Google services ads - create - manage- kpi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
Meta Ads - Create & manage engagement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
Generate weekly KPI report Metrocool.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
Run Facebook ads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
Monday Deal of the week /letter/email/text/story/carrousel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
Tuesday listingleads email campaign	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
Wednesday listingleads text campaign	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
Thursday listingleads social ads	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
Friday listingleads social post	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
Expired listingleads letter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
Magic Buyer listingleads letters \$3M+	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
Recruiting campaigns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
Past clients campaigns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
Attorney Campaigns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
Targeted campaigns other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
Attend EOS weekly meeting	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Attend Monday meeting with Lourdes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>		
Engagement LinkedIn	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		

+ ≡ Master SOP List Keywords Marketing Responsibilities Buyer Leads SOP Listing SOP 1-1 with Lourdes Create lists for mailers Auditor VA

Marketing Tracking 2024-2025 - Max								
File Edit View Insert Format Data Tools Extensions Help								
100% \$ % 123 Default... 10 B I A								
Mojo expired listings								
Date Completed	Campaign	E	M	T	Link Clicks	Reach	Impressions	Targeted audience
12/2/2024	Text - Deal of the week: 967 Hillsboro			100				All agent not archived/contacted/suscribed to text/ \$10M+/HNWI
12/2/2024	Email - Deal of the week: 967 Hillsboro							All agents not archived/contacted/suscribed to email/ valid email/ \$10M+/HNWI
12/3/2024	Text - TOTW: Mortgage Rates & Feelings			875				All agent not archived/contacted/suscribed to text/ B&S
12/4/2024	Email - EOTW: 12% Jump	393						All agent not archived/contacted/suscribed to email/ sellers
12/9/2024	Text - Deal of the week: 2824 Northeast			255				All agent not archived/contacted/suscribed to text/ \$2M+/HNWI
12/9/2024	Mailer - Deal of the week - Taradel 2824 Northeast		1726					2824 Northeast - Taradel
12/9/2024	Email - Deal of the week: 2824 Northeast	187						All agent not archived/contacted/suscribed to email/ \$2M+/HNWI
12/10/2024	Text - Bad Timing Text			71				All agent not archived/contacted/suscribed to text/ sellers / last 6 months (Cold leads)
12/10/2024	Mailer - Magic Buyer Letter Victoria Park		1,116					Victoria Park - Taradel
12/12/2024	Email - Year In Review	2652						All agent not archived/contacted/subscribed to email/valid email
12/16/2024	Email - Deal of the week: 450 North Federal	545						All agent not archived/contacted/suscribed to email/ buyer/townhome/\$400k to \$600k
12/16/2024	Text - Deal of the week: 450 North Federal			70				All agent not archived/contacted/suscribed to SMS/ buyer/townhome/\$400k to \$600k
12/16/2024	Mailer - Deal of the week - 450 North Federal Highway		904					450 North Federal Highway - Taradel
12/17/2024	Text - Cold Activation Text			15				Mojo expired
12/18/2024	Email - expired listings	537						Mojo expired listings
12/19/2024	Email - Rent vs. Sell	308						Closed 2020 2021 2022 2023
12/23/2024	Ads campaign (Facebook / Insta) - 967 Hillsboro Mile				73	1,686	2,071	967 Hillsboro Mile, Hillsboro Beach (Facebook / Insta)
12/23/2024	Ads campaign (Facebook / Insta) 2824 NE 35th St				91	1,438	1,804	2824 NE 35th St (Facebook / Insta)
12/23/2024	Ads campaign (Facebook / Insta) 2709 Center Ave				54	1,244	1,426	2709 Center Ave (Facebook / Insta)
12/23/2024	Mailer - Deal of the week - 1328 Seminole Dr price improved		1732					1328 Seminole Dr Coral Ridge - Las Olas Isles Homeowners
12/23/2024	Email - Deal of the week - 1328 Seminole Dr price improved	54						All agent not archived/contacted/suscribed to email/ \$6M+/HNWI
12/23/2024	Text - Deal of the week - 1328 Seminole Dr price improved			7				All agent not archived/contacted/suscribed to text/ \$6M+/HNWI
12/30/2024	Text - Deal of the week - 2709 Center Ave			30				All agent not archived/contacted/suscribed to text/ \$2M+/HNWI
12/30/2024	Email - Deal of the week: 2709 Center Ave	133						All agent not archived/contacted/suscribed to text/ \$2M+/HNWI
12/30/2024	Mailer - Deal of the week - 2709 Center Ave		1,966					2709 Center Ave - Taradel
	Total - December	4809	8560	1423	264	11,477	18,558	
1/3/2025	Mailer - Expired listings - December 2024		101					Fort Lauderdale - Taradel
1/6/2025	Mailer - Deal of the week - December 2024		1,214					801 NW 24th St - Taradel



Track & measure



Let's Connect

ELITE RETREAT 2025