

The Stupay Collection

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1200 Holiday Drive #903
Fort Lauderdale, Florida

Prepared Exclusively for The Stupay Collection

Presented by

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Mr. Stupay

First of all thank you for the opportunity to present my thoughts regarding the marketing and sale of Residence 903 at 1200 Holiday Drive.

Second of all I don't want this note to sound like a commercial, I have been in marketing and publishing for many years so what starts as a small text has the habit of becoming a 300 page book, however exceptional properties like yours deserve exceptional representation.

As you know well, while many brokerages can place a property on the market, successful representation is ultimately about much more than exposure. It comes down to how the property is presented, how it is positioned, and whether it reaches the buyers most likely to appreciate its value.

Our approach is simple. Present the residence at the highest possible standard, place it before a qualified audience of luxury buyers, and guide the process with professionalism, communication, and attention to detail from beginning to end.

Through Sotheby's, the residence benefits from both deep local market expertise and worldwide exposure.

Equally important, I have spent years building personal relationships with an exceptional network of advisors, brokers, and professionals across Europe, North and South America, and of course throughout the United States.

As a result, your property benefits not only from the reach and reputation of the Sotheby's International Realty platform, but also from a trusted network of individuals with whom I work closely and communicate regularly. Together, these relationships help ensure the residence receives meaningful exposure to qualified buyers and the advisors who represent them.

The property will be showcased throughout South Florida, across the United States, and through key international markets connected to the Sotheby's network.

The objective is not simply to generate activity. It is to connect the residence with buyers who recognize its quality, its location, and the lifestyle it offers.

Thank you for the opportunity to present our recommendations. We look forward to discussing how Residence 903 can be positioned thoughtfully and effectively within today's luxury marketplace.

Respectfully,

Edmund DeSoto

Why This Property Deserves a Thoughtful Approach

Residence 903 offers a combination of features that are increasingly difficult to find along Fort Lauderdale Beach.

Its size, oceanfront setting, views, building quality, and overall lifestyle appeal place it within a highly specialized segment of the market.

Because of this, the marketing strategy should focus on quality rather than quantity. The objective is to reach the right buyers.

Success will come from strong presentation, consistent exposure, professional follow-up, and access to both local and international luxury buyer networks.

Presentation Strategy

First impressions matter.

Today's buyers often form their initial opinion of a property online before ever scheduling a showing.

Professional photography, thoughtful design, compelling property descriptions, and a polished digital presentation help buyers understand the residence before they visit in person.

Our presentation strategy will focus on highlighting the residence's strongest attributes:

- **Direct oceanfront setting**
- **Expansive terrace and views**
- **Spacious floor plan**
- **Boutique building environment**
- **Luxury amenities**
- **Fort Lauderdale Beach location**

The objective is to create a presentation that feels authentic, elegant, and memorable.

Global Exposure Through Sotheby's International Realty

One of the greatest advantages of marketing through ONE | Sotheby's International Realty is access to the broader Sotheby's International Realty network.

The property will receive exposure through:

- **Sotheby's International Realty global platforms**
- **Luxury real estate websites**
- **Professional advisor networks**
- **International referral relationships**
- **Digital marketing campaigns**
- **Qualified buyer databases**

This allows the residence to reach potential buyers well beyond the local market.

Digital Marketing

A modern marketing campaign requires more than a listing in the MLS.

Our digital strategy may include:

- **Professional property website**
- **Targeted online advertising**
- **Social media exposure**
- **Email marketing campaigns**
- **Property video presentations**
- **Luxury real estate syndication**

The purpose is to keep the residence visible to qualified buyers throughout the marketing period.

Buyer Outreach

Luxury properties are often sold through relationships as much as advertising.

Broker-to-broker communication, networking with luxury advisors, and direct outreach to qualified buyers remain important components of the overall strategy.

The objective is to ensure that every serious buyer who may have interest in the property becomes aware of the opportunity.

Strategic Pricing Recommendation

Based upon current market conditions, comparable sales, competing inventory, and buyer activity, my recommended listing price is:

\$4,480,000

This recommendation is intended to position the residence competitively while preserving negotiating strength and maximizing buyer interest.

Luxury buyers today are highly informed and closely monitor market activity. Correct pricing from the outset often generates stronger engagement and better long-term results than beginning at an unrealistic level and reducing over time.

Marketing Timeline

Phase One

Preparation

- Property review
- Photography and visual assets
- Marketing material creation
- Listing preparation
- Pricing confirmation

Phase Two

Market Launch

- MLS introduction
- Sotheby's International Realty exposure
- Digital advertising
- Broker outreach
- Buyer engagement

Phase Three

Ongoing Marketing

- Showings
- Follow-up with buyers and agents
- Continued advertising
- Strategic pricing review if necessary
- Negotiation and contract management

A Relationship Built on Trust

Before discussing listing terms, I believe one thing is important. Representation should be earned, not imposed.

If at any point you feel that we are not delivering the level of service, communication, effort, or professionalism that I have promised, I will gladly release the listing agreement upon written notice, with no cancellation fee or financial penalty.

Our goal is not simply to secure a listing but to earn your confidence and trust throughout the entire process.

Every property is unique, and every client has different goals and expectations.

For that reason, we can discuss a listing term that best aligns with your objectives, the property itself, and the marketing strategy we ultimately pursue together.

When a relationship is built on trust, transparency, and performance, the length of the agreement becomes far less important than the quality of the representation.

Closing Thoughts

I truly feel that your residence at 903 is an exceptional oceanfront property in one of Fort Lauderdale's most desirable beachfront locations.

Our role is to ensure that the residence is presented professionally, marketed effectively, and exposed to the strongest possible audience of qualified buyers.

Through thoughtful presentation, strategic pricing, consistent communication, and the resources of ONE | Sotheby's International Realty, I believe we can position the property for a successful outcome.

Thank you again for the opportunity to present this proposal. I would be honored to represent you and your residence throughout the sales process.

Respectfully,

Edmund DeSoto

Global Real Estate Advisor

ONE | Sotheby's International Realty

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