

A large, thick, orange stylized letter 'S' graphic that curves across the page from the top left towards the bottom right. The letter is solid orange and has a clean, modern, sans-serif feel.

**Smith &**  
**Associates Real Estate**



# Exceptional Homes, *Extraordinary* Service

THE SMITH & ASSOCIATES  
PROPERTY MARKETING STRATEGY



Left to Right: David Moyer - VP Developer Services, Miles Williams - Smith & Associates Foundation Director, Bob Glaser - CEO, Katie Glaser Lynn - Legacy Associate, Drew Glaser - Legacy Associate

# A Legacy of *Exceptional* Results

For over 55 years, Smith & Associates Real Estate has been deeply rooted in the Tampa Bay community. Locally owned and operated since inception, our commitment has always been to the consumers we serve. Our team of dedicated professionals lives and works here, providing comprehensive real estate services that span residential sales, exclusive developer representation, commercial transactions, and property management. Our mission is to contribute to the growth and vitality of Tampa Bay, ensuring it remains a vibrant place to work, play, and call home.

**SMITH IS HOME**

# The *Authority* in Tampa Bay Real Estate

**\$2.14B**

Sales Volume, 2024

**2,062**

Transactions, 2024

**#1**

In Tampa Bay

**102K+**

Lifetime Transactions

**56**

Years in Tampa Bay

**#1**

In New Development

**#1**

In Earned Press

**10K+**

5-Star Reviews

**\$2M+**

Donated Locally



# Elevating Tampa Bay

5 DECADES OF BRINGING NEW HOUSING OPPORTUNITIES TO MARKET

Smith & Associates Developer Services is Tampa Bay's top resource for new development marketing and sales, exclusively representing developers and partners of new-to-market properties.

Trusted for our integrity and deep community roots, we bring a seasoned understanding of the unique opportunities and challenges in Tampa Bay's new construction landscape.

This expertise drives a data-informed strategy tailored to maximize exposure, momentum, and sales success.



## OUR DEVELOPMENT SUCCESS

45

Completed Developments

3K+

New Residences Brought to Market



WALDORF ASTORIA ST. PETERSBURG



VICEROY RESIDENCES CLEARWATER BEACH



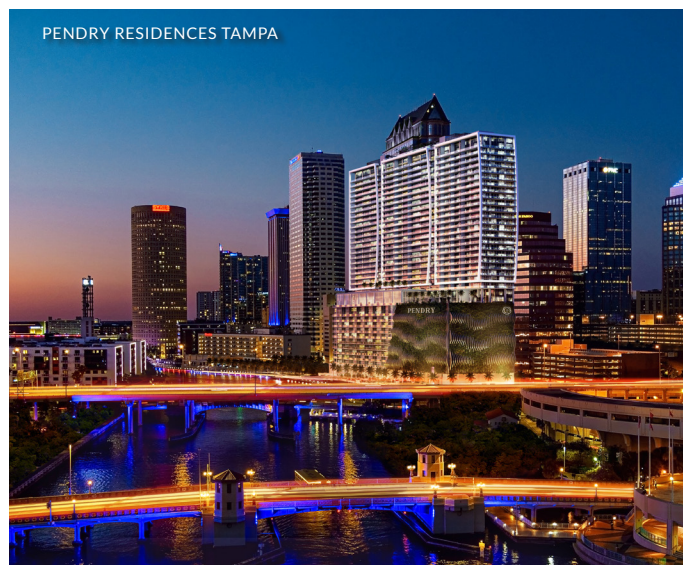
AQUA AT WESTSHORE YACHT CLUB



ONE TAMPA



PENDRY RESIDENCES TAMPA



ART HOUSE ST. PETERSBURG

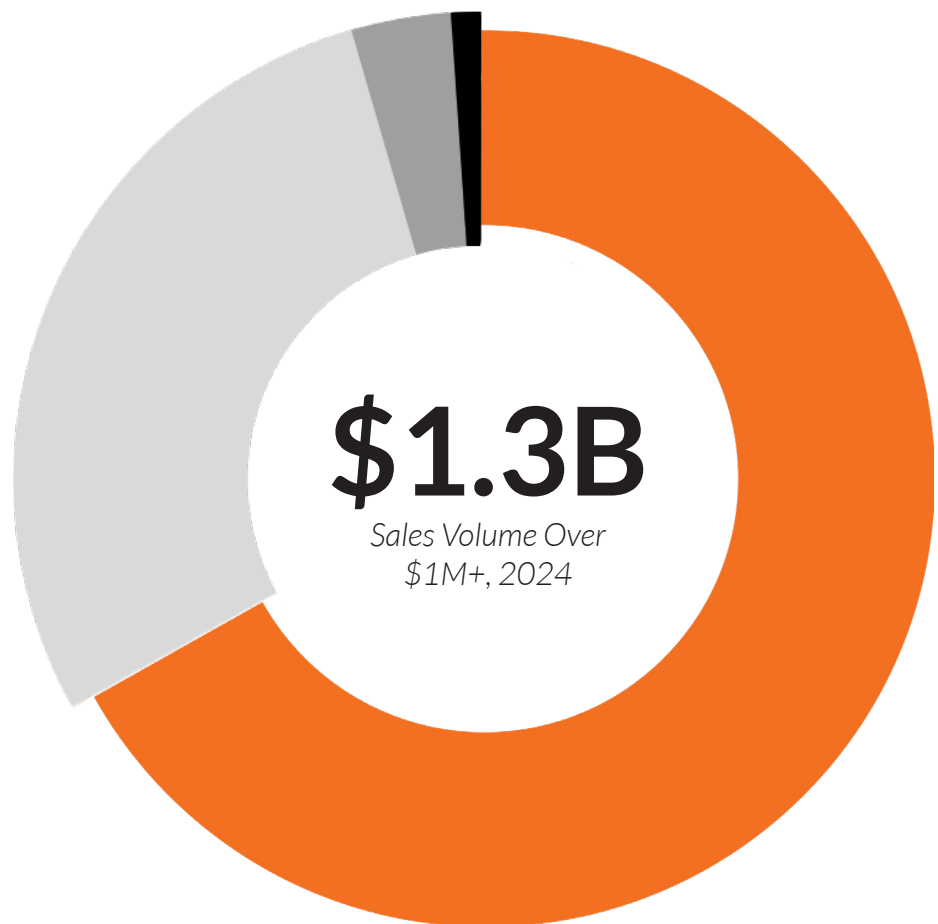


# Luxury Service At *Every Price Point*

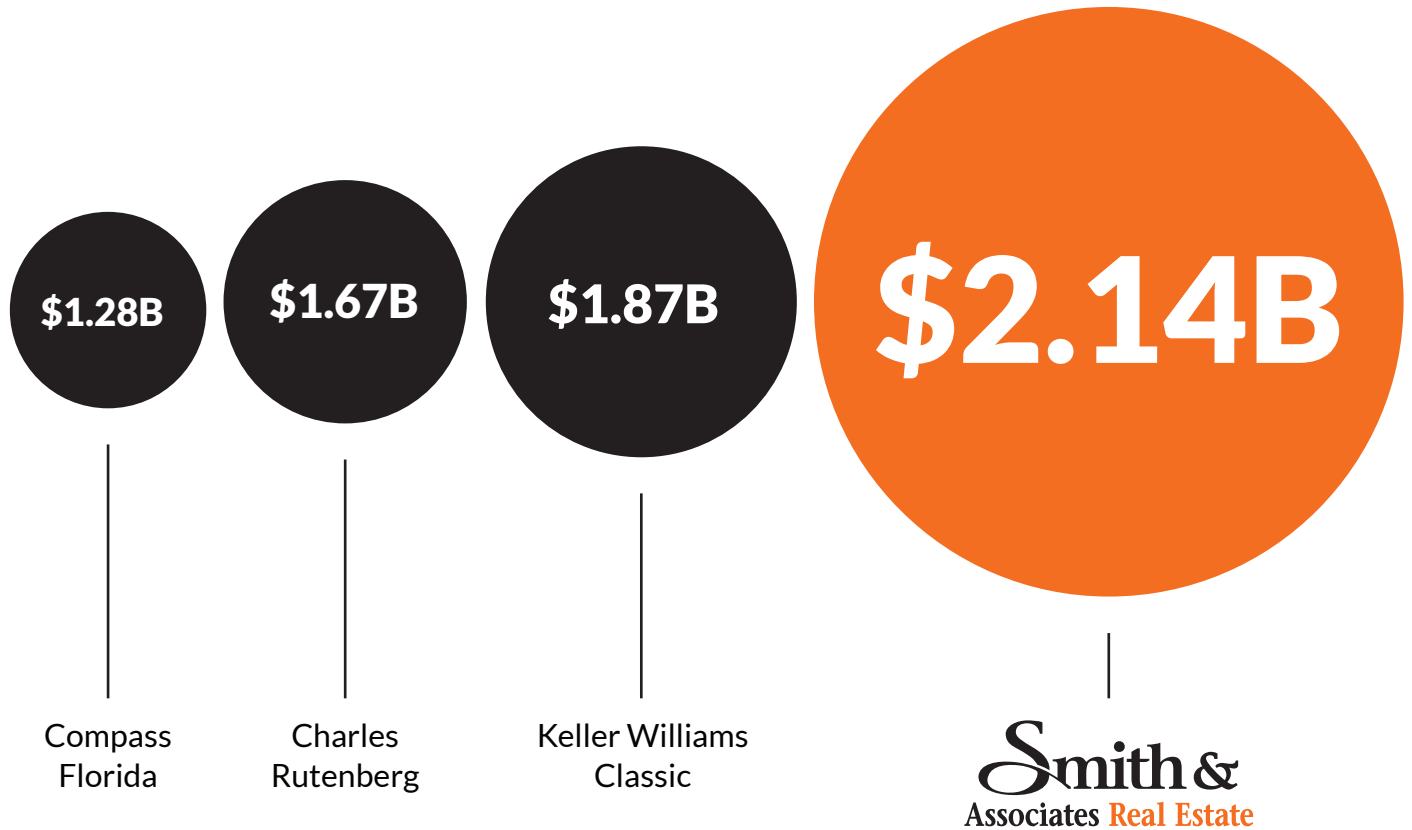
Luxury isn't defined by price—it's defined by experience. At Smith & Associates, every client receives exceptional service, no matter the size of the transaction.

## BROKERAGE SALES BREAKDOWN 2024 CLOSINGS

- Up to \$1M
- \$1M - \$3M
- \$3M - \$5M
- \$5M+



TOTAL SALES VOLUME



# #1 Brokerage in Tampa Bay

Smith & Associates leads the market in residential sales, with the highest closing volume of any brokerage in Hillsborough and Pinellas Counties combined. When it comes to high-end real estate, Smith is the trusted name across Tampa Bay.



# *Step-By-Step* Guide To A Successful Sale



## 1 PREPARATION

We refine pricing and presentation to position your home for a top tier offer.

## 2 ACTIVATION

Our marketing engine creates maximum exposure to drive interest from qualified buyers.

## 3 NEGOTIATION

We advocate for your priorities, securing the strongest possible terms, price, and timeline to meet your goals.

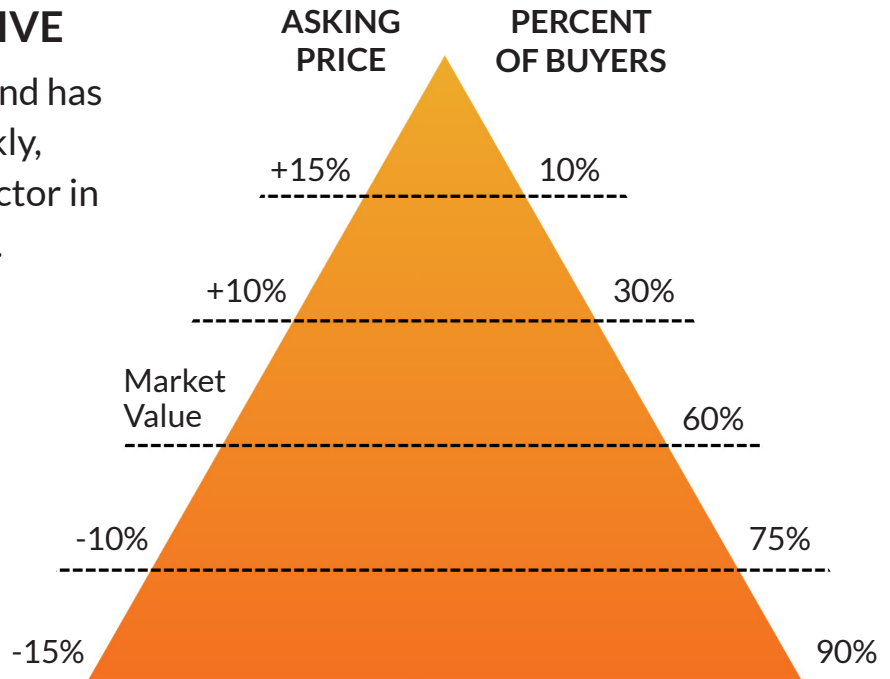


# Pricing Your Home

The right price gets the best results. Your property needs to be priced correctly from the very start. We will present a thorough comparative market analysis (CMA) to help determine the optimal price. We use a mix of software and localized knowledge to determine the right pricing strategy for your property.

## THE PRICE DERIVATIVE

Every property will sell and has the potential to sell quickly, and the price is the #1 factor in controlling this outcome.



## UNLOCK THE FULL POTENTIAL OF YOUR GREATEST ASSET

Smith & Associates consistently sells homes off market through a trusted network of qualified buyers. This discreet approach offers valuable pricing insight, preserves privacy, and allows for a seamless sale without public exposure. It's a refined strategy tailored for flexibility and results.

**\$289M**

Off Market Volume, 2024



PALMA CEIA | SOLD FOR \$8.5M

# Marketing That Generates *Results*

At Smith & Associates, every listing is backed by a proven marketing process built to attract the right buyer, whether they are across the street or around the world.

**330K**

Smithishome.com Visitors

**13M+**

Social Impressions

**450K**

Video Views

**1.1B**

Press Views

**1.1M**

Print Impressions

**75K**

Email Subscribers

MARKETING ACTIVATION

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PASS A GRILLE | SOLD FOR \$7.53M

# *Stunning* Media

We utilize high-end photo, video, and 3D media capture to showcase your home at its absolute best.



SUNSET PARK | SOLD FOR \$3.85M



BAY WAY ISLES | LISTED FOR \$3.95M

LP LUXURY PORTFOLIO INTERNATIONAL

THE WALL STREET JOURNAL  
WSJ

MANSION GLOBAL

MarketWatch

FT FINANCIAL TIMES

JAMES EDITION

居外  
Juwai.com

BARRON'S  
PENT

Leading REAL ESTATE COMPANIES OF THE WORLD®

MAYFAIR International Realty

realtor.com

SUNCOAST TAMPA ASSOCIATION OF REALTORS®

ADWERX

ListHub

WeChat

MLS.COM AMERICA'S REAL ESTATE PORTAL

COUNTRY LIFE

condo.com

Zillow

LandWatch

trulia

Rocket BACK

REAL ESTATE WEBMASTERS

Homes.com

movoto High

# Your Home *Everywhere*

Stellar MLS

Your home will be seen on over 1,000 real estate websites around the world.

# *Worldwide Reach* with Measurable Impact

Our exclusive partnerships ensure your home reaches qualified, affluent buyers worldwide.



550 Brokerages Spanning 70 Countries



200 Luxury Brokerages in 50 Countries



450 Affiliated Offices Worldwide

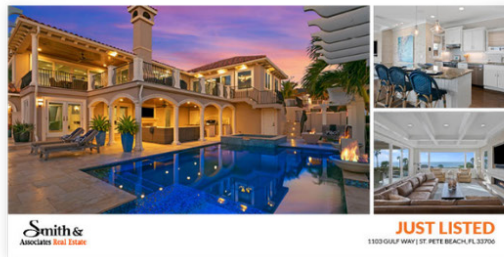


600K+ Global Social Media Following

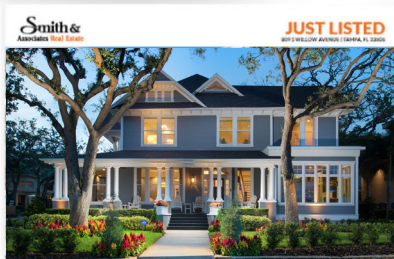
# Scroll-Stopping Marketing

From beautifully crafted organic content to strategic paid campaigns and hyper-targeted placements in niche Facebook groups, our digital approach is designed to capture attention—and keep it. Every post, ad, and placement is thoughtfully executed to elevate the property and engage the right audience.





746 14TH AVENUE NE  
OLD NORTHEAST | ST. PETERSBURG, FL



**JUST LISTED** **\$3,250,000**

935 EDEN ISLE DR NE, ST. PETERSBURG, FL 33704 TB8371186

**5 BED | 3.5 BATH | 3,288 SF**

Coastal Waterfront Luxury on Snell Isle - 5BR/3.5BA Pool Home with Dock, Lift & Bay Access. Experience effortless coastal luxury living in this beautifully updated five-bedroom, four-bathroom waterfront pool home on coveted Snell Isle. Perfectly positioned on Smacks Bayou, this exceptional residence offers over 3,200 square feet of well-designed living space, featuring two private primary suites, a split floor plan, and seamless indoor-outdoor flow that defines the relaxed sophistication of St. Petersburg's coastal lifestyle. From the moment you enter, you'll appreciate the home's versatile layout, which includes both formal and casual living and dining areas—perfect for hosting guests or enjoying quiet evenings at home. At the heart of the home, the thoughtfully designed kitchen blends functionality with elevated style. It features a large center island, custom wood cabinetry, stainless steel appliances, a wine refrigerator, and a convenient pass-through window to the covered lanai—ideal for entertaining and everyday living. Step outside and embrace the ultimate St. Pete lifestyle from your own tropical oasis. Watch dolphins and manatees play in the bayou as you sip your morning coffee, or unwind in the evening with a cocktail and a vibrant sunset.

Smith & Associates Real Estate

LEWIS MATHIAS LR

# Designed to *Impress*

Every property we represent is supported by thoughtfully designed print materials that reflect its unique character and value. Our collateral strategy ensures your home makes a lasting impression—whether it's in a mailbox, on a doorstep, or seen from the street.

MARKETING ACTIVATION

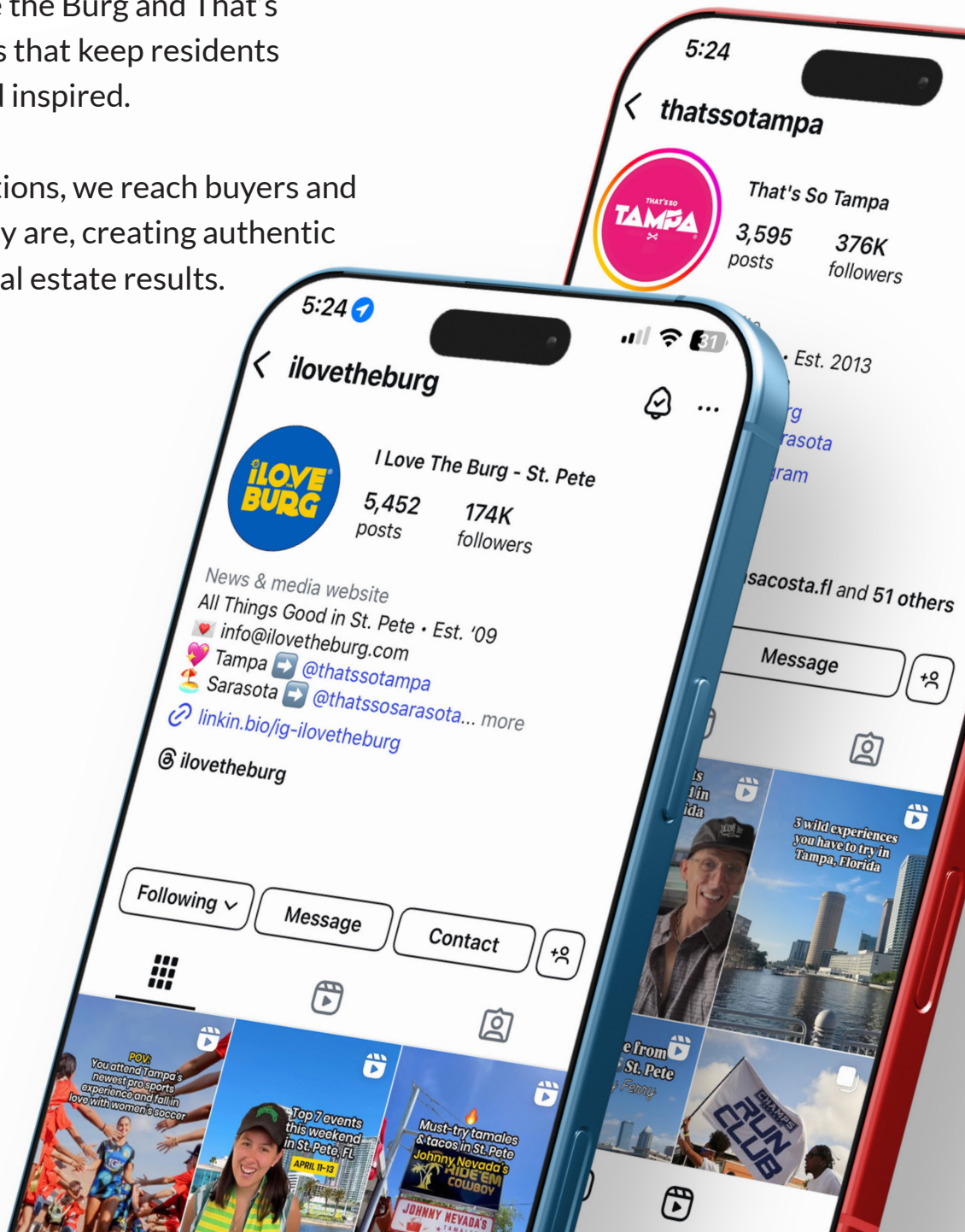
# Local Media, Lasting *Impact*

As a locally rooted company, we know the power of speaking directly to our community. That's why we've formed exclusive partnerships with beloved local platforms like I Love the Burg and That's So Tampa—trusted voices that keep residents connected, informed, and inspired.

Through these collaborations, we reach buyers and sellers where they already are, creating authentic connections that drive real estate results.

## 500K+

Combined Followers In  
Our Local Network



# Premium Placement, Serious Attention

For properties that merit broader attention, we leverage strategic partnerships with premier local, national, and international media outlets to extend their visibility.



MARKETING ACTIVATION



# Our Commitment *To Community*

Tampa Bay isn't just where we work; it's where we live too!

Smith & Associates Real Estate has supported hundreds of local causes and continues its commitment to making Tampa Bay a better place to live, work, and play for all.

Smith & Associates' community giving program is designed to build strong partnerships with non-profit organizations, civic organizations, and other local organizations that are striving to make a difference, focusing on three elements: Volunteerism, Sponsorships, and Foundation Grants.



## 198+

Nonprofit Partners

## \$2.14M

Grants, Sponsorships,  
& In-Kind Donations



SMITH GIVING

# Most *Convenient* Way to Move

Our integrated services are thoughtfully curated to support a streamlined, well-managed transaction. From trusted mortgage and title partners to premier insurance and relocation resources, every detail is handled with care—so you can move forward with confidence.



## MORTGAGE

Our trusted mortgage partners bring years of local expertise and offer a wide range of loan programs customized to each client's needs.



## CLOSING

Integrated title services deliver fast, accurate closings—supporting a smooth process from contract to keys.



## INSURANCE

Experienced insurance partners tailor coverage to protect what matters most—at the most competitive rates available.



## RELOCATION

If you're relocating out of Tampa Bay, our Relocation Services will connect you with a carefully vetted agent in your new city—ensuring expert guidance and a smooth transition every step of the way.



2020 BRIGHTWATERS BOULEVARD | SOLD FOR \$6.8M

# Over 10,000 *Five-Star Reviews*

Over 90% of our business comes from referrals and repeat clients—a testament to the trust we've built. In a competitive market, Tampa Bay's most discerning sellers choose Smith for our unmatched insight and performance. We look forward to serving your real estate needs.

**SMITH IS HOME**



