



DARLENE STREIT

SANTA FE REAL ESTATE PROPERTY



DISCOVER

*Something Special in the  
Land of Enchantment*

DARLENE STREIT

SANTA FE REAL ESTATE PROPERTY



#1  
Individual  
Broker  
by Sales Volume  
in the history of  
Santa Fe Real Estate

*Santa Fe Association  
of Realtors MLS*

417 East Palace Avenue  
Santa Fe, New Mexico 87501  
**505.920.8001**  
dstreit@dstreit.com

When you're looking  
for the best outcome,  
choose the very best.

**There are many reasons Darlene Streit is  
the #1 broker in New Mexico, and 30th in  
sales volume in the entire United States.**

It's more than simply her first class service and attention to the smallest detail, or her superb staff of industry professionals serving your needs with efficiency and excellence. Darlene has risen to the top of her field for the most important reason: she truly listens to the needs of her clients and facilitates solutions with exceptional ease, personal care, and unrivaled success.

What makes Darlene's achievements in the field of real estate even more noteworthy, is that virtually every other broker in the top 0.5 percent nationally is from a major metropolitan area – cities such as Los Angeles, New York, San Francisco or Miami. In comparison, Santa Fe has just over 80,000 residents.

Recognized for her innovative marketing solutions that combine "cutting edge technology with best-in-class customer service," she elevates real estate sales to both a science and an art.

Darlene invests over \$350,000 a year in sophisticated, relevant, and targeted marketing efforts. Combined with her depth of experience, extensive knowledge of the Santa Fe area, and her professional, responsive and personal care of her clients, it's not surprising she leads the field in sales.

**You deserve the very best.**

#1

Broker

Santa Fe & New Mexico

Since 2010

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*Individual Broker by  
Sales Volume, Santa Fe  
Association of Realtors MLS*

#2

Broker

Nationwide, 2020

Sotheby's International Realty

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*Individual Broker Nationwide  
by Sales Volume, Sotheby's  
International Realty*

Sales over **\$263 Million** in 2020

Beyond these notable achievements, Darlene's 5-star [client reviews](#) speak volumes as well.

#30

Agent

United States

2020

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*Individual Broker, based  
on Sales Volume,  
2021 Real Trends*

#1

Broker

Luxury Sales

Santa Fe, over \$1M

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*Individual Broker by  
Sales Volume, Santa Fe  
Association of Realtors MLS*



# MY MARKETING CHANNELS

Successfully marketing homes and land requires a targeted strategy, utilizing many different media and communication channels. Over and above Sotheby's International Realty's extensive marketing, Darlene invests more than \$350,000 each year, promoting her listings through websites, real estate publications, local media, videos, social media, direct mail and a worldwide syndication network. Put the power of Darlene's marketing program behind your listings with sophisticated, targeted marketing efforts working for you 24 hours a day, selling your property worldwide.



Contact Darlene today for an efficient, professional real estate experience: 505.920.8001 • [dstreit@dstreit.com](mailto:dstreit@dstreit.com)

# HOW I MARKET YOUR LISTINGS

## Real Estate Websites

### **SantaFeRealEstateProperty.com**

Darlene's high traffic real estate website for showcasing properties

### **LuxuryHomes.com**

Features the world's most exceptional real estate in key markets worldwide

### **UniqueHomes.com**

Showcasing renowned luxury homes, unique properties & fine estates

### **LandsOfAmerica.com**

Online exposure for Darlene's ranches, acreage, and home listings

### **DarleneStreit.com & SantaFeLuxuryHomesandLand.com**

Darlene's exclusive luxury real estate websites

### **HauteResidence.com**

Luxe platform for real estate, connecting affluent buyers with luxury properties

### **Modciti.com**

Dedicated exclusively to promoting contemporary and modern properties

### **Land.com**

The largest online marketplace for buying and selling premier land

### **SantaFeRealEstateExpert.com**

Another of Darlene's websites highlighting Santa Fe and real estate listings

### **LuxuryRealEstate.com**

Offers access to the finest residential real estate from around the world

### **SantaFe.com**

Local listings partner for displaying Darlene's properties for sale

### **Land.us**

Presents the most exclusive land, ranches, and mountain homes

## Videos, Virtual Tours & Marketing Materials

### **Custom Videos & Photography**

A beautiful video tour and gorgeous photos to showcase your property

### **iGuide 3D Virtual Tours**

Buyers can walk through your property with our stunning online virtual tours

### **Vimeo.com & YouTube.com**

Online exposure for your property on the most popular video websites

### **TourFactory.com**

TourFactory's online home tours for property exposure

### **Property E-Blasts**

Regularly scheduled e-blasts that feature your listing's details

### **Full Color Brochures**

Elegant print and digital brochures to highlight the features of your listing

## Print/Digital Advertising, Social Media & Direct Mail

### **Santa Fe New Mexican**

Ongoing display advertising for Darlene's listings in ads & special inserts

### **HOME Real Estate Guide**

Northern New Mexico home guide in the Santa Fe New Mexican

### **Luxury Magazine Advertising**

Unique Homes, LAND Magazine, Luxury Real Estate Magazine & more

### **WSJ / Mansion Global**

National exposure in one of the most respected real estate publications

### **Local Publications**

Display advertising for listings in Santa Fe magazines & newspapers

### **Direct Mail Campaigns**

Personalized letters, postcards and mailings for property exposure

### **Google Display & Text Ads**

Online digital advertising to widely market Darlene's current listings

### **Facebook & Instagram Ads / Posts**

Digital advertising to targeted audiences and ongoing posts to promote properties

### **Twitter & Pinterest Posts**

More social media engagement for publicizing current properties

### **Adwerx**

Powerful digital retargeting and remarketing tool for listing exposure

### **Partner Promotions**

Ongoing promotions with our real estate partners to advertise properties

### **Broker Network**

Darlene's extensive network of top brokers to promote listings

## Q&A WITH DARLENE

*A resident of Santa Fe since 1992, Darlene is extremely knowledgeable in every aspect of real estate sales and the Luxury Home Market. As the top producing broker in her region, Darlene brings excellence to customer service, and is superbly skilled in helping clients make the best-informed decisions, whether buying or selling.*

### How are you able to handle so many clients as well as you do?

I pride myself in giving personal attention to each and every one of my clients and in responding quickly to their questions and needs. That said, I couldn't handle all the details of transactions without the support of my very experienced and professional cadre of assistants who follow through, and make sure every stage of the process is executed with care.

### Do you only deal with luxury homes and properties?

I'm known for my expertise in the luxury market, but by no means does it stop there. I love working with clients in every price tier and I offer the same excellent service to everyone I work with.

### As the #1 broker in Santa Fe, are you available to take on new clients?

Absolutely! I've assembled an extraordinarily effective staff of wonderful, talented assistants who work with me to make the buying or selling process one of ease for my clients. Together, we oversee and track every deadline and detail so that your experience is smooth and the results successful.



### What sets you apart in the field of real estate?

I'd have to say it's my passion to help my clients. Being available almost 24/7 and listening every step of the way, guiding the process with decades of expertise, and quickly responding to questions and needs are all things clients have expressed their appreciation for, over and over again.

### What's most important to you as far as what you do?

Honestly, it's seeing a client smile when we complete their transaction and how happy and satisfied they are with the outcome. Helping people find their dream home or perfect plot of land makes it all worthwhile.

### What can I expect working with you and your team?

My focus is on bringing the highest level of personal service to my clients. You'll find that my office staff and I are always accessible, and we're very knowledgeable in every facet of buying and selling. We manage every detail so that your stress is minimized and your overall satisfaction is maximized.

Contact Darlene today for an efficient, professional real estate experience: 505.920.8001 • [dstreit@dstreit.com](mailto:dstreit@dstreit.com)

## WORDS FROM MY CLIENTS

**"We have sold one house and bought two houses with Darlene. She is beyond compare with other Realtors who have served us over the years.** When issues arise, Darlene invariably has several suggested options for how to resolve the item in a way that both buyer and seller are satisfied. Over the years, it's been clear that Darlene genuinely cares not only about her clients, but also about the party on the other side of the transaction. She and her staff never miss a detail, and in all three cases, they kept us aware of upcoming deadlines so everything for closing could be completed on time, and we closed on the date initially specified. Darlene knows every inch of Santa Fe and seems to have a knack for discerning what her clients want, even if they are not completely clear themselves. Without reservation, I highly recommend Darlene to anyone who wants to buy or sell a home." – *Mary S.*

**"My wife and I selected Darlene to assist us in the purchase of our new home in Santa Fe because we wanted someone with a proven track record of success in the area, great communication skills, and a thorough understanding of the local market.** We received all of that, and much more. Darlene and her staff were incredibly efficient, professional, client-motivated, and responsive. We also appreciated Darlene's negotiation and problem-solving skills. It was a great pleasure working with Darlene, and we would highly recommend her to anyone looking for a home in this wonderful community." – *Larry A.*

**"The relocation process and the search for a new house can be one of the most stressful endeavors a family or individual can face.** Darlene's comprehensive grasp of the Santa Fe market makes the selection process smooth and easy. I especially appreciated her professional and organized approach to achieve our requirements and dreams. Emails and phone messages are returned promptly, appointments are punctual, and best of all she is a good listener. Darlene's knowledge of the construction industry, local contractors, architects and designers further 'smoothed out' the transition. When all was said and done, I was glad that I had Darlene on my side." – *Bruce G.*

**"If you want the best real estate rep in Santa Fe, you want Darlene Streit.** This is the Energizer Bunny of Santa Fe real estate. We recently closed escrow on a home Darlene found for us, and the experience was exceptional, start to finish. She is backed by a staff of knowledgeable, experienced, can-do people. She is absolutely tireless, totally knowledgeable about the market and marketplace, and goes WAY over and above. We were out of state buyers, and Darlene worked to understand what we wanted. When we arrived there was a meticulously planned tour of possibilities tailored to what we had said we wanted. One was "it" and we'll be moving in soon. She's that good." – *Pat R.*

**"Darlene's efforts in selling my home were the most effective, knowledgeable and clear, as well as implemented with precision.** She runs a profoundly efficient and integrated business. She brought her many years of proficiency in all phases of real estate to create the best conclusion possible for the sale of my property. Darlene has developed an impressive staff of professionals, who with her direction, provide excellent service. I see the speed of the sale as a testament to her understanding and knowledge of the present real estate market. If you are in the process of deciding who you want to represent your financial and emotional interests in property, either as a seller or a buyer, you will never go wrong utilizing the skills of Darlene Streit." – *Joy G.*



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