

S Y K E S



Marketing Plan

Palm Beach | Miami | NYC | Hamptons | Jersey Coast

First *and Foremost*



ERIN SYKES

FOUNDING OWNER | LEED AP | REALTOR®

609.517.3071

Erin@SykesProperties.com

Serving FL | NY | NJ

You're about to sell a property in one of the most competitive real estate markets in the world, so having an experienced and well-connected real estate agent isn't just helpful, it's essential. SYKES is the team you've been looking for.

We provide deep insights on current buyer demands, offer access to an exclusive network of top agents and the buyers they represent, and leverage top technology tools to promote your listing. This formula sets the stage for our team to negotiate the optimal final sale price on your behalf, ensuring that you get the very best return on your real estate investment.

Beyond data, tools, and technology, our talented team invests our unrivaled industry expertise, time, and energy into making sure you feel confident throughout your transaction. We work tirelessly to make sure you're satisfied with our service from our first meeting to the moment you sign on the line and finalize your sale.

Most importantly, we recognize that real estate is about much more than managing transactions. It's about building relationships and supporting you through a significant life event. That's why our team prioritizes getting to know you. It's our privilege to have the opportunity to learn about your real estate and life goals and to help you achieve them. We can't wait to get started!

Sincerely,
Erin Sykes



About Erin

Erin Sykes' perseverance and ability to anticipate trends are what have driven her success. Erin strives to help clients reach their unique goals with discreet, individualized attention and action-orientation.

Specializing in helping clients year-round in Palm Beach, The Hamptons, New York City, and the New Jersey coast, Erin utilizes her combined background in finance and construction to take an analytical and qualitative approach to amplifying clients' return on investment.

With a background in commercial and luxury residential construction at her family's 120+ year-old firm and certification as a LEED AP – New Construction, Erin understands how to optimize new development and intricate renovation using sustainable and architecturally-appropriate materials and methodology.

As a business news contributor, Erin is responsible for developing and translating real estate trend data into consumer and industry insights. She reports on monthly housing starts, new developments, rate changes and general industry trends for all major news outlets.

Erin is often interviewed by Fox Business News, CNBC, TODAY, CNN, NBC Nightly News, The Real Deal, Bloomberg, Mansion Global, Forbes, TechCrunch, and Inc. She holds a MBA from Pepperdine University and a Bachelor in Finance and International Business from Villanova University.

Erin resides between Palm Beach, NYC & Longport, NJ and is deeply involved with the Historical Society of Palm Beach County, Opportunity, Inc., and the Southampton Hospital Foundation.

Pricing *your Property*

List price is undoubtedly the first thing you want to talk about, and we get it. But the final decision on how to price your property will become clear after we've done the work to make it market-ready. During this process, we'll consider all variables; location, features, and demand.

COMPS MATTER, BUT THEY DON'T TELL THE WHOLE STORY

Your property is unique, and we'll work with you to set a price that:

- Illustrates your property's fair market value in relation to current conditions
- Considers the best features of your property, as well as realistic drawbacks
- Compares your property to others that have recently sold or have lingered on the market
- Reflects a deeply analyzed price range that will attract the most qualified buyers

It's essential to price your property correctly when it goes to market. Overpricing can pose significant challenges, especially if a correction is later required. More specifically, having to lower a price can send a negative signal to buyers, even if the property is everything they're seeking. We'll leverage our extensive local expertise to make sure we get it right the first time.





Sell a Property *in 7 Simple Steps*



1. FIND A REAL ESTATE AGENT

It's critical to enlist the help of a real estate agent with a proven track record in your local market. Our team has a long-standing reputation for success. We love what we do, and we're wholly dedicated to seamlessly navigating and supporting you through your property sale.

2. DETERMINE MARKET VALUE

We'll assess your property's market value by taking variables such as features, size, location, market demand, and recent comparable sales into consideration. Then, we'll create a comparative market analysis (CMA) or 'comp,' which will help determine a competitive listing price designed to attract qualified buyers and generate maximum interest in your property.

3. GET MARKET READY

We'll strategize with our network of skilled and vetted vendors to polish up your property. Together, we'll work to implement key improvements, ensure alluring curb appeal, professionally stage your space, and take eye-catching photos and videos of your property. Once complete, buyers will have multiple reasons to give your property more than just a passing glance.

4. LIST YOUR PROPERTY

A listing agreement gives us permission to advertise your property and handle your sale. It also covers the basic terms of our mutual commitment, including the length of time your property will be listed. Once an agreement is signed, we'll discuss our selling strategy and will explain what you can expect as we move deeper into the process. We believe in transparency, and we want you to feel confident about our plans to sell your property.

5. MARKET YOUR PROPERTY

A unique property needs a customized marketing plan to set it apart from others on the market. We'll leverage industry-leading tech and robust online marketing strategies in combination with tried-and-true techniques like high-quality statements, energetic open houses, and alerting local buyer's agents to give your property optimum exposure. We'll also utilize our trusted network of photographers and professional stagers to make your property come to life.

6. NEGOTIATION AND ESCROW

At this crucial stage, we'll leverage every negotiation tool in our arsenal to arrive at a price that both you and the buyer can agree on. We'll also use our expertise to coach you through terms, contingencies, and buyer financing. Once a fair price that meets your selling goals is offered and accepted, we head into escrow. At this point, the buyer must complete all necessary inspections, get their financing approved, and sign all legally mandated disclosure documents.

7. CLOSING TIME

We'll be right by your side during these final steps, engaging with the buyer's agent and lending institutions to ensure all requirements are met. Once we're certain all our ducks are in a row, you'll sign on the dotted line to finalize your property sale!



Pre-listing Preparation

VENDOR MANAGEMENT

Life doesn't stop just because you're selling a property, and rearranging your schedule to accommodate a stream of vendors working on getting your home market-ready is the last thing we want you to worry about. With your permission, we'll gladly take on the role of coordinating projects, determining start and completion dates, overseeing work on-site, and ensuring tasks are performed to the highest standards.

DISCOUNT SERVICES

Due to our high volume of listings, we're able to negotiate special pricing with many local vendors. These vendors are familiar with the type of work necessary to bring a home to market in the most cost-effective way. There is no markup or referral fee from any vendor that works with our team, and all savings are passed directly to you.

PROFESSIONAL STAGING

Our top-notch, talented, and highly qualified designers and stagers know how to make your property shine. As part of our initial consultation, we'll provide a thoroughly researched plan for staging your home that will help buyers love it for all the right reasons.

PHOTOGRAPHY + VIDEOGRAPHY

Strong visuals sell properties. We use professional, eye-catching listing photos to convey value and compel discerning buyers to see the space for themselves. Our professional photographers will capture your home in a way that'll make an excellent first impression and will drive interest and demand. Additionally, our advanced videography and 3D tours allow clients to explore your property's floor plan and features by providing a truly immersive and interactive experience.





Staging

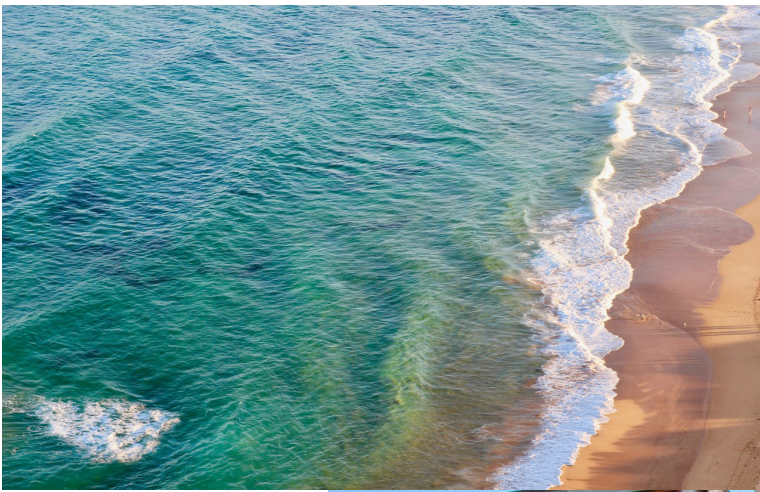
STAGING TRULY IS THE *FIRST AND MOST IMPORTANT STEP* YOU CAN TAKE TO ENSURE YOUR LISTING GETS THE ATTENTION IT DESERVES.

53% of seller's agents say that staging a home decreases the amount of time a home spends on the market*

83% of buyer's agents say that staging makes it easier for buyers to 'visualize' the property as their future home*

Photography *and Videography*

AMAZING PHOTOS AND VIDEOS CAN SELL
YOUR PROPERTY BEFORE A BUYER STEPS
FOOT IN THE DOOR.



S Y K E S



Marketing

EVERY PIECE OF MARKETING REFLECTS OUR PASSIONATE ATTENTION TO DETAIL AND MAXIMIZES EXPOSURE IN WAYS THAT MAKE THE MOST *SIGNIFICANT IMPACT ON BUYERS.*

PRINT

Your home's property statements will be professionally designed and printed with exceptional attention to quality and detail that sets your listing apart from competitive properties.

ONLINE

Ninety percent of potential buyers start their search online, both locally and abroad. Your home will be well-represented on every online outlet, including but not limited to Zillow and Realtor.com.

SYNDICATION

Comprehensive listing syndication is a simple and efficient way to authorize the distribution of listings to consumer-facing websites hosted by third parties.

OPEN HOUSES

Busy open houses generate buzz and motivate action. Buyers move quickly and aggressively to secure the home everyone seems to want. Our track record of successful open houses often contributes to a higher number of viable offers and boosts our strong sales statistics.



Print

HIGH-QUALITY PRINTING

Unique properties deserve marketing materials that stand out and let buyers know your home is unlike other, more ordinary offerings on the market. That's why our brochures are professionally printed on high-quality paper.

DESIGNED WITH BUYERS IN MIND

We know what features make buyers want to see more, and we design statements to highlight all the ways your home is exceptional. We also make sure we have enough on hand to display them at every open house and to mail them to neighbors, past clients, and potential buyers.

A LASTING IMPRESSION

At the end of a long day of touring properties, we want buyers to remember yours as something special. The premium statements we hand to every person who walks through an open house will ensure that your home stands out from the competition.

Digital

SINGLE PROPERTY WEBSITES

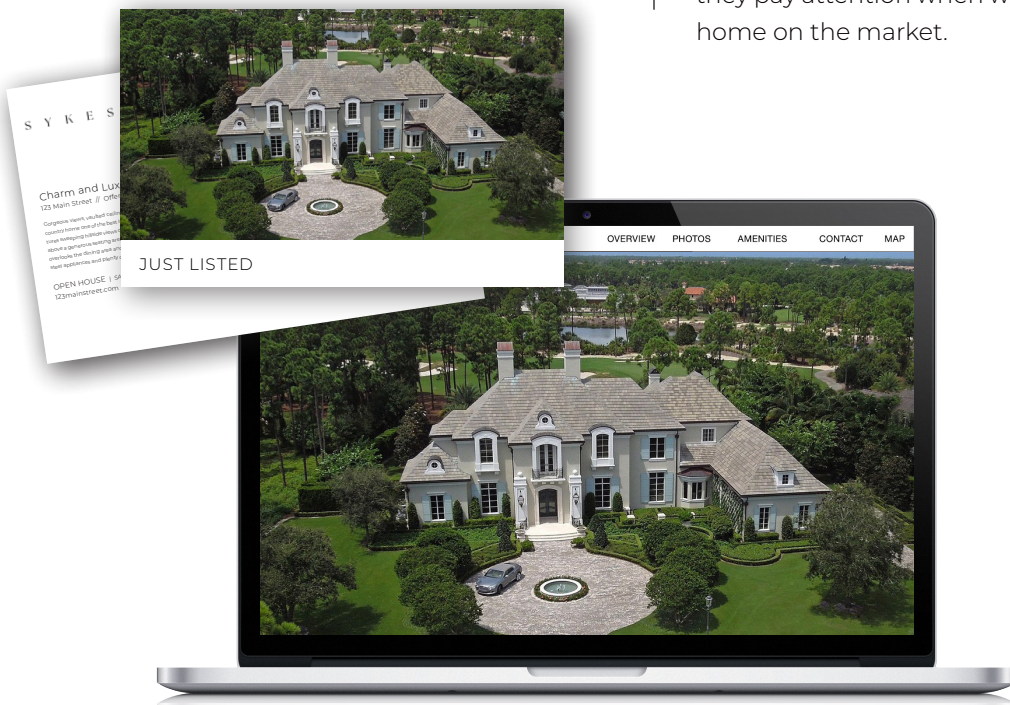
As we customize a marketing strategy for your home, we'll consider whether creating a unique website with property details and photo galleries is beneficial. In today's fast-paced market, these sites are often unnecessary. However, if we agree a devoted website will build momentum and bring local and international attention to your home, we'll create it and promote it on social media, to our network of potential buyers, and on marketing materials to generate site visitors.

WEBSITE SYNDICATION

Your property listing will be syndicated on the most important real estate websites, including Zillow, Trulia, Realtor.com, and more. We'll make sure no one misses seeing your home, no matter where they're looking.

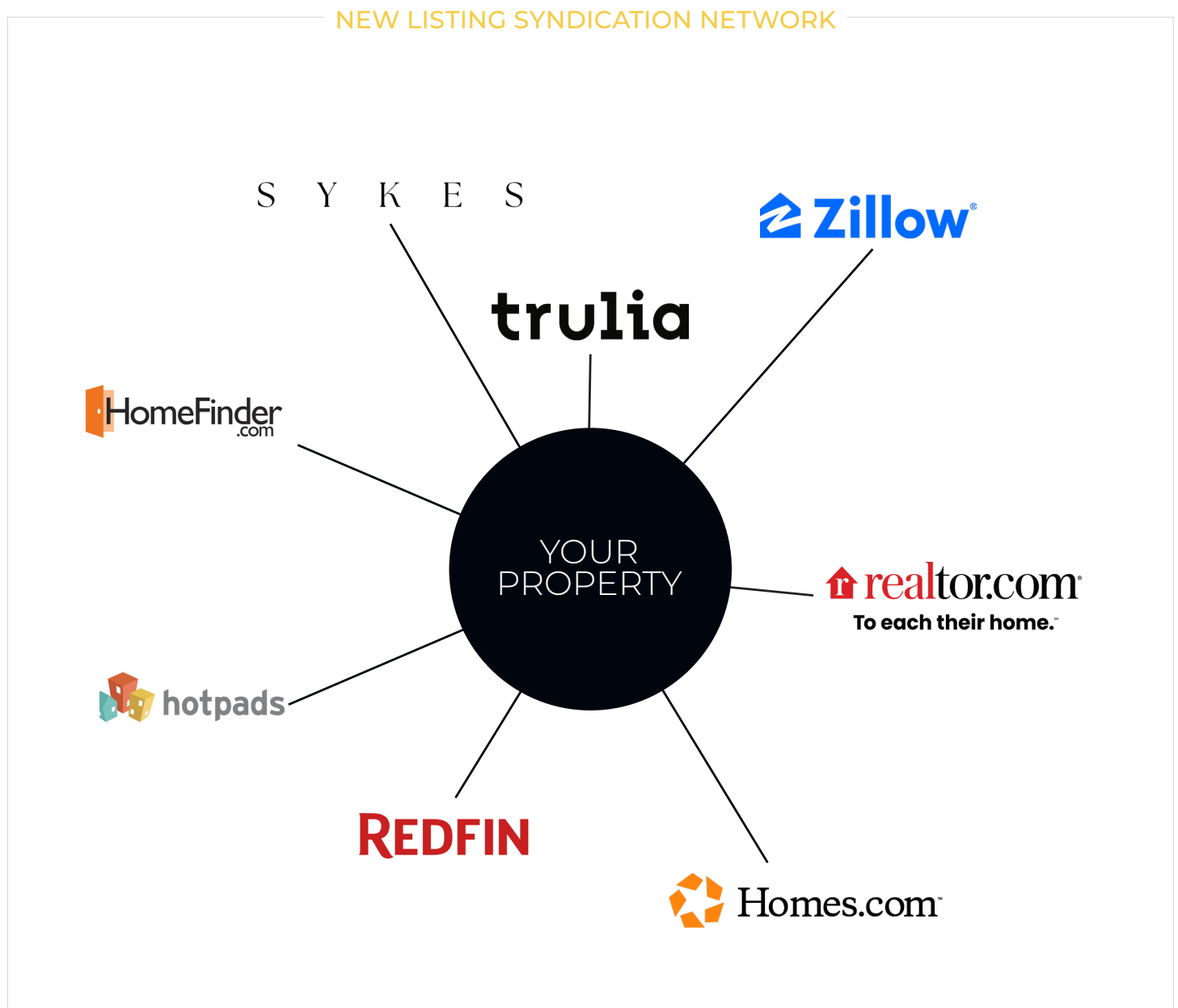
EMAIL BLASTS

We'll send an email alerting top agents in our area to your listing. Buyers' agents jump to open these emails because they're all trying to stay on top of inventory and get their eager clients into hot new properties ahead of the competition. We sell a lot of our homes through buyer's agents we've known and worked with for years. As a result, they pay attention when we alert them to an exciting new home on the market.



Syndication

No matter how stylish and informative a website is, the average real estate brokerage doesn't get five million visitors a month. But national listing sites, like those listed below, do! We'll make sure your property appears on every relevant heavily trafficked listing platform, giving you the opportunity to connect with as many potential buyers as possible.



Open House *Showings*

IN COMPETITIVE MARKETS, OPEN HOUSES ARE ESSENTIAL TO YOUR SUCCESS. HERE ARE THREE REASONS WHY YOU SHOULD CONSIDER HAVING ONE:

1. YOU'LL ATTRACT MORE POTENTIAL BUYERS

Open houses bring more people through the door. They draw in prospective buyers and make it easy for friends, family, and neighbors to invite people over to see your lovely home.

2. YOU CAN SET THE SCENE — YOUR WAY

Keeping your home show-ready for months can be exhausting. With an open house, you'll deep clean and stage your home once, which means you'll spend less time scrambling while preparing for last-minute showings.

3. YOU COULD LOCK IN THAT INTERESTED BUYER

Unlike one-on-one home tours, open houses provide a low-pressure setting for prospective buyers who are ready to take a second look. People want to feel like they could make your house their home, so your buyer's comfort could tip the scales in your favor.





S Y K E S

Our National Network, Powered by side®

Side has a nationwide network of boutique real estate companies owned and operated by incredibly successful agents with proven track records. Working with SYKES combines the highly personalized customer service of a boutique with the reach of a national company

Side supports SYKES with a one-of-a-kind platform that includes transaction management, branding and marketing services, public relations, legal support, lead generation, vendor management, infrastructure solutions, and more.

SYKES is also a part of an exclusive group of Side partners, tapping into an expansive network of top-producing real estate professionals from coast to coast.

One of Fast Company's
Most Innovative
Companies of 2022

29,200

Total transactions across
the network in 2023

\$23b

Total volume across the
network in 2023

62%

of Side partner companies named
America's Best in 2023

575+

Top Producing
Partner Brands

\$35m

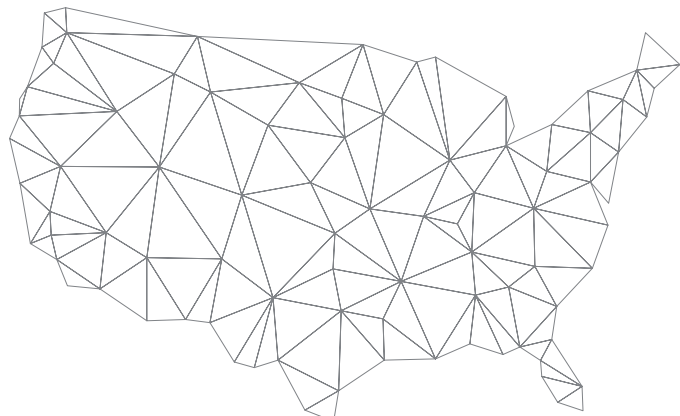
Average annual production per
Side partner company in 2023

46

Average annual transactions per
Side partner company in 2023

4000+

Partner Agents and Associates across Arizona, California, Colorado, Florida, Georgia, Kentucky, Maryland, Massachusetts, New York, North Carolina, Ohio, Oregon, South Carolina, Texas, Virginia, Washington and Washington D.C.



Client *Testimonials*



“

Truly an extraordinary real estate agent offering genuine care and endless support that extends the relationship beyond a mere transaction. Exceptional market knowledge. Erin's market knowledge guided us through the entire process, ensuring informed decision-making. Erin was incredibly communicative and effective: promptly answered calls, texts and emails, keeping us informed about every development. Her ability to clearly explain complex contract details was particularly helpful. I cannot recommend Erin enough! Thank you so much for everything!

- RP

Erin was great to work with. Very professional and knowledgeable in her field. Communicates thoroughly and is very transparent. Highly recommend. Look no further if you're looking for one of the best. 5 out of 5. Make the call!

- Ben Richardson

Erin consistently applies her depth of experience and detailed background in any transaction where I have encountered her. She is always polite and gracious with clients and colleagues, whether they are starting into real estate or seasoned buyers/sellers. I am also ever impressed by her professionalism in her business relationships and the way she appears flawlessly at presentations, events and in all meetings. This is an agent that can do it all and more!

- Sara Fusco

Erin was fantastic! A true professional. Her marketing of our property was first class. Not only did she find our buyer, she also found our brand new home. I would recommend her without reservation.

- **Joseph Costello**

I would highly recommend anyone purchasing or selling their property to Erin Skyes. She fully understands the requirements as a buyer in my case, and conducted herself with the highest level of professionalism with attention to detail and complete thoroughness. Erin made herself available to any and all questions we had particularly as a virtual purchase you need to have full trust in your Real Estate agent. Since the initial engagement with Erin to the closing day itself, it has been a pleasure working closely with her. Erin also sent many follow ups post closing to check whether there were any issues or questions. She exemplifies the qualities of the top Real Estate agent in Florida and New York!

- **Stella Jaeger**

Erin's warm and trusting personality is a breath of fresh air in this industry. She was responsive and kind throughout the entire process of our deal. As a result, we worked efficiently and both of our clients were happy which is the ultimate goal in a co-broke. She also had a ton of data insight which aided the process tremendously.

- **Sam DeFranceschi**

Erin Sykes went well above an agent's responsibilities as an agent. Patient and very detailed. Professional in every aspect of this process.

- **Patricia Armstrong**





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