



FLORIDA EAST COAST REAL ESTATE GUIDE



*Coldwell Banker
Global Luxury® Program*





BEN BRYK

REAL ESTATE AGENT | GLOBAL LUXURY SPECIALIST

📞 772.713.9455

✉ BenTheRealEstateGuy@gmail.com

🌐 www.FloridaEastCoastLuxuryHomes.com

📍 1950 US Hwy 1, Vero Beach, FL 32960

A LITTLE ABOUT ME

Family, faith, country, and community are the cornerstones of my life. I've been happily married to my wife, Debbie, for over 35 years. She is my greatest blessing—a caring, supportive partner who has stood by me through it all. We have one son who is a high school principal. Last year, he bought his first home, an achievement that filled me with immense pride. Family is everything to me, and we are fortunate to have my mother-in-law living just a few houses down. She plays an essential role in our lives, and the bond she shares with our son is truly special.

MY FAITH AND APPROACH TO REAL ESTATE

My faith in God is the foundation of my personal and professional life. It guides me to approach every real estate transaction with the highest level of integrity and honesty. No matter the size of the deal—whether it's a vacant lot or a multi-million-dollar property—every client deserves my full attention and commitment.

For sellers, my mission is to help them secure the highest possible price for their home, often their largest asset. I know how important those proceeds are for their next chapter. For buyers, my goal is to find the best home that fits their lifestyle, budget, and dreams—whether it's a condo, vacant land, or a luxury home on Vero Beach's barrier island.

With over 10 years in real estate, I've been fortunate to sell 50-60 homes annually, with sales volumes ranging from \$20 to \$30 million. Every transaction is a testament to my dedication to serving my clients' best interests.



COLDWELL BANKER | PARADISE



J. VANCE BRINKERHOFF

REALTOR®

📞 772.913.3426

✉ vanco2@msn.com

🌐 www.FloridaEastCoastLuxuryHomes.com

📍 1950 US Hwy 1, Vero Beach, FL 32960

CHAMPION OF COMMUNITY, SERVICE, AND LEADERSHIP

J Vance Brinkerhoff, a top-producing Realtor® with Coldwell Banker Paradise In Vero Beach, is not only a leader in real estate but also a passionate advocate for his community. For decades, Vance has devoted his time, talents, and heart to the Exchange Club of Vero Beach, a service organization dedicated to the pillars of Americanism, community service, youth programs, and the prevention of child abuse. "The Exchange Club of Vero Beach has been one of the most meaningful parts of my life. It's not just about service projects or fundraising events—it's about building a stronger, safer, more compassionate community, I'm proud to stand alongside people who care deeply about making a difference, and I'll always be grateful for the lifelong friendships and purpose this club has given me," said Brinkerhoff.

Vance has served in multiple leadership roles within the club, including Past President of the local chapter and Vice President of the National Exchange Club as well as Chairman of the Scholarship Committee. His commitment has extended far beyond titles—he's been a visible, active presence at signature fundraising events such as the annual Christmas Tree Lot, The Sangarita Challenge, The Healing Hearts Dinner/Dance and the elegant black and white Masquerade Ball, often attending alongside his wife, Vanessa Brinkerhoff.

Recognized by local nonprofits and civic leaders alike, Vance's dedication to service is deeply woven into the fabric of Indian River County. His involvement with the Exchange Club reflects his broader philosophy: success isn't measured solely by sales or accolades, but by the impact one makes in the lives of others.

The Exchange Club of Vero Beach, part of a national network established in 1959, operates with a modest annual budget funded entirely through community support. Vance's leadership and personal investment have helped the club sustain vital local programs that uplift youth, strengthen families, recognize law enforcement, honor veterans and bring neighbors together through shared purpose and goodwill. Whether closing a real estate deal or championing a cause, Vance Brinkerhoff leads with integrity, compassion, and a true sense of civic duty.

UNIFYING LEGACY AND INNOVATION IN LUXURY REAL ESTATE

Ben Bryk & J. Vance Brinkerhoff

In a powerful alignment of experience, market leadership, and elite client service, top-producing Realtors Ben Bryk and J. Vance Brinkerhoff have joined forces under Coldwell Banker Paradise to deliver an unparalleled luxury real estate experience across Vero Beach and Florida's Treasure Coast.

Ben Bryk, known for his innovative marketing strategies and sharp negotiation skills, brings a modern edge and digital-first approach to luxury home representation. His ability to capture attention in high-value markets through cinematic video, precision-targeted advertising, and concierge-level service has made him one of the most sought-after agents among discerning buyers and sellers.

J. Vance Brinkerhoff offers a legacy of distinction, built over decades of trusted service, local leadership, and elite performance in the high-end real estate space. A former President of the Realtors Association of Indian River County, Vance is renowned for his deep community connections, discretion with high-net-worth clients, and unmatched knowledge of barrier island and waterfront properties.

Together, Bryk and Brinkerhoff combine cutting-edge marketing and time-tested expertise to create a seamless, elevated experience for every client. Whether representing record-setting oceanfront estates or curating strategic portfolio investments, their partnership stands as a hallmark of excellence, trust, and discretion.

They specialize in luxury coastal homes, riverfront estates, equestrian retreats, and gated golf communities throughout 32963, Orchid Island, John's Island, The Moorings, and beyond.

Expect more than real estate. Expect legacy-level service.



WHY VERO BEACH?

Referred to by Southern Living Magazine as “The Hamptons of the Florida”, Vero Beach is a quaint beachside community located in Indian River County. With a population of 155,000, Indian River County is the cultural heart of Florida’s Treasure Coast, located just 70 miles north of Palm Beach. Boasting 26 miles of coastline, with free public beaches, boat ramps, and nature preserves along with the world’s most diverse ecosystem, the Indian River Lagoon, Vero Beach is a truly unique community.

Discover the perfect blend of luxury, lifestyle, and investment potential in this charming coastal paradise.



*Scan the QR code to
download our app on
the Apple App Store
today and take the first
step towards your dream
property experience.*





When the prestige of the **Coldwell Banker®** name aligns with the expertise of today's leading luxury real estate masters and the reach of an international network in 40 countries and territories, the extraordinary is possible.

BRAND POWER

GLOBAL CONNECTIONS

A LEADER IN LUXURY

MARKETING MASTERS

- President, Marketing
- Business Manager
- Luxury Ambassadors
- Continuous Improvement Manager
- In-House Graphic Designers
- Digital Marketing & Technologies Manager
- Digital Marketing Specialists
- Print Specialists

MARKET EVALUATION

This is the **Coldwell Banker Global Luxury®** program at its essence.



BRAND POWER

*A name that commands instant respect
and trust the world over*





A CENTURY OF “FIRSTS”

Continuing a legacy established by the Coldwell Banker® brand, the Coldwell Banker Global Luxury® program sets the gold standard for modern luxury real estate marketing. Through the decades, the brand has continually exhibited the true spirit of innovation. From San Francisco's Financial District in 1906 to Manhattan's prestigious Madison Avenue in 1933, when luxury real estate marketing was revolutionized by capturing fine estate homes on film, to a worldwide presence today with an ever-evolving technology portfolio and bespoke marketing services.

An elegantly reimagined Coldwell Banker Global Luxury logo made its much-celebrated debut in 2020 — effectively reflecting the exceptional nature of the Luxury Property Specialist network as well as our distinguished clientele. Always looking ahead, the program continues to provide representation that crosses oceans, continents and language barriers, backed by the power of a heritage that spans generations of excellence.

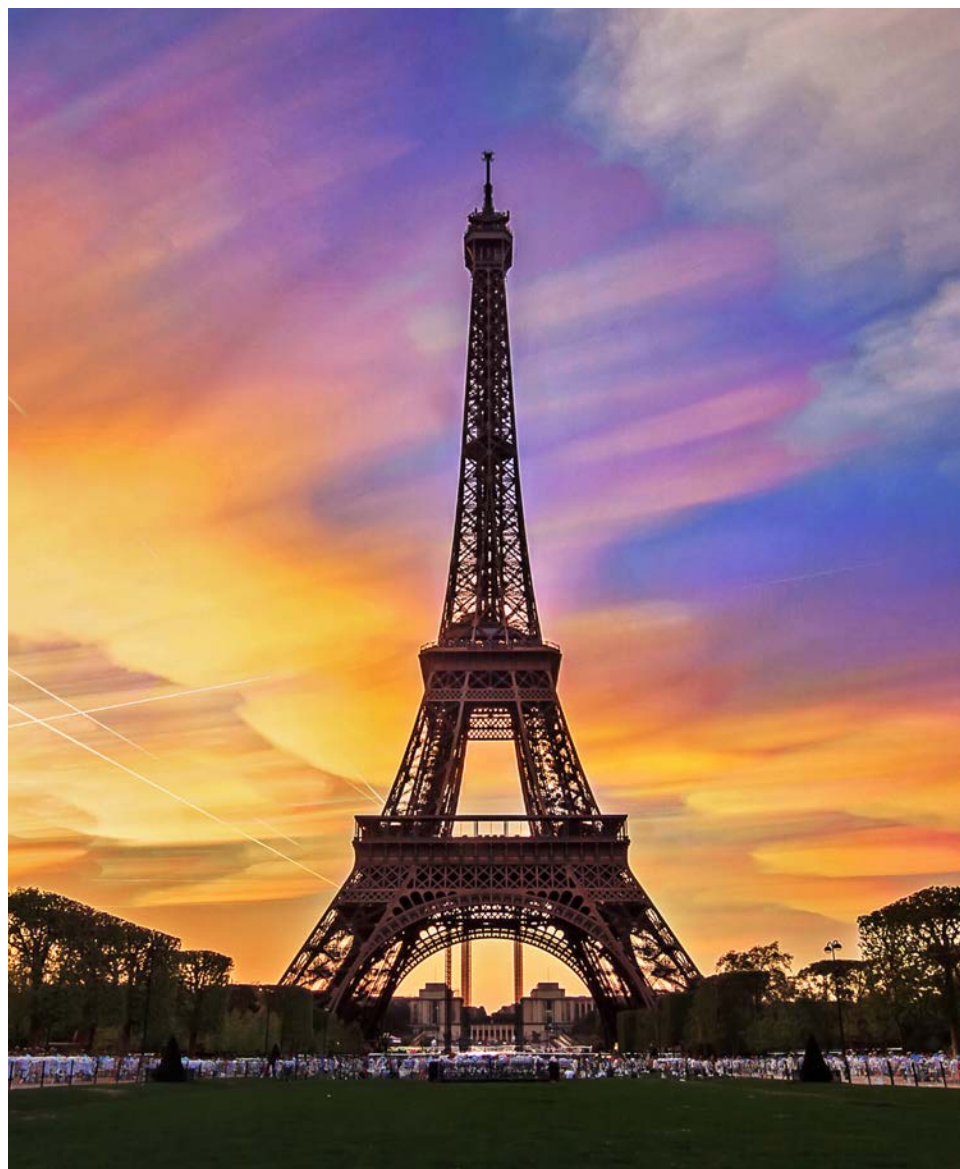
- 1906 — Two visionaries establish Coldwell Banker on the foundation of ethical business practices in the real estate industry, a first for its time.
- 1933 — For the first time, prized estates are marketed through motion-picture technology.
- 2010 — Coldwell Banker Real Estate becomes the first national real estate company to launch a YouTube channel.
- 2017 — A new era of luxury real estate begins with the Coldwell Banker Global Luxury® program.
- 2018 — The *Homes & Estates* publication wins Gold at the 2018 Astra Awards from New Jersey Communications, Advertising, and Marketing Association (NJCAMA).
- 2020 — Coldwell Banker Global Luxury launches elegant new logo and design style.
- 2021 — The "Craftsmanship" campaign showcases the Global Luxury certification process and the expertise of the program's esteemed Luxury Property Specialists.
- 2022 — Coldwell Banker Global Luxury hosts Engage, a first-of-its-kind Global Luxury Summit exclusive to Luxury Property Specialists.
- 2023 — An invaluable relationship with WealthEngine® is further refined to provide Luxury Property Specialists with exclusive access to targeted, high-net-worth prospect lists.



GLOBAL CONNECTIONS

*Crossing oceans, continents, and
language barriers*





POWER IN NUMBERS

The Coldwell Banker® brand is a true global force, with the power to showcase exceptional properties and reach affluent buyers around the world. Through a master franchise network located in 45 countries and territories, we offer unmatched services in their local languages.



COLDWELL BANKER® WORLDWIDE

96,000+
AGENTS

3,000+
OFFICES

45
COUNTRIES & TERRITORIES

SCHMIDT FAMILY OF COMPANIES

1,500+
AGENTS

76+
OFFICES
Michigan | Ohio | Florida

#1
FRANCHISE NATIONALLY
Based on Number of Offices

- | | | | | |
|-------------------------------|---------------------------|-------------------|------------------------|-------------------------------------|
| <i>Albania</i> | <i>Cayman Islands</i> | <i>India</i> | <i>Northern Cyprus</i> | <i>Tanzania</i> |
| <i>Andorra</i> | <i>Chile</i> | <i>Indonesia</i> | <i>Paraguay</i> | <i>Turkey</i> |
| <i>Argentina</i> | <i>Costa Rica</i> | <i>Ireland</i> | <i>Portugal</i> | <i>Turks & Caicos Islands</i> |
| <i>Aruba</i> | <i>Curaçao</i> | <i>Italy</i> | <i>Saint Barth</i> | <i>United Arab Emirates</i> |
| <i>Bahamas</i> | <i>Dominican Republic</i> | <i>Jamaica</i> | <i>Saint Martin</i> | <i>United States</i> |
| <i>Bermuda</i> | <i>Egypt</i> | <i>Luxembourg</i> | <i>Saudi Arabia</i> | <i>Uruguay</i> |
| <i>British Virgin Islands</i> | <i>England</i> | <i>Malta</i> | <i>Sint Maarten</i> | <i>U.S. Virgin Islands</i> |
| <i>Cambodia</i> | <i>France</i> | <i>Mexico</i> | <i>Spain</i> | <i>(St. Croix & St. Thomas)</i> |
| <i>Canada</i> | <i>Grenada</i> | <i>Monaco</i> | <i>Switzerland</i> | <i>Zanzibar</i> |



A LEADER IN LUXURY

*Exceeding expectations and creating
exceptional experiences*





SUCCESS BY THE NUMBERS

The Luxury Property Specialists aligned with the Coldwell Banker Global Luxury® program are masters at their profession, exceeding expectations and creating exceptional experiences for their discerning clients every day. In 2024, Coldwell Banker® affiliated agents achieved tremendous results:

COLDWELL BANKER® WORLDWIDE		
<i>Over \$220</i> MILLION	<i>\$1.9</i> MILLION	<i>41,369</i> SIDES
in \$1 MILLION+ sales each day*	average sales price of \$1 MILLION+ transaction sides*	\$1 MILLION+ transaction sides*
SCHMIDT FAMILY OF COMPANIES		
<i>\$4.6</i> BILLION+	<i>13,095</i> SIDES	<i>#3</i> FRANCHISE NATIONALLY
total sales volume in 2024	closed transaction sides in 2024	based on total sales volume

Schmidt Family of Companies is the parent to its Coldwell Banker franchise. We are a sixth generation, full-service brokerage firm founded in 1927 specializing in residential, luxury, and commercial real estate, property management, mortgage, and title services.

*Data based on closed and recorded buyer and/or seller transaction sides of homes sold for \$1 million or more as reported by affiliates of the U.S. Coldwell Banker franchise system for the calendar year of 2024. USD\$.



BUYING EXCEPTIONAL REAL ESTATE

Our team of Coldwell Banker Global Luxury Property Specialists acts as your trusted advisors and curators, crafting a discrete and personalized journey that prioritizes your time and aspirations.

Experienced Professional Guidance - Our knowledge and insights extend far beyond property comparables, empowering you to make informed and confident decisions throughout the acquisition process.

Exclusive Access - We have access to a vast collection of premier properties marketed through the Coldwell Banker Global Luxury® program as well as private listings, giving you a competitive edge in finding the perfect home.

Negotiation Mastery - As your personal advocate, we leverage real-time data and proven strategies to secure your dream property on the most advantageous terms.

Deep Community Connections - We can show you the most coveted neighborhoods, streets, area services, private clubs and more, so you can seamlessly integrate into your new community.

Concierge Service - We coordinate every detail on your behalf, from connecting you with professional mortgage partners and full-service transaction management to bespoke lifestyle services that inspire and delight you.

Initial Consultation

Partnership Agreement

Tailored Search

Curated Selection

Seamless Acquisition

Streamlined Closing

Continuous Support

1

WISH LIST

Share your aspirations, lifestyle and financial goals to craft a vision for your ideal property.

ESTABLISH A BUDGET

Set a budget that aligns with your long-term plans.

2

TAILORED ENGAGEMENT

Solidify the parameters of our collaboration with a signed agreement, ensuring clear communication and absolute confidentiality.

3

REFINED CRITERIA

Fine-tune your lifestyle requirements so we may orchestrate a targeted search plan.

4

PRIORITY ACCESS

View exceptional properties that meet your search criteria and enjoy exclusive access to pre-listings and privately listed properties.

MARKET INTELLIGENCE

Receive ongoing updates on new listings and data analysis so you can make informed decisions.

5

COMPELLING OFFERS

Offers that reflect true value and employ a multi-offer strategy, when necessary, will be crafted for you.

METICULOUS DILIGENCE

Disclosures will be meticulously reviewed and optimal contract terms will be negotiated on your behalf.

TRUSTED NETWORK

We can connect you to inspectors, appraisers and other key service providers to help with a smooth transaction.

6

PROACTIVE MANAGEMENT

To ensure a stress-free closing, any hurdles will be anticipated and addressed.

COST CLARITY

Receive a transparent breakdown of closing costs to facilitate effective budgeting.

7

BEYOND CLOSING

Be assured that we are always available to connect you with reliable home service professionals for your new property and any other lifestyle needs.



When you're ready to secure your dream property, we'll navigate the offer process on your behalf with strategic vision and unwavering advocacy. Here's how we'll architect the offer to your advantage:

METICULOUS PROPERTY EVALUATION

Market Analysis - We analyze comps to establish a baseline value.

Unique Features Assessment - Partner with specialists to assess value impact and potential maintenance costs for properties with historical significance, architectural integrity, bespoke installations or other attributes.

FINANCIAL CONSIDERATIONS TAILORED TO YOU

Budget Review - Revisit your established budget and comfort level with potential long-term costs associated with unique features.

Pre-Approval Update - Ensure your pre-approval reflects any adjustments based on the property's specific requirements.

WRITING A COMPELLING OFFER

Competitive Strategy - Help you to develop a compelling offer considering market trends, number of interested buyers and seller motivation.

Multi-Offer Strategy - If necessary, plan a multi-offer approach that highlights your strengths as a buyer (e.g., pre-approval strength, flexible closing date).



Next comes the most important part of our job as a champion of your interests – securing the best possible terms for you.

1

DUE DILIGENCE TIMELINE

Negotiate a reasonable timeline for inspections, appraisals and other due diligence processes.

2

PRE-PURCHASE GUIDANCE

You collaborate with a legal advisor (if necessary) to ensure a thorough understanding of any zoning laws, property covenants or HOA regulations that could impact your use of the property.

3

CONTINGENCY CLAUSES

Ensure agreement addresses any contingencies specific to luxury properties, including the transfer of warranties for high-end appliances and systems.

4

CLOSING COSTS BREAKDOWN

Ensure a clear understanding of all closing costs associated with the purchase.

5

CLEAR AND CONCISE COMMUNICATION

Maintain clear and concise communication with the seller's agent throughout the negotiation process.





The offer's acceptance signals the final chapter in your real estate journey. Now we navigate the closing process, ensuring a smooth transition to your property.

Due Diligence - Manage the entire process and guide you through any potential contractual solutions and negotiations.

Title Search - Recommend a reputable title insurance officer to address any title concerns*.

High-Value Insurance - Help you navigate insurance coverage matters, including the structure and any valuables that are part of the sale, such as art or antiques.

Accurate Valuation - Collaborate with your lender (if necessary) to secure a reliable appraisal reflecting your property's market value*.

Pre-Closing Verification - Coordinate a final walk-through to verify the property's condition aligns with the agreement.

Specialist Consultations - Connect you with specialists to verify home automation or security systems are in working order, or consult with architects and designers to help visualize and assess feasibility of a potential renovation.

Personalizing Your Property - Connect you with seasoned design professionals or technology consultants to curate the perfect living experience for you.



**Subject to appropriate affiliated party disclosure requirements*



Please note that our commission is not set by law and is fully negotiable. Below are examples of how a buyer's agent can be paid.

HOW A BUYER'S AGENT IS PAID IF SELLER OFFERS COMPENSATION

1. The seller of the property you are interested in has offered to pay the commission due from you to us. In this case, your commission obligation to us will be paid by the seller out of funds you pay to purchase the home.
2. The seller has offered compensation consisting of only a portion of the commission you have agreed to pay to us. This would require you to pay any portion of our commission not paid by the seller. Alternatively, you could condition your purchase offer on the seller paying all of your commission obligation to us.

HOW A BUYER'S AGENT IS PAID IF SELLER DOES NOT OFFER COMPENSATION

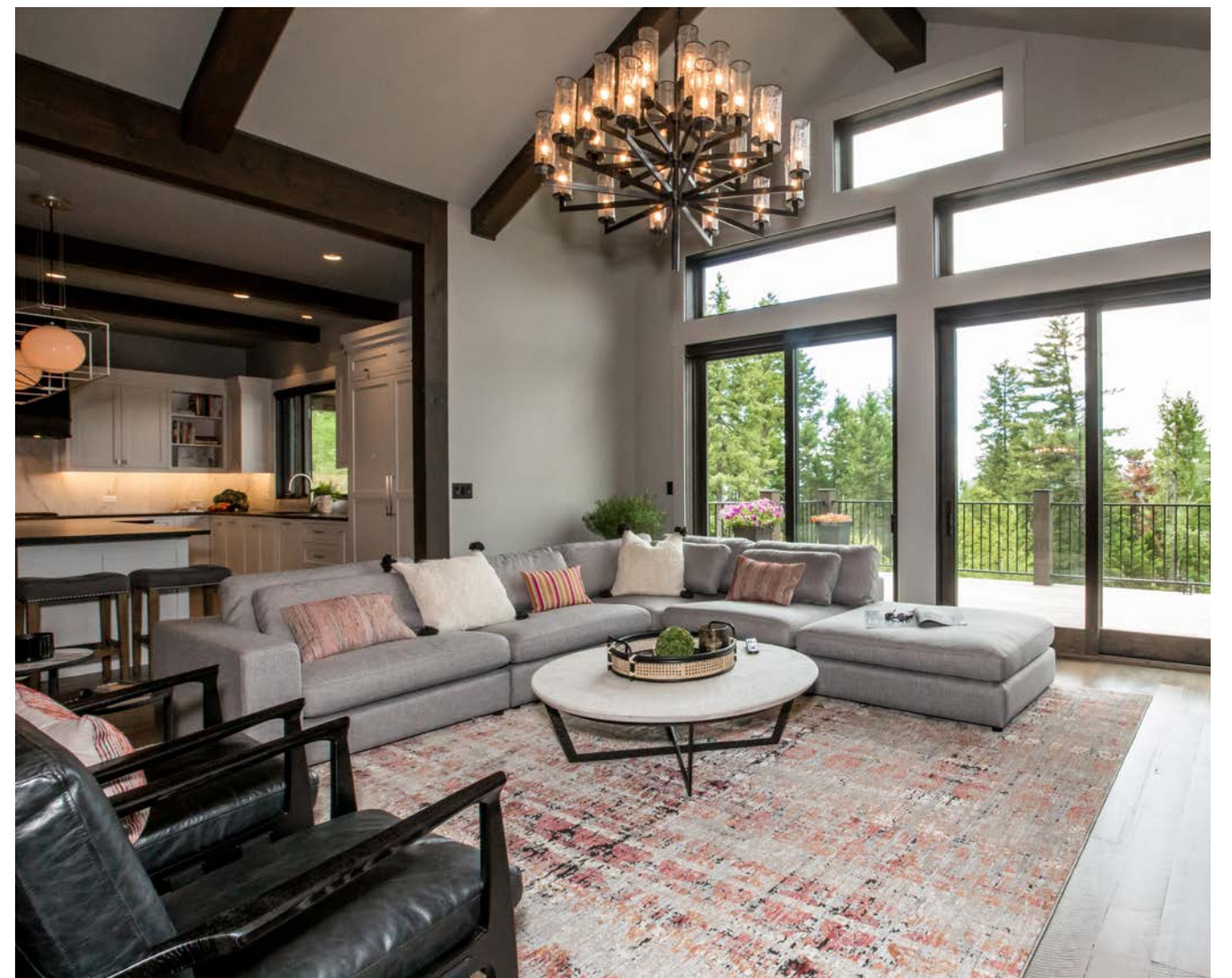
1. The seller has not offered to pay any portion of the commission you would owe to us. In this case, you can include a requirement that the seller pay your commission obligation as part of the offer you make on the property.
2. The seller will not agree to pay a buyer's agent commission, in which case you would be responsible for our commission.

Regardless of the compensation structure, we remain your trusted guide. Let's have a conversation about your needs and goals so we can craft the most effective strategy for your home search.



MARKETING MASTERS

Setting a new standard by which many of the world's finest estates are bought and sold





PROFESSIONAL PHOTOGRAPHY

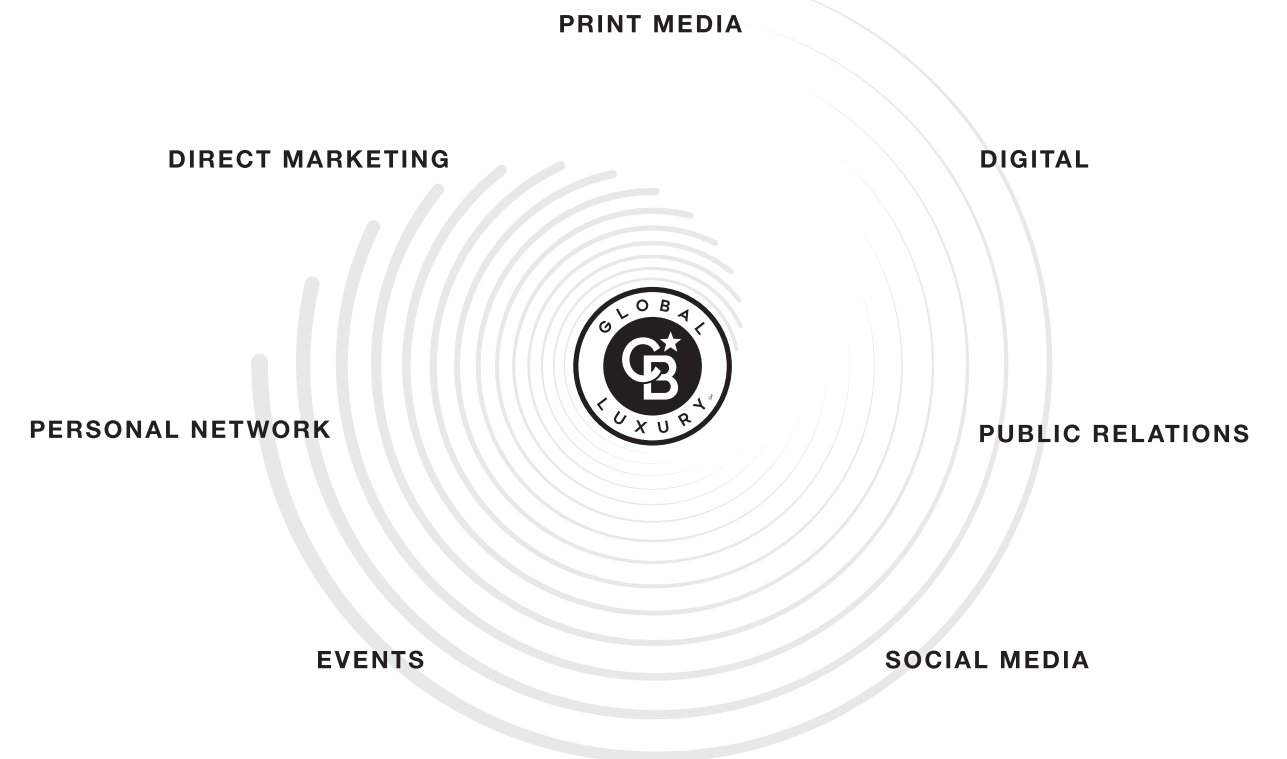
We believe in using professional-quality photography and videography that portray the architectural integrity and character of a property. We have cultivated relationships with local photographers and videographers who are skilled in the art of capturing the beauty of a home and presenting it in the best possible light to affluent buyers.





360° MARKETING APPROACH

The Coldwell Banker Global Luxury® program offers an impressive global stage from which to showcase your home. Coldwell Banker Global Luxury Property Specialists are truly borderless and come armed with a complete suite of tools designed to share the beauty of your home with an affluent audience at all times, no matter where they happen to be in the world.





EXPANSIVE ONLINE SYNDICATION

Finding a discerning buyer for a one-of-a-kind property takes ingenuity—and an expert command of today's online arena. The Coldwell Banker Global Luxury® program has mastered the art of digital marketing, ensuring your property is seen by the widest possible audience of qualified buyers. Luxury properties that are marketed through the program will enjoy immediate syndication through a comprehensive network of prominent real estate websites, including WSJ.com, JamesEdition.com, RobbReport.com, UniqueHomes.com, and international websites through ListHub Global.*



coldwellbankerluxury.com

Coldwell Banker® automatically syndicates listings to hundreds of the real estate industry's most visited websites.

JAMES EDITION

Robb Report
FOR THE LUXURY RESIDENT

Homes.com

MANSION GLOBAL

UNIQUE
HOMES

THE WALL STREET JOURNAL

ListHub Global

HomeFinder
.com

PENTA

BARRON'S
THE NEW YORK TIMES BUSINESS AND FINANCIAL WEEKLY

MarketWatch

*MarketWatch, Robb Report, Unique Homes, and WSJ display properties priced at \$500K+; JamesEdition, Barron's, Mansion Global, and Penta display properties priced at \$1M+. ListHub Global displays properties priced at \$2M+.



ELITE INTERNATIONAL SYNDICATION

The Coldwell Banker Global Luxury® program has joined forces with some of the world's most exclusive and high-performance real estate syndication websites to maximize the global exposure of your luxury home.

91+
PORTALS

50+
COUNTRIES

255.56
MILLION POTENTIAL
BUYERS*



THE LARGEST INTERNATIONAL REAL ESTATE ADVERTISING NETWORK

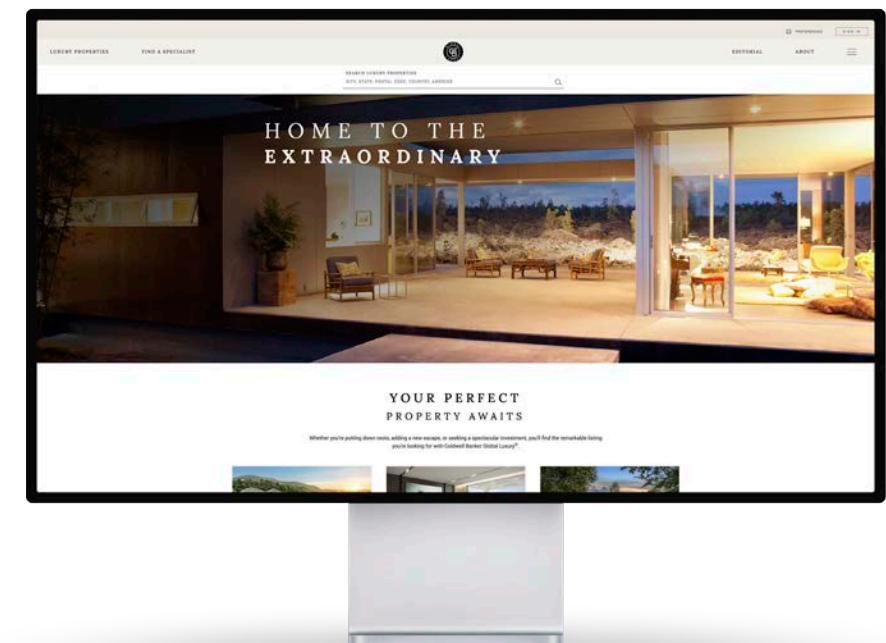
ListHub Global automatically publishes \$2 million+ property listings to leading real estate sites around the world, such as China's Anjuke, the United Kingdom's Properstar UK, and India's 99acres.

*Number provided is an approximation due to frequent changes to the syndication.



COLDWELLBANKERLUXURY.COM

The Coldwell Banker Global Luxury® website — featuring a dynamic, responsive listing and profile experience — connects an affluent audience to some of the world's finest homes. From golf course properties to wine country estates, the website's cutting-edge lifestyle search allows potential buyers to select properties according to their passions. Engaging editorial content is crafted and curated for the site's discerning audience. Multiple language translations and currency conversion tools also allow international buyers to tailor their user experience. Further, a built-in referral network for Luxury Property Specialists' exclusive use links us to other high-end real estate professionals locally and around the world.

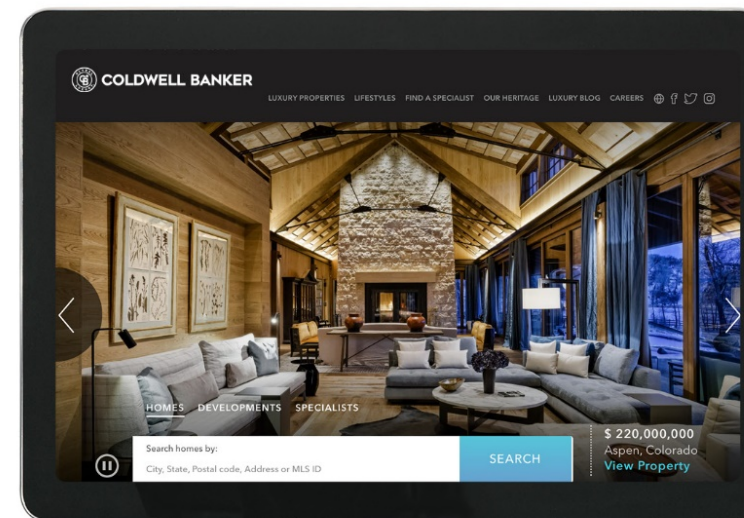




MOBILE MARKETING

The Coldwell Banker® brand has long regarded mobile marketing as the future of luxury. Expertise in the mobile space has led to the creation of a unique suite of products designed to give us the ability to respond immediately to online leads and maintain relationships with affluent clients who are on the go.

All Coldwell Banker websites feature responsive design, fully optimized for mobile.

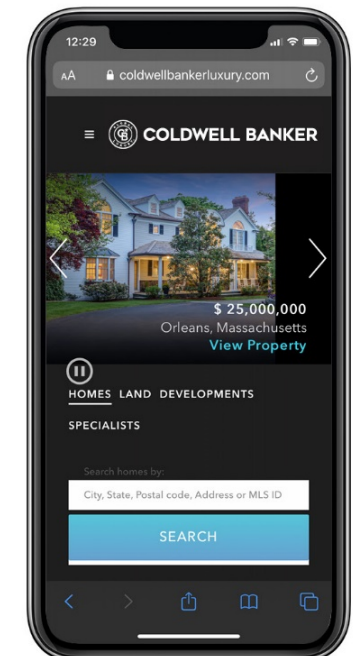


Scan the QR code to download the Vero Premier Properties app on the Apple App Store



Coldwell Banker Mobile

Delivers rich media and video integration, attracting affluent buyers seeking exceptional properties.

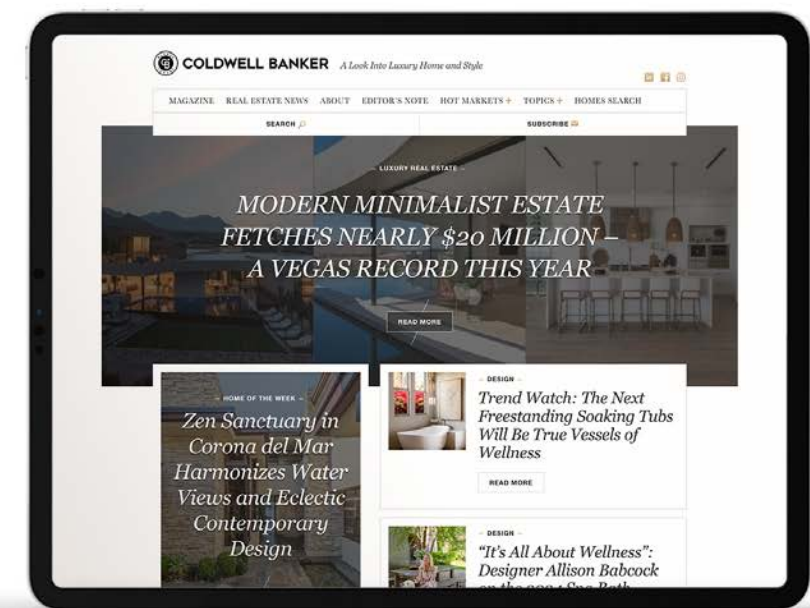




COLDWELLBANKERLUXURY.COM/EDITORIAL

The Official Blog of the Coldwell Banker Global Luxury Program

For the discerning consumer, the Coldwell Banker Global Luxury program offers an exclusive glimpse into the world of luxury real estate, with curated content that provides insights and inspiration. From breathtaking homes in sought-after destinations to unparalleled amenities and lifestyle offerings, coldwellbankerluxury.com/editorial showcases the epitome of luxury living.





SOCIAL MEDIA

The social media landscape is yet another global stage where the beauty of your home may be put on display. Powered by a dedicated and expert social content team, the networks under Coldwell Banker Global Luxury® banner are among the most widely used sites today, delivering a unique perspective on the fine living and fine homes all over the world. Coldwell Banker® social media channels saw impressive numbers in 2024:

Over Half
A BILLION

Media impressions¹



1.2
MILLION

Followers² on Coldwell Banker® brand social media channels



2.9
MILLION+

Engagements¹



112
MILLION+

Video views¹



42.4
MILLION+

Link clicks¹



1. 2024 Sprout Social and Media Agency Reporting. 2. Sprout Social Reporting 01/01/2024-12/31/2024.

COLDWELL BANKER GLOBAL LUXURY

HOMES AND LIFESTYLES



THE FLAGSHIP PUBLICATION OF



COLDWELL BANKER
SCHMIDT FAMILY OF
COMPANIES

MARKETING MASTERS

GLOBAL LUXURY MAGAZINE

ColdwellBankerLuxuryMagazine.com

Total Annual Reach & Distribution of our Luxury Magazine



PRINT

- 40,000 to 50,000 printed
- Direct mailed to home value over \$1 Million and above throughout the state of Michigan, greater Cleveland, Ohio area, targeted markets on both coasts of Florida, Chicago area, and northern Indiana.
- Distributed at Coldwell Banker Schmidt offices in Michigan, Ohio, and Florida.



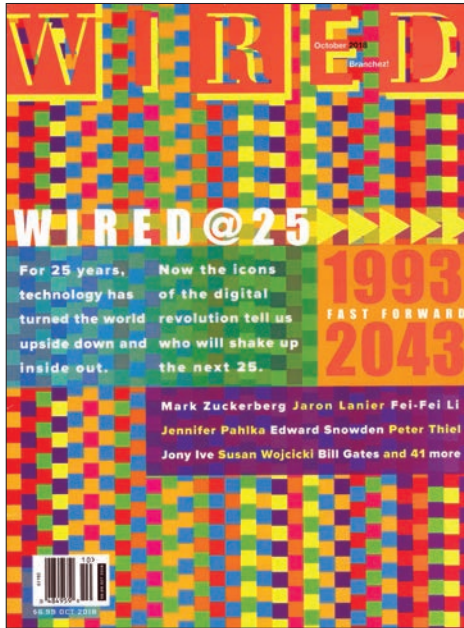
EMAIL

- Emailed monthly to proprietary high net-worth email database of over 12,000 addresses.



DIGITAL

- Updated monthly to act as the current version of the magazine.
- Distributed across all brokerage social media sites and websites.
- Robust digital advertising campaign monthly to promote the current version. The 12 month digital edition of LUXURY reaches approximately 10 million impressions, with over half directly clicking through to the magazine with an average read time of 18 minutes.
- Over 1,500 Realtors and Brokers: may distribute in email signatures, private client email distributions, social media sites, and websites.



MARKETING MASTERS

STRATEGIC MEDIA AFFILIATIONS

From *The New York Times* to *Condé Nast Traveler*, the Coldwell Banker Global Luxury® program encompasses a distinguished portfolio of media affiliations to ensure your property's exposure to affluent readers the world over.

FINANCIAL & NEWS

- BLOOMBERG
- FINANCIAL TIMES
- THE DAILY TELEGRAPH
- THE NEW YORK TIMES
- THE WALL STREET JOURNAL
- MANSION GLOBAL

LUXURY LIFESTYLE

- DREAMER
- DWELL
- ELITE TRAVELER
- JAMES EDITION
- OCEAN HOME
- ROBB REPORT

BOATING

- BOAT INTERNATIONAL
- CRUISING WORLD
- SAILING WORLD
- YACHTS & YACHTING

CONDÉ NAST
LUXURY GROUP

- ARCHITECTURAL DIGEST
- BON APPÉTIT
- CONDÉ NAST TRAVELER
- GOLF DIGEST
- GQ
- THE NEW YORKER
- VANITY FAIR
- VOGUE
- WIRED

EQUESTRIAN

- THE CHRONICLE OF THE HORSE
- EQUESTRIAN LIVING
- HORSE & RIDER
- THE PLAID HORSE
- PRACTICAL HORSEMAN

CITY LIFESTYLE &
SPECIFIC INTEREST

- MODERN LUXURY
- THE REAL DEAL
- UNIQUE HOMES

FARM & RANCH

- LAND.COM
- THE LAND REPORT

INTERNATIONAL

- CONDÉ NAST UK REAL ESTATE
- HONG KONG TATLER
- JUWAI
- PROPGOLUXURY
- SIMPLY ABU DHABI



BROKER-TO-BROKER NETWORKING

BROKER OPEN HOUSE

To ensure that your property is front and center in the local real estate community, top-performing brokers will be invited to a private reception at your home.

BROKER PREVIEW

Your property may be registered as part of a weekly preview inviting the area's top brokers to tour your property for an agreed-upon period of time.

EXCLUSIVE LOOK

With this powerful online marketing platform, I can showcase your extraordinary property to brokers within our company in minutes for greater exposure, before it even hits the MLS.

DISTRIBUTION OF MATERIALS

Property marketing materials, including but not limited to postcards, flyers, and brochures, will be distributed through the Coldwell Banker Global Luxury® network to keep the broker community informed.



MARKET EVALUATION

*A strategy based on unparalleled
expertise and an intimate knowledge of
current industry trends*





STRATEGIC PRICING ANALYSIS

A strategic pricing analysis, or SPA, is a report that pulls data from the multiple listing service (MLS) based on buyer and seller activity in your area. Information in your SPA includes:

HIGH-END PROPERTIES IN
YOUR AREA THAT RECENTLY SOLD

HIGH-END PROPERTIES IN
YOUR AREA THAT FAILED TO SELL

PENDING SALES
IN YOUR AREA

HIGH-END ACTIVE LISTINGS
IN YOUR AREA

We will use this information to develop a pricing and positioning strategy that creates a perception of value, makes your property competitive, and generates excitement among buyers.



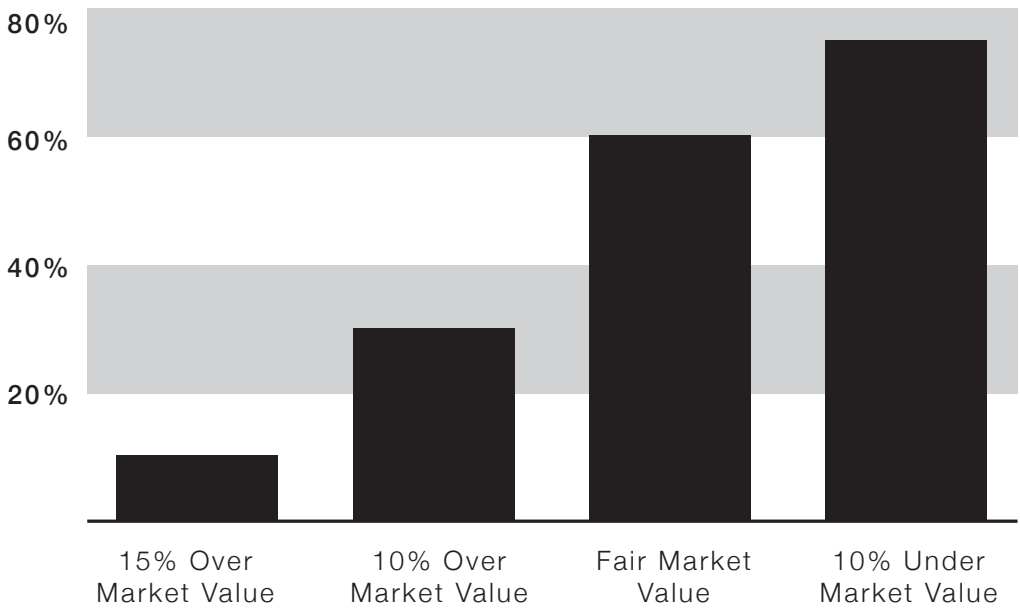
MARKET EVALUATION

The best price obtainable for your home will ultimately be determined by the dynamics of the market, including factors such as:

- 1. LOCATION
- 2. BUYER DEMAND
- 3. FINANCING

If the asking price of a property increases beyond fair market value, the pool of potential buyers decreases the number of showings and the percentage of qualified buyers viewing your home.

PERCENTAGE OF THE MARKET THE PROPERTY APPEALS TO





STEP BY STEP

Backed by an exclusive and comprehensive suite of luxury marketing support and resources, we have the expertise to guide you through every step of the home selling process.

STEP 1 – PRICING

- Prepare a strategic pricing analysis (SPA)
- Review market conditions
- Review other homes on the market
- Discuss your home-sale goals
- Determine the optimal listing price

STEP 3 – MARKETING

- Install distinctive Coldwell Banker Global Luxury® yard sign
- Promote your home on the MLS
- Syndicate your home’s listing to real estate websites nationally and internationally
- Implement your customized property marketing plan
- Respond to online buyer inquiries
- Arrange showings
- Communicate feedback
- Provide market updates

STEP 2 – PREPARING

- Remove clutter and organize
- Clean and make repairs
- Stage your home for sale
- Consider a home protection plan
- Complete listing documents and disclosures

STEP 4 – CLOSING

- Evaluate offers and negotiate best price and terms
- Facilitate inspections
- Coordinate closing date, time, location, and contacts
- Monitor buyer financing and home appraisal
- Follow up on details
- Review closing statement
- Close the sale
- Provide copies of all closing documents



COLDWELL BANKER

SCHMIDT FAMILY OF
COMPANIES

COLDWELLBANKERLUXURY.COM

The only all luxury real estate website

COLDWELL BANKER | SCHMIDT REALTORS

COLDWELL BANKER | WOODLAND SCHMIDT

COLDWELL BANKER | SCHMIDT FAMILY OF COMPANIES

COLDWELL BANKER | SCHMIDT REALTY

COLDWELL BANKER | SUNSTAR REALTY

COLDWELL BANKER | PARADISE

COLDWELL BANKER | PREMIER PROPERTIES

COLDWELL BANKER | THE AMELIA GROUP

MICHIGAN

CBGREATLAKES.COM

OHIO

CBSCHMIDTOHIO.COM

FLORIDA

CBFLORIDAHOMES.COM

CBPPHOMES.COM

CBAMELIA.COM

BEN BRYK

REAL ESTATE AGENT | GLOBAL LUXURY SPECIALIST

772.713.9455 | BenTheRealEstateGuy@gmail.com

J. VANCE BRINKERHOFF

REALTOR®

772.913.3426 | vanco2@msn.com