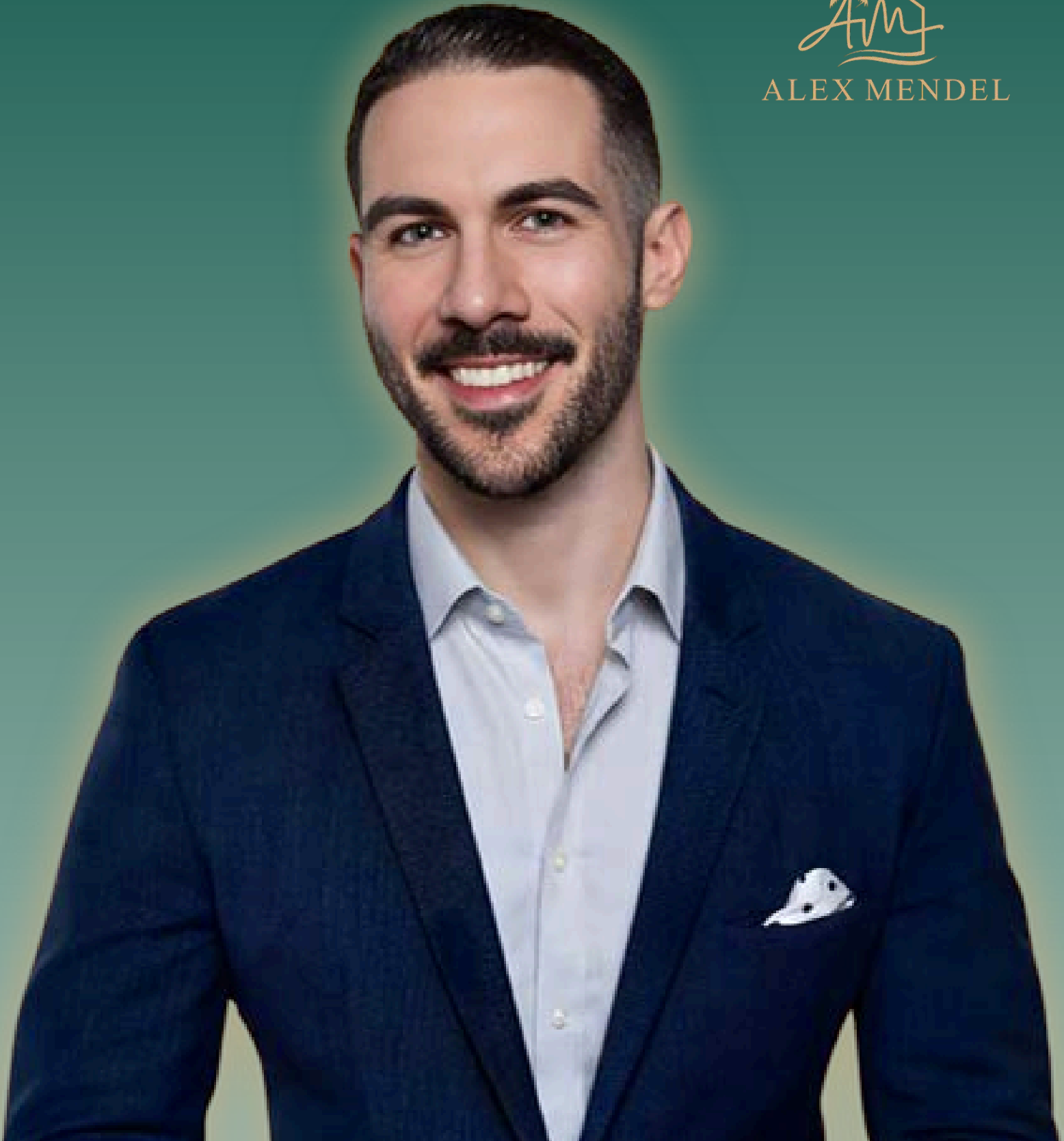


# EXPOSURE STRATEGY

*A Strategic Marketing System Designed to Engage Buyers and Deliver Results*



ALEX MENDEL



# A Refined Selling Experience

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Selling a home is more than a transaction. It's a moment that deserves intention, clarity, and confidence.

My approach is built around service, strategy, and elevated presentation. Every decision — from marketing to pricing — is crafted to maximize value, minimize stress, and deliver exceptional results.

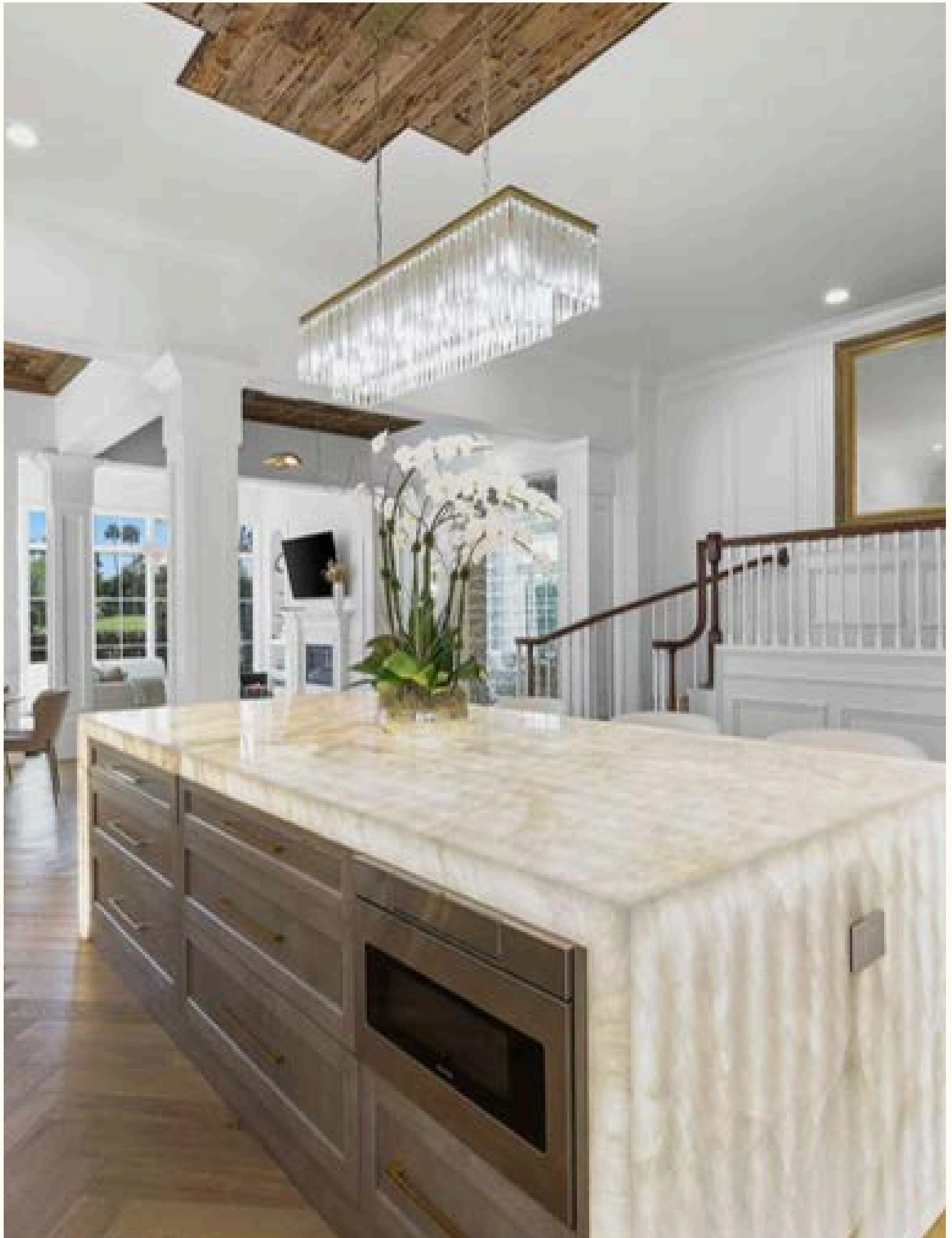
This guide outlines the tools, timeline, and techniques we'll use to position your home for the strongest outcome possible.

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*Alex Mendel*

REFINED REAL ESTATE. TAILORED TO YOU.





# Pricing Strategy & Positioning

*The right price builds momentum, drives urgency, and supports stronger negotiation.*

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## PRICE SHAPES PERCEPTION

Buyers form value judgments fast. Smart pricing makes your home feel like the right choice, before they even schedule a showing.

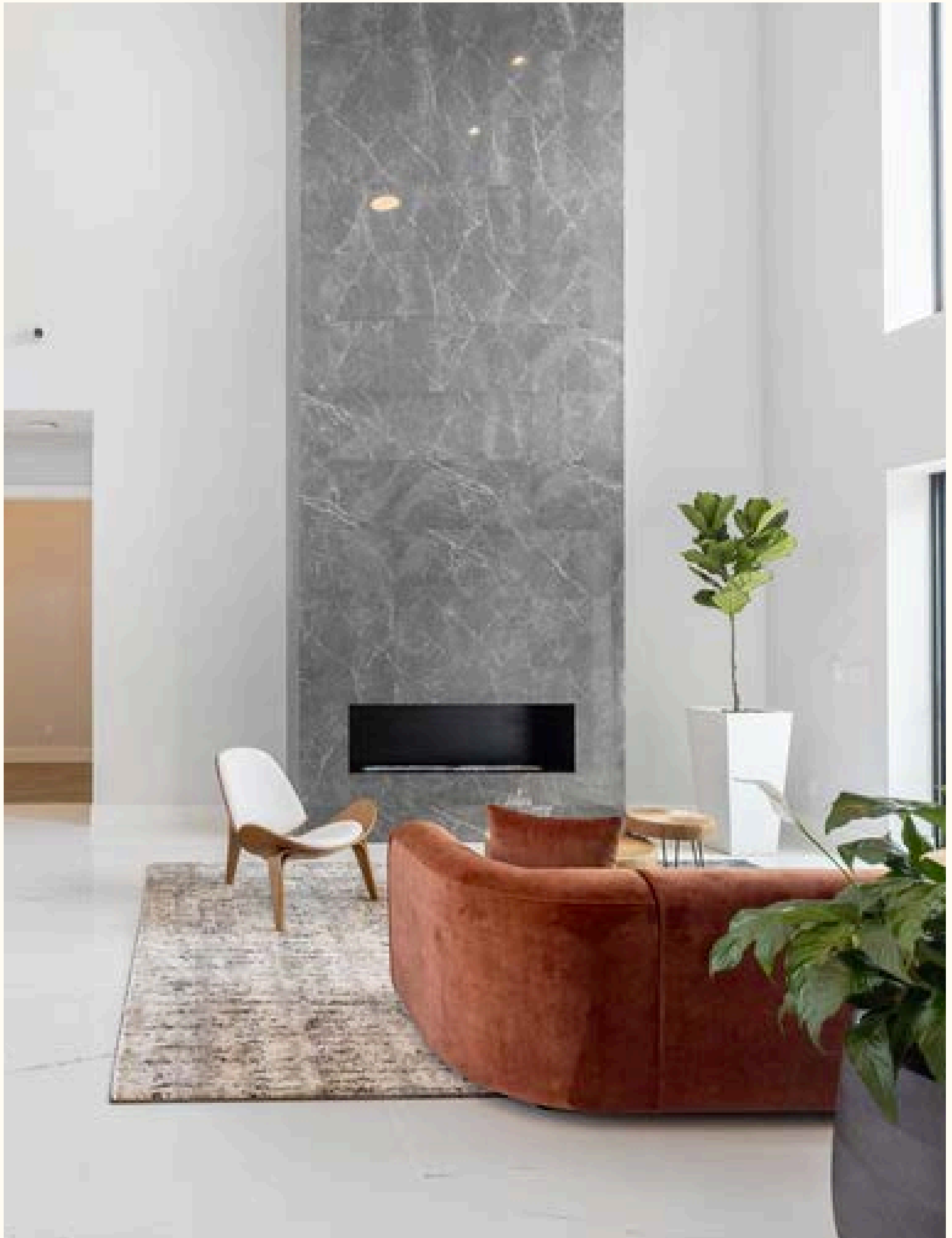
## PRICE CREATES MOVEMENT

When priced right, showings increase, urgency builds, and we create the potential for multiple offers or fast results.

## PRICE SETS THE STAGE

A strategically positioned price gives us leverage. It puts us in control and reduces the chance of future price drops.

*Great pricing is the first and most powerful marketing move you'll make.*



# Strategic Marketing System

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## DIGITAL MARKETING

### ACCELERATED VIDEO LAUNCH CAMPAIGN

*50,000+ views in the first 7 days*

### CINEMATIC VIDEO MARKETING

*Professionally filmed, story-driven walkthroughs*

### GEO-FENCED SOCIAL RETARGETING

*Persistent ad visibility after first click*

### EMAIL CAMPAIGN TO 38,000+ AGENTS

*Direct inbox exposure to top local agents*

### VIRTUAL WALK THROUGH

*Interactive 3D tour available on any device*

### AI POWERED PROPERTY WEBSITE

*Engages and converts 24/7*

### LIFESTYLE-FOCUSED E-FLYERS

*Showcase more than the home*

---

# PAID ADVERTISING PERFORMANCE

META ADS – FACEBOOK AND INSTAGRAM

## PAID REACH THAT PUTS YOUR HOME IN FRONT OF BUYERS.

Targeted paid campaigns across Facebook and Instagram, geo-targeted by location, income, and buyer behavior to put your home in front of the right buyers.

75K

IMPRESSIONS

AVERAGE VIEWS PER LISTING CAMPAIGN

55K

REACH

AVERAGE UNIQUE BUYERS REACHED  
PER LISTING CAMPAIGN

73K

VIDEO VIEWS

AVERAGE FULL VIDEO WATCHES  
PER LISTING CAMPAIGN

Figures reflect cumulative Meta Ads performance across multiple listing campaigns and properties.

REAL LISTINGS. REAL RESULTS.



80,851

Impressions

60,868

Reach

1 Day

Sold In



78,753

Impressions

42,275

Reach

27 Days

Sold In

Individual results may vary.

Each card reflects a single campaign within a listing's full marketing plan.

# ORGANIC SOCIAL PERFORMANCE

META ORGANIC REACH - INSTAGRAM AND FACEBOOK

## AN AUDIENCE ALREADY LOOKING FOR THEIR NEXT HOME.

Your home is introduced to an engaged audience already following South Florida real estate. These are warm, interested buyers who are watching long before your listing goes public.

REAL LISTINGS. REAL RESULTS.



64,540

Views

58

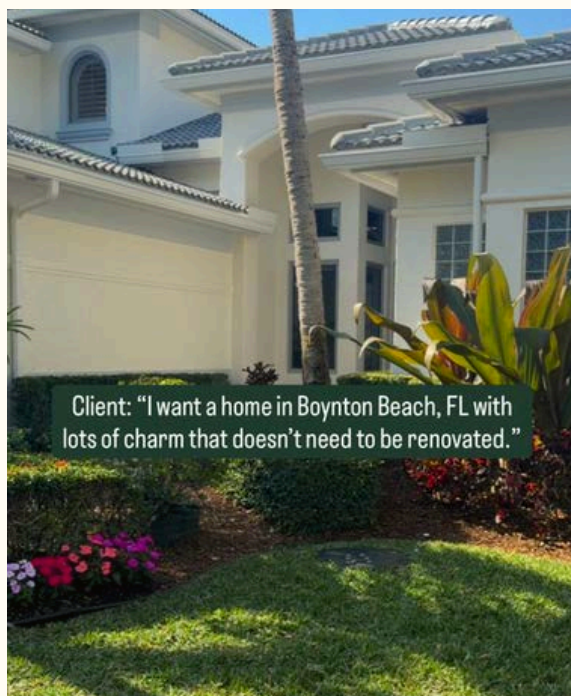
Saves

81

Shares

282

Comments



16,249

Views

13

Saves

11

Shares

33

Comments

*Individual results may vary.*

*This is the audience your home gets introduced to from day one.*



# Strategic Marketing System

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## PRINT MARKETING

### GREETING CARD STYLE MAILERS

*Creating longer lasting impressions than regular postcards*

### 16+ PAGE LUXURY PROPERTY MAGAZINES

*Combines photography, lifestyle branding, and local insights*

### MULTI-PHASE PRINT CAMPAIGNS

*Keeps your home in circulation before, during, and after launch*

### SMART SIGN WITH INSTANT DIGITAL ACCESS

*Converts drive-by interest into immediate listing views*

### 4-PAGE PROPERTY BROCHURES

*Distributed at showings and in mail drops*

### LIFESTYLE-FOCUSED FLYERS

*Sells the lifestyle, not just the listing*

---

# PRINT MARKETING APPROACH

## PRINT THAT GETS NOTICED, KEPT, AND REMEMBERED.

Print marketing creates a physical presence for your home that digital alone cannot replicate. Each piece is designed to stand out, get kept, and bring buyers back to your listing long after the first impression.

### JUST LISTED GREETING CARDS



### 16-PAGE PROPERTY MAGAZINES



### 4-PAGE PROPERTY BROCHURES



### LIFESTYLE FLYERS



# Strategic Marketing System

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## ENHANCED TRADITIONAL MARKETING

### PRE-LAUNCH “COMING SOON” CAMPAIGN

*Creating pre-market buzz & strategic multiple notification public alerts*

### DIRECT OUTREACH TO 500+ NEIGHBORS

*Text and call strategy to uncover potential buyers*

### ENHANCED OPEN HOUSE STRATEGY

*Creates buzz, community connection, and real urgency*

### TWILIGHT & DRONE PHOTOGRAPHY

*Elevates presentation online and in print*

### IMMERSIVE FLOOR PLANS (2D & 3D)

*Helping buyers visualize flow and space before visiting*

### PROFESSIONAL VIRTUAL STAGING

*Showcasing layout potential in vacant or updating spaces*

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# Your Listing Launch Timeline

*Here's what to expect from preparation through closing, step by step*

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## PREPARATION & STRATEGY

Set pricing, staging plan, and launch timeline

## MEDIA DAY

Capture photos, video, drone, and floor plans

## COMING SOON CAMPAIGN

Start pre-market buzz with agent and buyer outreach

## LAUNCH WEEK

Go live across MLS, digital platforms, and print

## THE FIRST 10 DAYS

Open house, ad blitz, and showing feedback

## WEEKLY REVIEW

Review activity, feedback, and adjust marketing as needed

## OFFER & NEGOTIATION

Present offers, negotiate terms, and finalize contracts

## CLOSING SUPPORT

Coordinate inspections, title, and smooth closing

*Every detail is designed to keep your listing moving forward with confidence.*

# Proven Results

*Recent sales that reflect experience, reach, and results.*

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**\$1,200,000**

11001 Boca Woods Lane  
Boca Woods Country Club  
***Sold in One Weekend Over Asking***



**\$900,000**

10184 Sunset Bend Drive  
Boca Woods Country Club  
***1 Day on Market - Full Price***



**\$750,000**

1101 SW 5<sup>th</sup> Street  
Boca Raton Square  
***Sold Over Asking in 1 Weekend***



**\$675,000**

12258 Pleasant Green Way  
Starlight Cove  
***4 Days on Market - Full Price***



**\$650,000**

1111 SW 5<sup>th</sup> Street  
Boca Raton Square  
***Sold Full Asking Price in 30 days***



**\$620,000**

22533 Sea Bass Drive  
Boca Winds  
***Sold 2 Weeks Faster Than Average***



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*Each home and strategy is unique. Information subject to change without notice.*

*Results may vary based on market conditions, property factors, and timing. Strategy is tailored, but outcomes are not guaranteed.*