



Accelerated Real Estate Services

A Division Of

BRODERICK & ASSOCIATES
INC.

A Licensed Florida Real Estate Broker
General Contractor and Commercial Property Investments

Prepared by Robert Barber




Definition of Insanity



“The definition of insanity is doing the same thing over and over and expecting different results.”

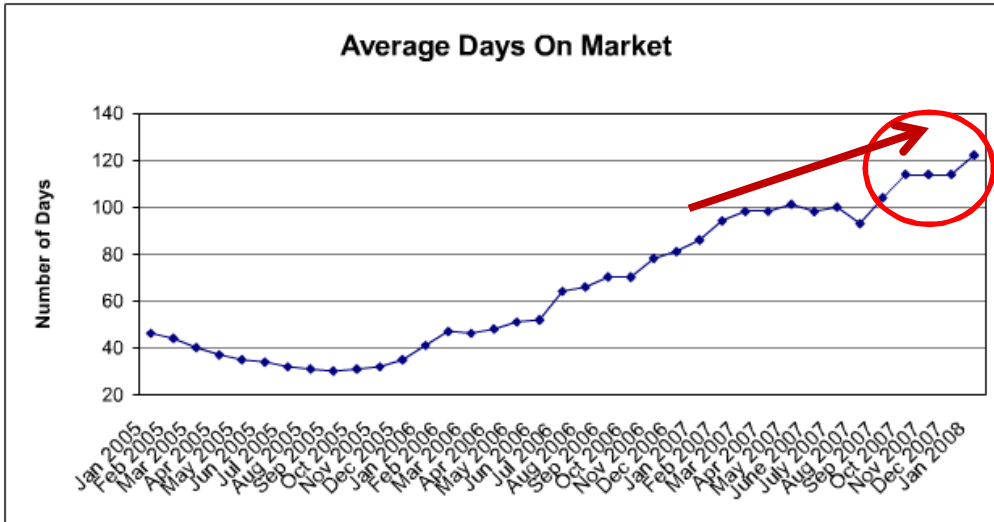
Benjamin Franklin

- In a nontraditional market, why would anyone consider using traditional solutions to achieve their goals?
- A traditional sales approach is one of Discount
- Put your property on the market at what you believe the market to be
- Then over several months continue to discount your property until you can achieve a sale
- Are we in a nontraditional market? Trust the Data..... 

Market Health Indicators



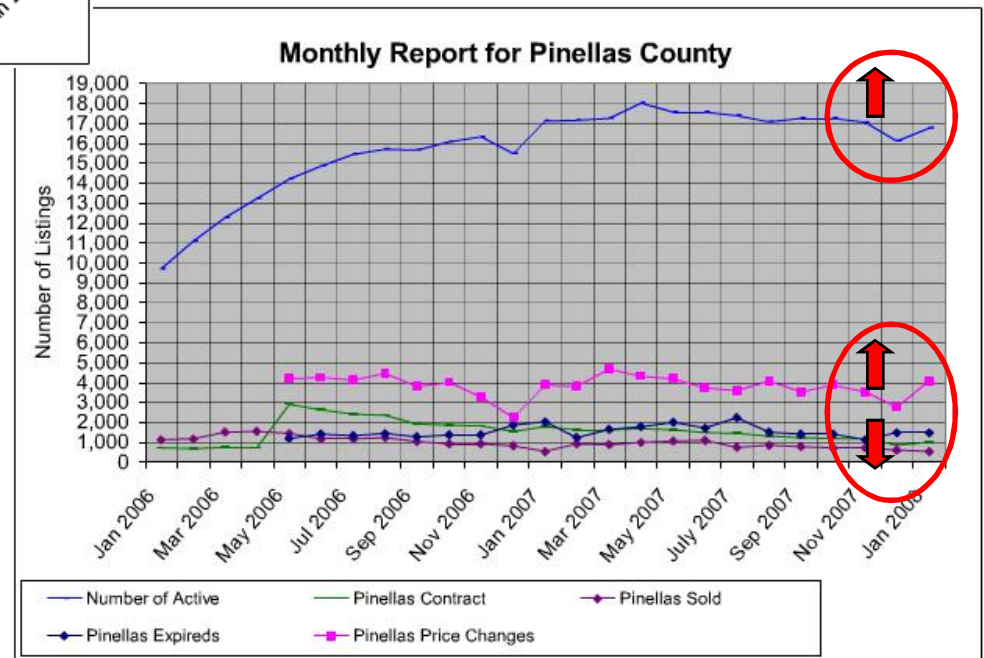
The Market Is Still Sliding



1) Significant rise in Days on Market to over 120 days from Dec 07 to Jan 08

2) Properties began to come off market in 2007, but market pressures are forcing people to use traditional means as a solution

3) Price changes increased, but SOLDs still on DECLINE



Market Health Indicators



1

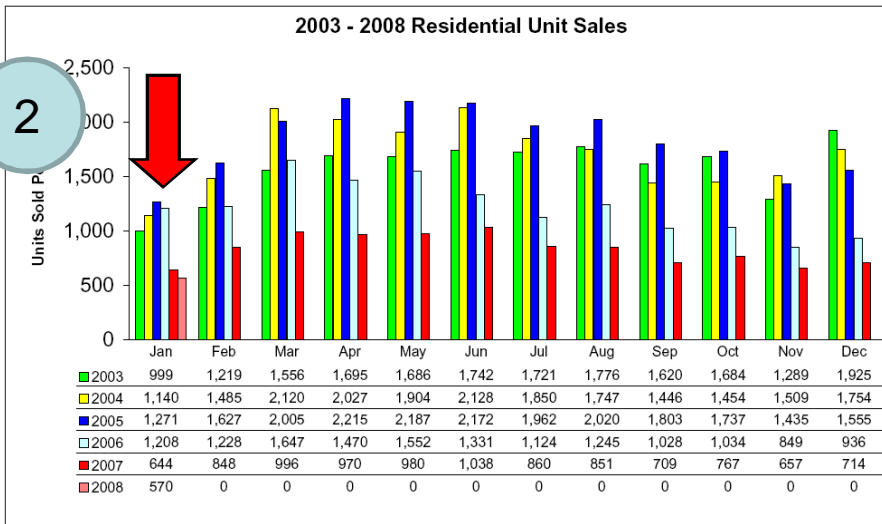


1) Inventory Still At Historic Levels

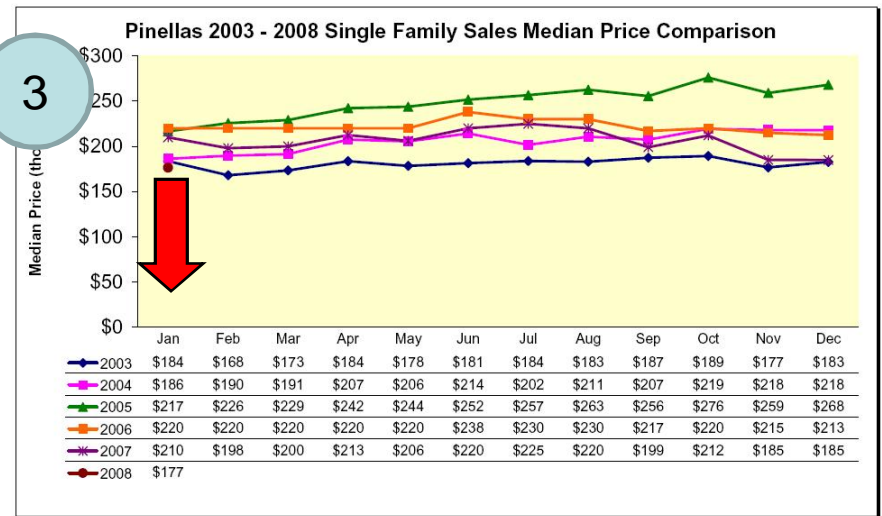
2) Sales Declining from 2007 Levels

3) Median Sales Price Down over 25% from 2006 Sold Prices. Even below 2003 Prices.

2



3



Why An Accelerated Method?



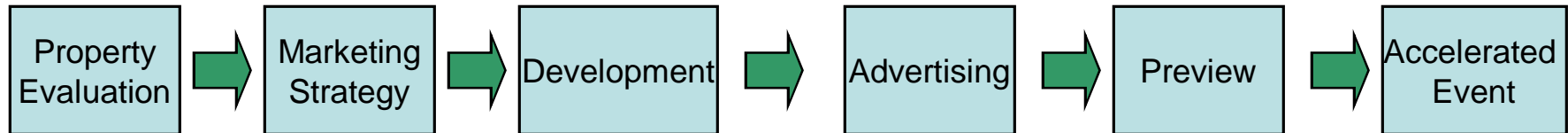
ACCELERATED REAL ESTATE BENEFITS TO THE SELLERS:

- Competitive open bidding assures you and Buyers they are getting fair market value
- Increases interest and visibility through an aggressive marketing program
- Buyers come prepared to buy, eliminating lookers
- Reduces long-term carrying costs, including taxes, insurance, & maintenance
- The seller knows exactly when the property will sell as closing will be set at time of auction
- Sets a deadline forcing Buyer to act
- Property Sold “As IS Where IS”
- You compress six months of traditional marketing to bring 20-40 Buyers to the property at one time to initiate a negotiations

ACCELERATED REAL ESTATE BENEFITS TO THE BUYER:

- Buyers come face to face with other Buyers who confirm that there is value in a property
- The buyer knows the seller is committed to sell
- Auctions eliminate long negotiation periods
- Auctions reduce long due diligence periods
- Purchasing and closing dates are known
- Buyers know they are competing fairly and on the same terms as all other buyers
- Buyers receive comprehensive information on property via due diligence packet

How Does the Accelerated Process Work?



Step 1 - Property Evaluation: We will meet with you personally at the property to discuss the real estate options as well as provide a free evaluation of the property and your needs to see if an Accelerated Service is right for your property.

Step 2 - Marketing Strategy: Our Marketing Team will evaluate all potential forms of media and develop a strategy for reaching your target audience in the most effective and cost-efficient manner possible. The goal is to create a unique market and demand just for your property.

Step 3 - Development: Our Marketing Team then develops professional brochures and ads. Client Relations will also develop a specifically targeted mailing list from our extensive databases for direct mail. Our databases have been carefully culled to the pre-qualifying criteria established by the Marketing Team.

Step 4 - Advertising: Next, the public relations, telemarketing, and advertising campaign begins. Usually 4 weeks. The Sales Team receives calls and follows up on each and every qualified inquiry several times, enticing the prospect to attend the preview and auction. In addition, an extensive outgoing telemarketing campaign is conducted.

Step 5 - Preview: At preview, the Bid Assistants will meet with your prospective bidders, providing the answers to all questions and pointing out the fine and unique features of your luxury property.

Step 6 – Accelerated Event: The Accelerated Event begins and bids are taken. Soon the gavel goes down and the winning bidder is announced and your property is SOLD!

Your Decision



In a NonTraditional Market, Are you Going to Stick With Traditional Solutions?

Call For Your Consultation Today

Accelerated Real Estate Consulting
Karl Moeller – Robert Barber
727-544-1403