

# DO NOT FIRE ME REPORT

*BY LOURDES MAESTRES*

## #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**

### Broker's Open - June 15:

- Successfully hosted with over 20 attendees.
- Invitations distributed via 100 text messages, 100 emails, and 100 outbound calls

### 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.

### 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

### 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.

### Showings and Other Engagements:

#### Total Showings: 8

- 6 buyers were not interested (due to location, condition, or plans to build/rent elsewhere)
- 1 buyer made an offer that was rejected
- 1 buyer liked the home but noted it needed updates and changes

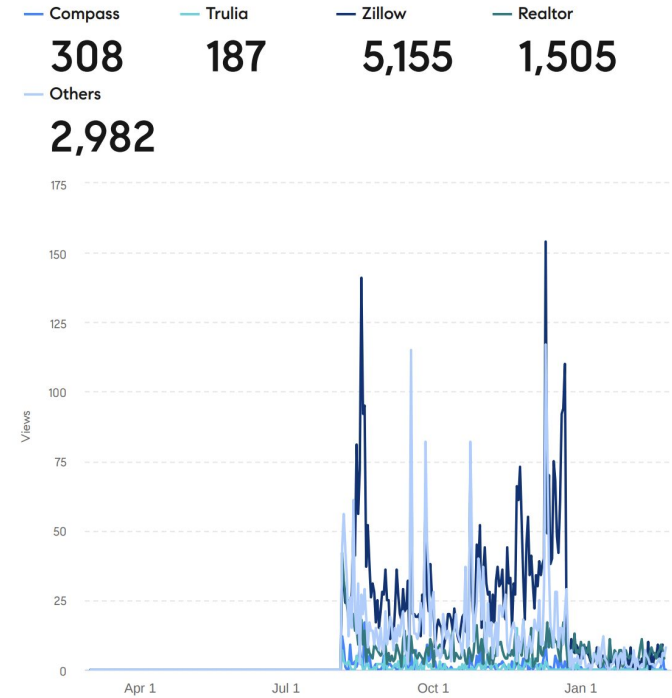
### Additional Activity:

- 3 sign calls - no serious buyers

### 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

2824 Northeast 35th Street  
Views By Publisher - 1 March 2024 to 23 February 2025



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Property History

List date	List price	Sold date	Sold price	Current price	DOM / CDOM	Previous sold date	Previous sold price
08/02/2024	\$2,350,000	02/24/2025	\$1,825,000	\$1,825,000	140 / -	06/29/2022	\$2,300,000

Transaction Mortgage Tax Deed

Date	Event	Source	Price
02/24/2025	Sold	MiamiRE #A11634818	\$1,825,000
12/20/2024	Pending	MiamiRE #A11634818	
12/20/2024	Backup Contract	MiamiRE #A11634818	
12/10/2024	Price Change	MiamiRE #A11634818	\$1,999,000
10/24/2024	Price Change	MiamiRE #A11634818	\$2,049,000
09/26/2024	Price Change	MiamiRE #A11634818	\$2,100,000
09/17/2024	Price Change	MiamiRE #A11634818	\$2,299,000
08/02/2024	Listed (Active)	MiamiRE #A11634818	\$2,350,000
06/30/2022	Sold	MiamiRF #A11183738	\$2,300,000