

PRESENTED BY



25JGJZ-DC FL CUSTOM GLOBAL LUXURY LISTING PRESENTATION - SHAUN DALTON (DALTON TEAM) - VIP



DALTON
TEAM



COLDWELL BANKER
REALTY

THE DALTON TEAM

LUXURY REAL ESTATE AT THE HIGHEST LEVEL

The Dalton Team is a dynamic, multigenerational real estate group rooted in family values, local expertise and a shared commitment to excellence. Based in Naples, Florida, the team includes husband-and-wife broker associates Shaun and Cassie Dalton, their son Noah Fulop and daughter-in-law Kenlea Fulop. Together, they bring a powerful blend of industry knowledge, fresh perspective and heartfelt service to every client relationship.



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MEET THE DALTON TEAM MEMBERS



SHAUN DALTON

Shaun has been a Naples resident since 1987 and is widely recognized as a top-producing broker associate specializing in Old Naples, Aqualane Shores, Port Royal, Park Shore, Moorings and Grey Oaks. He has more than two decades of experience and over \$75 million in sales in 2024 alone. Shaun's background in construction and finance gives him a unique skillset to advise in the luxury market. He's known for his integrity, sharp negotiating skills and long-standing commitment to community service through his faith and other organizations worldwide.



CASSIE DALTON

Cassie, a licensed associate since 2002, brings a wealth of expertise in sales, design, construction and investment properties in Naples, Bonita Springs and Venice. Raised in a real estate family and having relocated from Michigan to Marco Island, Florida in 1984, Cassie has a deep understanding of the local market. She homeschooled her children for many years and is a wellness advocate passionate about mentoring others. Her warm, service-driven approach makes clients feel supported every step of the way.



NOAH FULOP

Noah grew up deeply involved in the world of real estate, gaining first-hand exposure to open houses, contract negotiations and the details of property transactions from a young age. A lifelong Naples resident, he brings an intuitive understanding of the area and a sharp business mind, thanks to early career experience in proprietary trading. Now working in the luxury market alongside his parents and wife, Noah focuses on delivering results with a keen eye for detail, strong communication and the most advanced digital marketing as the owner and founder of Luxe Media, LLC.

CLIENT TESTIMONIALS

"Shaun is extremely knowledgeable and went above and beyond in every aspect of the process. He navigated our differing interests and found the perfect property that met all our needs. He analyzed the market to help us understand pricing and what we should and should not consider, hence getting us an amazing deal. He kept his eye on many things that we would have forgotten, which kept the process smooth and stress-free. He continues to be helpful post-closing with local information and area businesses I needed, in addition to answering countless questions from me with the utmost patience and knowledge. We recommend him highly."

– OLD NAPLES RESIDENT

"Cassie was very professional and helpful throughout our buying process. We were living out of state, and she kept us updated on what was going on with the homes we were interested in, as well as what was happening in the market. She went the extra mile in getting back to us, immediately answering any of our questions and concerns. I highly recommend Cassie if you are looking to buy a home."

– ENGLEWOOD RESIDENT

"Prior to connecting with Shaun, we had many unsuccessful trips to Naples in search of a second home. The Naples market was new to us and frankly, a bit confusing. Shaun's strong understanding of the market from many perspectives was successfully mapped to our essential needs and quickly resulted in identifying the right property for us. Once we identified the right property, Shaun was instrumental in ensuring the deal closed quickly and efficiently. Shaun continues to be a resource well after our transaction closed. He even checked in with us when the first hurricane was in the forecast to offer any assistance we might need! We have successfully referred friends to Shaun. We will continue to work with Shaun on all our Florida real estate transactions in the future."

– PORT ROYAL RESIDENT

"Shaun Dalton is among the highest quality professionals I have ever worked with. He is efficient, energetic and motivated. He knows the market inside and out and is extremely easy to work with. Shaun is excellent at what he does. I would absolutely work with him again in the future."

– AQUALANE SHORE RESIDENT

"Cassie did a great job helping us find a house. She was there for us through each step. When there were a couple of challenges, she jumped in and helped resolve them quickly. She went above and beyond in every way for us."

– VENICE RESIDENT

"Cassie was exceptional in every way. She narrowed our search based on our criteria, so it was very productive. She provided valuable information on the area and the homes. We were able to make an offer very quickly. She was very helpful with the negotiation and provided a quality home inspection that was very detailed and helpful. She was always available to answer questions and give advice. She made me feel like I was her only customer. She was also very helpful in closing and after the sale, with recommendations on high-quality service providers. I highly recommend Cassie to everyone."

– VENICE RESIDENT

"Cassie was incredible to work with. As a local herself, she's incredibly knowledgeable about the area. A true real estate professional, she was eager to take me to all the listings and was extremely knowledgeable and informative while searching for homes. She helped us negotiate and purchase our dream home. We're so grateful to have had her as our agent!"

– VENICE RESIDENT



Luxury homes are like storybooks – they make aspirations tangible and bring dreams to life within four walls. Every seller deserves an expert storyteller, someone who can craft the perfect narrative and connect with the right audience.

The Coldwell Banker Global Luxury® program is that storyteller.

This presentation offers a glimpse into the artistry and expertise that distinguishes us as listing partners – a legacy of excellence, proven marketing prowess, and a level of service and strategy that unlocks the full potential of your property. Let's explore how we can achieve the extraordinary for you.

A LEGACY OF GLOBAL LUXURY
POWER IN NUMBERS
A LEADER IN LUXURY
POWERHOUSE MARKETING
MARKET EVALUATION



A LEGACY OF GLOBAL LUXURY

The Coldwell Banker Global Luxury® program is built on a dual legacy – one rooted in the craft of luxury real estate marketing, the other in the art of dream-making, with a name that commands instant respect and trust the world over. Its story began in 1933 on Manhattan's prestigious Madison Avenue, where innovator Henderson Talbot pioneered the use of film to showcase fine estates. Today, the Coldwell Banker Global Luxury program remains at the vanguard, continuously reimagining the art and craft of representing the world's most exceptional properties. The Coldwell Banker® brand is a true global force, with the power to showcase exceptional properties and reach affluent buyers worldwide in their local languages.

96,000+

AGENTS*

45

COUNTRIES*

Whether embracing cutting-edge innovations in wealth targeting and AI or unlocking exclusive opportunities through a private global network, The Dalton Team leverages a depth of market intelligence and resources unrivaled in the industry to help you achieve the highest possible value.



*As of 12/31/2024.

A LEADER IN LUXURY

Coldwell Banker Realty is #1 in Florida In Units and Sales Volume¹



\$19.15B

SALES VOLUME
IN 2024

\$12.85B

SALES VOLUME
FROM JAN. 1 TO SEPT. 30 2025²

55

OFFICES

7,301

AGENTS

A combination of local market expertise and relationships with offices and affiliated agents across our region creates more opportunities to show off your home and your neighborhood's local charm to a greater number of buyers.

1. Based on closed sales volume and total number of units closed information from Market Quest for all Florida counties in all price ranges as reported on Jan. 17, 2025 for the period of Jan. 1-Dec. 31, 2024. Sales volume calculated by multiplying the number of buyer and/or seller sides by sales price. One unit equals one side of a transaction (buyer or seller). Source data is deemed reliable but not guaranteed. 2. Based on closed sales volume and total number of units closed information from Market Quest for all Florida counties in all price ranges for the period of Jan. 1-Sept. 30, 2025. Sales volume calculated by multiplying the number of buyer and/or seller sides by sales price. One unit equals one side of a transaction (buyer or seller). Source data is deemed reliable but not guaranteed.

POSITIONED FOR SUCCESS

IN NAPLES' MOST ICONIC LOCATION

For over **40 years**, Coldwell Banker Realty has maintained a strong presence in Naples, establishing a trusted reputation in the community.

The Dalton Team's office is proudly located at **550 5th Avenue South**, in the heart of Naples' most prestigious district. Fifth Avenue is synonymous with luxury, offering world-class shopping, fine dining, and vibrant entertainment, making it one of the most desirable destinations for both residents and visitors.

This prime location is a statement of prestige and provides exceptional visibility for your property, positioning it among the finest in the market.

In addition to the flagship Fifth Avenue location, Coldwell Banker Realty extends its footprint with a Naples office in **Park Shore** and another on **Marco Island**, ensuring unmatched coverage and connectivity across Southwest Florida's most sought-after luxury markets.

Combined with the Coldwell Banker® brand's global reach, The Dalton Team delivers maximum exposure and extraordinary results for your property.



A LEADER IN LUXURY

Exceeding expectations and creating exceptional experiences

A PROVEN TRACK RECORD OF SUCCESS

The Dalton Team is honored to be affiliated with the Coldwell Banker Global Luxury® program, a name synonymous with leadership and excellence in luxury real estate. Certified Luxury Property Specialists consistently outperform the market with a 70% higher average average sales price than non-luxury specialists¹.

In 2024, Coldwell Banker® affiliated agents achieved:

\$220

MILLION

in \$1 Million+
Daily Luxury Sales²

\$1.9

MILLION

Average Sales Price of
\$1 Million+
Transaction Sides²

41,369

SIDES

\$1 Million+
Transaction Sides²



1. Based on 2024 U.S. closed transactions reported by Coldwell Banker. Results not guaranteed. Luxury Property Specialists must be commissioned real estate agents with a minimum of three luxury home sales and have completed a training course co-produced with Coldwell Banker and the Institute for Luxury Home Marketing. 2. 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\$.

LANDMARK SALES AND LISTINGS

A HISTORY OF SELLING DISTINCTIVE REAL ESTATE

2020

DEL MAR ESTATE
Newport Coast
Sold for \$61 million

THE PROMONTORY
Beverly Hills
Listed at \$46.75 million

2021

8/9 STAR ISLAND
Miami Beach
Listed at \$80 million

901 N. ALPINE
Beverly Hills
Listed at \$73 million

2022

**27628 PACIFIC COAST
HWY.**
Malibu
Listed at \$127.5 million

**3031/3115 BRICKELL
AVENUE**
Miami
Sold for \$106.9 million

2023

190 PALM AVENUE
Miami Beach
Listed at \$150 million

355 OCEAN BOULEVARD
Golden Beach, Florida
Listed at \$95 million

2024

100 BAY ROAD
Naples, FL
Listed at \$210 million

750 CONN VALLEY ROAD
St. Helena, California
Listed at \$100 million

47320 HIGHWAY 1
Big Sur
Listed at \$100 million

18 LA GORCE CIRCLE
Miami Beach
Sold for \$122 million



THE DALTON TEAM'S LANDMARK SALES



OLD NAPLES
670 GSBC & 17th 7th Avenue S.
SOLD \$24,000,000



BOCA BRANDE
890 Hill Tide Lane
SOLD \$13,450,000



OLD NAPLES
670 Gulf Shore Boulevard S.
SOLD \$12,500,000



PORT ROYAL
2325 Lantern Lane
SOLD \$11,500,000



OLD NAPLES
141 9th Avenue S.
SOLD \$8,425,000



THE MOORINGS
282 Bahia Point
SOLD \$4,900,000

PLEASE SEND HIGH RES PHOTOS

POWERHOUSE MARKETING

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

360° MARKETING APPROACH

The Dalton Team offers an impressive global stage from which to showcase your home. With the Coldwell Banker Global Luxury® program, they 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.



OFFERINGS INCLUDE:

PRINT MEDIA

DIGITAL

PUBLIC RELATIONS

SOCIAL MEDIA

EVENTS

PERSONAL NETWORK

DIRECT MARKETING

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 ensures your property is seen by the widest possible audience of qualified buyers. Luxury properties marketed through the program will enjoy immediate syndication through a comprehensive network of prominent real estate websites, including WSJ.com, JamesEdition.com, RobbReport.com and UniqueHomes.com and international websites through Properstar¹, as well as coldwellbankerluxury.com.

JAMES EDITION

Robb Report

UniqueHomes.com

MANSION GLOBAL

UNIQUE
HOMES

HomeFinder
.com

THE WALL STREET JOURNAL

MarketWatch

BARRON'S

★ Properstar

Among the largest international real estate advertising platforms where \$2 million+ property listings are published to leading real estate sites around the world.

75+

PORTALS

41+

COUNTRIES

135.79

MILLION POTENTIAL
BUYERS²

COLDWELLBANKERLUXURY.COM

The Coldwell Banker Global Luxury® website is designed to maximize global exposure and buyer interest for your property. Featuring a dynamic, responsive listing and profile experience, it connects an affluent audience to some of the world's finest homes.



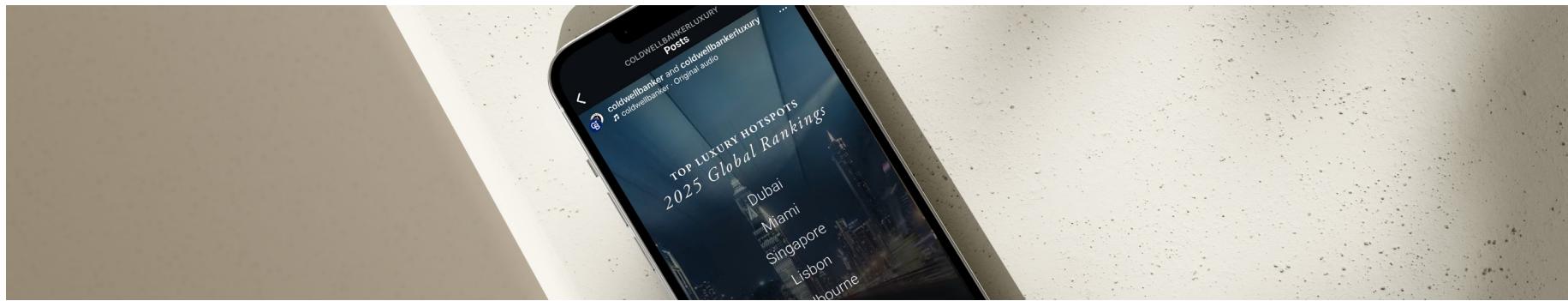
THE EDIT

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 through its official editorial website, coldwellbankerluxury.com/editorial. This content is also shared on social media channels, ensuring your property stands out and attracts the right buyers.

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 the Coldwell Banker Global Luxury® banner are among the most widely used sites today, delivering an informed perspective on fine living and fine homes all over the world.

Coldwell Banker® social media channels saw impressive numbers in 2024, showcasing the effectiveness of our social marketing strategies. As a seller, you benefit from our extensive social media reach, ensuring your property is promoted to a broad and engaged audience. Our compelling social media content highlights your home's unique features, attracting potential buyers from around the globe.

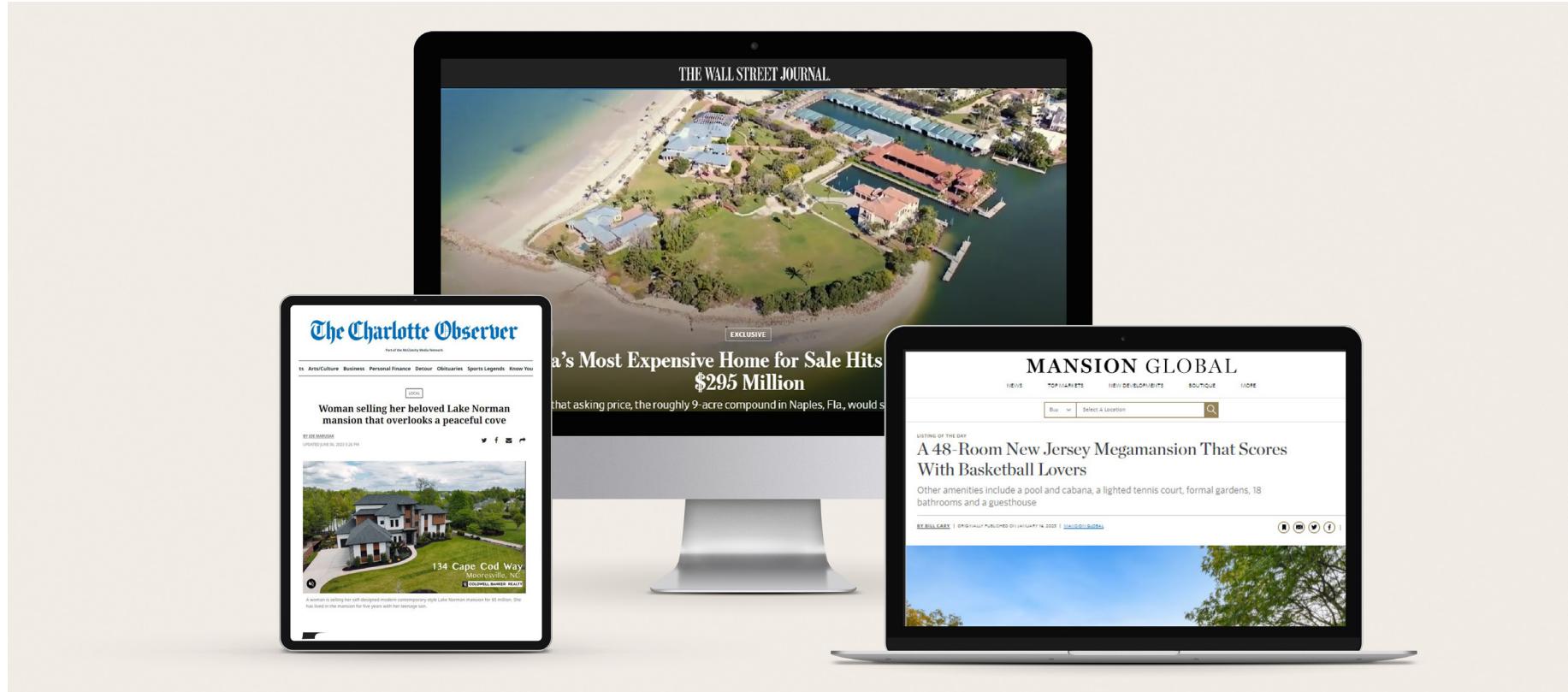


MAXIMIZED GLOBAL MEDIA RELATIONSHIPS

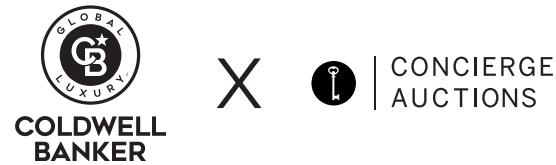
Guided by the belief that each home has a story to tell, the Coldwell Banker Global Luxury[®] program offers elite clients the opportunity to share their homes' unique narratives through the media, to drive more eyes on your home.

As part of a bespoke marketing plan, The Dalton Team works closely with regional marketing teams to leverage strategic media relationships in order to showcase your home to the widest possible affluent audience. Harnessing the global influence of these key media players has historically generated exposure for our most notable listings in top-tier outlets such as *The New York Times*, *The Wall Street Journal*, *Forbes* and *CNBC*.

The Coldwell Banker[®] brand averaged 131 media mentions daily, which equates to \$108 million in ad value in 2024, reaching 4.2 billion consumers*.



A POWERFUL ALLIANCE



The Dalton Team's esteemed relationship with Concierge Auctions allows them to represent your extraordinary home together with the leading marketplace for luxury real estate auctions. With a stellar reputation and access to an extensive network of high-net-worth clients, along with a swift and effective process of 60 days between signing and sale, Concierge Auctions expertly showcases luxury properties to qualified buyers to create a sense of urgency and promote buyer interest action.

Concierge Auctions has set records for the highest-priced homes ever sold at auction¹, spanning 46 U.S. states and 38 countries and territories². Luxury properties exposed to the platform typically garner:

200-400

INQUIRIES³

25-50

SHOWINGS³

3-7

BIDDERS³

As a seller, you benefit from the extensive reach and unparalleled service of the Coldwell Banker Global Luxury® program combined with the expertise of Concierge Auctions as the largest luxury real estate auction marketplace in the world. Our brand equity, extensive network, and the tools and resources provided to us ensure the greatest possible real estate experience for luxury clients. The Dalton Team is pleased to be able to offer these benefits to our distinguished clientele, ensuring your property stands out and attracts the right buyers.



EXCLUSIVE CONNECTIONS AND INDUSTRY REACH

With Coldwell Banker Realty, The Dalton Team leverages a powerful broker-to-broker network to generate maximum exposure and interest for your property – often before it officially hits the market.

BROKER PREVIEW

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

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.

DISTRIBUTION OF MATERIALS

Property marketing materials, including postcards, flyers, brochures and other custom pieces, will be distributed through the Coldwell Banker Global Luxury® network to keep the broker community informed.



CB EXCLUSIVES

If privacy is a priority, The Dalton Team can potentially secure an early offer without the hassle of open houses and last-minute showings with CB Exclusives. Listings are shared within the Coldwell Banker Realty network, ensuring that only trusted real estate agents and their buyers have access to the property details.

TARGETED MARKETING

The Coldwell Banker Global Luxury® program enables us to identify the right affluent clientele for your exceptional home. The Dalton Team's relationship with WealthEngine® gives them access to the largest database of high-net-worth individuals in existence, elevating direct marketing for some of the most exclusive properties to a new level. By curating the data based on lifestyle, interest and net worth, the precise audience of affluent buyers most likely to purchase your home can be targeted.



SHOWCASING YOUR HOME WITH DISTINCTION

The Dalton Team presents your home with the same care and artistry that went into creating it.



PROFESSIONAL PHOTOGRAPHY

The Dalton Team has cultivated relationships with local photographers and videographers who are skilled in the art of capturing the beauty of your home and presenting it in the best possible light to affluent buyers.

PROPERTY MARKETING MATERIALS

The Dalton Team crafts a bespoke collection of collateral for your property. From direct mail campaigns and open house programs to displays in other local affiliated Coldwell Banker® offices, these elements are crucial to marketing your property.

MARKET EVALUATION



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

DALTON

TEAM



COLDWELL BANKER
REALTY

The property information herein is derived from various sources that may include, but not be limited to, county records and the Multiple Listing Service, and it may include approximations. Although the information is believed to be accurate, it is not warranted, and you should not rely upon it without personal verification. Not intended as a solicitation if your property is already listed by another broker. Affiliated real estate agents are independent contractor sales associates, not employees. ©2025 Coldwell Banker. All Rights Reserved. Coldwell Banker and the Coldwell Banker logos are trademarks of Coldwell Banker Real Estate LLC. The Coldwell Banker® System is comprised of company owned offices which are owned by a subsidiary of Anywhere Advisors LLC and franchised offices which are independently owned and operated. The Coldwell Banker System fully supports the principles of the Fair Housing Act and the Equal Opportunity Act. 25JGJZ-DC_FL_11/25