



**Miami Hal**



**RE/MAX**  
ADVANCE REALTY



**Listing Presentation**

Your Address Here!!!!



# What's My Home Worth?

## CODE OF ETHICS

Standard of Practice 1-3:

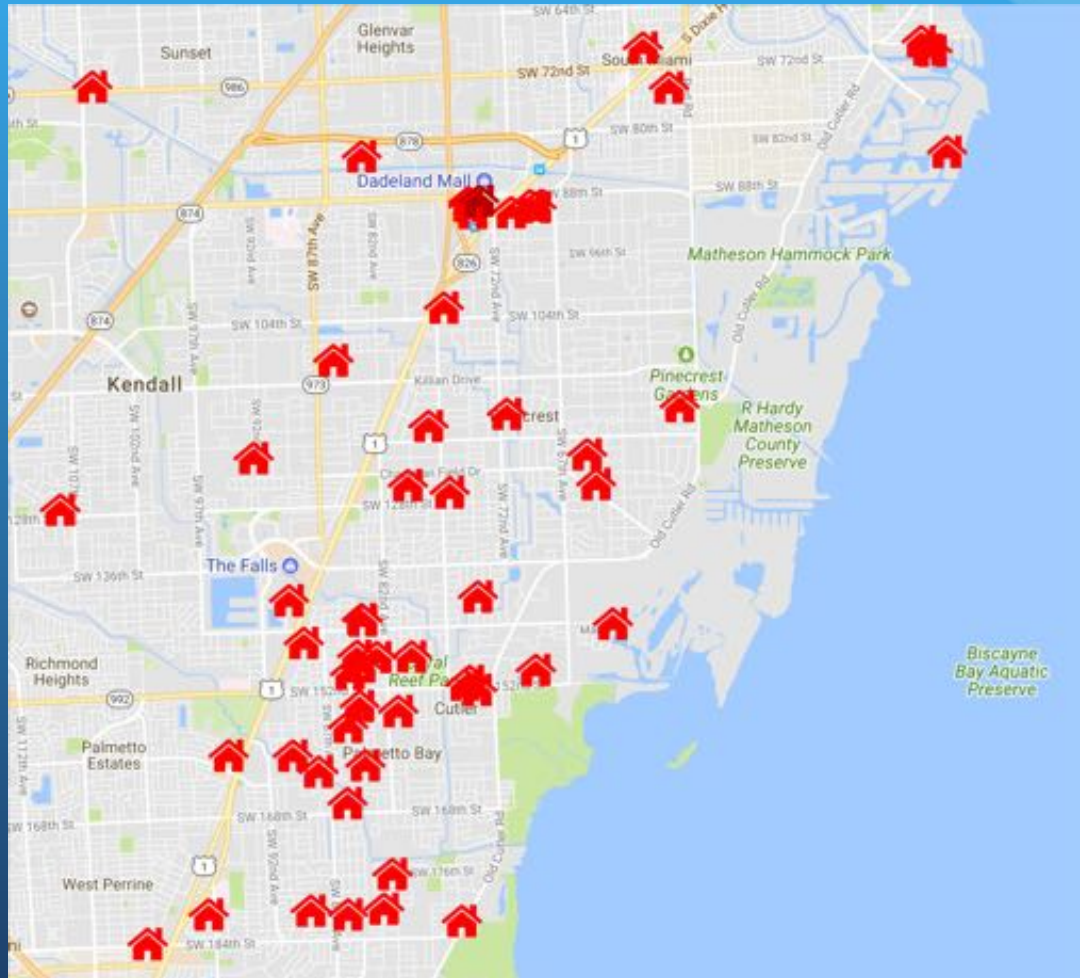
*“REALTORS<sup>®</sup>, in attempting to secure a listing, shall not deliberately mislead the owner as to market value.”*

**Many agents ignore this. I live by it!**





# MiamiHal's Recent Area Sales





# To My Clients...

There is *nothing more important* than selling your home. Besides being one of your most important financial investments, a home represents family, love, cherished memories and the personalities of those who live there. By putting your property on the market, you are embarking on a monumental event in your life journey.

The average American homeowner will sell their home only three times during their lifetime. Is it any wonder that every move is filled with some level of uncertainty, anxiety and emotion?

As someone who has moved eleven times (five of those as a homeowner), I know how important it is to have the *right* support at the *right* time. My personal experience causes me to approach my work with passion, sensitivity, concern and professional competence. ***It would be my honor to represent your home and provide that support.***

My policy of conducting a diligent market analysis of your home and reviewing it with you saves us time and headaches. **It also leads to a faster sales and a better price.** Now is the time and our partnership will help you realize your home sale goals.

Take a breath. Relax. Place your trust in me. Unlike other real estate professionals, I know it is mission critical to be more than just your Realtor®.





# Hal's Promise and Mission

## Mission Statement

I promise you, my clients, to know the market, apply my experience, and utilize state-of-the-art technology to give you professional, intelligent service that exceeds your expectations.

## Vision Statement

I don't just sell homes. I help people transition into the next phase of their lives. Sure, the sale is paramount; but providing support in all facets of their move is also an important part of my service.

My personal pledge to you is to provide you my best efforts and real estate knowledge.

- I will never cloud the truth. Real estate transactions can be difficult and complicated; you don't need a 'yes man' in the mix. My responsibility is to provide you with honest reality.
- I will respect your time. I will be there when you need me. From the moment we meet through the successful completion of business, I'll do my homework before we get together and be ready for action.
- I am dedicated to our successful relationship. You can rely on me to do what is right for you. Together we will make smart moves.
- I am your expert and specialist. Working with me, you get a specialist, not a jack-of-all-trades. I am constantly attending seminars, classes and conferences to ensure you get the best knowledge available. If I don't have an answer, I maintain strong relationships with top professionals with whom I will immediately engage. I also head a team of top agents at RE/MAX called **Miami 5-Star Homes**.



# Why Hal?

- **TRUSTED**

With over 200 transactions in the last three years, I have a reputation with my customers, peers and other agents/brokers that allow me to cut to the chase and get business done.



- **LOCAL EXPERT**

Besides constant real estate research, I write a regular column for Miami's Community Newspapers, post blogs about South Florida approximately twice a week, involve myself with local governments, schools and organizations so I always know what is important to the real estate market.



- **ONLINE SAVVY**

My 30 years of online skills puts me (and you) miles ahead in all facets of real estate marketing and research.

- **STRONG NEGOTIATION SKILLS**

Strategy matters and knowing how and when to strike with action are key to my ongoing track record of success.



# Why RE/MAX

- #1 residential Real Estate company in the WORLD
  - ✓ We are 114,000+ agents in 103 countries (April 2017)
  - ✓ First and ONLY GLOBAL MLS system and website! (62 languages/37 currencies)
- RE/MAX agents OUTSELL THE COMPETITION by an amazing 3 to 1 margin!
- Local RE/MAX Advance is always in the *Top 3* in sales for all Miami areas
- Knowledgeable, educated and dedicated team (all full-time agents)
- Ethics and hard work. Your home demands full-time, anytime attention. RE/MAX Advance and Hal hold themselves to high standards and dedication.
- Technology-driven world demands technology-driven people and organizations
  - ✓ RE/MAX is #1 realty website in the world. Lots of continuous R&D and advances.





# Hal's Staff Is Your Staff

- ✓ 7 days a week 9AM - 6PM by professional, knowledgeable team members and assistants
- ✓ Primary office in South Miami and a secondary office in Kendall
- ✓ Answers inbound calls and inquiries regarding YOUR property and routes them to ME immediately.
- ✓ Full services in marketing, contracts, concierge, etc.



Ingrid



Lois



Natasha



"The Team"





# Honored Office & Brokers



- ✓ Most established S. Florida RE/MAX office (32 years)
- ✓ 2012 #1 RE/MAX Brokerage in North America
- ✓ 2016 #2 RE/MAX Brokerage in North America
- ✓ 2016 & 2017 Over \$550 Million in Real Estate Sales
- ✓ #1 Florida Children's Miracle Network office



## Anthony Askowitz

- ✓ Broker/Owner of the Year 2008 & 2012
- ✓ 20+ years Miami experience
- ✓ Interviewed regularly by national media
- ✓ Averages 3 sales per week
- ✓ Top ½% of all Realtors® nationwide 1999-2015



## Brenda Bly

- ✓ 20+ years Miami experience
- ✓ Member of Miami-Dade Board of Realtors Ethics Committee
- ✓ 10+ years direct representation for TIAA-CREF



# Honored Office & Brokers



The RIS Media POWER BROKER REPORT 2013 shows our two offices with only 123 agents is ranked

✓ #340 in the US based on the Number of Transactions

✓ #311 in the US based on the Sales

out of over 225,000 brokerages.

**Top 1/10 of 1%!**

Top 500 POWER BROKER Sponsored By move LEADING REAL ESTATE COMPANIES OF THE WORLD! Homes.com FSA

Trans. Rank	Sales Rank	Company	State	Transactions	Sales Volume	Total Offices	Total Agents
300	194	RE/MAX Northwest REALTORS*	WA	1,888	\$640,815,244	3	159
301	278	RE/MAX 440	PA	1,888	\$423,308,356	10	152
302	301	Keller Williams Realty, Premier Partners	WA	1,885	\$374,860,668	1	183
303	190	RE/MAX Eastside Brokers, Inc.	WA	1,881	\$658,348,443	2	192
304	333	Keller Williams Realty, Atlantic Partners	FL	1,871	\$335,663,470	3	244
305	431	MJ Peterson Real Estate, Inc.	NY	1,861	\$244,089,057	7	195
306	153	Keller Williams Capital Properties	DC	1,855	\$780,025,279	3	418
307	295	Coldwell Banker Caine	SC	1,837	\$393,006,032	5	145
308	332	Keller Williams Realty, Woodbury	MN	1,829	\$336,702,472	2	176
309	379	RE/MAX Results	MD	1,828	\$292,799,742	5	114
310	381	CENTURY 21 Beggins Enterprises	FL	1,822	\$288,411,723	5	247
311	486	RE/MAX Real Estate Professionals	MI	1,817	\$167,584,335	5	75
312	427	Keller Williams The Marketplace	NV	1,811	\$246,269,136	2	158
313	341	ERA Colonial Real Estate	TX	1,810	\$327,198,347	5	85
314	376	Coldwell Banker RPM	AR	1,810	\$294,170,296	6	185
315	100	Fuller Sotheby's International Realty	CO	1,808	\$1,140,850,092	7	158
316	253	Keller Williams Realty, Langhorne	PA	1,804	\$473,211,868	2	263
317	480	Better Homes and Gardens Real Estate Big Hill	OH	1,803	\$189,797,236	9	209
318	281	RE/MAX Associates	UT	1,800	\$420,087,448	5	95
319	395	Prudential Detrick Realty	OK	1,799	\$276,253,610	7	141
320	365	Coldwell Banker Heart of America REALTORS*, Ltd.	IL	1,790	\$302,173,435	1	98
321	382	RE/MAX Realty Associates	IL	1,789	\$287,549,008	3	59
322	338	Keller Williams Realty, Huntsville - Classic Realty, LLC	AL	1,786	\$331,147,171	2	197
323	399	Keller Williams North Florida	FL	1,785	\$274,030,770	3	204
324	420	CENTURY 21 Bradley Realty, Inc.	IN	1,778	\$255,577,763	4	139
325	350	Prudential California Realty - Modesto	CA	1,776	\$319,400,377	8	193
326	78	Zephyr Real Estate	CA	1,775	\$1,511,490,000	6	200
327	445	RE/MAX Realty Team	FL	1,762	\$231,544,778	1	108
328	446	RE/MAX Synergy	IL	1,762	\$227,282,904	2	82
329	368	RE/MAX Platinum	AL	1,760	\$301,152,812	4	116
330	186	Chase International	NV	1,757	\$722,030,247	9	230
331	412	CENTURY 21 Maselle & Associates, Inc.	MS	1,751	\$262,044,071	6	125
332	201	CENTURY 21 Masters	CA	1,749	\$611,684,250	4	211
333	329	RE/MAX First	LA	1,747	\$339,839,975	2	91
334	407	RE/MAX Realty Professionals	SC	1,743	\$267,217,033	3	64
335	335	Keller Williams Classic Realty Northwest	MN	1,736	\$334,402,880	2	182
336	424	Keller Williams Real Estate Professionals	PA	1,736	\$249,915,431	2	210
337	146	Atlanta Fine Homes Sotheby's International Realty	GA	1,729	\$620,831,190	3	227
338	356	Coldwell Banker Covenant Real Estate, Inc.	TX	1,721	\$313,172,749	4	109
339	294	RE/MAX Premier Properties	TX	1,713	\$399,462,530	4	105
340	311	RE/MAX Advance Realty	FL	1,712	\$361,759,015	2	123
341	353	Wilkinson & Associates ERA Powered	NC	1,710	\$315,681,030	5	758
342	205	Phyllis Browning Company	TX	1,699	\$598,251,042	5	139
343	137	Real Living Lifestyles	CA	1,692	\$891,694,492	8	350
344	388	Keller Williams Integrity Realty	MN	1,692	\$262,600,690	3	180
345	326	Keller Williams Consultants Realty	OH	1,690	\$343,394,805	1	226
346	387	Keller Williams Group One, Inc.	NY	1,690	\$283,297,012	2	187
347	325	Prudential Manor Homes, REALTORS*	NY	1,687	\$344,184,901	9	259
348	457	Coldwell Banker Alfonso Realty	MS	1,686	\$216,482,871	6	124
349	290	RE/MAX of Naperville	IL	1,685	\$402,751,847	2	133
350	414	Keller Williams Chervic Realty	OH	1,683	\$259,940,526	1	174

# Thinking *Different*: Why Homes Sell



**CORRECT PRICING**

**CORRECT MARKETING**

**STRONG, SMART SHOWINGS**

# Pricing To Sell: Determining Home Value



Zillow (and others) are Automated Valuation Models

**Data Coverage and Zestimate Accuracy Table**  
Choose a location type below to change data:  
Top Metro Areas  
States/Countries\*  
National

	Zestimate Accuracy	Homes on Zillow	Homes With Zestimates	Within 5% of Sale Price	Within 10% of Sale Price	Within 20% of Sale Price	Median Error
Detroit, MI	★★★	1.8M	1.6M	50.9%	71.9%	85.6%	4.8%
Houston, TX	★	2.2M	1.9M	--	--	--	--
Kansas City, MO	★	777.1K	677.7K	--	--	--	--
Miami-Fort Lauderdale, FL	★★★	2.5M	2.1M	52.1%	72.9%	87.4%	4.7%
Minneapolis-St Paul, MN	★★★★★	1.2M	1.1M	60.9%	82.5%	92.1%	3.7%
New York, NY	★★★	5.3M	4.6M	49.1%	70.5%	84.8%	5.1%
Orlando, FL	★★★★★	899.9K	791.5K	60.3%	79.8%	90.1%	3.7%
Philadelphia, PA	★★	2.1M	2.0M	48.1%	65.7%	77.7%	5.4%
Phoenix, AZ	★★★★★	1.7M	1.5M	67.0%	84.8%	93.7%	3.1%
Pittsburgh, PA	★★	1.0M	867.7K	42.1%	61.9%	75.9%	6.5%

Last updated: February 13, 2018

<http://www.zillow.com/zestimate/#acc>



# Pricing To Sell: Determining Home Value

Which of these determines your home's value?

Real Estate Website

Real Estate Agent

Emotion

Marketing

Lender Appraisal

Neighborhood Comparison

Improvements You Made To Home



# Pricing To Sell: Determining My Home Value

What do you think your home will sell for?

Why do agents ask for your opinion of your home's value?

Emotion, empathy... leverage!



# Pricing To Sell: Determining My Home Value

If I was selling this crisp \$20 bill for \$25 would you buy it?

If I were selling it for \$20, would you buy it?

If it was priced at \$19, would you buy it?



If I was selling this bill for \$30 *and* your name was John Davis and your birthday was July 31, 1963, would you buy it?



# Pricing To Sell: Determining My Home Value

Your home doesn't have an exact price tag, but with professional analysis it does have a tight range of value.



A home's value is what the *average person* will pay for the home at that specific time. Remember, there is no such thing as an average person.





# Pricing To Sell: Do It Right The First Time

- Don't price too high (Buyer brackets)
- Market dictates price, period.
  - **Don't have your listing bought!**
  - Agents don't create pricing, nor do you.
- I can sleep at night, so should you.
- Avoid going stale (...the 30 day rule)

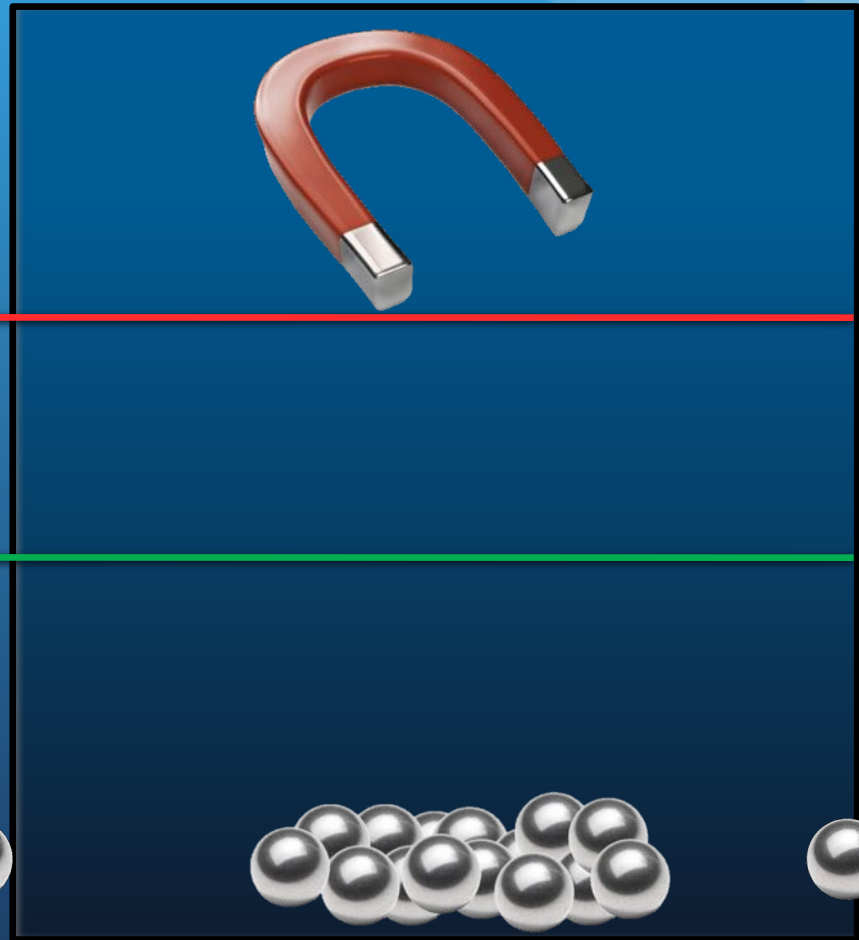


# Pricing to Sell: Way Overpriced

“Let’s see if there are any suckers...” or just an ill-informed seller

List Price

Market Value



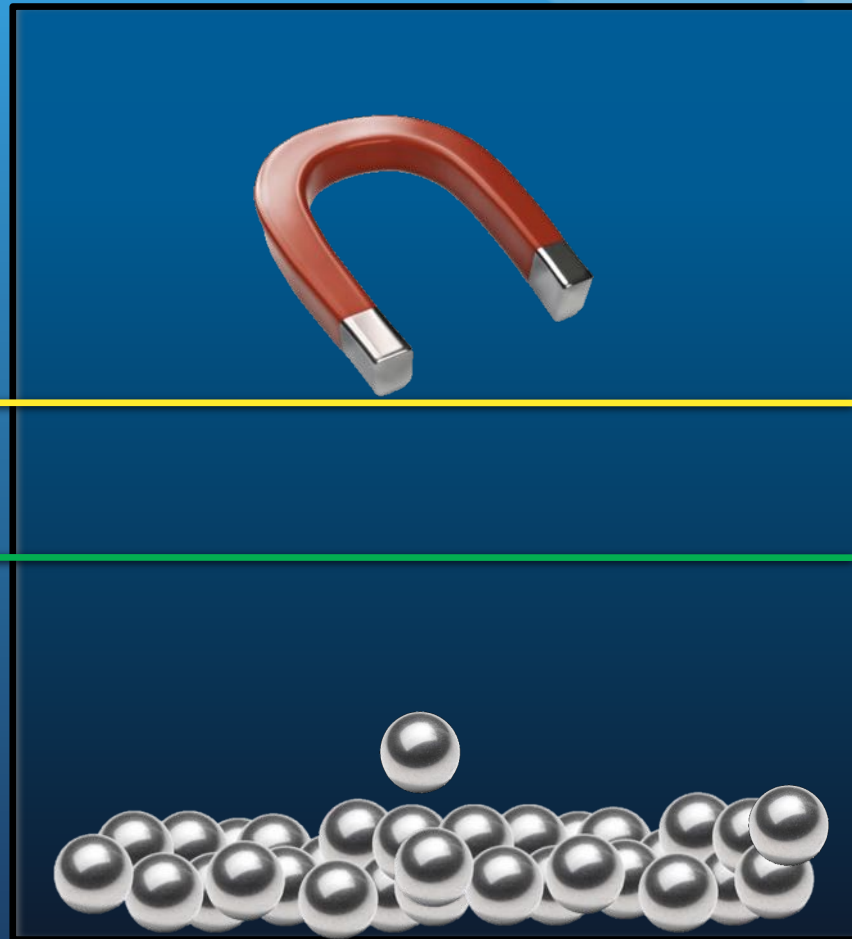


# Pricing to Sell: High, But Within Range

“Let’s see if anyone bites?”

List Price

Market Value

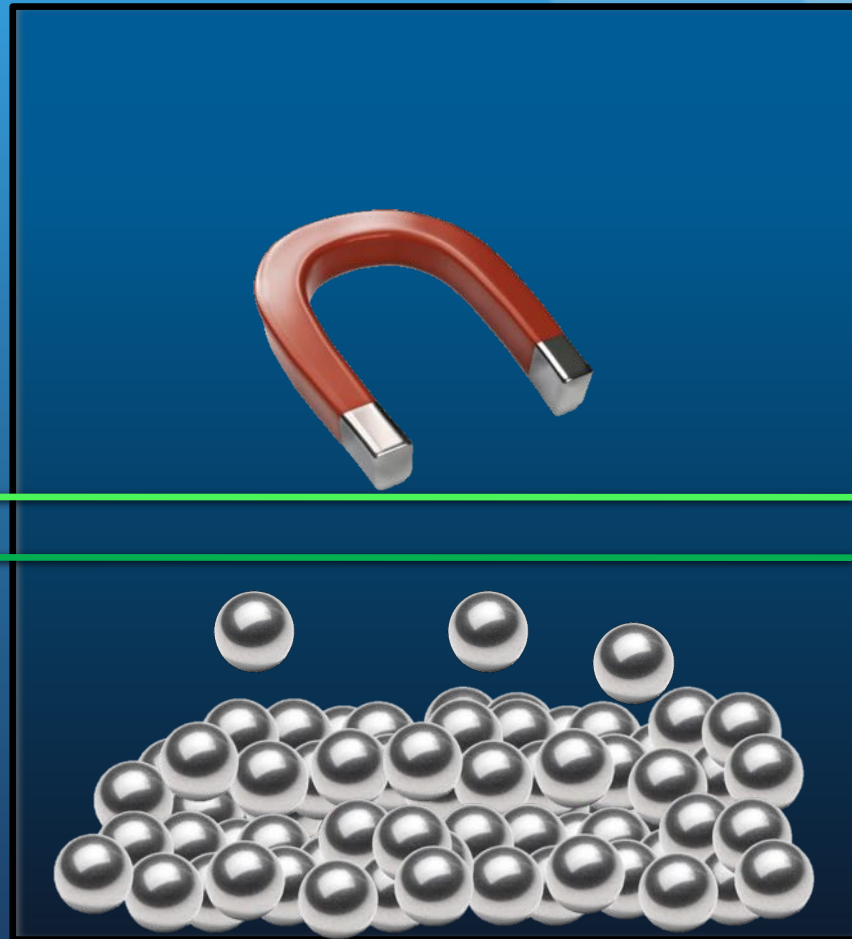




# Pricing to Sell: Priced Right!

“It’s time to sell at a fair price...”

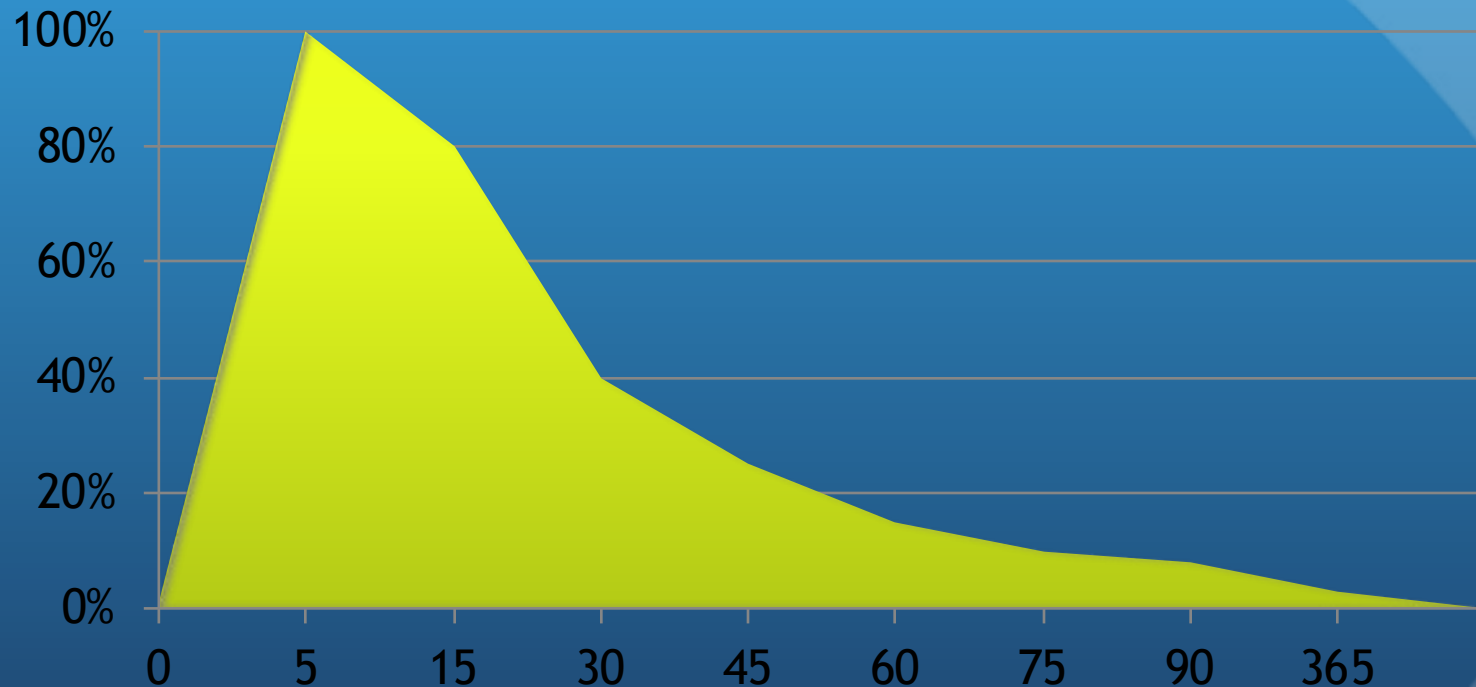
List Price  
Market Value



# Pricing To Sell: Days On Market Count!



## Available People Looking



Agents and buyers discount properties that linger on market...  
**REGARDLESS OF PRICE!**

# Pricing To Sell: The MORE THAN 1 RULE



Marketing and pricing can produce competition



# Pricing To Sell: Marketing Magic By Numbers...

Address	List Price	ADOM	Commission	Foreclosure	Short Sale
10000 1ST AVE SW	799,900	23	3.0%	N	N
10000 1ST AVE SW	799,000	161	3.0%	N	N
10000 1ST AVE SW	799,000	82	3.0%	N	N
10000 1ST AVE SW	799,000	13	3.0%	N	N
10000 1ST AVE SW	799,000	17	3.0%	N	Y
10000 1ST AVE SW	779,000	144	3.0%	N	N
10000 1ST AVE SW	779,000	167	3.0%	N	N
10000 1ST AVE SW	779,000	152	3.0%	N	N
10000 1ST AVE SW	779,000	72	3.0%	N	N
10000 1ST AVE SW	778,922	5	3.0%	N	N
10000 1ST AVE SW	775,000	1085	2.5%	N	N
10000 1ST AVE SW	770,000	58	3.0%	N	N
10000 1ST AVE SW	769,000	9	3.0%	N	N
10000 1ST AVE SW	750,000	107	2.5%	N	Y
10000 1ST AVE SW	750,000	43	3.0%	N	N
10000 1ST AVE SW	750,000	5	3.0%	N	N
10000 1ST AVE SW	749,900	653	3.0%	N	Y
10000 1ST AVE SW	749,000	26	3.0%	N	N
10000 1ST AVE SW	749,000	9	3.0%	N	N
10000 1ST AVE SW	749,000	28	3.0%	N	N
10000 1ST AVE SW	749,000	41	3.0%	N	N

With just a smart price,  
I can help you stand out  
from the crowd!



# BETTER MARKETING: Outstanding Photography

Broadcast TV veteran cameraman



His photos were brilliant... - Rosi Viana



# BETTER MARKETING: Outstanding Drone Footage



Owned drone. Shot and edited by Hal.



Miami Hal



# BETTER MARKETING: You Need To *Think Different*

## Most Agents Pitch:

Look at *me* (how much \$\$ I made)

*I* will sell your home (really, by yourself?)

*I* can get you this price (you make the market?)

We can *try this price* and come down later (so can everyone!)

## Hal's *Different* Approach:

This is about *us* (as a team) selling your home

Using a network of agents/brokers, *we* will sell your home

The *market* has already priced your home

By *pricing correctly* the 1<sup>st</sup> time, we'll draw lots of buyers and get the top end of the market price.

Home *exposure, positioning and presentation sells*. It is not just price.



# BETTER MARKETING: Thinking *Different*

Actually, it's quite simple...

What is the #1 reason you bought this home?



...I market this fact because it is the most likely the same reason YOUR buyer will buy this home

# BETTER MARKETING: NextGen Listings



1. Miami 5-Star Homes team
2. Market Sensitive “922” Pricing
3. Professionally written brochure language
4. Maximized, flattering-perspective photos for all listings shot in HDR!
5. Paid placement listings on top RE websites
6. Virtual tours
7. Professional video tours and marketing (where appropriate)
8. Custom reports of activity to Seller
9. Ongoing market analysis of influencing activity
10. Tweets, Facebook, Blogs
11. Brokers/Agents Mailings
12. Brokers Opens / Open Houses done right
13. Internet enabled yard signs
14. Activity and showings tracked electronically
15. Intelligent monitoring
16. Agent REPUTATION on negotiations!
17. ...too many more to type on this slide



# BETTER MARKETING: Knowing Internet Impact



- 96% of home buyers under age 44 are using the Internet to find their next home<sup>1</sup>
- Over 2 in 5 find the home they eventually purchased exclusive via online search<sup>1</sup>

(1) National Association of REALTORS® Profile of Home Buyers and Sellers 2017










- 61% of home buyers are using real-time, location-based searching to find a home<sup>2</sup>

(2) Zillow website, 11/2/2016



# BETTER MARKETING: Hal's Additional Web Exposure

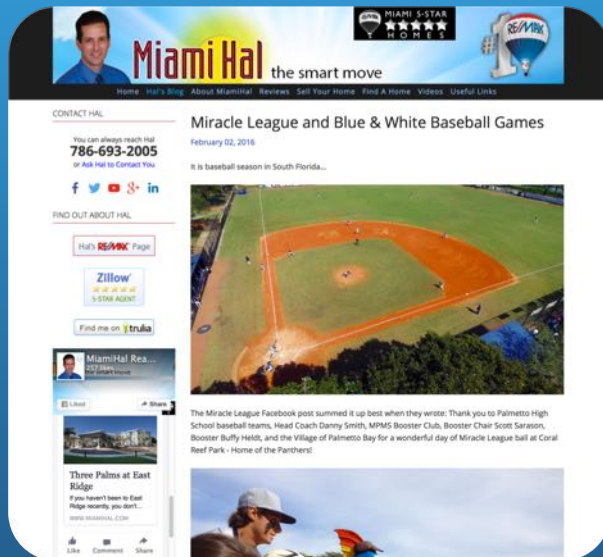


- Enhanced listings on 
- Listing sent (tweeted) daily on 
- Expanded listing on  
- Marketing across  network
- Luxury listings to high-profile 
- 360° Virtual Tours & YouTube video w/lead capture 
- global.REMAX.com for international exposure
- MiamiHal.com for local exposure and knowledge-base

# BETTER MARKETING: Hal and RE/MAX On The Web



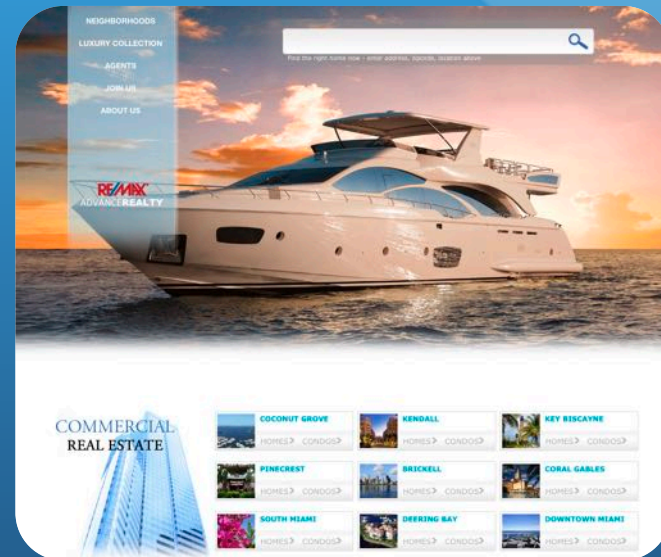
## MiamiHal.com Website



- ✓ Active blog attracts large audience to site
- ✓ Keeps me in touch with local news and community leaders
- ✓ Unique advertising outlet that makes your home stand out!

LOCAL

## RE/MAX Advance Realty Website



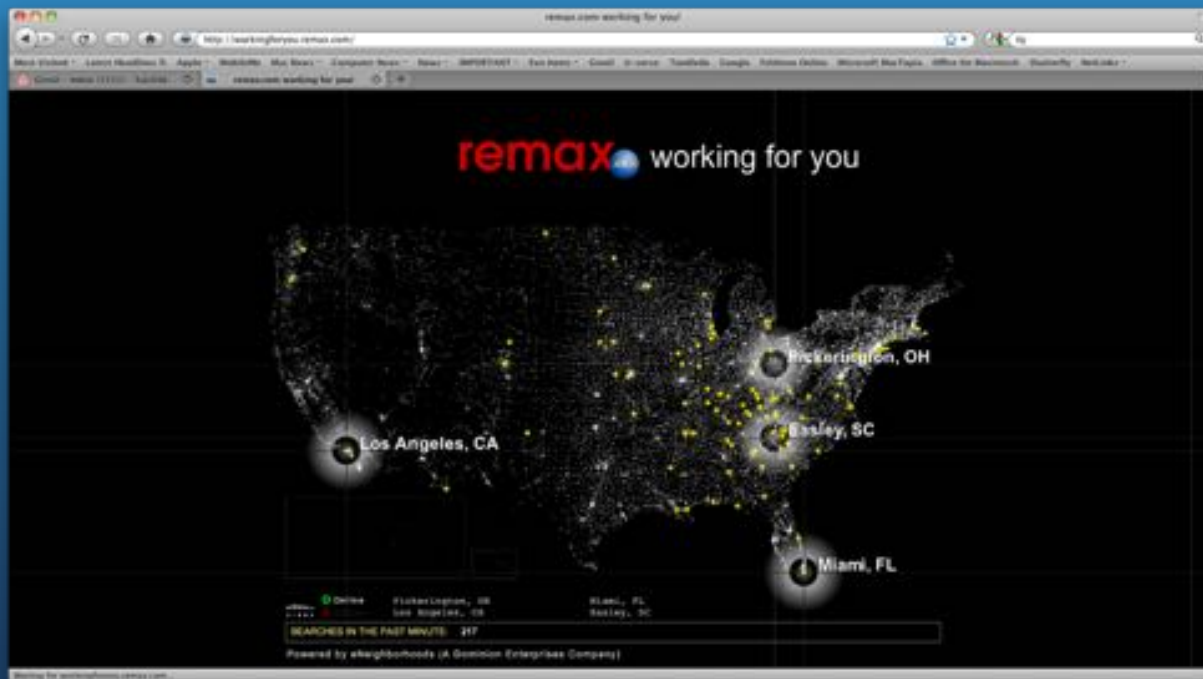
- ✓ Strong SEO brand means high site traffic
- ✓ Allows visitors to make smart decisions about South Florida and purchasing
- ✓ Unique advertising outlet that makes your home stand out!

NATIONAL & INTERNATIONAL

# RE/MAX Site #1 For Searches Versus All Realty Companies



- Worldwide searches target Miami area often. You live where everyone wants to be!
- Leads sent to me within two minutes for follow-up. LeadStreet makes sure your home always gets seen.







# You Want *Hal* To Sell Your Home

- TRUTH *WINS*
- HARD WORK *WINS*
- RESPECT *WINS*
- PERSONAL SERVICE *WINS*
- COMMUNICATION *WINS*
- FAMILY VALUES *WINS*

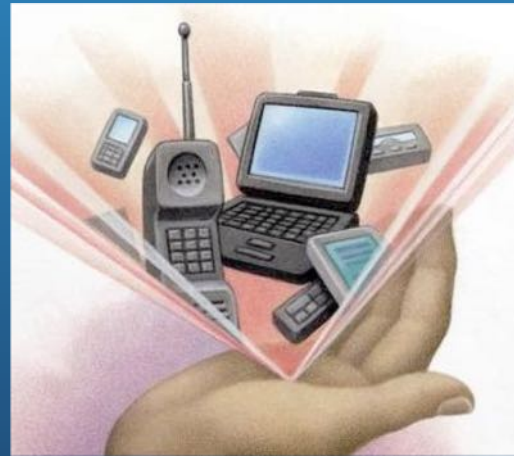




# Thinking *Different*:

Actually, it's quite simple...

## How do you prefer to communicate?



...I will ensure I communicate the way that you prefer! You are my boss, so why should it be any other way?!



# THE BIG PICTURE...

Shhh!



It's all in the marketing!



# Market *Different*

## Traditional Brokers:

Newspapers (look at *me*)

Local mailings (more look at *me*)

MLS and a few other *unenanced websites* (weak!)

Insular Open Houses

## Hal Feldman Marketing:

*Internet* is KING! The MLS is just the beginning...

Do Broker Open Houses that *expand your sales network*

Traditional print and mailings in moderation

*Personal, timely attention* to ANY and ALL inquiries

*Apply 20+ years of broadcast communications experience*

Utilize RE/MAX's *worldwide network* to get your REACH



# Market *Different*: It's All About The BUYERS



**FACT:**

The MORE PEOPLE that know your home is for sale,  
the faster it will sell ...and for the HIGHEST PRICE!



# Market *Different*: Hal's If...Then Statements

**IF** most buyers are not local to the market

**THEN** *marketing needs to be globally focused*



**IF** most buyers are researching & searching for real estate online

**THEN** *marketing needs to be Internet-focused*





# Why RE/MAX In S. Florida?

Name 3 Real Estate Companies...

Local: EWM, Avatar, ???

National: Keller Williams, Coldwell Banker, ???

2015 NAR Study says...

Of all foreign buyers in the USA, 28% buy in Florida

More than a 1/3 of those buy in Dade/Broward



# Factors To Selling Your Home

- Marketing (already discussed)
- Condition & Location
- Presentation
- Price
- Realtor<sup>®</sup> Effort, Attention and Skill





# Selling Your Home

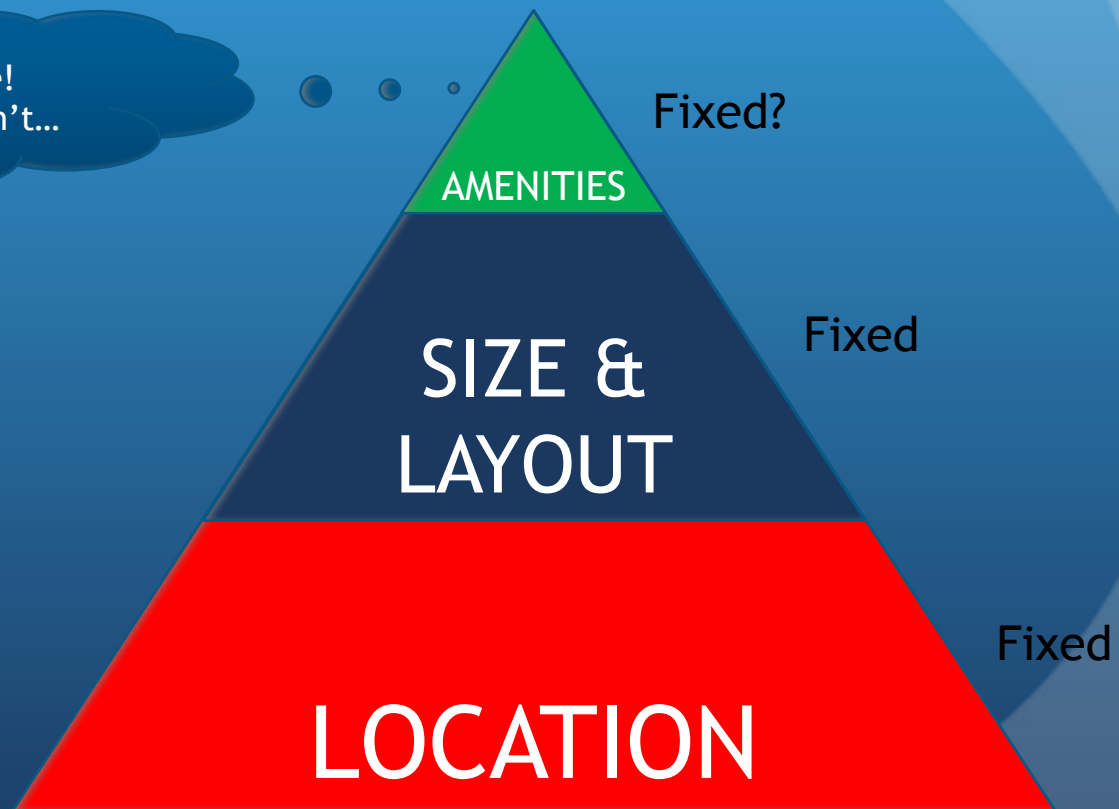
## Intrinsic Market Value Factors

What HOME FACTORS determine market value?

Don't focus here!  
Your customers won't...

- Square footage
- Configuration
- Feng Shui (feel)

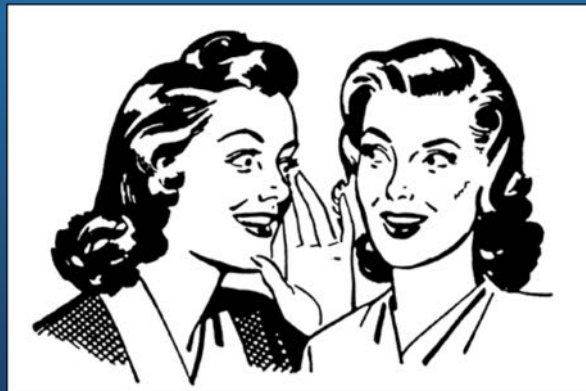
- School district
- Near shops, roads
- Community resources
- Quality of life





# The Realtor Factor: Forget The ~~Lies~~ Inaccuracies

- Ads In Newspapers
- Strong Local Presence
- Realtor has list of potential buyers
- “Your home will be easy for me to sell because...”





# Hal's 2017 Results

**Miami Hal 2017 Year In Review**

- 33** homes sold, bought or leased
- average days on market **22**
- Awarded RE/MAX Platinum Club **3** years in a row
- PERFECT **100%** score on client SATISFACTION survey!
- Don't overprice the market! MiamiHal quoted within **97%** accuracy to sales price every time! Zillow scored only 68%
- Market Values are in flux. More than ever you need MiamiHal's smart negotiation skills!

Here's to an even better **2018** together!

Miami Hal the smart move

MASTERS OF REAL ESTATE  
MIAMI 5-STAR HOMES  
RE/MAX

- Average list time is only 22 days (excl. short sales)
- Sales price within 3% of quoted market value
- 100% satisfaction rating on post-transaction survey





# Hal's Achievements



Selected to appear in  
**The Miami Herald**   
“How Does Your Home  
Compare?” feature on  
2010

... and in 2011  
... and once more  
... and so on!  
... and so on!





# What Others Are Saying





# Hal's Community Involvement



- Regular columnist in Pinecrest Tribune and Palmetto Bay News
- Attend many local events and government meetings
- Sundays at Wagons West





# Video Reviews for Hal

Feedback from my seller, Kristi



Bonnie bought from me in Pinecrest



<http://www.miamihal.com/reviews/>



# Giving Back



A portion of every commission I earn goes to support the Children's Miracle Network (Nicklaus Children's Hospital)

**RE/MAX has recently surpassed \$250 Million in support!**