

My Home Didn't Sell...

NOW WHAT?



LUXE PROPERTIES LLC

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Do Any of These **Empty Promises Sound Familiar?**

Hello Mr. and Mrs. Flores,

Since your properties are no longer actively on the market, you've probably received innumerable calls from real estate agents all making quite a few promises:

- **I'll sell your home or buy it myself!**
- **I have the most listings in the area!**
- **I have a buyer for your home.**
- **I'm the neighborhood specialist.**

The Only Result That Matters is Sold

Wesley Ulloa and LUXE Properties knows that a promise is only as good as the end result. And the only result that ultimately matters is that your home gets said - and sold for the right amount and in the time frame that works for your plans.

Real estate agents will often say anything to get the LISTING, but many follow a business model that “Lists to List!”. They want to dominate the market with LISTINGS, but are not as concerned if all of the homes really SELL. They are going for a “numbers game” business model: list enough properties and SOME will sell. You can normally spot these agents as they might have a high number of listings. They will take them at any commission and on any terms just to keep a high number of listings going. Where they fall short, however, is that they do not put their money where their mouth is. Their marketing, effort and presence seem to diminish greatly once the listing agreement is signed. Then they are off getting the next listing rather than SELLING their listings. Their listings often “expire” from the market, unsold, just as yours unfortunately has.

Our
motto
is simple,
**“List to
Sell!”**



Your Dreams And Goals Matter

When things don't go as planned in the sale of a home, it can be easy for a seller to give up on the excitement to move that they once had. You may even be sitting there reading this thinking that it's best to throw the towel in and give up on the dream of selling. Perhaps you are thinking that it is better to wait for an extended period "when the market is better,". You may even be questioning whether or not to even work with a real estate agent. You are probably thinking that there must be a better way.

You are not alone. In fact, competition for qualified Buyers is fierce. The Seller and the Real Estate Professional need to work as a team to make sure that they are getting the home in front of the largest pool of qualified buyers. If this effort falls short, most often through marketing to a large enough selection of well targeted buyers, the property has a good chance of not being seen by the right buyer and therefore does not sell.

Once a Seller has been through the sales process, I know how frustrating it can be to consider starting the process all over. Having your hopes up, keeping the house in tip top condition, being on call" with short notice to accommodate buyers. You are likely just ready for this process to be over and to be on to the next chapter of your life.

Your Dreams **And Goals Matter**

I truly understand your frustration and am here to tell you it does not have to be like this. You can and will sell your property. The key is to position it correctly and maximize marketing exposure. This is my specialty. I am not excited about listing homes. I am excited about marketing them fully and seeing the delight in my Sellers when they are able to move on with their Dreams. That is why I love my chosen career so much.



Marketing homes is our specialty. Wesley Ulloa, LUXE Properties' founder has been recognized as a top real estate marketing expert nationwide. She speaks and teaches nationally on marketing homes, especially luxury properties as she has been a member of CLHMS for numerous years. She also obtained a Master's of Science in International Real Estate from Florida International University. She now brings ALL of this vast marketing knowledge and experience now to South Florida to help Sellers market and sell their home. We'd be honored to meet with you to assess your home, the market and create a marketing plan to sell your home.



Testimonials

The LUXE Team

“After having my property on the market for little over a year and no offers, we decided to change realtors. Wesley was highly recommended by a friend and we really liked her presentation and professionalism. The property's listing was 100% better with professional photos and videos, and the house started having showings and offers in less than a month. We sold the property and were VERY pleased with the services provided by Wesley & LUXE Properties.”

— Sandra Leatherwood

“I really can't picture my home buying experience without Wesley. Her knowledge of real estate is endless. Her keen eye for architecture and design is an enormous plus when you're trying to decide on the right home. Every step of the way I felt informed and secure in my decisions thanks to her. I would highly recommend Wesley to anyone looking to buy, sell or invest in properties.”

— Marisa Navarro

“We hired Wesley to handle the sale of our condominium in Brickell. Wesley was very attentive and hands on making sure the property was marketed properly by taking high quality photographs and including the property in mailing lists which generated a large pool of buyers. Her strategy for pricing the property allowed us to sell the property within our desired time frame. Would strongly recommend her if you are looking for an agent in the area who has the knowledge to navigate you through a real estate transaction quickly and efficiently.”

— Jonathan Alfonso

Testimonials The LUXE Team



“Seamless process from start to finish, very professional and easy to work with Wesley Ulloa. Couldn't have asked for a more painless process. Showed me properties that were perfect for my needs, always working hard to go the extra mile to make us feel comfortable with the experience of buying a home. Never felt pressured and always felt like we were a priority. Would definitely use again and would easily recommend their services to anyone I know.”

— Adrian Ulmo



“My wife and I looked for a home for approximately 2 years with no luck. Along came Wesley. She was knowledgeable, fun, honest, and most importantly, patient. She truly aimed to provide us with listings that were tailored for our needs and taste.”

— Jorge L. Conforme

“I interviewed 5 different realtors and Wesley was the only one who took the time to explain things to me. She never made me feel like I was a burden even when I asked a hundred questions. She worked hard to get the most money for my property and I did get it over asking price. She even answered some questions about the purchase of my new home even though I was buying it in another city.”

— Carlyn Little





I have bought and sold with Wesley in the past and they have always made the process simple for me. They go above and beyond and offer great service, when issues have come up they let me know my options to overcome them to get the deal done. I appreciate the attention to detail and look forward to using them again”

— Bernie Ash



Wesley Ulloa
Has been
Awarded
**The Most
Coveted
5-Star Agent
Award**



I was interested in a listing Wesley had, but I didn't have a realtor. Ended up purchasing the property and Wesley represented me as the Buyer's agent while also being the seller's agent. It was a very difficult transaction since property had a tenant at the time, but Wesley made the process as easy as it could possibly be for me. Even though she was the sellers agent from the get go and only met me during the listing process she respected my part of the transaction as professionally as she did the sellers. I would blindly recommend Wesley Ulloa as your next agent, whether it be a sale or a purchase. Follow up skills and professionalism are of the highest magnitude.”

— Oscar Semino

LUXE Properties

Listing and Servicing Plans

	LUXE	LUXE PREMIUM	LUXE RESERVE
LUXE Pre-Launch Campaign			
Quick-Shot Photos Pre-MLS push to Social Media	✓	✓	✓
Pre-MLS invitation to preview to email mailing list	✓	✓	✓
Matter Port	✓	✓	✓
LUXE Visual			
Professional Photography	✓	✓	✓
Twilight Photography		✓	✓
Professionally Printed Brochure	✓	✓ (4 pg)	✓ (8 pg)
Professional Video		✓	✓
Professional Video with Drone			✓
Professional Interactive Floor Plan			✓
LUXE Digital			
Wall Street Journal Digital	✓	✓	✓
NYT Digital	✓	✓	✓
Coral Gables Newspaper	✓	✓	✓
Zillow Premium Placement	✓	✓	✓
Miami Herald Banner	✓	✓	✓
Realtor.com Enhanced Showcase status Upgrade	✓	✓	✓
Create Website of Listing w/ Custom URL	✓	✓	✓
Real Buzz	✓	✓	✓
Post on Social Media	✓	✓	✓
Targeted Email Campaign	✓	✓	✓
Targeted Online Campaign		✓	✓
Home Finder		✓	✓
Homes.com			
Juwai			

All options require
Broker and Seller Agreement
on Price and Terms

LUXE Properties

Listing and Servicing Plans

	LUXE	LUXE PREMIUM	LUXE RESERVE
LUXE Communicaion			
Seller's Private Website Login to track activities		✓	✓
Weekly marketing updates	✓	✓	✓
Monthly real estate market updates	✓	✓	✓
Obtain and share feedback from Showing Agents	✓	✓	✓
LUXE Peace of Mind			
Seller's Home Warranty during duration of Listing		✓	✓
Transfer of Home Warranty to Buyers		✓	✓
Premium Home Warranty to Buyers			✓
LUXE Events			
Pre-Launch Whisper Campaign	✓	✓	✓
Local Broker Caravan	✓	✓	✓
Open House	✓	✓	✓
Special Event			✓
LUXE Goods			
Coffee Table Book (for Seller and Buyer)		✓	✓
Neighborly LUXE			
Postcard to neighbors		✓	✓
Neighbors' only Event		✓	✓
LUXE Print			
Create Business Card of Listing	✓	✓	✓
Direct Mail Program		✓	✓
The Miami Herald Listing and Open Houses			✓
Brickell Magazine			✓
Ocean Drive Magazine			✓

All options require
Broker and Seller Agreement
on Price and Terms

LUXE Properties

Listing and Servicing Plans

	LUXE	LUXE PREMIUM	LUXE RESERVE
Incentive LUXE			
3% to Buyer's Broker	✓	✓	
4% to Buyer's Broker OR Membership to PV Inn and Club to Buyers <i>see note (14)</i>			✓
LUXE Service Professionals (introduction and coordination with; Fees NIC)			
Closing and Title Company	✓	✓	✓
Staging Company	✓	✓	✓
Landscaping Company	✓	✓	✓
LUXE Service Professionals (introduction and coordination with; Fees NIC)			
Touch Up Professionals	✓	✓	✓
Clean Out Professionals	✓	✓	✓
What Limited Service Providers Do (which we do as well PLUS all of the above)			
YardSign	✓	✓	✓
MLS	✓	✓	✓
Office Caravan	✓	✓	✓
Realtor.com standard Listing	✓	✓	✓
Zillow	✓	✓	✓
Trulia	✓	✓	✓
Yahoo	✓	✓	✓

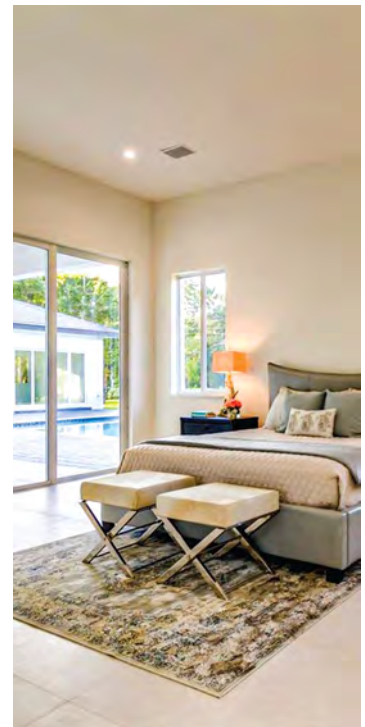
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It's Time for A New Approach

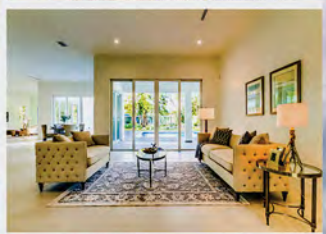
The Miami Historic Homes Team **LUXE Listing Program!**



Gone are the days when an agent could just put up a listing in the Multiple Listing Service and sit back and wait for another agent to sell the house for them. And if all it took to sell a house was simply putting it in the MLS, wouldn't everyone be selling their homes themselves? And by now, don't you owe yourself more than the status quo?



The Miami Historic
Homes Team Listing
and Servicing Plan
was born!



7855

Gorge
compl
nearly
conce
The ho
with T
room
overlo
lightin

INTRODUCING 7855 SW 129 TERRACE • PINECREST • FLORIDA

Gorgeous new construction modern masterpiece completed by Casabella Homes in Pinecrest! Sprawling on nearly an acre lot, this 6,395 square foot home with an open concept design will delight all homeowners on the hunt. The home features a perfectly appointed designer kitchen with Thermador appliances and quartz countertops, game room next to a wine cellar and an expansive outdoor terrace overlooking a 20x40 pool. High ceilings and LED recessed lighting throughout the home make it feel open and bright.

\$2,299,900



It's time for a new agent, new marketing, new buyers, and most of all... new possibilities. Ultimately, our goal is to sell your property for the most money possible. In the process we want to reconnect you with the excitement you originally felt upon first listing. It takes more than the MLS, realtor.com, Trulia, Zillow and an office caravan or open house to sell a home. We have, in fact, created a custom 50+ point LUXE Listing and Servicing Plan for ALL of the LUXE Listings! Here are just some of the ways we achieve this:

Pre-MLS Marketing

Before we officially list your property for sale in the Multiple Listing Service, we'll begin a targeted pre-Multiple Listing Service campaign catered to specifically garner interest and traffic to your property prior to it even hitting the market. This pre-Launch program allows us to not lose a second of time WHILE preparing to bring your property to the market properly. We only have ONE SHOT at a first impression.

Professional Photography

Over 90% of buyers begin their home searches online, so first impressions matter. This is why our company takes the expense of hiring a professional photographer for every one of our listings, ensuring we show your property in the best light from the very beginning.

Premium Online Placement

You may have heard of real estate syndicate websites like realtor.com, zillow.com, trulia.com and more. Wesley Ulloa and Luxe Properties is known in the real estate industry nationwide for our innovative application of technologies. But any other agent can place you home on the MLS realtor.com, Trulia and Zillow. We go far and above that and include ALL of our Luxe Listings in such sites as the Miami Herald, Miami Times, Miami Agent, and other prime premium sites. Most real estate professionals rely on what is available to them for free (Zillow, trulia, their broker's site, etc.). I invest highly in marketing your property online to highly targeted sites, not just free ones.

Professionally Printed Brochures

Most agents simply print the MLS page or something they create on their computer for the information they hand to prospective buyers. At Luxe Properties we have a brochure/flyer professionally printed for all of our listings. Your property deserves to be presented to the market in the highest possible way, not just a Xerox print out. We also have professionally printed mini business card sized brochures of your listing for you to keep and hand out when you are out and about. Buyers love these little cards.

A website Just for Your Listing!

One of the problems that can occur with listing distribution sites and property websites is that your listing is just one of thousands or millions. We create a website with your property address that is for your property alone! Don't worry: of course you will be on all of those sites. However, your property will have it's own home on the Internet as well.

Market Preparation

Feedback buyers often give of homes that don't sell is that they couldn't envision themselves living in it given the current owner's choice of furnishings and any clutter or imperfections.

Dedicated Social Media Promotion

At Luxe Properties, we have a full-time employee dedicated to the online promotion and social media marketing of your property. The role of our Social Marketing Director is to make sure that we've left no stone unturned in the internet marketing of your property.



5-Star Responses **Time to Buyer Leads**

According to a study done by MIT, the odds of contacting a lead more than 5 minutes versus 30 minutes drops 100 times. From 5 to 10 minutes the odds decrease by 5 times. Is there any wonder why the average single agent misses so many opportunities to convert buyer leads for their sellers? At Luxe Properties, we have a dedicated inside sales team whose sole job is to respond to and convert buyer leads for your listing. The statistics are clear-- the modern internet consumer moves fast, and expects us to do the same.

Pro-Active **Telephone Marketing**

Fewer and fewer real estate agents are becoming skilled at the art of pro-active prospecting. A dirty little secret is that most agents fear rejection and that keeps them from picking up the phone and prospecting for their sellers. Agents like this rely on other agents working through the MLS to sell their listings for them. Luxe agents work toward the rank of Master Salesperson and receive constant coaching that helps them overcome self-limiting behaviors. What all of that really means is that Luxe agents don't just sit back and passively wait for buyers for your listing to come to us, we fearlessly and pro-actively go find them.

Why Should You Hire **The LUXE TEAM**

Communication:

One of the number one complaints we hear over and over is “once my agent stuck a sign in the ground, I never heard from them”, or “I had to chase my agent down all of the time”. Communication is the key to positive relationship. To that end, we have a multifaceted communication program with our Seller which HOLDS US ACCOUNTABLE to what we tell you we are going to do. All Sellers in the LUXE Listing and Service Plan receive their own personal login where they can get updates on marketing, showing activity, etc. on their property. We then send you weekly updates and large monthly updates that cover everything you need to know: marketing, showing activity, feedback, market changes, etc. We work hard to stay in front of you with information, not play catch up!

5-Star Promise:

Most online review systems allow up to 5 stars, and Wesley Ulloa with LUXE Properties we always consider what would compel someone to give us the “5th Star”. When it comes to service we view out competition as Nordstrom, The Ritz Carlton, Disney, and Apple, and it is our intention to take care of our consumers in a way that makes them feel as special as when they interact with those companies.

Why Should You Hire **The LUXE TEAM**

Highly-Skilled Sales Force:

Wesley Ulloa has a long history in real estate. She is not only a licensed Broker (as opposed to a real estate salesperson), she owns LUXE Properties, a real estate firm in Coral Gables, Florida, was President of Miami YPN, is a member of NAHREP, MIAMI Association of Realtors, a member of CLHMS Designee, and a Master's of Science in International Real Estate. Wesley knows real estate (read more in the coming pages on Wesley's background and how that helps you, the Seller, sell your home).



Market Preparation:

Feedback buyers often give of homes that don't sell is that they couldn't envision themselves living in it given the current owner's choice of furnishings and any clutter or imperfections.

LUXE



Our Core Values

- ✓ Under promise and over deliver
- ✓ Exemplary communication
- ✓ Driving Innovation & Change
- ✓ Exemplifying Vibrant Leadership & Follower-ship
- ✓ Delivering 5-Star Customer Service
- ✓ Holding Powerful Moods of Passion & Productivity
- ✓ Leaving Our Egos At the Door
- ✓ Enjoying the Journey
- ✓ Win-Win Transactions




Introducing **LUXE Properties**

Luxe Properties... **A New Breed Of Realtors** **Redefining The Real Estate** **Experience.**

At LUXE Properties, we take pride in building relationships based on the promise and understanding that each client and every property is unique. Our focus is to utilize creative outside-of-the-box strategies to make a match between our clients and the right property. We achieve this goal by delivering the utmost service and optimizing the latest technology available in real estate to provide accurate, reliable, and real time information to our clients.

At LUXE Properties, our multilingual team of expert Realtors is unmatched when it comes to service, market knowledge, integrity, creativity, and a keen understanding of our client's needs. We strive to make your real estate dreams a reality.

The LUXE Properties team seeks to partner with you every step of the way. Even more importantly, we value creating and maintaining lifelong relationships with our clients. So, whether you are buying, selling, or considering real estate investing in South Florida, LUXE Properties is here to serve you and all of your real estate needs.



Wesley has a passion for historic homes and loves sharing her knowledge of working with, renovating, researching, owning and of course selling historic homes in South Florida. She has come to appreciate the quirks and enjoys investigating the stories of those who have lived and shaped the historic homes found spread throughout Miami today.

Wesley Ulloa is the founder of LUXE Properties, born and raised in Miami, she has more than fourteen years of experience in South Florida real estate. Prior to graduating with a Bachelor's Degree in Business Administration and a Master's of Science in International Real Estate from Florida International University, Wesley started her real estate career at Fortune International Realty. Wesley worked for over eight years as an agent and specialized all facets of real estate sales; not limited to but including new development sales, investments, and luxury properties.



Wesley is active in multiple organizations, in 2019 she was the President of Miami YPN and is currently a member of the NAHREP, MIAMI Association of Realtors and the CLHMS Designee. In just fourteen years in the industry, Wesley has closed over 800 transactions totaling more than \$200,000,000 in sales volume. Her fourteen years of experience has rounded her abilities, which allows her to offer her clients a full service experience. Wesley continues to inspire others with her work ethic and industry expertise.



Coral Gables
Kendall
Hollywood
Orlando

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