



*Love Where  
You Live*



321-633-2313  
[BeCoastal.life](http://BeCoastal.life)

# Welcome

We realize that you have a choice when hiring an agent to help you sell your home and truly appreciate the opportunity to present Coastal Life Properties proven approach and the results we've achieved for clients. As your brokerage, there are several services you can expect us to provide, including:

**Accurately pricing your home.**

**Enhancing the perceived - and real - value of your home, enabling you to command a higher asking price.**

**Providing unmatched marketing including professional staging, photography, video and custom property web sites.**

**Securing a qualified buyer within your specific time frame.**

**Helping you avoid the two main reasons sales fall apart - low lender's appraisals and problems with the home inspection.**

**Regardless of the price of your home, when you hire us as your Realtor, both you - and your home - will be prepared for a successful sale.**



# *About Coastal Life Properties*

At Coastal Life Properties, we strive to provide outstanding service and provide marketing above the competition. We deliver personal care and diligence with each transaction. We know that selling your home is the most important decision in your life right now, and we respect that. Throughout the process we will be sensitive to your needs and the goal of selling your home.

***Thanks for “Going Coastal”....***





## Check out what our Clients have to say about us...

Coastal Life Properties is very impressive in their local knowledge and masterful techniques in processing. Negotiation skills are excellent bringing about immediate responsiveness in the marketplace. I have had the opportunity to work with them on multiple real estate transactions. They give attention to detail ranging from finance options to insurance, to assist to furniture purchases, to assist their clients in the completion of a successful real estate transaction and enjoyment. Actually, I look forward to expanding our course of business dealing in the future as the Cape Canaveral area continues to grow and expand.

JACK KENNEDY

Coastal Life Properties had our house under contract within 24 hours of listing it. In spite of the other realtor dragging her feet we closed within 30 days! They knew exactly how to stage and prove our home to sell!

BOBBIE KORDULA

Coastal Life Properties is very knowledgeable about the local area, is extremely easy to work with. If you have any questions, they will get back with you immediately. They sold my house in Palm Bay in 2003 and had a buyer on the first showing. He also helped my mother in selling her house in St. Lucie County at the same time and just this helped her buy another house in Palm Bay. I would definitely recommend them if you're buying or selling a house in Brevard County.

YVETTE HARRISON

Coastal Life Properties was highly professional and attentive to our needs. We appreciated their expertise and advise while we were selling our home and looking for a new home which is a very stressful time. They helped us relax and feel comfortable the entire time.

LUCAS & SAMANTHA SENGEL





## Our Track Record For Success

Our Successful Sales This Year

95%

Our Career Successful Sales

90%

**Market Average**

Only 30% of Homes Sell in the  
First Listing Period

30%

95 Average  
Days on Market

My clients homes sell **30 - 40%**  
**FASTER** than the competition!

**43 Days**  
**Our Clients**



# Results Driven Marketing

Our marketing plan for selling homes is proactive, aggressive, and above all, results-driven.

We don't just throw a sign in the yard, put your home in the MLS and hope for the best. We're here to make home buyers fall in love with your home, and it all starts with that first impression.

Our professional photographer will use state of the art camera equipment to take stunning HD photos and drone shots when applicable..



## Property Stories For All Our Listings

Your home is special, so the way it's presented should reflect that. There is our way and a wrong way to describe a property:

**#WrongWay:** You don't have a "4BD 2.5BA w/large yard".

**#OurWay:** Your Property has "4 Large Bedrooms - Over 1/4 Acre Lot - Pool & Spa - Perfect for Entertaining!".

Your kitchen has "Modern Designed - Gourmet Kitchen - Perfect for Large Gatherings."

When guests step into your home, they notice the "Highly Upgraded Flooring and Fixtures. Including Wood Floors - Stainless Steel Appliances - Vaulted Ceilings". If Buyers hear your home's story, they'll fall in love with it too. We'll tell them that story. And we'll make sure they know what makes your home so special. The biggest reason we're able to tell your Property Story is that we can control the presentation of it on our website. The MLS, listing portals, and most broker sites all pretty much follow the same standard formatting. We're not given the freedom to change too much on sites we don't control. On **BeCoastal.life**, the shackles have been released, and we're free to show your home the way we envision it.

## Pre-Listing Marketing

The average Realtor waits until a home is listed in the MLS to start marketing and just waits for buyers to come to them. Not us. Before your home is even listed we'll launch a marketing campaign to get potential buyers and buyer agents excited about your home.

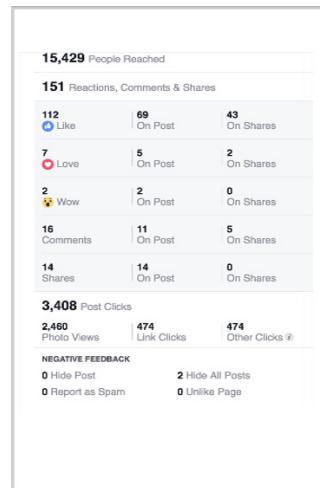
Our typical pre-listing marketing campaign gets 100's of potential home buyers interested in learning more about your home.



# Property Specific Facebook Ads

What's more important than Your home for sale than your home for sale? Nothing. We think so too. As one of our listings, we want you to know that we want to sell your home as much as you do and will give it the personalized attention as if it's our only one.

With this same excitement, we create for each of our sellers the Listing Property Facebook Ad! We do a coming soon to create even more hype specifically for your house, in the weeks/days/hours before your house hits the market.



## A Massive Facebook Campaign

Our digital marketing is a huge difference maker that sets us apart from the average Realtor. Facebook has become a marketing powerhouse. We will create a custom Facebook marketing campaign for your property that reaches 1000's of potential buyers.

**Bottom line, we know how to turn “likes” into LEADS.**



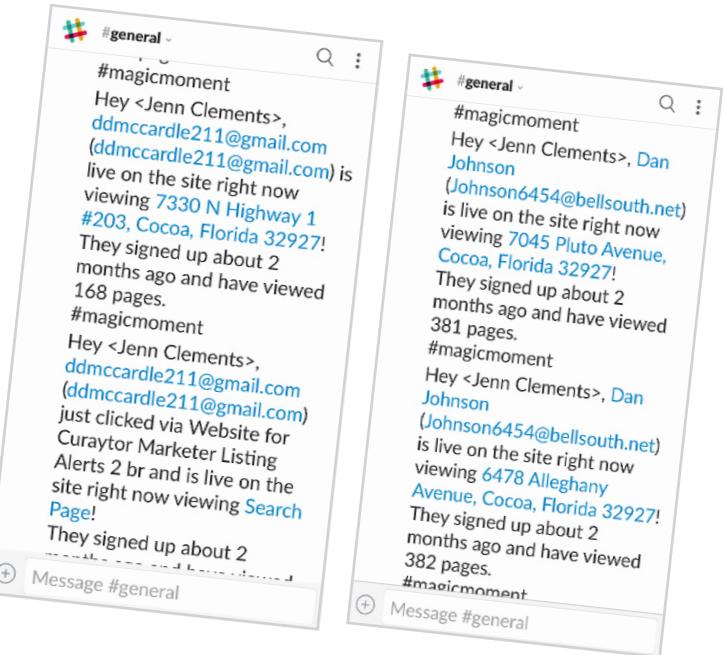
## Modern Lead Capture

Our website earns the attention of today's modern, mobile responsive buyers. It's a proven fact that consumers distrust ugly and boring websites. Your home deserves to be showcased in all its glory! Our website is user-friendly, beautiful, and captures 100's of leads each month.



# Magic Moments! Just Take A Look For Yourself

Most agents have no idea that someone is even on their site nevermind when what and where. Marketing and technology Geniuses, Chris Smith and Jimmy Mackin over at Curaytor.com developed a patented way for us. Meaning myself and of course Riley to get notified through our slack app when someone is Hot! Or in our terms "On the site and looking".



## Results

What you really want to know is: Does it make a difference?

We know that the best way to make sure your home sells for its full value is to make it look great and show it to a lot of people. Our Property Stories gave our Sellers that advantage.

Having a lot of signs out around town isn't our goal, customer service is. That's why we sold 95% of the homes we listed this year. More than half of those listings sold within the first month. And why more than half of them sold at, or above, list price. Not to mention that we set a few neighborhood sales records along the way.



# Thank You!

Thank you for the privilege and opportunity to work with you. As always, feel free to call us if you have any questions. We look forward to meeting with you and helping you achieve a successful sale.

**Coastal Life Properties**  
120 North Plumosa Street  
Merritt Island, FL 32953

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