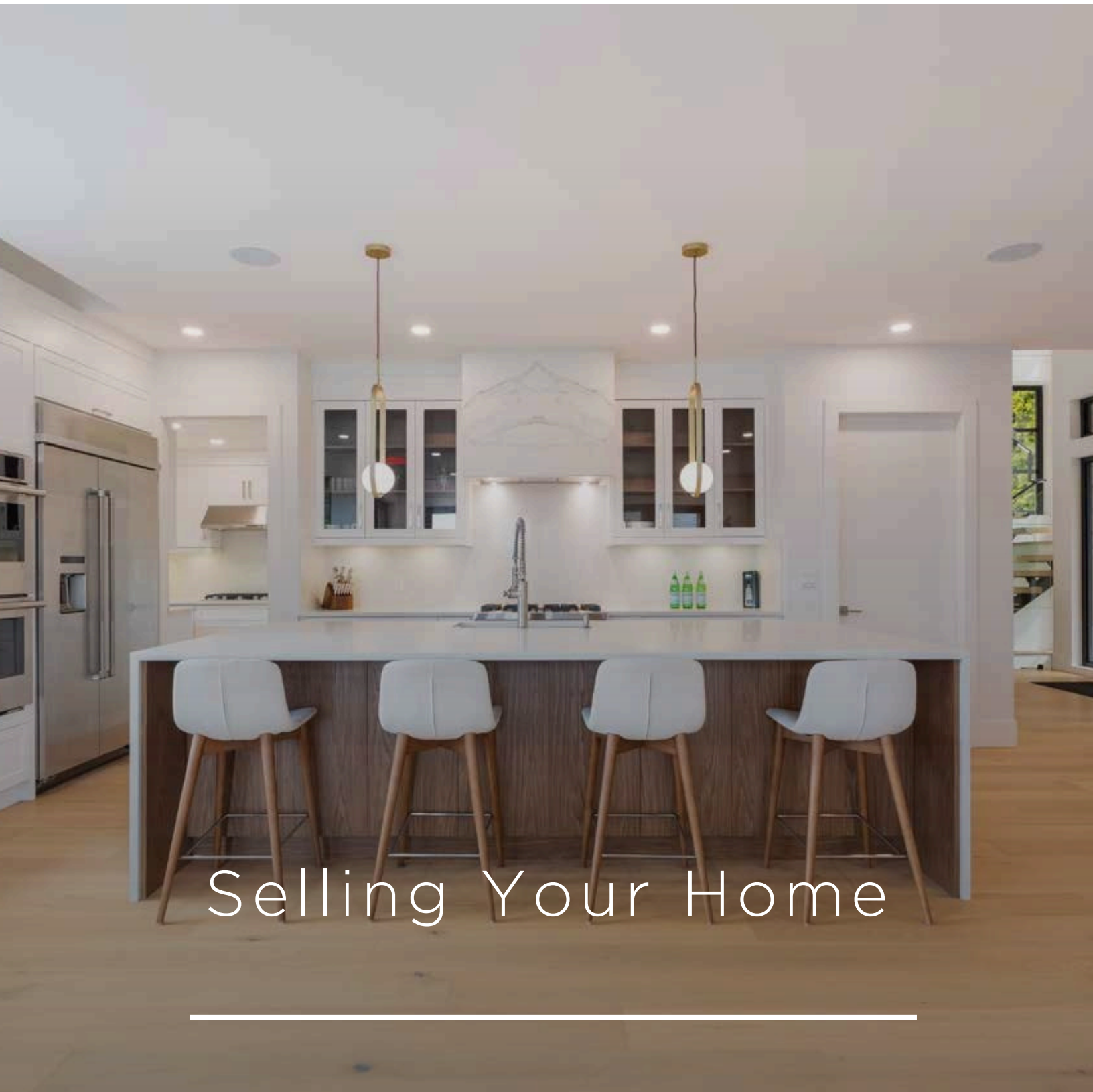




BROSDA & BENTLEY
• LUXURY REAL ESTATE •



Selling Your Home



Brosda & Bentley

Brosda & Bentley REALTOR® is a well-established real estate firm in Florida with HQ in Miami, with a track record of over 42 years of combined experience, having successfully completed over 30,000 real estate transactions. Our focus is identified and provide real estate opportunities for investors in both residential and commercial sectors, not only in the USA, also worldwide. We offer customized assistance to finance properties for international and domestic clients according to their needs.



Scan to
meet the team.



Residential and Commercial Real Estate Opportunities: Brosda & Bentley REALTOR® specializes in identifying investment opportunities in residential and commercial properties with over-average returns. Our experienced team meticulously analyzes the market to offer our clients the best potential options for growth and better returns.


International Property Assistance: With a deep understanding of global markets, we offer comprehensive assistance to clients seeking to invest in properties outside their home country, from property selection to financing solutions; we guide our clients through the entire investment process.

Property Management Expertise: Brosda & Bentley REALTOR® offers property management, ensuring that clients' investments are well-maintained to increase the value of the assets. We manage all aspects of the property, including tenant management, maintenance, improvements, and financial reporting.

Real Estate Corporate Structure Services: We provide strategic guidance to set up efficient real estate corporate structures that maximize taxes benefits, suitable succession planning and mitigate risks.

CONNECT WITH US ONLINE

 [Brosdaandbentleyrealtors](#)

 [brosda & bentley realtors | real estate](#)

 [Brosda & Bentley Realtors | Aventura FL](#)

Who We Are

You have a dedicated professional team working to achieve your real estate goals.



LOCAL REALTORS®, LOCAL EXPERTS

We live and work in the communities we serve.

Our on-the-ground presence gives clients real insight, not assumptions.

Neighborhood knowledge goes beyond zip codes.

We understand lifestyle, growth patterns, and what truly drives value locally.

LOCAL MARKET ANALYSTS

Data-driven decisions power every move.

We analyze trends, absorption rates, and timing to position you ahead of the market.

WELL CONNECTED WITH A VAST NETWORK

Access creates opportunity.

Our strong relationships with developers, investors, and professionals open doors before listings go public.

PRICING STRATEGISTS

To ensure an effective pricing strategy, we evaluate your home in the context of ever-changing factors. This evaluation allows us to position your property competitively in the market, maximizing its potential and attracting the right buyers.

Why Work With Our Team?

Our philosophy is to cultivate long-lasting relationships by providing exceptional real estate services. It is about you and we strive for your benefit.

LOCAL & GLOBAL NETWORK

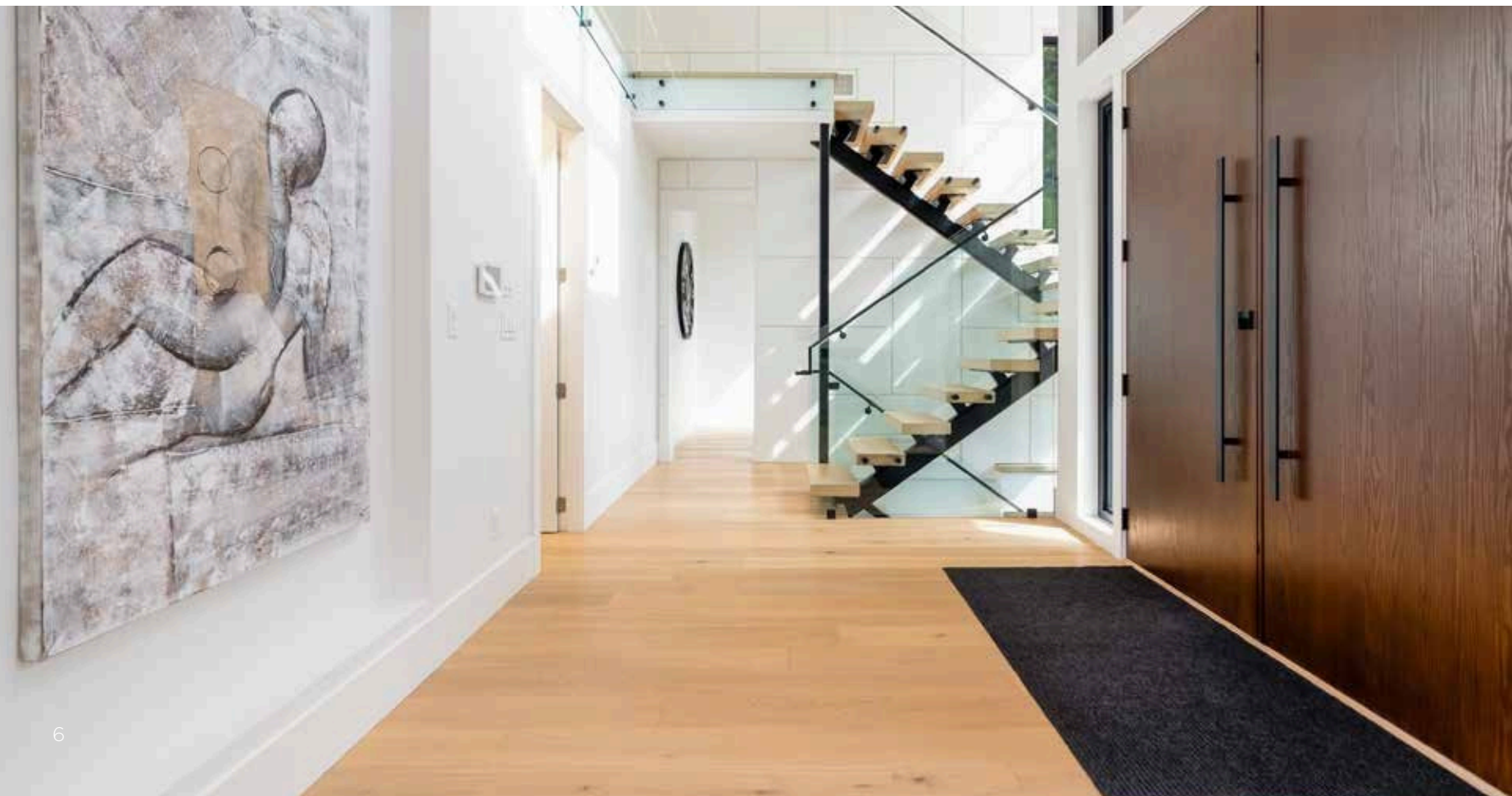
We have an extensive network of potential buyers, agents, and industry contacts. We are working closely with top real estate brokers.

THINKING OUTSIDE OF THE BOX

We always brainstorm on the most trending way to market a home. And we do it beyond traditional marketing.

EFFICIENT TIME MANAGEMENT

Selling a property involves various tasks, such as marketing, scheduling showings, negotiating offers, and handling paperwork. As a high efficiency team we divide these responsibilities among team members ensuring the highest efficiency.



98%

LISTED VS SALES RATIO

FLUENT

English, Spanish, Hebrew, Russian
Polish, Georgian, Portuguese, German

TOP 350

AGENTS IN FLORIDA

How We Sell Your Home

STEPS TO SELLING YOUR HOME

Selling your home is a complex, multi-step process that calls for the expertise of a REALTOR®. There are many things you'll need to consider, and to help you through it, here's a general overview on what to expect and prepare.

“

They're consummate professionals, and provide a very high touch, coordinated & advice-based approach to real-estate, and client relationships.

—Nicholas Carr



Our Marketing Plan

AN OVERVIEW OF THE PROCESS

01

Submit your home to our local Multiple Listing Service®

02

Price your home competitively to open the market vs. narrowing the market.

03

Promote your home at our company's local, national and international sales meeting.

04

Develop a list of features of your home for the Brokers to use with their potential buyers.

05

Email a feature sheet to the top 25 agents in their marketplace for their potential buyers.

06

Extraordinary photography and videography (if feasible) to feature the property highlights.

07

Extreme Social presence (Instagram, TikTok, LinkedIn, Facebook).

08

Online push marketing and integration to expose to most potential buyers.

09

Additional creative marketing (video and virtual staging) to maximize your exposure.

10

Listing integration to 180+ international links

11

Luxury Listing Integration (Barron's, Wall Street Journal, Mansion Global and many more)

12

Suggest and advise as to any changes you may want to make in your property to make it more Salable.

13

Constantly update you as to any changes in the marketplace.

14

Prospect 3 hours per day and talk to 30 people per day looking for potential buyers.

15

Constantly door knocking and exposing your listings for area neighborhood marketing.

16

Contact over the next 7 days, in-house buyer leads, center of influence and past clients for their referrals and prospective buyers.

17

Add additional exposure through a professional sign and lock box (depending on feasibility).

18

Whenever possible pre-qualify the prospective buyers.

19

We will keep you aware of the various methods of financing that a buyer might want to use.

20

When possible, have the cooperating Broker in the area tour your home.

21

Follow up on the salespeople who have shown your home for their feedback and response

22

Assist you in interim financing by introducing you to mortgage experts, if necessary.

23

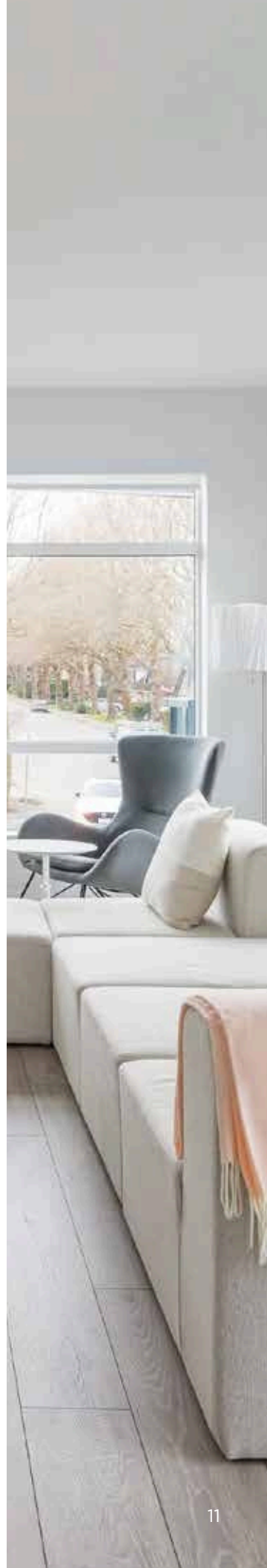
We will represent you on all offer presentations, to assist you in negotiating the best possible price and terms.

24

Upon a contract being accepted, provide guidance or recommendations for closing procedures to ensure a smooth closing.

25

Helping with possession and transitioning you to your new home.





Getting Started

PRELIMINARY THINGS TO CONSIDER

LET'S FIRST DELVE INTO YOUR EQUITY AND MOTIVATION

Don't worry if you're still paying off your mortgage, there are several options depending on what type of mortgage you have. However, you'll need to talk to your lender before you can proceed.

MOST IMPORTANT OF ALL, PRICING YOUR HOME

It's important to set a fair price when selling your home. Pricing your home too low or too high can limit the number of potential buyers and impact your home's exposure. Our team of experienced REALTORS® understands the multitude of factors that influence pricing, including competitive pricing, current market stats, and the estimated value of your home.

SUBMIT YOUR LISTING TO THE MLS®

Submitting your home to our Multiple Listing Service (MLS®) is a crucial step in the selling process. The MLS® is a comprehensive database of properties for sale, and it's used by REALTORS® and buyers alike to search for homes that meet their specific criteria.

INITIAL ASSESSMENT

The better we know your motivation and tolerance, the better we can serve your needs. That is why we start with an individual consultation with every client. Our goal is to get a better understanding of your expectations.

The steps are taken to determine key marketing points, outline the ways in which we will collaborate with you on a pricing strategy, identify your home's target audience and gain a full understanding of your specific and unique needs. This crucial first step sets a course for you to sell your home at the highest price within an acceptable time frame and in a stress-free manner. The scope of our reach:

- Review your property in full details and taking notes.
- Research activity, trends & analyzing documents.
- Identify target audience and niche market.
- Outline pricing strategy which is the most important factor.
- Gain understanding of you unique needs & expectations



HOW WE HELP YOU SELL YOUR CONDO/TOWNHOME



- Ordering strata documents Review all
- bylaws and rules Discuss the strata
- restrictions and limitations
- Lists of pros and cons in strata
- Form B review and matching parking and locker with strata plan
- Discussing special assessment and levies in strata
- Connecting with strata property management for additional information
- Review the strata insurance premium and deductible

Stunning Visuals

CREATING THE BEST FIRST IMPRESSION

DAZZLING PHOTOGRAPHY

High-definition photography of your entire home will be provided on our website, MLS®, and any other online/offline medium for the best first impression.

VIRTUAL STAGING

Staging is an important aspect in selling as it can significantly impact a buyer's perception of the property. Staging involves arranging furniture, decor, and other items in a way that showcases the property's best features and creates a welcoming atmosphere for potential buyers. Best of all, we offer virtual staging as a free service.



VIRTUAL TOURS

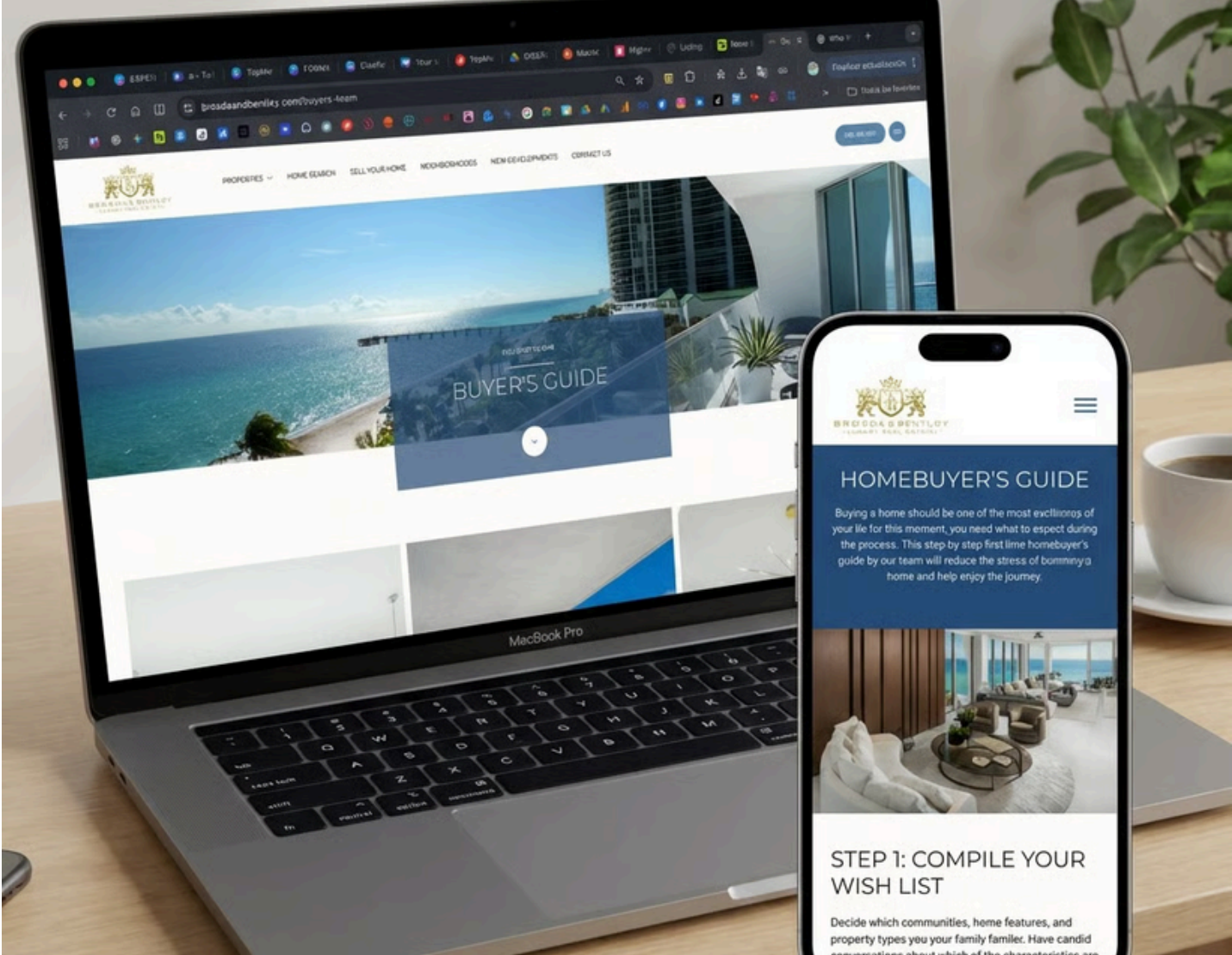
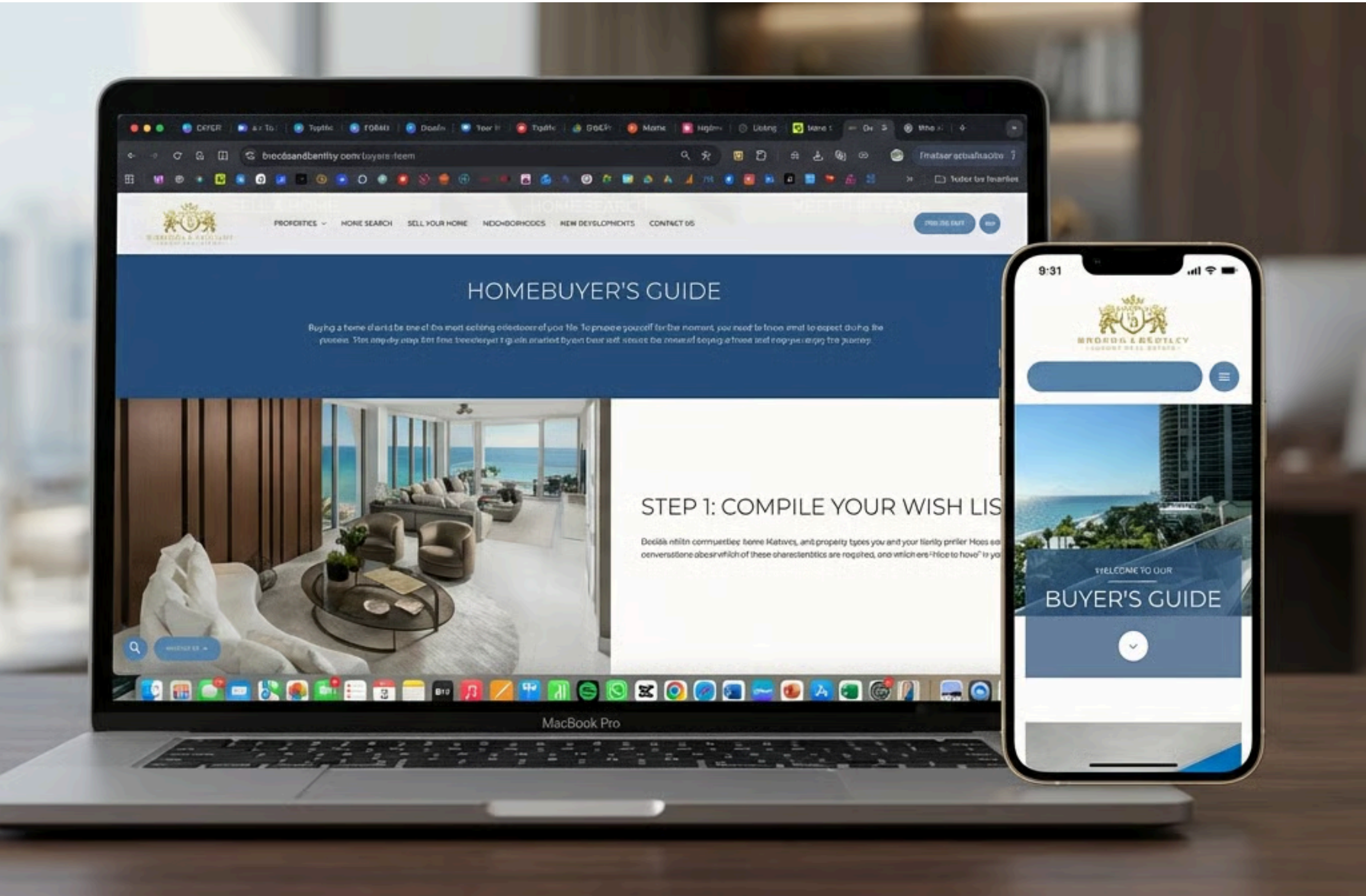
Virtual tour of your listing will be available on the MLS listing to aid in reducing unnecessary showing where possible and to allow buyers to have more confidence when placing offers.

FLOORPLANS

We arrange for professional measurement of your home. Floor plans are designed to help buyers envision themselves living in your home, complete with accurate price per square foot measurements.

Digital Media

MAXIMIZING ONLINE PRESENCE



SOCIAL MEDIA

Your home will be shared on our social media platforms including Facebook and Instagram providing information on open houses and other activities related to your property. Your home gains exceptional exposure as it is shared across the social media channels of our diverse team of over 30 individual members, ensuring its reach expands to the maximum possible audience.



WEBSITE PRESENCE

With a mobile-first, modern & functional personal website, your listing will be look great on all devices. A social media friendly architecture makes sharing easy too.

Print Media

FOR A MORE PERSONABLE IMPRESSION

FEATURE SHEETS

Our complimentary high-quality glossy brochures provide an excellent takeaway, allowing potential buyers to have a tangible representation of your home that truly sets it apart from others on the market.

CUSTOM SIGNAGE

Well-designed signage can help a property stand out in a crowded market and provide essential information to prospective buyers.





BROSDA & BENTLEY
• LUXURY REAL ESTATE •

Going to the ends of the earth to sell your home.

At Brosda & Bentley Realtors, we believe exceptional properties deserve exceptional marketing.

Our luxury approach goes beyond industry standards, combining strategic positioning, advanced technology, and global exposure to present every property at its highest potential and captivate qualified buyers worldwide.

LUXURY & INTERNATIONAL ADVERTISING

Your luxury home will be featured in prominent global media brands including The Wall Street Journal, Robb Report, MarketWatch and Unique Homes. It will also be translated and distributed to dozens of prominent Real Estate sites throughout Asia, Europe, Australia, the Middle East, South America, and more.

STYLISH, SOPHISTICATED PRESENTATION

We'll create an exclusive online showcase for your luxury home, showcasing magazine-quality photos, HD video, and captivating aerial animations. See the unmatched difference firsthand!

LOCAL, SOCIAL & MOBILE

We maximize your luxury home's visibility with advanced social media tech and robust exposure on platforms like Facebook and YouTube. Our listings target local buyers across all devices and include extensive print, mail, and signage campaigns.

THE WALL STREET JOURNAL.

WSJ.com reaches an elite global audience of 42.4 million digital readers per month who seek the news and information critical to their business and personal lives.

#1 Paid Circulation
Publicatio n

↑↑ Highest Rank
of Executive
Management
Readership

Robb Report

MAGAZINE FOR THE LUXURY LIFESTYLE™

Robb Report is luxury without compromise, attracting a discerning audience with a shared appreciation and desire for quality, artisanship, heritage, fine design, and exclusivity.



Highest Household
Income 2023 IPSOS
Affluent Survey

\$2.75M

Average Household
Net Worth of Robb
Report Readers

UNIQUE HOMES

Unique Homes is the most exclusive intermediary between ultra-affluent buyers and luxury real estate sellers. With readership that spans all 50 states and more than 80 countries around the globe to a qualified international audience, it's a must-read for affluent individuals interested in high-end real estate.

MANSSION GLOBAL

ONLY THE EXCEPTIONAL

Mansion Global is the premier digital destination connecting the world's most affluent real estate buyers with prestigious properties around the globe through relevant, timely listings and compelling content.

UPMKT

HOMES OF STYLE & DISTINCTION

An international publication dedicated to upscale real estate and the people who love it. Follow the latest trends in home design, architecture, trending communities and cities, and a lot more.

LUXURYESTATE

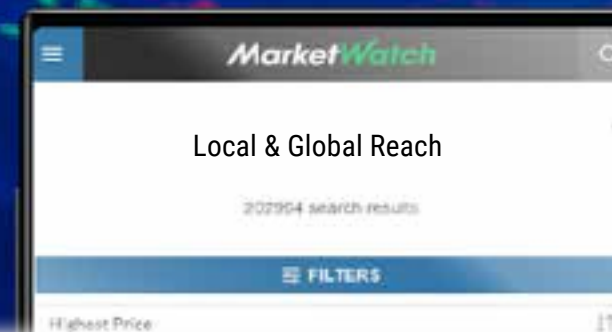
LuxuryEstate is a site dedicated to those who wish to purchase or rent a luxury home, along with those who are passionate about prestigious real estate and curious to discover new trends and interior solutions. Whether it's a castle in Loire, an apartment in London, a villa in Tuscany or a penthouse in New York, LuxuryEstate has the largest selection of luxury homes to offer in the most chic and renowned places in the world.

BARRON'S

Barron's is an American weekly magazine/newspaper published by Dow Jones & Company, a division of News Corp. Founded in 1921 by Clarence W. Barron as a sister publication to The Wall Street Journal, Barron's covers U.S. financial information, market developments, and relevant statistics.

99% Make a decision based on content read on Barron's

MarketWatch



MarketWatch is a website that provides financial information, business news, analysis, and stock market data. Along with The Wall Street Journal and Barron's, it is a subsidiary of Dow Jones & Company, a property of News Corp.

INTERNATIONAL ADVERTISING

The number of international buyers is increasing daily. Your home will be exposed to millions of potential buyers across our global network of portals.





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**THANK YOU FOR THE OPPORTUNITY TO DO
BUSINESS TOGETHER**

When you want your home sold, choose a trusted luxury brand that is relevant 365 days a year and a local real estate expert who gets results. Our goal is to always make sure that every detail is taken care of and to keep you updated along the way. We've created strong relationships with our clients over the years and we look forward to the opportunity to build one with you.

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