

# Kings Point Signature Real Estate, LLC

## The Kings Point On-Site Experts!

**561.899.4620 • [www.KingsPoint55.com](http://www.KingsPoint55.com)**

**The MOST Comprehensive & Service-Oriented Real Estate Brokerage ~ Kings Point Signature Real Estate, LLC!**

Kings Point Signature Real Estate, LLC is the preferred real estate brokerage for thousands of Kings Point clients! Our experienced and knowledgeable real estate professionals live and/or work at Kings Point Delray Beach and we understand our clients' specific concerns. All Agents in our firm are 100% dedicated to helping our discerning clients with ALL of their real estate needs. From an aggressive and professional sales approach and an elaborate marketing campaign to immediate responsiveness and a team-approach style to listing and selling and/or leasing properties, our real estate experts are committed to providing our highly-valued clients with unparalleled boutique-quality service, unmatched attention to detail, exceptional marketing and promotional strategies and RESULTS that are second-to-none! We guarantee that our team will take a personal interest in each of our listings as we work tirelessly to exceed our clients' expectations. Our family of affiliated real estate companies has been providing Professional Real Estate Services for over 30-years in South Florida and we look forward to earning your business and providing you with **Kings Point Signature Real Estate, LLC's PREMIER LISTING & MARKETING SERVICE!**



### Our Specific Marketing Plan for Your Kings Point Condominium



- ✓ **The Multiple Listing Service (MLS):** Your Kings Point condominium will be listed on the MLS within 3-days or less from when you retain us for our Listing Services. This critically important MLS entry will be used to share your property's information and most attractive features with thousands of other Real Estate Professionals in South Florida. One of our Agent-experts will prepare the MLS publication for your property and it will be reviewed and enhanced by one of our professional Managers.



- ✓ **Video & Virtual Tours:** A customized video and/or virtual tour will be designed and promoted as part of our listing service to allow prospective Buyers and Tenants to visit and experience your property from around the world. In today's competitive environment, our video & virtual tours offer far more appeal than simply photos.

- ✓ **Internet and Website:** Your Property will be featured on some or all of our various websites including: [www.KingsPoint55.com](http://www.KingsPoint55.com), [www.Florida55Plus.com](http://www.Florida55Plus.com) and [www.SignatureFlorida.com](http://www.SignatureFlorida.com), which will enable millions of individuals from around the globe to learn more about your listed property. We have several other specialty websites that we may use to market your property as well.



- ✓ **Full Color Brochures:** Our team designs and prepares high-quality brochures for your Kings Point property, which we make available for prospective Buyers, Tenants and other Real Estate Agents each time your condominium is shown as part of a tour. From time-to-time, we mail these brochures to prospective clients through a direct mail campaign and we circulate the brochures throughout the local marketplace to maximize exposure for your listing.

- ✓ **Realtor.com:** As part of our premier listing service, we arrange to have your condominium earmarked as a "Featured Listing" on the largest real estate search engine in the world, [www.Realtor.com](http://www.Realtor.com). This ensures the maximum exposure for your Listing as it feeds your Listing's information to countless other real estate-based websites.



- ✓ **Company Caravans:** Members of our sales team visit our Listings regularly as part of our periodic Company Caravans. This ensures that many of our Agents will have personal, first-hand knowledge of your Kings Point condominium and your Listing as well as the maximum ability to sell or lease your property at the highest possible price.



- ✓ **Parade of Homes:** On a periodic basis, our firm hosts highly-publicized, regional open house events that showcase our available, listed properties throughout South Florida. By increasing exposure and traffic for your property, it is likely to sell or rent faster!

## Kings Point Signature Real Estate, LLC's Global Advertising and Promotional Strategies

- ✓ **Fly and Buy Program:** To ensure that we entice as many prospective Buyers as possible to visit Kings Point, we may reimburse qualified Buyers for eligible travel expenses to visit and tour our Listings to help you sell your property more quickly. (restrictions apply)



- ✓ **Cross Marketing with other 55+ Retirement Communities:** We share in strategic marketing efforts with many South Florida Communities to attract specific target-market Buyers to the Tri-County area. Additionally, we partner with out-of-area 55+ Retirement Communities to enhance the visibility of your Kings Point condominium on a national level.



- ✓ **Print Media Targeting and Selection:** To promote the global branding of our company and to generate leads for our Kings Point clients, our firm employs an aggressive and widely-publicized print media advertising campaign that reaches all corners of the USA, across North America and beyond. Readers see Kings Point being advertised in some of the most prominent and well-known golf, tennis, retirement and affluent life-style publications in the world. In an effort to attract qualified Buyers to Kings Point, we market the South Florida

lifestyle in the most desirable magazines, journals and periodicals to ensure that our clients are receiving the greatest possible exposure.

- ✓ **Real Estate Agent Meet and Greets:** Many local real estate Agents may not be familiar with your property and all that Kings Point has to offer a Buyer or Tenant. We engage local South Florida real estate professionals by hosting events such as Broker Opens and Community Events to educate them about properties such as yours, which will result in a greater likelihood that they will help us to sell or lease your property to their prospective clients.



- ✓ **Focus Groups:** Our firm conducts regular focus groups with prospective Kings Point Buyers, using volunteers to help update our strategies for the most effective ways to attract actual Buyers and Tenants to Kings Point. By working with our focus groups we are able to better target all of our marketing efforts and reach the proper audience.



- ✓ **International Networking:** Our firm maintains special relationships with Agents and businesses from around the world. By promoting our Listings and the Kings Point lifestyle, we can ensure greater exposure for our clients on a national and international level. Through this global initiative, we are able to attract worldwide Buyers and Tenants to Kings Point.

### Our Commitment & Guarantee

Kings Point Signature Real Estate, LLC GUARANTEES you the very best service achievable in the real estate industry. Our "**PREMIER LISTING & MARKETING SERVICE**" is unrivaled in South Florida. If at any time you feel that our team has not delivered on all of our commitments to you, please ask for me personally, so that I can immediately rectify the situation and achieve your complete satisfaction. When you are represented by a Real Estate Professional from our firm, you are actually being represented by an entire organization of Real Estate Experts, each with a specific interest in your business and needs. We always strive to deliver exceptional service and outstanding results and we hope that you will afford us the opportunity to serve you.



Our superior professional service is provided at a market-competitive fee, which is strictly performance-based, so you will only be charged if we deliver successful sales or leasing results for you. Kings Point Signature Real Estate, LLC is the only real estate brokerage that delivers the full array of marketing and promotional strategies that we offer to our highly-valued clients. We look forward to earning your friendship, your trust, your confidence and your business!

Respectfully Yours,

*Ben G. Schachter*

Ben G. Schachter, Broker-President

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**Ben G. Schachter, Licensed Real Estate Broker**

