

# LISTING AGENT

## SOUTH FLORIDA

### WORLDWIDE PROPERTY MARKETING EXPOSURE



GET THE SELLING EDGE!  
IN HOUSE GRAPHICS  
& MARKETING!



**JUST LISTED!**



**TIME TO  
TIME TO  
SELL!  
BUY!**

**JUST SOLD!**

**BRG 100% GUARANTEE**

**MARKET KNOWLEDGE**

**EXCELLENCE**

**LISTING**  
AGENT  
South Florida

[ListingAgentSouthFlorida.com](http://ListingAgentSouthFlorida.com)

# RESULTS

## WORLDWIDE PROPERTY MARKETING EXPOSURE

### BRG 100% GUARANTEE

**BRG**

- + Attention to Every Detail
- + Market Knowledge
- + Committed to Excellence

Experience the Expertise & Strategies  
from a 3rd Generation Broker.

“

The Real Estate Market is  
Competitive...  
Often Multiple Offers and  
Sales at Over Asking Price!

”

An Aggressive, Professional BRG Realtor  
will guide you to Success through every  
aspect of your real estate transaction.

#### TECHNOLOGY

#### EXPERIENCE

#### RESULTS



#### WORLDWIDE EXPOSURE

#### SOCIAL MEDIA

#### MARKETING



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South Florida

KIM RAUSCH *Realtor* 954.826.0900

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# BRAND

WORLDWIDE PROPERTY MARKETING EXPOSURE

## WORKING FOR YOU

- ▶ Estate Properties
- ▶ Single Family Homes
- ▶ Townhomes / Villas
- ▶ Condos
- ▶ 55+ Lifestyles
- ▶ Short Sales
- ▶ REO Advantages
- ▶ First Look Program
- ▶ Real Estate Expertise

Berger Realty Group Associates are Skilled Professionals at the highest level.

Our Broker, Staff and Agents work together as a team throughout each transaction.

The attention to detail during your Relocation, Selling or Buying experience will bring you back to BRG whenever its time to...

## “Make the Right Move”



### BRAND

Let our BRG Staging Team Advise which features Will Net you the Highest Return.



### RESULTS

We Get Your Home Sold Fast... for the Best Price in the Shortest Possible Time!



### GOALS

We Attract the Best Buyers And Sell your property for ALL its Worth!

## BRG MEDIA ROOMS

Our State of the Art Facility includes a Client Media Room where Buyers can Preview Properties in a comfortable setting or entertain their kids during a consultation or Closing.

CALL  
TODAY!

## COMPLIMENTARY CONSULTATION



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# GLOBAL REACH

WORLDWIDE PROPERTY MARKETING EXPOSURE

## Online Marketing / Global Reach

We distribute properties to the most **Real Estate & Social Media Websites** utilizing a variety of **Online & Print Advertising Campaigns** so your home can be found by the most qualified real estate buyers.



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# LISTING DISTRIBUTION

WORLDWIDE PROPERTY MARKETING EXPOSURE

**Berger Realty Group** distributes properties to the most popular **Real Estate-Focused Websites** in the world, multiple **Social Media Websites** and utilizes **Online and Print Advertising** to increase the potential for your home to be found by the most qualified real estate consumers.



**REALTOR.COM** Find real estate listings, homes for sale, apartments, houses for rent, and property records, as well as school and neighborhood information on Realtor.com.



**ZILLOW.COM** Zillow and Yahoo! Real Estate have joined forces to create one of the largest real estate networks on the web. The combined network draws millions of visitors to their website every day.



**TRULIA.COM** Trulia's real estate search engine allows consumers to search for homes and condos for sale, market trends, neighborhood insights and real estate information from multiple real estate websites.



**HOMES.YAHOO.COM** Zillow powers Yahoo! Real Estate...one of the nation's top real estate websites for consumer traffic, driving millions of visitors to their website every day.



**HOMES.COM** Search millions of homes for sale or rent including new homes, apartments, condos, townhouses and more. Homes.com provides a wealth of real estate information to help find your perfect home.



**HOMEFINDER.COM** Millions of property listings, provide a full snapshot of the local market to home buyers and sellers, with online advertising solutions for agents and brokers.



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# WHY USE A REALTOR?

WORLDWIDE PROPERTY MARKETING EXPOSURE

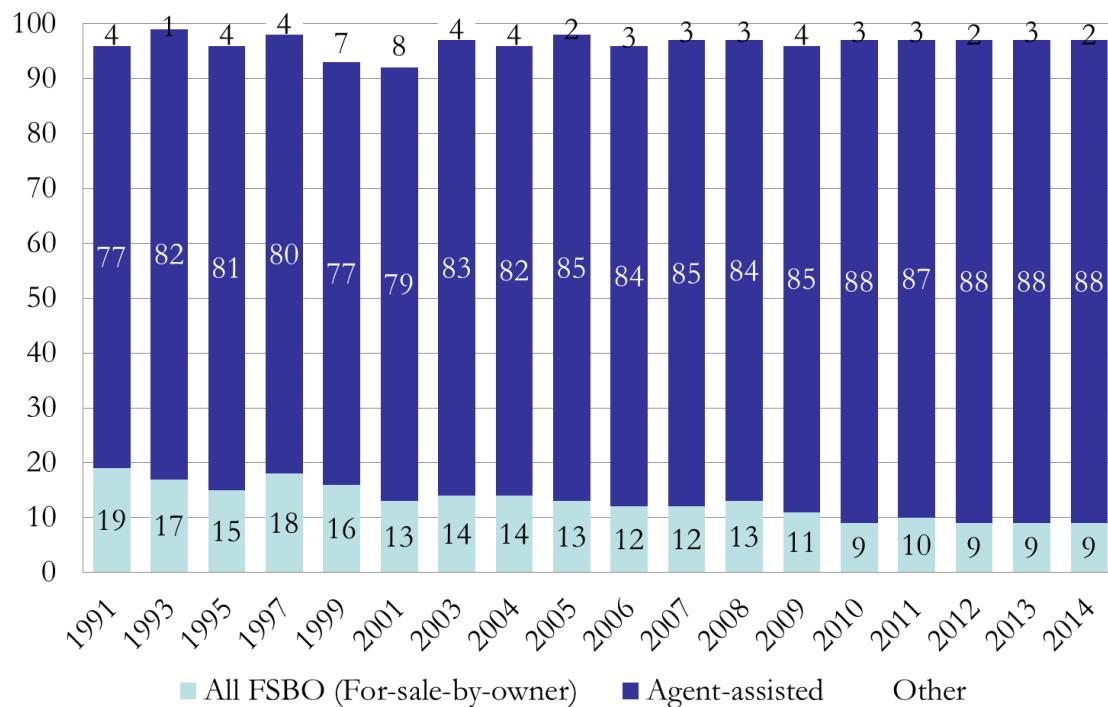
## Agent Use By Buyers & Sellers Remains High

**88% of Buyers purchased their home through a real estate agent or broker.**

- Most want help finding right home
- Benefitted from help understanding the process
- High importance on honesty and integrity

**88% of sellers were assisted by an agent**

- Help market home
- Sell within specific time frame
- Help price home competitively
- Reputation, honesty and integrity important



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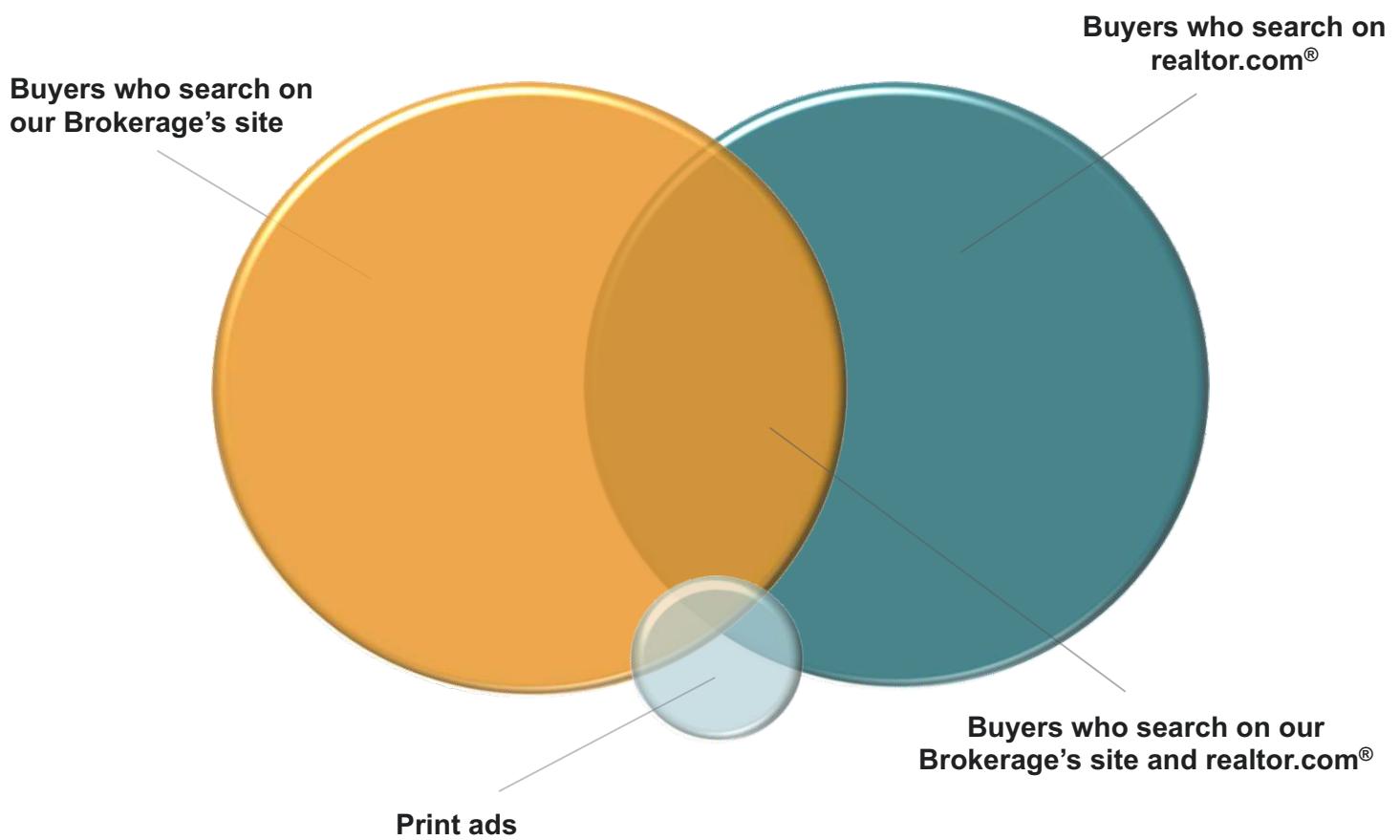
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# WHY USE A REALTOR?

WORLDWIDE PROPERTY MARKETING EXPOSURE

## Best of All Worlds

I Market to Buyers who are on our site plus buyers who have not yet picked a broker.



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### Multiple Listing Service (MLS)

- **Largest Online Database** of Real Estate listings on the MLS posted by Realtors for Realtors.
- **Over 15,000+ Agents** In Broward County & an additional **30,000+ Agents** in Dade & Palm Beach County will be exposed to Your Property.
- **MLS System is linked to Realtor.com, HouseValues.com** plus so many MORE!



# SOCIAL MEDIA

WORLDWIDE PROPERTY MARKETING EXPOSURE



**Berger Realty Group** uses **Social Media and Branding** to connect your home to the global real estate community.

Berger Realty Group develops social relationships with potential home buyers and sellers on **Facebook, Twitter, Google+, LinkedIn, YouTube and Pinterest** generating thousands of additional property views per day.



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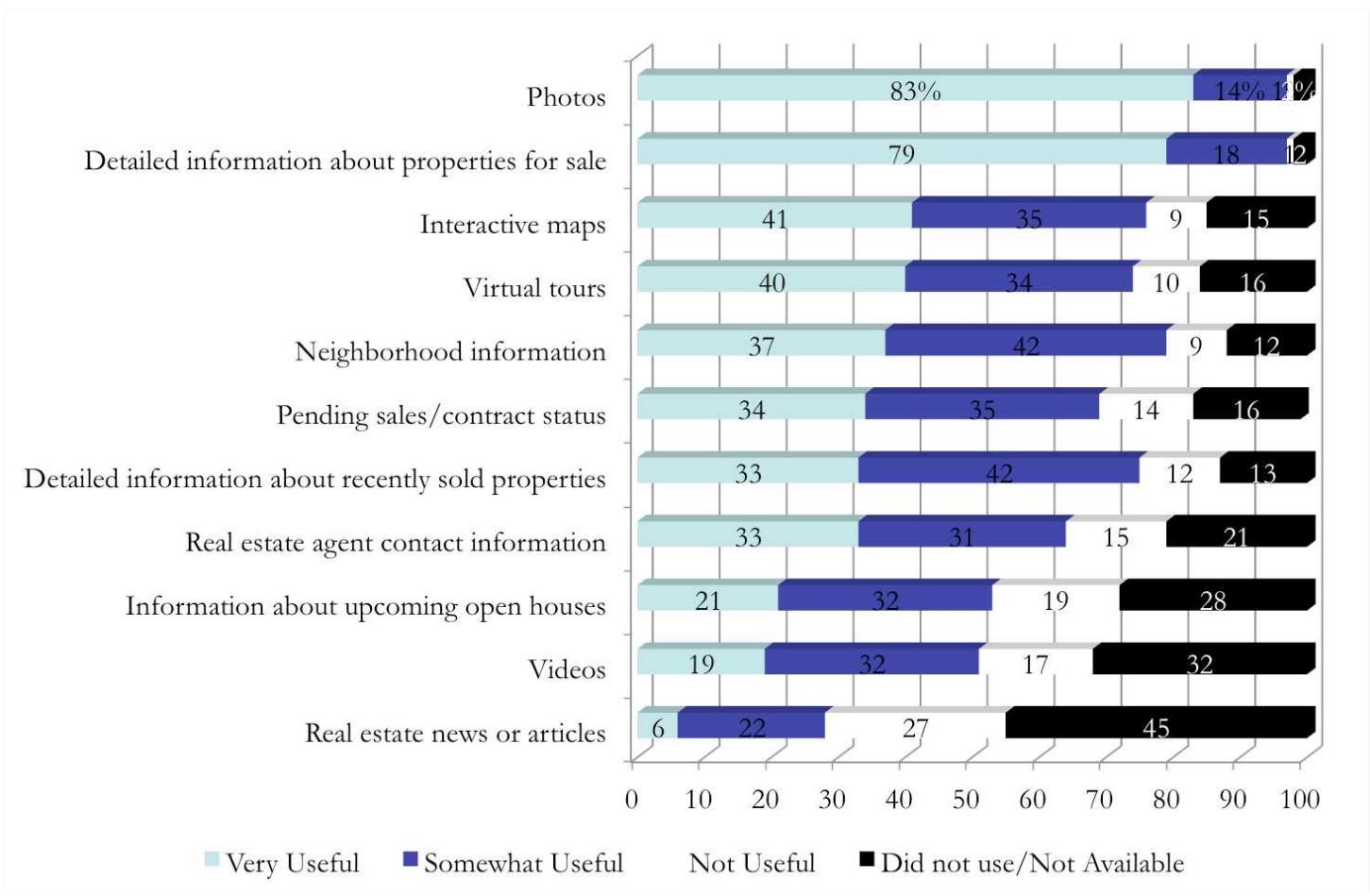
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# ONLINE MARKETING

WORLDWIDE PROPERTY MARKETING EXPOSURE

## 2 Most Important Features

- Buyers say the two most important features are **Photos** and **Detailed Descriptions**.



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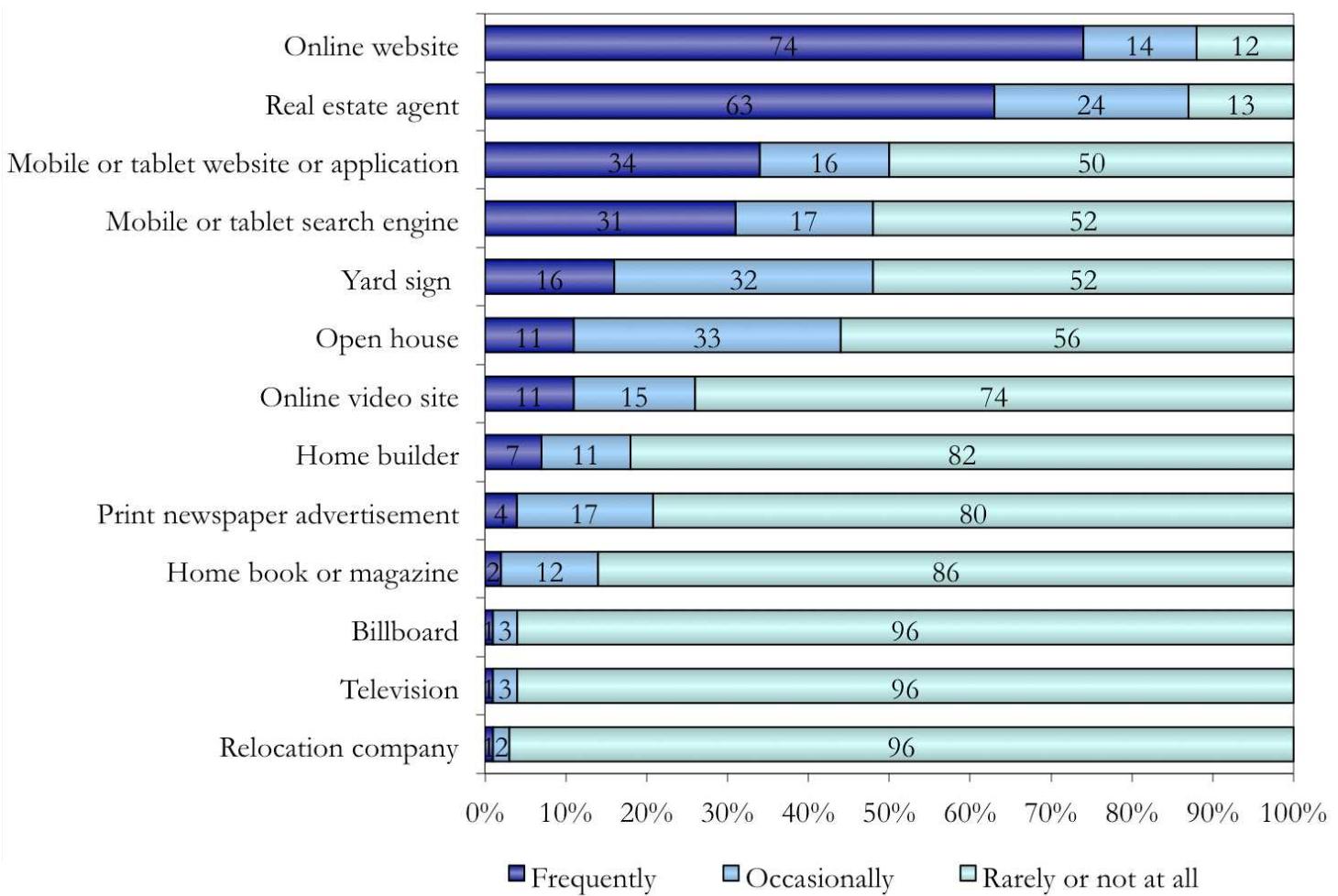
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# ONLINE MARKETING

WORLDWIDE PROPERTY MARKETING EXPOSURE

## The Importance of Online Marketing

- **Buyers use the Internet** to search for a home more than any other media.
- Buyers are nearly **5 times more likely to find the home they purchase Online** rather than in the newspaper.\*



# PRICING

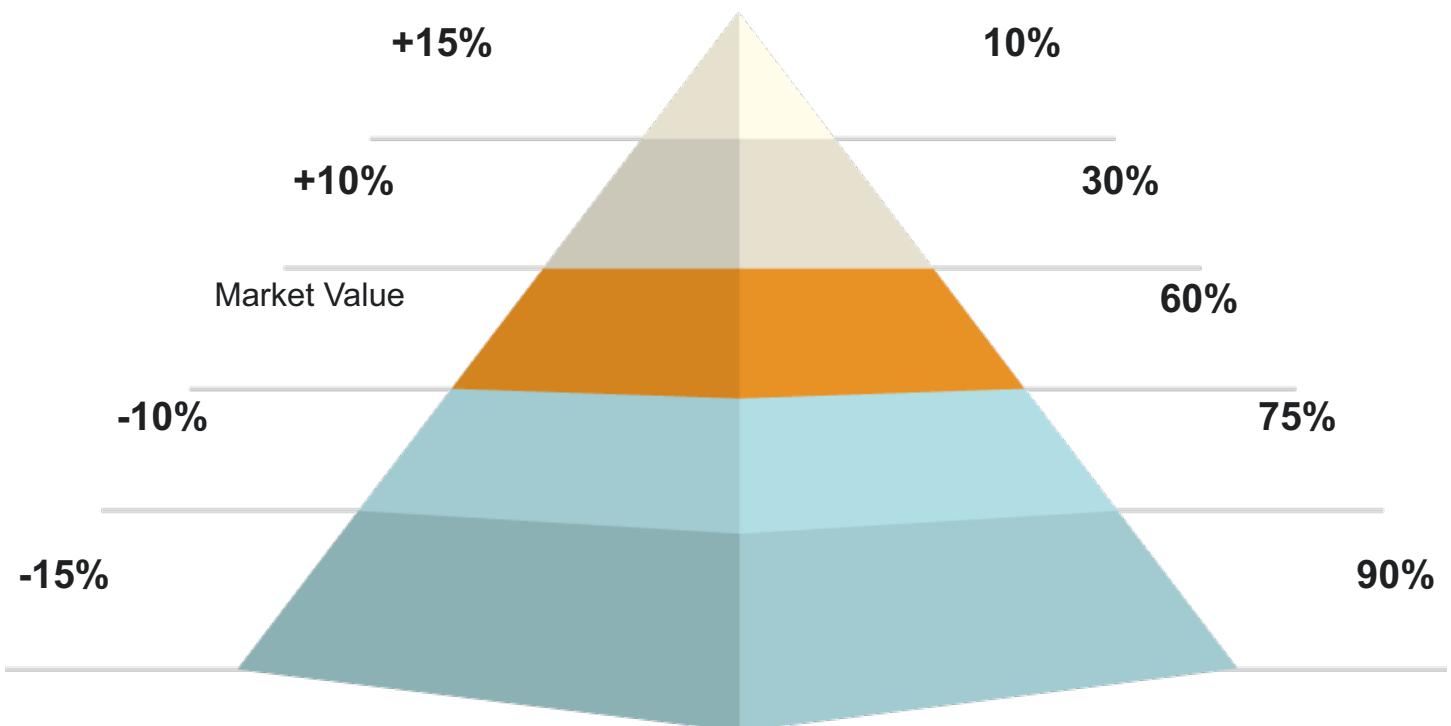
WORLDWIDE PROPERTY MARKETING EXPOSURE

## Pricing vs. Potential Buyers

**Properly priced**, you will have the possibility of many more buyers competing for your property.

Asking Price Compared  
to Market Value

Percentage of Potential Buyers  
who will look for Property



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# PRICING

WORLDWIDE PROPERTY MARKETING EXPOSURE

## Asking Price vs. Selling Price

**Strategically Pricing your home** to get it sold for the most money in the least amount of time.

**Price too low** and you lose the value.

**Price too high** and you lose the buyers.



# BROCHURES/FLYERS

WORLDWIDE PROPERTY MARKETING EXPOSURE

## Flyers & Brochures

### Custom Flyers & Brochures...Online & Printed...

created by our in house marketing specialists help to promote your home! We create and send professional email flyers to real estate agents and buyers in your area.

**WE CARE ABOUT YOU**

We WORK HARD! This is what it takes today. At Berger Realty Group our Goal is to facilitate the Ultimate Real Estate Experience, for both our Sales Associates and their Clients.

CALL US : 954.344.8222

**SELLING**  
Selling your home should be a positive experience. Our agents coordinate every aspect from start to finish so you can concentrate on the rest of your life.

**BUYING**  
Our services are not complete until you safely and securely in your new property. We will be there to walk you through every step.

**RESULTS**  
At Berger Realty Group, we are about making a Difference. The difference at BRG starts with the Real Estate Agents.

**JUST LISTED!**

**6431 NW 41 ST \$459,900**

BEAUTIFUL Home Fully Remodeled Sparkling New Marble Tile Floors Spacious Living, Dining & Family Room High Vaulted/ Volume Ceilings Breakfast Area off the AMAZING Kitchen Granite & Wood & Glass Details X-Large Bedrooms NEW Bath NEW Lighting NEW Designer Fans Sunken Wet Bar w/Glass Countertop

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# PROPERTY WEBSITES

WORLDWIDE PROPERTY MARKETING EXPOSURE

## Custom Property Websites, Slideshows & Virtual Tours

We create **Stunning Virtual Tours & Videos** that grab home buyers attention! Our in house web design specialists will create a **Custom Property Website Design that Dazzles** with a **Unique Domain Name** to establish a presence for your property on the web a step above the rest.

## THE PRESERVE

*Coral Springs*



THE PRESERVE- WOODSIDE ESTATES



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# E-MAIL CAMPAIGNS

WORLDWIDE PROPERTY MARKETING EXPOSURE

## Get the E-Mail Edge!

### Dynamic Real Estate E-mail Campaigns

promote the sale of your home. BRG provides everything you need to effectively market your home to the growing list of buyers worldwide.



FREE HOME VALUE REPORT  
What's Your Home Worth?  
You Might Be Surprised!!!  
Get a FREE List of Recently Sold Homes in Your Neighborhood

Just click on the button & fill out the form to get your FREE REPORT!

[The list includes address, sold price, sold date, property details & photos]

Search Listings

Free Report

Refer a Friend

Fill out the Form 1  
tell us about your home

Check your E-mail 2  
for your free report

Contact Us 3  
for more info

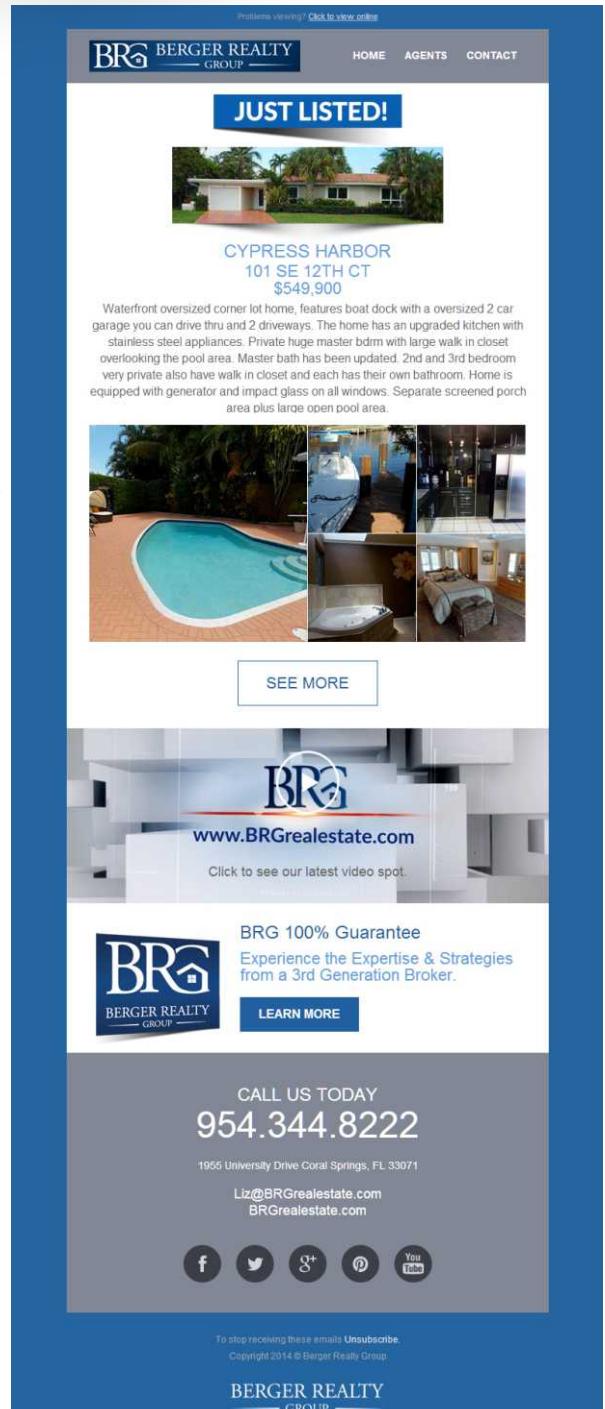
Check your e-mail for your FREE REPORT!



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BRG BERGER REALTY GROUP

HOME AGENTS CONTACT

JUST LISTED!

CYPRESS HARBOR  
101 SE 12TH CT  
\$549,900

Waterfront oversized corner lot home, features boat dock with a oversized 2 car garage you can drive thru and 2 driveways. The home has an upgraded kitchen with stainless steel appliances. Private huge master bdm with large walk in closet overlooking the pool area. Master bath has been updated. 2nd and 3rd bedroom very private also have walk in closet and each has their own bathroom. Home is equipped with generator and impact glass on all windows. Separate screened porch area plus large open pool area.

SEE MORE

www.BRGrealstate.com

Click to see our latest video spot.

BRG 100% Guarantee  
Experience the Expertise & Strategies from a 3rd Generation Broker.

BRG BERGER REALTY GROUP

LEARN MORE

CALL US TODAY  
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Liz@BRGrealstate.com  
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BERGER REALTY GROUP

# POSTCARDS

WORLDWIDE PROPERTY MARKETING EXPOSURE

## Postcards

### Just Listed! Just Sold!

A great way to reach more home buyers in your neighborhood is by sending out real estate **JUST LISTED & JUST SOLD** postcards.

Our **In House Graphics Specialists** can create custom designed postcards for your property in record time.

**JUST LISTED!**

**JUST SOLD!**



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# E-BOOKS ONLINE

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## Get the Online Edge!

Sophisticated **E-Books** are **Custom Designed** to engage your online home buyers ... iPhone and Android friendly... with a PDF that can be downloaded with the press of a button.



**GLOBAL REACH**  
WORLDWIDE PROPERTY MARKETING EXPOSURE

**LISTING DISTRIBUTION**  
WORLDWIDE PROPERTY MARKETING EXPOSURE

**Online Marketing / Global Reach**

We distribute properties to the most **Real Estate & Social Media Websites** utilizing a variety of **Online & Print Advertising Campaigns** so your home can be found by the most qualified real estate buyers.

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**HOMES.YAHOO.COM** Zillow powers Yahoo! Real Estate...one of the nation's top real estate websites for consumer traffic, driving millions of visitors to their website every day.

**HOMES.COM** Search millions of homes for sale or rent including new homes, apartments, condos, townhouses and more. Homes.com provides a wealth of real estate information to help find your perfect home.

**HOMEFINDER.COM** Millions of property listings, provide a full snapshot of the local market to home buyers and sellers, with online advertising solutions for agents and brokers.

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# ADVERTISING

WORLDWIDE PROPERTY MARKETING EXPOSURE

## Get the Selling Edge!

**In House Advertising, Graphics, Web Design & Online Marketing**...work together to get your home sold fast! Take the Lead! Let's get started today!

- Postcards
- Flyers / Brochures
- E-Book Presentations
- E-Mail Marketing Campaigns

- Custom Property Slideshows
- Custom Property Website
- Online Marketing / Worldwide Exposure
- Social Media Marketing



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# VIDEOS & DVDS

WORLDWIDE PROPERTY MARKETING EXPOSURE

## Custom Property DVDS/VIDEOS

**Custom Property DVD's with Stunning Virtual Tours**  
for your open house...for buyers to take with them to help  
in their decision making process.



**LIVE PREVIEW**



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# MOBILE

WORLDWIDE PROPERTY MARKETING EXPOSURE

## Get the Mobile Edge!

Expose Your Property to as many potential Buyers as possible. Today more and more searches are being performed from smart phones and tablets. Mobile apps deliver your property information to your buyers in a way that is easy to read and understand.



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# CHOOSE A LOCK BOX

WORLDWIDE PROPERTY MARKETING EXPOSURE

## Choose Your Lock Box

- Homes that feature **Lock Boxes** on average sell twice as quickly as those that do not.
- **Buyers** prefer to preview homes when the homeowner is not present at time of showing.
- Homes that feature **Lock Boxes** are shown exponentially more times than homes without lockboxes.
- **Using a Lock Box is very secure.** Each Realtor that enters your home will be electronically tracked.



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# MARKET SNAPSHOT

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## Free Market Snapshot

...with the latest housing market trends and listings in your area. You may not be ready to buy or sell your home just yet, but it's always a good idea to keep up with what's going on in the real estate market.

courtesy of Elizabeth Berger 954-850-7848 [Email Me](#) [My Market Snapshots](#) [My Area Settings](#)

Hi Kim,  
Here is your Market Snapshot for 6431 NW 41st St 33067, Residential, 4 beds, 2 baths as of January 8, 2015.

[Market Info](#) [School Info](#) [Community Info](#) [FAQ](#)

Average Days on Market days on market <b>108</b> <a href="#">View 90-day trend</a>	Selling vs Asking Price selling below asking price <b>-4%</b> <a href="#">View 90-day trend</a>	Asking and Sold Prices median sold price <b>\$375,000</b> <a href="#">View 90-day trend</a>	Number of Homes for Sale homes for sale decreased <b>-50%</b> <a href="#">View 90-day trend</a>
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Have a Question? Get in touch. I'm happy to help. [Email me](#) or call 954-344-8222

**Listings**

ID	Address	Price	On Market	Status
1	6466 NW 43rd St 4 beds, 3 baths, 2949 sq. ft., View Detail   Show On Map	\$398,000 \$135 / S.F.	85 days	PENDING
2	6466 NW 43rd St 4 beds, 3 baths, 2949 sq. ft., View Detail   Show On Map	\$424,800 \$144 / S.F.	182 days	EXPIRED
3	4024 NW 62 Ln 4 beds, 3 baths, 2011 sq. ft., View Detail   Show On Map	\$300,000 \$149 / S.F.	91 days	PENDING
4	6554 NW 43 Ct 4 beds, 3 baths, 3015 sq. ft., View Detail   Show On Map	\$384,000 \$127 / S.F.	38 days	SOLD
5	6554 NW 43rd Ct 4 beds, 3 baths, 2589 sq. ft., View Detail   Show On Map	\$395,000 \$153 / S.F.	150 days	EXPIRED
6	4161 NW 66th Ave 4 beds, 4 baths, 3473 sq. ft., View Detail   Show On Map	\$405,000 \$117 / S.F.	129 days	SOLD

[4 Previous](#) [1](#) [2](#) [3](#) [4](#) [5](#) ... [17](#) [Next](#)

We'll send your next Market Snapshot

**What's Your Home Worth?**  
You Might Be Surprised!!!  
For a **FREE** List  
of Recently Sold Homes  
in Your Neighborhood...  
Just Go To:  
**LocalHomeReport.com**

[The list will include address, sold price, sold date, property details, & photos]



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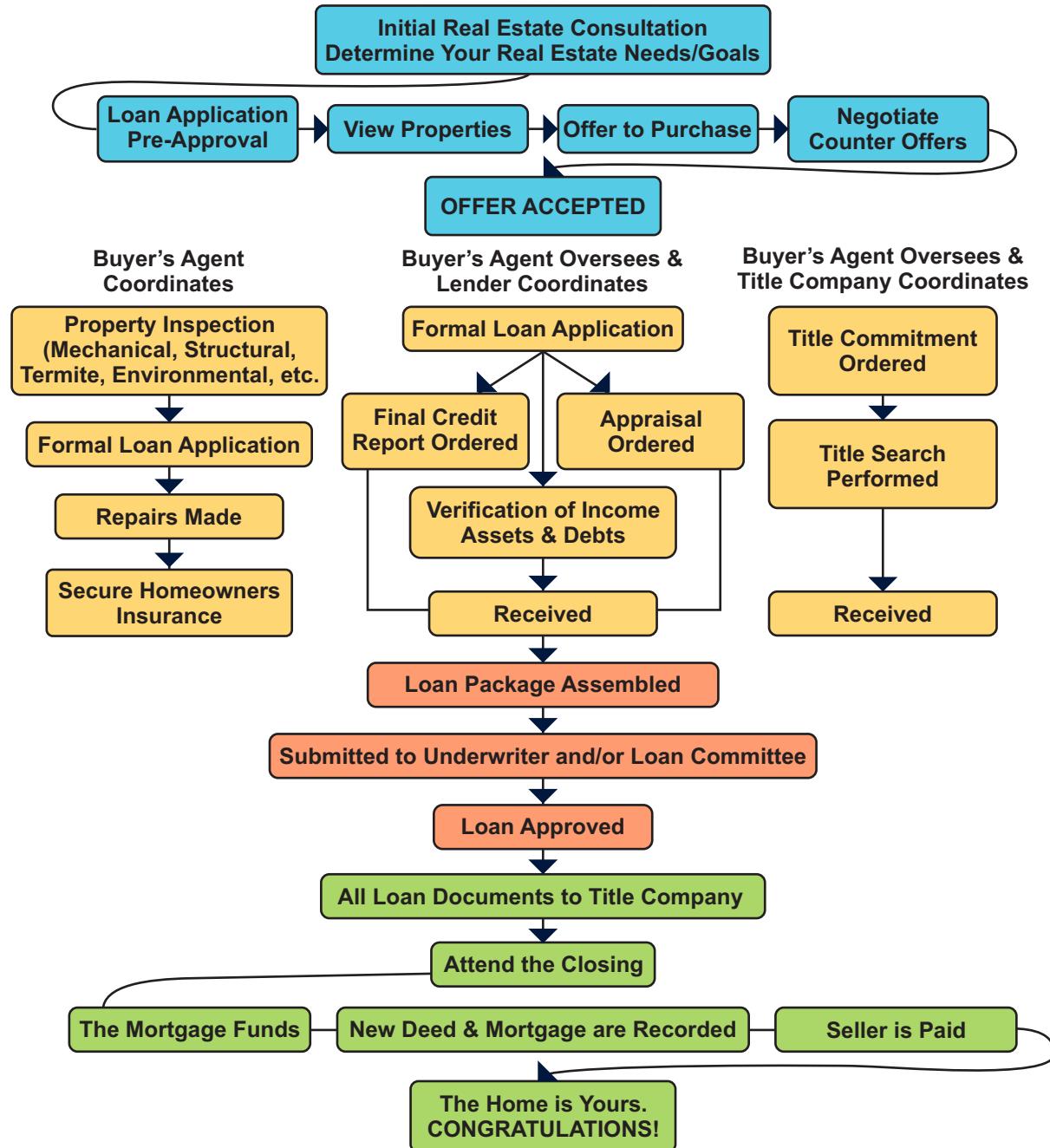
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# CONTRACT TO CLOSE

WORLDWIDE PROPERTY MARKETING EXPOSURE

## Typical Real Estate Transaction From Contract To Close



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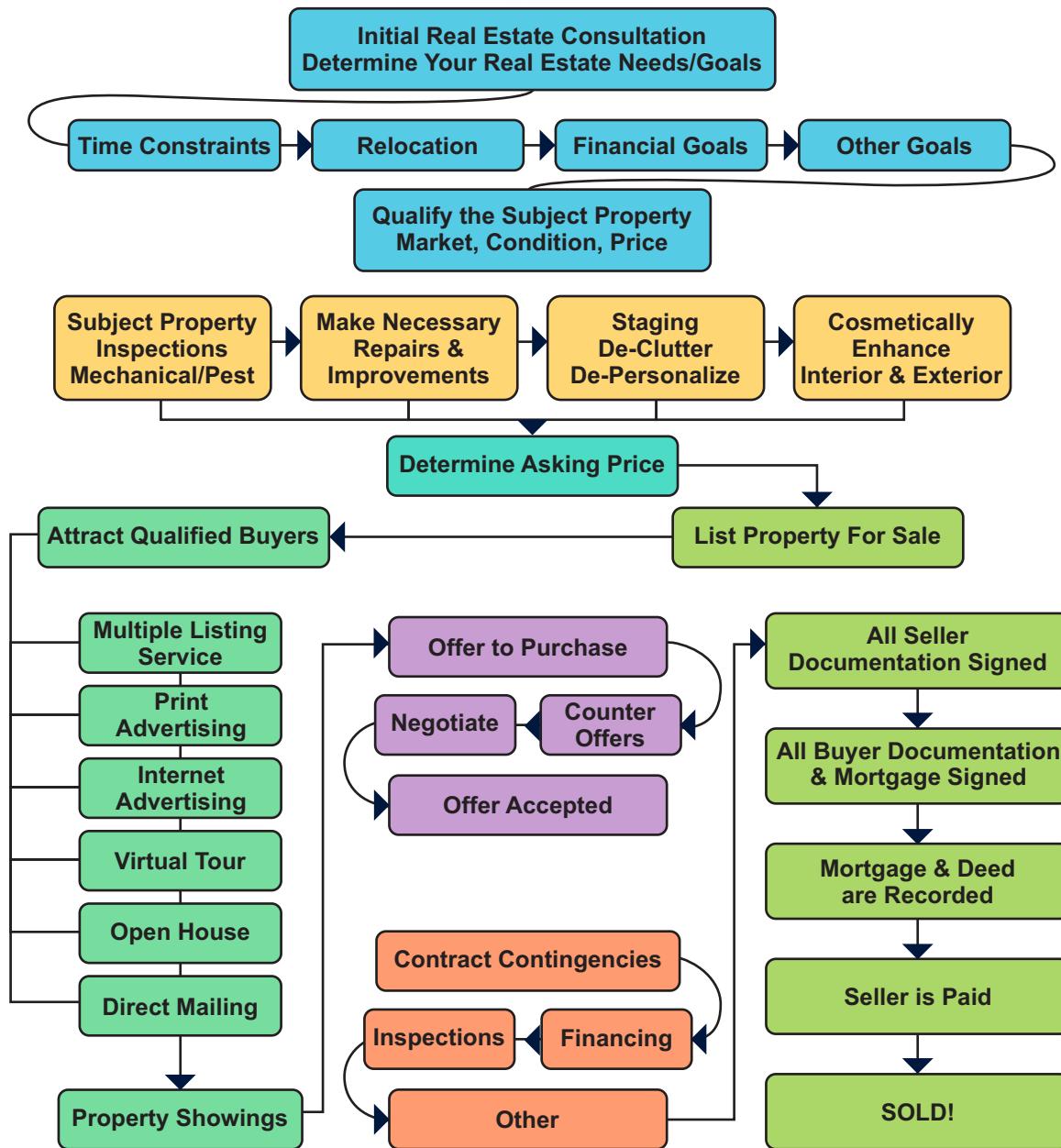
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# LISTING TO CLOSE

# WORLDWIDE PROPERTY MARKETING EXPOSURE

## Typical Real Estate Transaction From Listing To Close



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# SHOWINGS

WORLDWIDE PROPERTY MARKETING EXPOSURE

## Centralized Showing Service



**One Number,  
One Call,  
Multiple Showings**

Showings Made Easy!

More Showings • More Feedback • More Efficient

The advertisement features a red background with a grid of 12 small images in the top right corner, including various house exteriors, a realtor, and a 'SOLD' sign. The text 'One Number, One Call, Multiple Showings' is prominently displayed in large, bold, white letters. Below it, a black bar contains the text 'Showings Made Easy!', 'More Showings • More Feedback • More Efficient', and a small image of a realtor.

## CSS MOBILE APP

Manage your showings wherever you are! Take CSS on the road with our CSS Mobile App available for Android & Apple. Create appointments and manage listings and showings from your mobile device.

## TEXT2APPROVE

Give your sellers the ease of approving their showings right from their phones via text messaging. It's called Text2Approve. Within seconds, your seller can approve or decline showings.



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# SHOWINGS

WORLDWIDE PROPERTY MARKETING EXPOSURE

## Centralized Showing Service



**24/7 Scheduling** Ready when you are.

**24 | 7 | 365**

It's midnight, the office is closed and you still need to set-up appointments. With CSS, you can schedule online at [Showings.com](http://Showings.com) 24 hours a day, 7 days a week.

**Showings.com**

## 24/7 SCHEDULING

It's midnight and the offices are closed and you still need to setup appointments. With CSS, you can schedule online 24 hours a day, 7 days a week.

## BETTER FEEDBACK

Our customized feedback options allow Realtors to get the feedback sellers need. Realtors specify the questions and answers regarding details of the property.



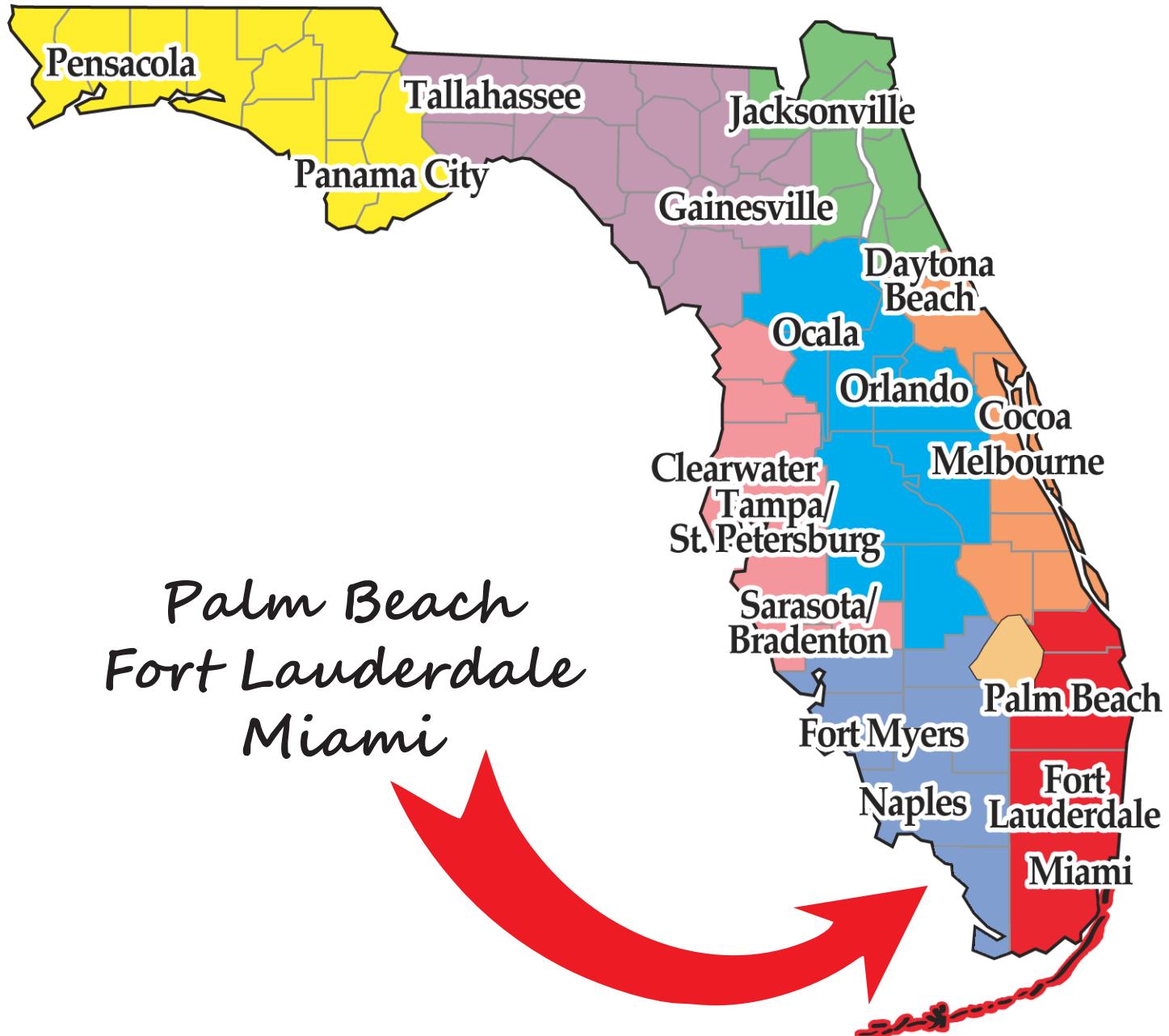
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# AREA MAP

WORLDWIDE PROPERTY MARKETING EXPOSURE

## Southeast Florida - Palm Beach, Broward & Dade County



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# PREMIER AGENT

WORLDWIDE PROPERTY MARKETING EXPOSURE



**Get the In House Edge!**

[ListingAgentSouthFlorida.com](http://ListingAgentSouthFlorida.com) is your **One Stop Solution** for the **Real Estate Marketing and Sale of Your Home!**



I can create real estate mail & email flyers, postcards, property websites, custom property slideshows, dynamic e-books, stunning presentations, promote your home on multiple FaceBook pages & more!

**In House Advertising, Graphics, Web Design & Online Marketing**...work together to get your home sold fast! **In House** means faster turn around times so your home can be found by the most qualified real estate buyers in. **Eyecatching Slideshows, Virtual Tours** and **Custom Property Websites** will impress real estate buyers & agents.



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