



ELEVATED EXCELLENCE

CENTURY 21
FINE HOMES
& ESTATES.

SHOWCASING YOUR
LUXURY HOME



WELCOME TO DISTINCTIVE REPRESENTATION

My goal is to exceed your expectations.

Exceptional homes require exceptional care. As your Luxury Home Specialist, I understand all the nuances of the high-end market. With the expertise of the CENTURY 21 Fine Homes & Estates® program at your service, I craft a curated plan to attract the most discerning, qualified buyers.

This proposal includes a comprehensive market analysis to help determine optimal pricing, as well as a glimpse at my depth of knowledge, cutting-edge resources and my experience in luxury selling.

Your home is extraordinary. It deserves nothing less than world-class representation.

THE ART OF SELLING LUXURY

My tailored approach begins with a conversation. As a CENTURY 21 Fine Homes & Estates® Luxury Home Specialist, I ask the right questions to understand your goals and how they align with the current luxury market landscape. The result: I uncover what makes your home unique so we can secure the best possible outcome.

WHY SPECIALIZED GUIDANCE MATTERS

LUXURY HOMES SELL
FOR AN AVERAGE OF

97.79%

OF LIST PRICE*

MEDIAN SALE
PRICE UP

\$16,250

IN 2024*

MEDIAN SINGLE-FAMILY SALE PRICE

\$1,268,750*

*Luxury Market Report February 2025, Institute of Luxury Home Marketing.



YOUR HOME, ELEVATED

Together we will review your property's luxury details so we can tell its most compelling story.

HISTORY & LEGACY

Notable owners, landmark status,
preservation of original features, etc.

EXCLUSIVITY & PRESTIGE

Scenic views, limited or rare property type,
membership to country clubs or marinas, etc.

ARCHITECTURAL DESIGN SIGNIFICANCE

Renowned architect or designer, custom craftsmanship,
imported materials, custom fixtures, etc.

LUXURY LIFESTYLE AMENITIES

State-of-the-art kitchens, spa-like bathrooms,
wellness spaces, private gyms, wine cellars, etc.

OUTDOOR AMENITIES

Private docks, golf course access,
resort-style pools, manicured gardens, etc.

SUSTAINABILITY & INNOVATION

Solar panels, geothermal heating, eco-friendly features,
smart home integrations, etc.

LOCATION HIGHLIGHTS

Gated access, land acreage, proximity to
cultural hubs or high-end shopping, etc.





A POWERHOUSE BRAND

Your exceptional home deserves the backing of the renowned CENTURY 21® brand – delivering excellence and satisfaction to a worldwide clientele.

50+
YEARS
OF INDUSTRY-LEADING
EXPERTISE

MOST
RECOGNIZED
NAME IN REAL ESTATE²

\$29.9M
IN AVERAGE DAILY
LUXURY SALES¹

MOST
RESPECTED
BRAND IN REAL ESTATE²

98% CLIENT
SATISFACTION RATING³

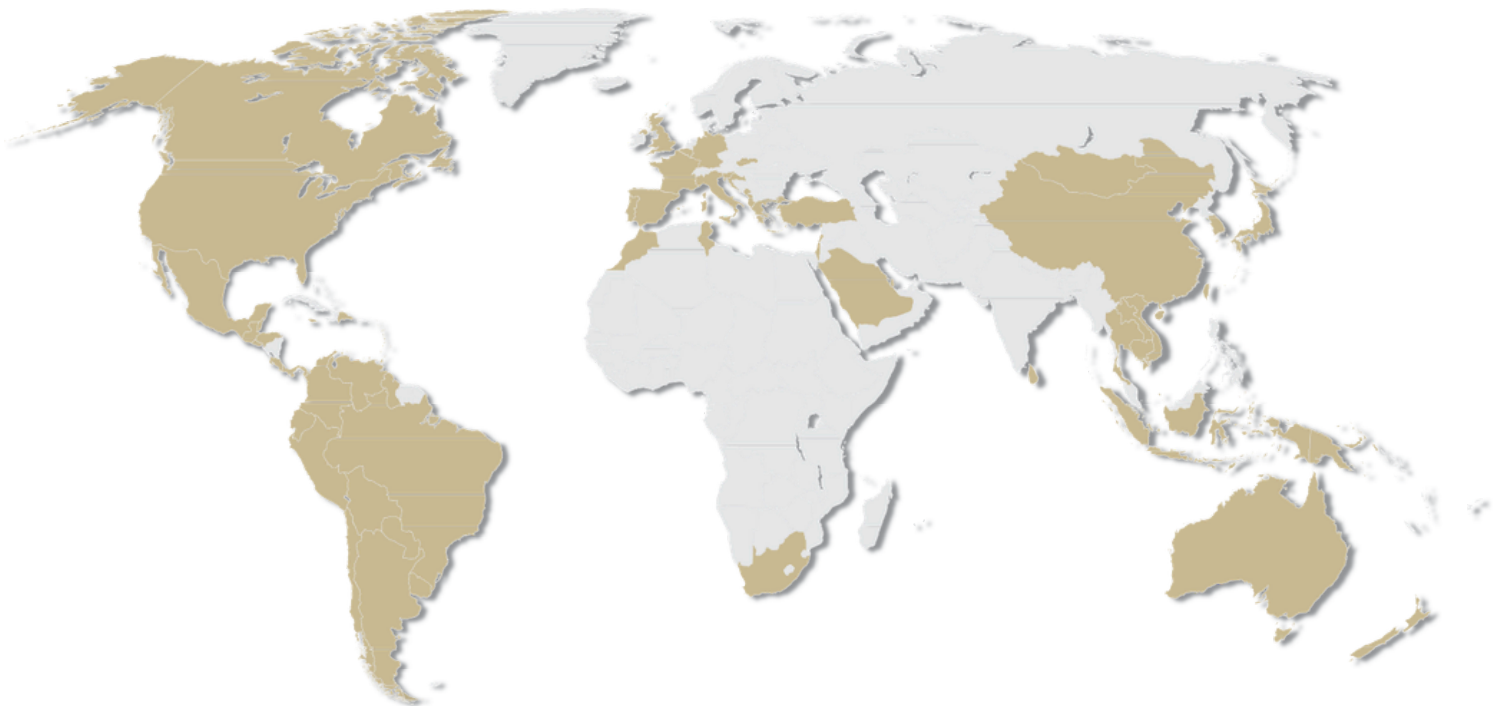
1. Data based on closed buyer and/or seller transaction sides (including both sides of the same home, where applicable) of homes sold for \$1 million or more as reported by C21 franchisees with no independent verification from 1/1/24 -12/31/24.

2. Study Source: 2024 Kantar Study. The survey results are based on 1,203 online interviews with a national random sample of adults (ages 18+) who are equal decision makers in real estate transactions and active in the real estate market (bought or sold a home within the past two years or, plan to purchase or sell a home within the next two years). Recognition question based on consumer awareness of brand in question. Results are significant at a 90% confidence level, with a margin of error of +/-2.4%. The study was conducted by Kantar Group Limited, a leading global market research organization, from November 12 - December 2, 2024.

3. RealSatisfied Survey 2024.

UNSURPASSED GLOBAL REACH

The universe of qualified luxury buyers may be smaller, but with instant access to the CENTURY 21® vast network – I can expand the pool of possible prospects for your home.



125,000+

AGENTS*

79

COUNTRIES &
TERRITORIES*

11,000+

OFFICES*

A modern living room with a large window, a grey sofa, a wooden coffee table, and a staircase. The room features light wood flooring, a large spherical pendant light, and a patterned rug. The text "THE CENTURY 21 MARKETING ADVANTAGE" is overlaid on the bottom half of the image.

THE
CENTURY 21[®]
MARKETING
ADVANTAGE

CAPTIVATING THE DISCERNING BUYER

Professional photography is a must and is at the core of my luxury marketing efforts. I showcase your residence to its best advantage – with nothing short of beautiful, vivid and mobile-friendly interior and exterior photos.

83%

OF HOME BUYERS*
find photos to be very
useful during their
home search process

STAGING/PHOTOGRAPHY PLAN

We will work with local professionals to schedule staging and produce a collection of images that features your home to its fullest potential.

*2024 National Association of REALTORS® Profile of Home Buyers and Sellers.



DOMINATING THE ONLINE SCENE

YOUR FULLY CUSTOM WEBSITE

- Single-property website generated within minutes
- Visually appealing landing page with home details
- URL promoted across all marketing materials
- Featured on the MLS and 170+ syndicated websites nationwide
- Promoted through CENTURY 21® social media feeds, century21.com/finehomes and century21.com

GET NOTICED

1.3M VISITS PER MONTH*
at century21.com

PREMIUM SYNDICATED PROGRAMS

ROBB REPORT
3.4M+ Monthly Unique Visitors

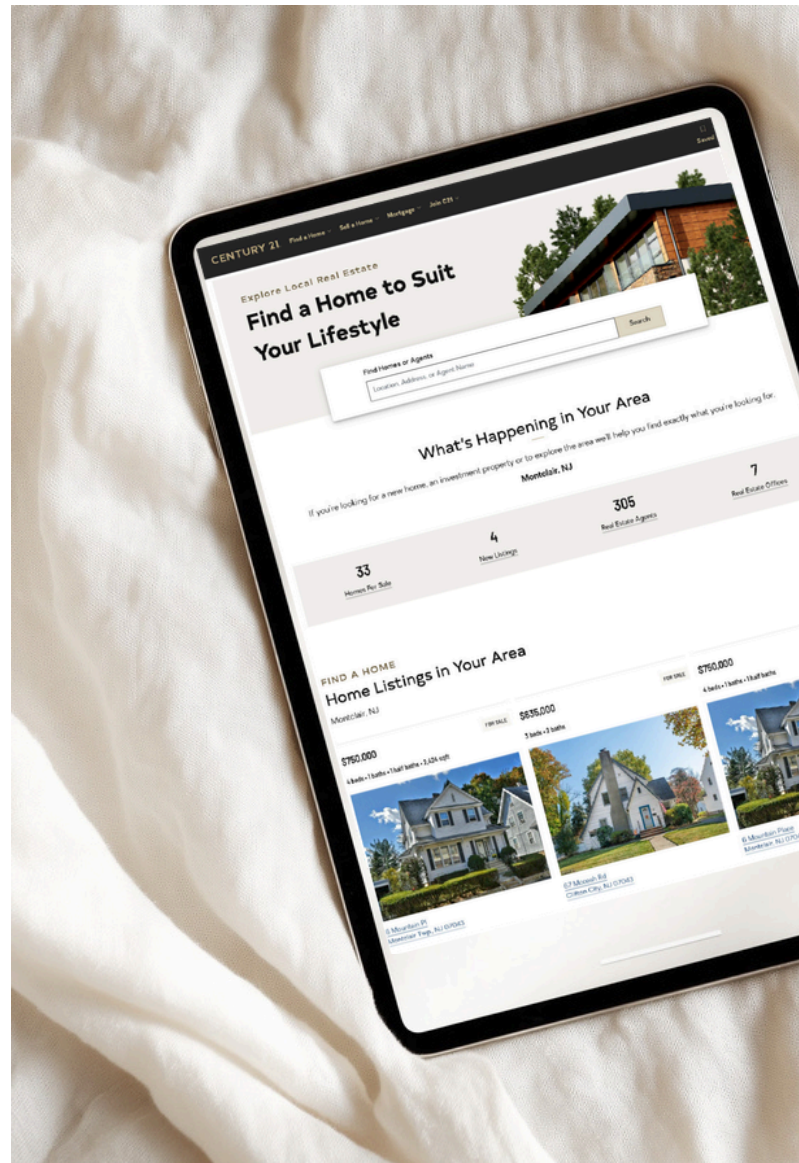
MANSION GLOBAL
3.3M+ Monthly Unique Visitors

BARRONS
8.5M Monthly Unique Visitors

UNIQUE HOMES
500K+ Monthly Unique Visitors

THE WALL STREET JOURNAL
53.6M+ Monthly Unique Visitors

JAMESEDITION
1.5M+ Monthly Unique Visitors



*Google Analytics January 2024 - December 2024.

CASTING A WIDE NET

I navigate a complex digital scene to ensure your luxury property is seen by discerning, qualified buyers. By accessing the CENTURY 21® brand's exclusive suite of tools, I devise a plan that can help deliver maximum exposure.

DIGITAL AD CAMPAIGNS

Pinpointing specific data points and demographics to get ads of your home in front of the most likely buyers.

ONGOING PROMOTIONS

Promoting your listing across social channels and 1,000+ websites.

RETARGETING TOOLS

Tracking potential buyers, with the ability to follow them to other websites after they click on your home.

ADDITIONAL MARKETING OUTREACH

Diversifying marketing efforts to include tactics like open houses, print marketing, digital flyers, traditional yard signs and more.





A WINNING MARKETING PLAN

Copy introducing your marketing plan goes here. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam vel elit euismod, suscipit nisl id, luctus neque. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia curae.

MY TAILORED APPROACH

Bus, alit qui demporum volorem. Et lant volorenime voluptam est, quam harumqui im laut quatquunt plabora tiatis ad mintota sit, nusda pliquiatu?

Quisi nis non pra non ero dolorpores sitemquam, con et quo od que pererio magnationsed quo verum aut harum sum quas sunt.El ima nus. Uci nost liqui omniminusam laborporem voleser umquiantiam resequi dolupta quibus doloresed quisquidebis rem qui consequidio doloris iliciur? Dis apid et ideratus ent.Aqui simenim olorem vit min atur?Poremperibus rendia sum quam, ommolup tibusam quam debis eiciaerum eosaectatios

asperoriae sendis exernat emolecumque et volum fugiat ut asi tem fuga. Nam arum dolorum, si aut quuntius ium quatemperem que exerore nonsedi sunti odipsunt.

Archit, iunt ipisse od et quunt que senecae niet que re seces recipsunt re essum eum aut es di aceruntias rempori simint.

Tia por autemol essit, ut in ex elestiae debit exerem eaquid ent tenist, quos maximillaces dunt. Arciat ea id min et endae voluptaero valoritio. Ut lique sit pedistiunt arum erro voluptatem fuga. PudaPit volo blam rerae comnimos et officias evendel iquiatior sentincit



OUR ELITE NETWORK OF RESOURCES

I can expand your home's exposure to an affluent clientele through powerful industry connections and access to a host of additional opportunities:

- Insert details here, such as Robb Report: Featured listings within the Shelter real estate channel on robbreport.com
- Insert details here, such as Mansion Global: Eligible properties featured within property search results on MansionGlobal.com
- Insert details here, such as One Million Impressions Program: Your listing showcased in a customized banner advertising program

CURATING A SOCIAL MEDIA PRESENCE

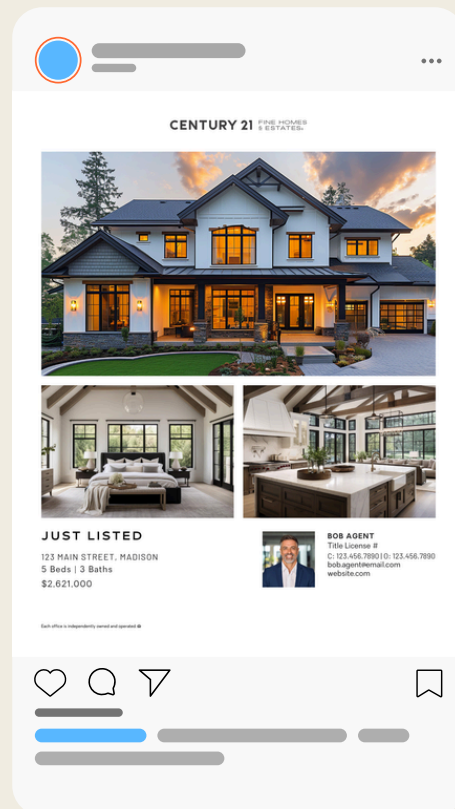
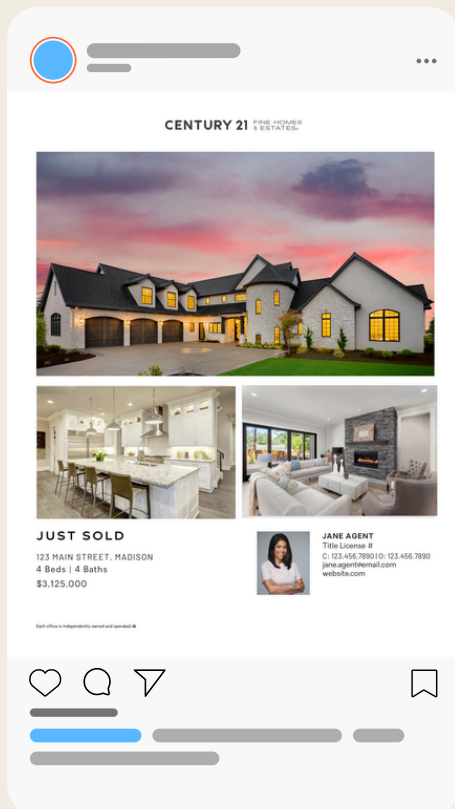
I strategically leverage my social media platforms and personal network to create buzz, attract high-end buyers and showcase your luxury home to the right audience

DRIVING THE CONVERSATION

87%
OF AMERICANS*

use social media daily

- Add details here highlighting your social media presence across platforms.
- Add details here about what content you'll place on your social platforms about their home.
- Add details here about how you have a wealth of previous luxury clients for networking and how your client's property will reach the right prospects.



A two-story white house with a swimming pool and lounge chairs. The house features a white stucco finish, a scalloped roofline, and a balcony with a wooden railing. The ground floor has two large arched openings with glass doors. The pool is filled with clear blue water, and several lounge chairs with blue and white striped cushions are arranged on the pool deck. The sky is a clear, bright blue.

POSITIONING
YOUR HOME
TO SELL

STRATEGIC PRICING FOR EXCEPTIONAL OUTCOMES

My in-depth pricing strategy begins with close consideration of current trends and conditions to ensure your home is sold at the best possible price in a reasonable amount of time.

COMPARATIVE MARKET ANALYSIS

With access to this advanced tool, I quickly find comparable properties to assist us in determining competitive, effective pricing. Properties considered include recently sold, currently on the market but not sold, expired listings that did not sell and currently under contract homes.



EXPERIENCE TO CLOSE





EVERY STEP OF THE WAY

I have the expertise to guide you smoothly through every step of the process, from start to closing.

GUIDANCE AND KNOW-HOW

This includes handling potentially complex aspects of the transaction such as managing deadlines for financing and inspection contingencies; working to renegotiate favorable terms if a deadline is approaching without a resolution; and negotiating on your behalf – from the moment we enter into an agreement until you collect the proceeds from the sale.

IN TRUSTED HANDS

My goal is to provide service so exceptional, you'll tell your friends and family about me, and I'll have the opportunity to assist them and you with the next real estate transaction. By choosing me to list your home, you'll benefit from:

- My expertise and unparalleled support
- A strategic market analysis of your home
- A marketing plan
- My best effort to sell your home promptly
- The resources of the most respected brand in the industry*



CENTURY 21
FINE HOMES
& ESTATES®

EXPECT REMARKABLE

JOIN THE 98% OF CLIENTS WHO WOULD RECOMMEND AGENTS AFFILIATED WITH THE CENTURY 21® BRAND* -- AND EXPERIENCE REMARKABLE FOR YOURSELF.

THANK YOU FOR YOUR TIME.

*RealSatisfied Survey 2024. ©2025 Century 21 Real Estate LLC used under license by CENTURY 21 affiliated franchise. All rights reserved. CENTURY 21®, C21®, the CENTURY 21 Logo, CENTURY 21 Fine Homes & Estates®, and the CENTURY 21 Fine Homes & Estates logo are service marks owned by Century 21 Real Estate LLC. CENTURY 21 affiliated franchisee fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. Each office is independently owned and operated. Any services or products provided by independently owned and operated franchisees are not provided by, affiliated with or related to Century 21 Real Estate LLC nor any of its affiliated companies. Some products or services mentioned in this presentation may not be offered by all agents or may vary based on the agent's specific resources and affiliations. If your property is listed with a real estate broker, please disregard. It is not our intention to solicit the offerings of other real estate brokers. 250EJT_C21_3/25