

My home didn't sell...
Now What?



A Guide to Getting Re-Inspired and Moving on with **The Levy Group**.

Do Any of These

EMPTY PROMISES SOUND FAMILIAR?

Since your home expired off the market, you've probably gotten innumerable calls from real estate agents all making the same empty promises:



The Only Result

THAT MATTERS IS SOLD!

The Levy Group knows that a promise is only as good as the end result. And the only result that ultimately matters is that your home gets sold — and sold for the right amount.



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, or to wait for an extended period *"when the market is better,"* or to question whether or not to even work with a real estate agent. We helped a family that went through a similar decision process when their house didn't sell.

Chuck, his wife Angela, and their two young children desired to move back to California. It's where they were originally from, and Chuck's elderly parents' health was beginning to weaken, so they wanted to be closer to family.

Sadly, when they listed their home in Palmetto Bay, things didn't exactly go as planned. They had previously listed with not one, but TWO agents who both over-promised and under-delivered. It became clear to Chuck and Angela that most of the promises they were given were simply gimmicks to get them to list their house. And finally, after several months with lackluster activity, the listing expired off of the market.

"It was one of the most frustrating experiences our family ever experienced. With the hectic schedules of two young children, coupled with our own schedules and having to clean the house for days and weeks only to have it not sell twice, we were discouraged to say the least," Chuck told The Levy Group when they met.

We listed the house and went to work right away, employing pro-active marketing techniques to attract agents and buyers to the house. *"I really felt charged with the responsibility to help them get back to California to be near their family. I was not going to be the third agent to fail,"* Adam recounted. It was all worth it, for **in just 22 days**, a buyer made an offer on the house.

Less than a month later, the house sold at 99.3% to list price and they were on their way to California... finally.

"The Levy Group came in, as if it were divinely ordered, and saved our family," said Angela to the closing officer at the closing table.

If there was a chance to re-ignite the initial excitement you had to sell AND get you moved on, wouldn't it at least be worth investigating? Isn't it time a real estate professional prioritized YOU and your family's goals, in lieu of handing out empty promises?

It's our pleasure to help. And you never know... after you meet with us, you might actually be fielding calls from moving companies, and not more real estate agents!

Testimonials About

THE LEVY GROUP

"Selling the home I lived in with my husband for 34 years was an emotional experience. My decision to move from a private residence to a condo left me somewhat unsettled. Wendy & Adam Levy of The Levy Group stepped in and gently guided me through the uncharted waters. Their professional and personal attention gave me the confidence that I had a strong knowledgeable team on my side. Friends found it hard to believe it when I told them I never experienced even the slightest bump with either the sale of my home or the purchase of my lovely condo. What started to be an uncertain journey smoothly transitioned to new beginnings for my life. I will forever be thankful that I chose to work with The Levy Group for this life changing endeavor."
Arlene Khan

"Adam Levy has been my realtor for the past 10 years. We recently just closed on our third home with The Levy Group. His dedication, tenacity, and persistence allowed us to move into our new home and get a deal that we could not pass up. He is extremely knowledgeable and best of all he knew exactly what we were looking for despite it taking a good solid 2 years he found what we were looking for and made the deal work. I could not have done this without him and the fact that he listened to what we were looking for and was patient to find it is what makes him stand out. Once again, Adam thank you for all that you continue to do for me and my family." Erik Sherman

"Adam Levy has represented us in selling and purchasing three residential properties. We are impressed by his thorough knowledge of the real estate market, his expertise in building and construction, as well as insight into Miami-Dade County's unique housing & building code situation. Adam gave us high quality representation; he is honest, works hard, was always on time and updated us frequently on the status of our negotiations. Adam advised us well and negotiated the best outcome for us. And, he's also just a really nice, down-to-earth guy. I wholeheartedly recommend Adam Levy and the Levy Group for any real estate transactions." Melanie Trexler

"As a real estate attorney, I understand the importance of having a stellar real estate agent assist my clients throughout the process of buying or selling a property. I have used Adam personally as my real estate agent and many of my clients have also used his services based on my recommendations. All of my clients who Adam assisted as their real estate agent were extremely pleased with his professionalism and the results he was able to obtain." Mark Weinberg

"As you know deciding on a real estate agent is a difficult process. From the beginning your professional approach and personal touch made that process easier. We specifically liked the literature about staging the house and getting it ready for sale. It was also helpful to have a complete marketing analysis and recommendations to help us decide on an appropriate asking price. You went out of your way to show the house when we were on vacation and coordinate taking the dogs for a walk when someone stopped by. I did not think we would ever get through it. The recommendations that you had for minor repairs and resources that we could use really helped to shorten the preparation time. I would also like to mention that your help with trying to get the roof repairs done, prior to closing, went above and beyond the usual expectations of a Realtor. Neil Campbell

Even More Good Things About THE LEVY GROUP

Before you hire us to sell your property, ask some of our clients about their experience with The Levy Group.

Gloria Anderton

305.439.9035

Mike Perry

305.562.8832

John Yeager

786.286.8061

Tim Sanders

305.670.4835

Erik Sherman

786.423.2800

Robert Lee

786.252.1424

Eliza & Jeff Oberg

305.733.4004

Bill Brady

786.252.7262

Amy Skoke

954.609.4017

Until the House Sells

THE REST IS JUST LIP SERVICE

Here are just some of The Levy Group's sales. For the most up-to-date information on our statistics, please just give us a call at our office.

| Homes Sold | Sale Price | Homes Sold | Sale Price | Continued | Sale Price |
|-------------------------|-------------|-----------------------------|-------------|------------------------|-------------|
| 6784 SW 97 St | \$925,000 | 12235 SW 143 Ln | \$261,000 | 9321 SW 103 St | \$850,000 |
| 7355 SW 89 St #703n | \$240,000 | 4353 SW 146 Ave | \$220,000 | 13705 SW 104 Ct | \$462,500 |
| 19510 Bel Aire Dr | \$360,000 | 4353 SW 146 Ave | \$220,000 | 18702 SW 91 Ave | \$355,000 |
| 7200 SW 105 Ter | \$860,000 | 5982 Paradise Point Dr | \$650,000 | 14040 SW 83 Ct | \$712,500 |
| 8701 SW 174 St | \$369,500 | 7380 SW 166 ST | \$525,000 | 3001 N Bay Rd | \$1,237,500 |
| 8415 SW 107 Ave #341w | \$99,000 | 15205 SW 80 Ave | \$785,000 | 5942 SW 135 Ter | \$965,000 |
| 8460 SW 172 St | \$430,000 | 16921 SW 79 Ct | \$630,000 | 13681 SW 84 Ct | \$890,000 |
| 15025 SW 82 Ave | \$460,000 | 15400 SW 81 Ave | \$545,000 | 8301 SW 150 Dr | \$590,000 |
| 13505 SW 72 Ave | \$1,215,000 | 7301 SW 136 St | \$520,000 | 7480 SW 117 St | \$640,000 |
| 6500 SW 133 Dr | \$825,000 | 6000 Paradise Point Dr | \$850,000 | 9501 SW 70 Ave | \$1,120,000 |
| 12001 SW 73 Ave | \$699,000 | 2000 S Bayshore Dr #49 | \$1,384,000 | 7540 SW 115 St | \$930,000 |
| 6114 Paradise Point Dr | \$1,100,000 | 7300 SW 148 St | \$1,050,000 | 8265 SW 145 St | \$587,500 |
| 14585 SW 85 Av | \$574,900 | 8745 SW 176 Ter | \$450,000 | 8574 SW 115 Ct | \$319,000 |
| 9335 SW 72 Av | \$923,440 | 7455 SW 122 St | \$2,075,000 | 15600 SW 76 Ave | \$555,000 |
| 6227 Paradise Point Dr | \$780,000 | 18653 SW 93 Ct | \$241,000 | 14722 SW 82 Ct | \$540,000 |
| 8464 SW 181 Ter | \$423,500 | 60 Edgewater DR #12A | \$3,350,000 | 8305 SW 162 St | \$565,000 |
| 16085 SW 84 Pl Seller | \$625,000 | 1407 Coolidge St | \$350,000 | 8305 SW 169 Ter | \$449,000 |
| 16085 SW 84 Pl Buyer | \$625,000 | 615 Jeronimo | \$577,500 | 375 SW 32 Rd | \$412,500 |
| 9002 SW 78 Place | \$449,000 | 1020 SW 65 Ave #1030 Seller | \$297,000 | 15225 SW 80 Ave | \$895,999 |
| 8705 SW 176 St | \$460,000 | 1020 SW 65 Ave #1030 Buyer | \$297,000 | 8763 SW 61 Pl | \$1,540,000 |
| 6440 SW 69 Ave Seller | \$760,000 | 850 Wren Ave | \$337,000 | 16800 SW 84 Ave | \$400,000 |
| 6440 SW 69 Ave Buyer | \$760,000 | 8170 SW 142 Ter | \$438,706 | 8124 SW 186 Ave | \$462,000 |
| 16642 SW 78 Ct | \$775,000 | 9551 SW 124 Ter | \$1,015,000 | 1755 SW 10 St | \$680,000 |
| 14701 SW 82 Ave | \$539,000 | 7780 SW 142 ST | \$492,000 | 6901 Edgewater Dr #329 | \$732,000 |
| 16670 SW 78 Place | \$900,000 | 9200 SW 192 Dr | \$182,000 | 7438 SW 189 Ter | \$505,000 |
| 6022 Paradise Point Dr. | \$1,197,500 | 9386 SW 77 St | \$375,000 | 8442 SW 163 Ter | \$835,000 |
| 7820 SW 161 St | \$613,525 | 8740 SW 155 Ter | \$810,000 | 6490 SW 122 St | \$1,950,000 |
| 6700 SW 122 Dr. Seller | \$835,000 | 7533 SW 188 Ter | \$585,000 | 7351 SW 146 Ter | \$760,000 |
| 6700 SW 122 Dr. Buyer | \$835,000 | 13000 SW 92 Ave B306 | \$130,000 | 12420 SW 69 Ave | \$625,000 |
| 8525 SW 144 St | \$450,000 | 8435 SW 148 Dr | \$555,000 | 7530 SW 163 St | \$649,200 |
| 6755 SW 99 Ter | 1950000 | 20946 SW 133 Ct | \$441,309 | 14700 SW 77 Ct | \$1,090,000 |

It's Time for A NEW APPROACH

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?

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**, and in the process re-connect you with the excitement you originally felt upon first listing. And here are 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. Pre-market exposure includes property placement in our blog for Search Engine Optimization, listing on our Twitter page, a coming soon yard sign, and pro-active and direct agent-to-agent marketing.
- **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.

It's Time for A New Approach (continued from previous page)

- **Premium Online Placement** - Coldwell Banker® dedicates unsurpassed resources to developing powerful online partnerships and international alliances. With an incredible marketing reach, your home will be showcased to 16 million buyers every day on 725+ high-traffic websites, plus Google™ search in Canada, U.K., Germany and Latin America. All FloridaMoves.com properties are translated through Proxio into 19 different languages, allowing nearly 503,000 international visitors from 225 countries to view your home in their own language. Get the distinctive marketing edge you need with Coldwell Banker's extensive global reach and strong alliances, unparalleled by any other brokerage.
- **Staging** – The feedback buyers often give to 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. According to US Housing and Urban Development, a staged home will sell, on average, 17% higher than a home that is not staged. The National Association of REALTORS® states that the average staging investment is between 1 and 3% of the home's asking price and generates a return of 8 to 10%.
- **Dedicated Social Media Promotion** - 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 Response Time to Buyer Leads** - Timing is everything. When an online home buyer shows interest in your property, I am able to respond with speed and professionalism through InTouch, a proprietary rapid response system that uses breakthrough technology. In a matter of seconds, potential buyer inquiries will go directly to my cell phone and email for an immediate response. It is my guarantee that I will respond to buyer inquiries within 15 minutes — now, that's service.
- **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. The Levy Group agents work toward the rank of Master Salesperson and receive constant coaching that helps them and do more. From phone calling, door knocking and our call capture system that utilizes texting. We 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 Levy Group

- Over 75 years combined experience in your neighborhood

MORE Expertise (Wendy 37 Yrs, Adam 21 Yrs, Jennifer 18 Yrs, Maria 34 Yrs, Evelyn 4 Yrs / 8 Yrs in Marketing and Jodie 34 Yrs)

- 6 Person Group

SIX for the price of one, no extra costs. (Never miss any coverage)

- Award winning company in sales for Miami-Dade County, statewide & internationally

MORE Brand recognition (Coldwell Banker 109 Years Old)

- Award Winning Coldwell Banker office in Miami-Dade County 13 years in a row

MORE Advertisement and more exposure

- 100% of our homes that go under contract, close!

MORE Stability

- Tri-Lingual Staff

MORE Service to more buyers (Spanish, French & English)

- Full-time Marketing Specialist on board

MORE Attention & exposure

- Master Brokers Forum - 2 Members - Top 250 Agents in Miami - Dade County

MORE Networking = more relationship with top realtors

- Certified Relocation Specialist serving: CENDANT MOBILITY, USAA, SIRVA, WEICHERT

MORE Buyers

Introducing **The Levy Group**

Here are a few things you may not know about us.

Specializing in the real estate needs of South Florida, **The Levy Group** services both Buyers and Sellers to accomplish their real estate goals, delivering results that exceed their expectations.

Whether it's a first time home-buyer, up-sizing or downsizing current home, or just looking for a real estate investment, our group of highly seasoned professionals has the marketing expertise, sphere of contacts and unlimited resources to accommodate any real estate need.

A partnership created over 17 years ago, Wendy and Adam developed **The Levy Group** with the mission to create an entirely new real estate experience for the South Florida market. Perfectly crafted to maximize the strengths of each individual, while collectively yielding the same result, **The Levy Group** has created an award-winning team that has one vision in mind: Success for their clients.

Understanding that real estate can be a complex transaction, filled with the details and negotiations along the way, **The Levy Group's** hand on approach, delivers a unique structure to provide knowledgeable guidance through the whole process.

Jennifer Levy joined **The Levy Group** a few years after Adam, and we have not slowed down since. In 2012, Maria Escagedo joined as the fourth licensed Realtor in **The Levy Group**. Maria is tri-lingual (French, Spanish, and English) and works predominantly as a Buyer's Agent. **The Levy Group** has over 70+ years of combined experience right here in South Florida. From Palmetto Bay and Pinecrest through Coral Gables and Coconut Grove to South Beach we have been exceeding our customers' expectations for more than 35 years. In 2014 Evelyn Alfaro joined the group, she is a licensed agent and our in-house marketing specialist who maintains a powerful on-line presence for each listing.

Some of our awards include: Top Team in Miami-Dade County in 2000, Coldwell Banker Elite, Coldwell Banker International Diamond Society, Named to The Florida 100 (2006-2013), Coldwell Banker's Top 100 Agents in the State of Florida, Master Brokers Forum (Top 250 Agents in Miami-Dade County- Wendy and Adam), Adam is Member of the Master Brokers Forum Advisory Council. Also, **The Levy Group** ranked in 2011 as Coldwell Banker's Top 1% of 80,000 agents worldwide.