

GLENEAGLES COUNTRY CLUB REAL ESTATE, LLC

THE COUNTRY CLUB PROFESSIONALS!

You've Tried the Rest, Now Use The Best...Gleneagles Country Club Real Estate!

Gleneagles Country Club Real Estate, LLC is the exclusive and preferred real estate team of Gleneagles Country Club! **MOST OF OUR REAL ESTATE AGENTS LIVE AND PLAY IN GLENEAGLES JUST LIKE YOU DO** and we understand your specific concerns. All Agents in our firm are 100% dedicated to helping the residents of Gleneagles Country Club with ALL of their real estate needs. From an aggressive and professional sales approach and an elaborate marketing campaign to immediate responsiveness and a team-approach style to listing and selling and/or leasing your property, our real estate experts are committed to providing highly-valued clients like yourself with unparalleled boutique-quality service, unmatched attention to detail, exceptional marketing and promotional strategies and **RESULTS** that are second-to-none! As your Country Club's partner, our firm guarantees to take a personal interest in your listing as we work tirelessly to exceed your expectations. Our family of affiliated real estate companies has been providing Professional Real Estate Services for over 25-years in South Florida and we look forward to earning your business and showing you **The Gleneagles Country Club Real Estate DIFFERENCE!**



Our Specific Marketing Plan For Your Property

- ✓ **The Multiple Listing Service (MLS):** Your Property will be listed on the MLS within 3-days or less from when you retain us for our Listing Services. This critically important MLS entry will be used to share your property's information with thousands of other Real Estate Professionals in South Florida. One of our Agent-experts will prepare the MLS publication for your property and it will be reviewed and enhanced by one of our Managers. **ALL of our listings will be placed on MLS!**
- ✓ **Virtual Tours:** A customized virtual tour will be designed and promoted as part of your listing to help prospective Buyers and Tenants experience your property from afar.
- ✓ **Internet and Website:** Your Property will be featured on our various websites including; **www.GleneaglesFlorida.com**, **www.GleneaglesHome.com** and **ww.MyGleneagles.com**, which will enable millions of individuals from around the globe to see your listed property.
- ✓ **Full Color Brochures:** Our team will design and prepare **high-quality brochures for your property**, which we will make available for prospective Buyers, Tenants and other Real Estate Agents, each time your home is shown as part of a tour. From time-to-time, we will also mail these Brochures to prospective clients through a direct mail campaign and we will circulate the Brochures throughout Gleneagles to help maximize exposure for your listing.



- ✓ **Realtor.com:** As one of the most exclusive properties available in Gleneagles, we will arrange to have your property earmarked as a **"Featured Listing"** on the largest real estate search engine in the world, **www.realtor.com**.
- ✓ **Monthly Caravans:** Every member of our sales team will visit your property no less than once per month as part of our company caravan. This will ensure that all of our Agents have personal, first-hand knowledge of your property and have familiarized themselves with your listing to ensure that our staff has the best ability to sell and/or lease the property for you at the highest possible price.
- ✓ **Parade of Homes:** On a periodic basis, **our firm will host a heavily-publicized, community-wide open house event** that will showcase all of our available listed properties in Gleneagles. By increasing exposure and traffic for your property, it will sell or rent faster!



Gleneagles Country Club's Global Advertising and Promotional Strategies



- ✓ **Fly and Buy Program:** To ensure that we entice as many prospective Buyers and Tenants to visit Gleneagles as possible, **we will reimburse new members for their travel expenses to visit and tour the community** to help you sell or lease your property quickly. (restrictions apply)
- ✓ **Cross Marketing with other Country Clubs:** We share in **strategic marketing efforts with neighboring Country Clubs to attract specific target market demographic Buyers to the Delray Beach**

area. Additionally, our firm partners with out-of-the-area Country Clubs, which have a similar member-base to Gleneagles, to **enhance the visibility of our community on a national level.**

- ✓ **Video and Brochure Mailers:** Gleneagles will be featured in a variety of print Brochures that we will produce with the assistance of **our creative marketing professionals** and circulate through mass-mailings. Perhaps the most technologically advanced form of our marketing will include a **high-quality sales video for Gleneagles**, which will be available both on our websites and through our direct mail DVDs.



- ✓ **Print Media Targeting and Selection:** To promote **the global branding of Gleneagles**, our firm will embark on an aggressive and widely-publicized **print media advertising campaign.** Readers will see Gleneagles being advertised in some of the most prominent and well-known golf, tennis and affluent life-style publications in the world. In an effort to attract qualified Buyers to Gleneagles, we will market the community in the most desirable magazines, journals and periodicals to ensure that **Gleneagles is receiving the best possible exposure.**



- ✓ **Real Estate Agent Meet and Greets:** Many local real estate firms are unfamiliar with Gleneagles and all that it has to offer. We will engage local, South Florida real estate professionals by **hosting an event in Gleneagles to teach them about the community**, which will **give them a greater likelihood to sell Gleneagles** to their prospective clients.
- ✓ **Focus Groups and Member Outreach:** Our firm will conduct **local focus groups within Gleneagles**, using resident-volunteers to help develop a strategy for the best ways to penetrate the Country Club market. Through our special relationship with Gleneagles, residents will be eligible to receive **exclusive “thank you rewards” from The Club**, for the introduction of clients to our organization. The Country Club will sponsor this promotion.
- ✓ **International Golf Organization Relations:** Our firm maintains a limited relationship with staff from the **PGA, LPGA and Royal Canadian Golf Association (RCGA)** and we will use those relationships to help **Gleneagles gain greater exposure on a national and international level.** Our firm was responsible for the relationship that developed between Gleneagles Country Club and Florida Atlantic University, which resulted in the FAU Men’s Golf Spring Challenge Tournament. We will use similar techniques to work towards bringing further attention to Gleneagles by **promoting the community with worldwide golf organizations.**



Our Commitment and Guarantee To You



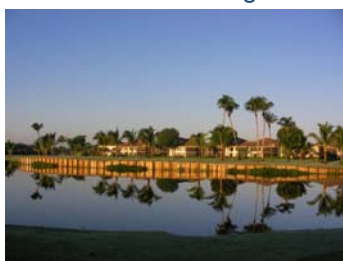
Gleneagles Country Club Real Estate, LLC GUARANTEES you the very best service achievable in the real estate industry. If at any time you feel that our team has not delivered on all of our commitments to you, please ask for me personally, so that I can immediately rectify the situation and achieve your complete satisfaction. When you are represented by a Real Estate Agent from our firm, **you are actually being represented by an entire organization of Real Estate Professionals**, each with a specific interest in your business and needs. **We will always succeed at delivering exceptional service and outstanding results** and we hope that you give us the opportunity to serve you.

Our fine professional service comes at a market-competitive fee, which is strictly **performance-based**, so you will only be charged if we **deliver successful sales or leasing results for you.** There are no other real estate brokerages that will deliver the full array of marketing and promotional strategies that we offer to our highly-valued clients, **this is our commitment to you and everyone in Gleneagles!**

Respectfully Yours,

Ben G. Schachter

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