



MARKETING STRATEGY

FOR SARASOTA
LUXURY &
WATERFRONT
PROPERTY



OUR PHILOSOPHY

WE APPROACH REAL ESTATE DIFFERENTLY.

Lee and Lisa Mirman pride themselves in delivering a “concierge-style” experience to their clients.

We are **your** real estate partner, and ensure **you** are fully educated and informed at each stage of the process so you can make savvy decisions.

We operate with complete transparency, and always look at what is in the best interest of our clients. For us it is not about any one purchase or sale- it’s about the long-term relationship and the quality of the outcome for our clients.



WHAT DIFFERENTIATES US?

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OUR ETHICS

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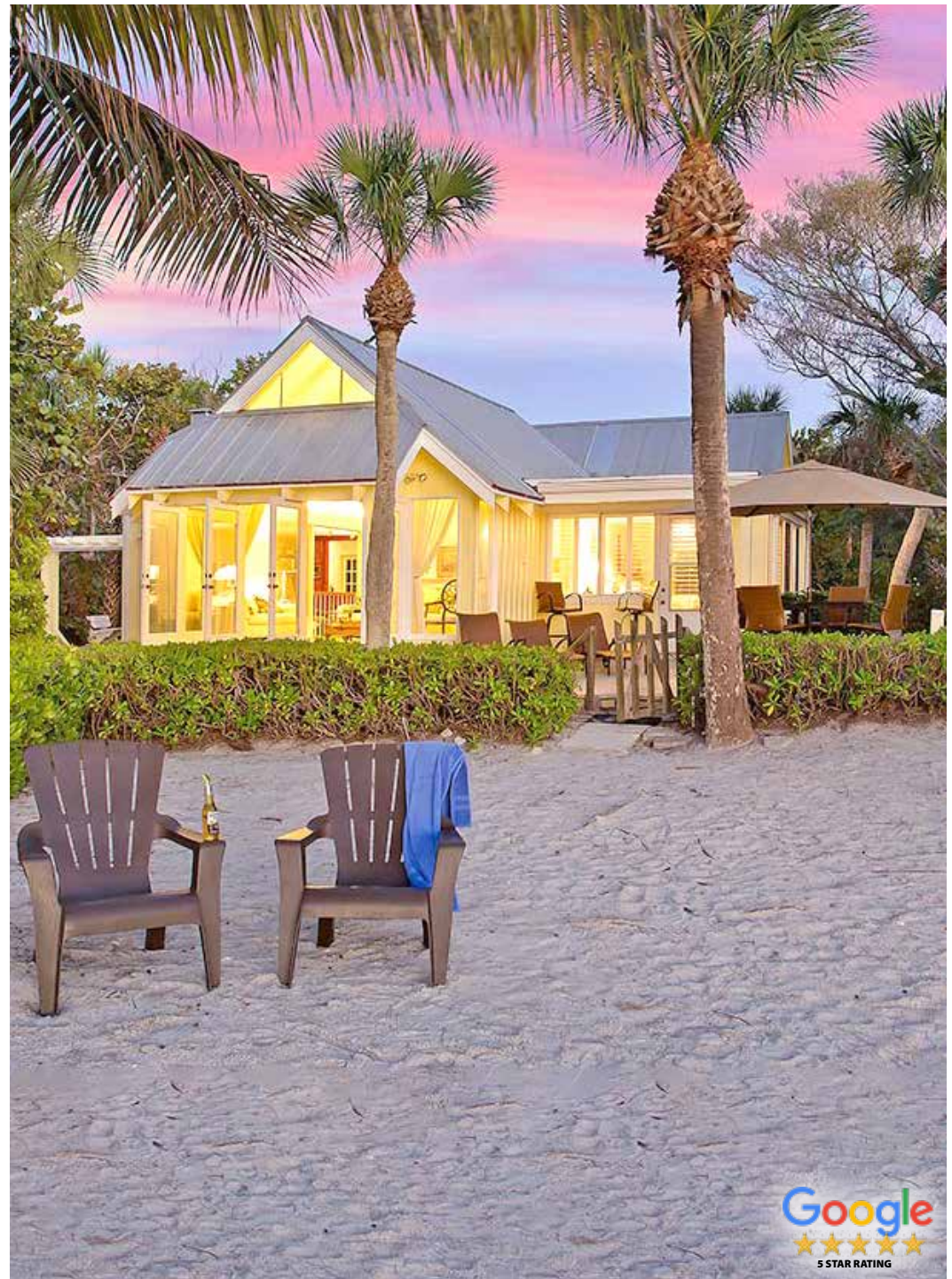
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OUR ETHICS

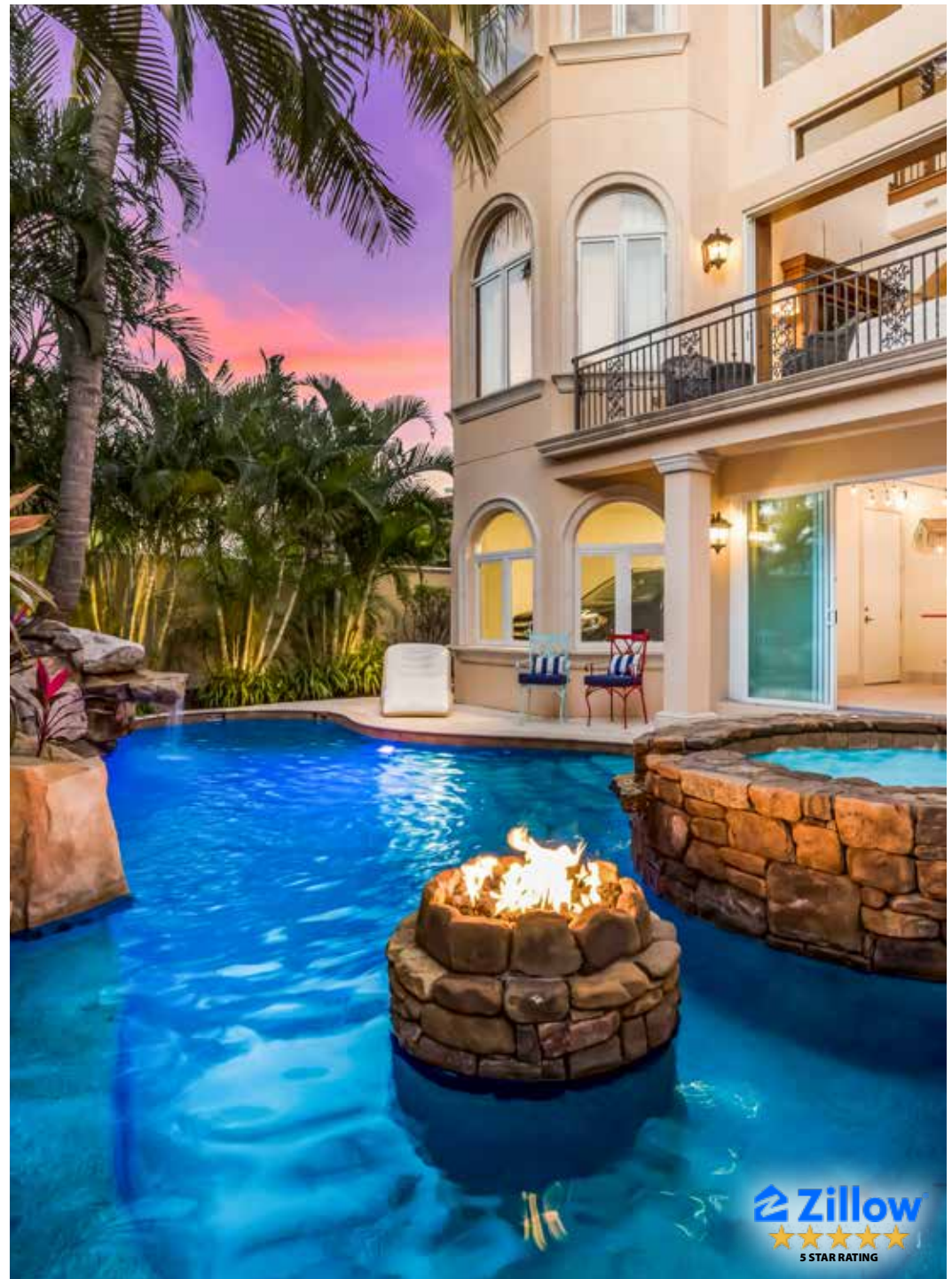
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*“Always ethical
beyond question...”*

- Judge Earl H,
Chicago's Cook County Circuit
Court, West of Trail Buyer

Your real estate decisions have perhaps the biggest impact on your life and lifestyle. With so much at stake financially and personally, we see it as our job to protect you and your interests to the fullest.

We are uncompromising in prioritizing your interests and goals. This has ranked us #1 for client satisfaction.



EXPERTISE

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As a team we are a powerhouse of **KNOWLEDGE, EXPERIENCE, and EDUCATION.**

Having grown up on Longboat and Siesta Key, Lee has an encyclopedic knowledge of every niche of Sarasota. This benefits you as he is able to evaluate and articulate the value of your specific property and location to buyers, and negotiate very strategically on your behalf.



LEE MIRMAN

Lee holds his MBA in finance from Duke University. He began his career on Wall Street with Chase Manhattan Bank, and has operated a number of businesses. This translates to capabilities well beyond his real estate peers to analyze and advise on the financial aspects of individual transactions, and also grasp the implications of current and future economic trends, local infrastructure plans, and domestic and international dynamics that may impact your real estate holdings.



LISA MIRMAN

Lisa holds her MBA in marketing from Duke University. In her corporate career with Control Data and in Research Triangle Park, she always was positioned at the forefront of technological innovation. She leads the Investments in Sarasota team to be able to quickly adapt and embrace the most state-of-the-art marketing, video, and technology initiatives.

This ensures each luxury listing is presented with the most strategic positioning both here at home and out to the far corners of the globe.

OUR CLIENTS SAY IT BEST

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**INVESTMENTS IN SARASOTA HAS WON THE DISTINCTION OF
“BEST IN CLIENT SATISFACTION” 5 STAR REAL ESTATE AWARD FOR 10 YEARS RUNNING.**



Lee and Lisa were totally “hands on” through every step of the process of selling our home on St Armands Key. As absentee Sellers, this gave us exceptional piece of mind. When we listed our property with them, they invested a lot of energy and time into getting the property into pristine condition. They staged it to present in the best light in order to command the highest price possible. They employed state of the art video and marketing tactics that assured us it was getting the best online exposure possible and coupled it with an open house strategy that drew a lot of potential buyers. They were exceedingly communicative with us through every stage of the process, and went above and beyond to ensure our property was impeccably maintained. Despite tough contract negotiation with the purchasers of the property, Lee handled the negotiations with unmatched intelligence, thoroughness and honesty. They are truly the BEST realtors in Sarasota.

Craig A • St Armands Key



The sale was completed and I want to tell you how much we appreciate the full-service concierge style experience you have provided from the beginning to the end....Investments In Sarasota have made this transaction seamless, especially since this was handled primarily over the phone and through emails, due to myself being in Iowa. You have gone the extra mile from beginning to end and we appreciate it.

Josh E • Longboat Key



Simply put, Lee and Lisa Mirman are EXCEPTIONAL! Their deep knowledge of Sarasota real estate and everything that can even remotely touch any aspect of real estate is unparalleled. They run a full-service operation and have great resources.

Joy K • Bird Key



I had an excellent experience with Lee and Lisa. They are very knowledgeable about the market and attentive to every detail. As an out-of-town seller, those details were extremely important to me. Everything was handled efficiently and with integrity.

Sherry Z • Mainland Sarasota



SARASOTA LUXURY REAL ESTATE IS HYPER LOCAL

Sarasota's luxury and waterfront real estate market is very unique. This is partly because our city encompasses 5 barrier islands- each with its own distinct personality- along with her dynamic downtown.

In addition, waterfront property is available in many forms- Gulf, Bay, Canals, and Bayous. All these variables factor into how the market values any given property, as well the specific lifestyle experience it offers.

Having grown up and raised a family in Sarasota, Lee and Lisa have encyclopedic knowledge about the nuances of each distinct micro market on the barrier islands and in Downtown Sarasota.

This deep Local expertise in both the history and the future plans for our community are extremely important. It enables us to effectively assess, position, and articulate that value to potential buyers- and many less experienced agents- who may not understand the subtleties of how each property lives.

We know the nuances from neighborhood to neighborhood, street to street, block to block, and property to property.

We are **UBER** local savvy.



WE HAVE AN AGGRESSIVE STRATEGY FOR ATTRACTING HOME BUYERS TO YOUR LISTING.

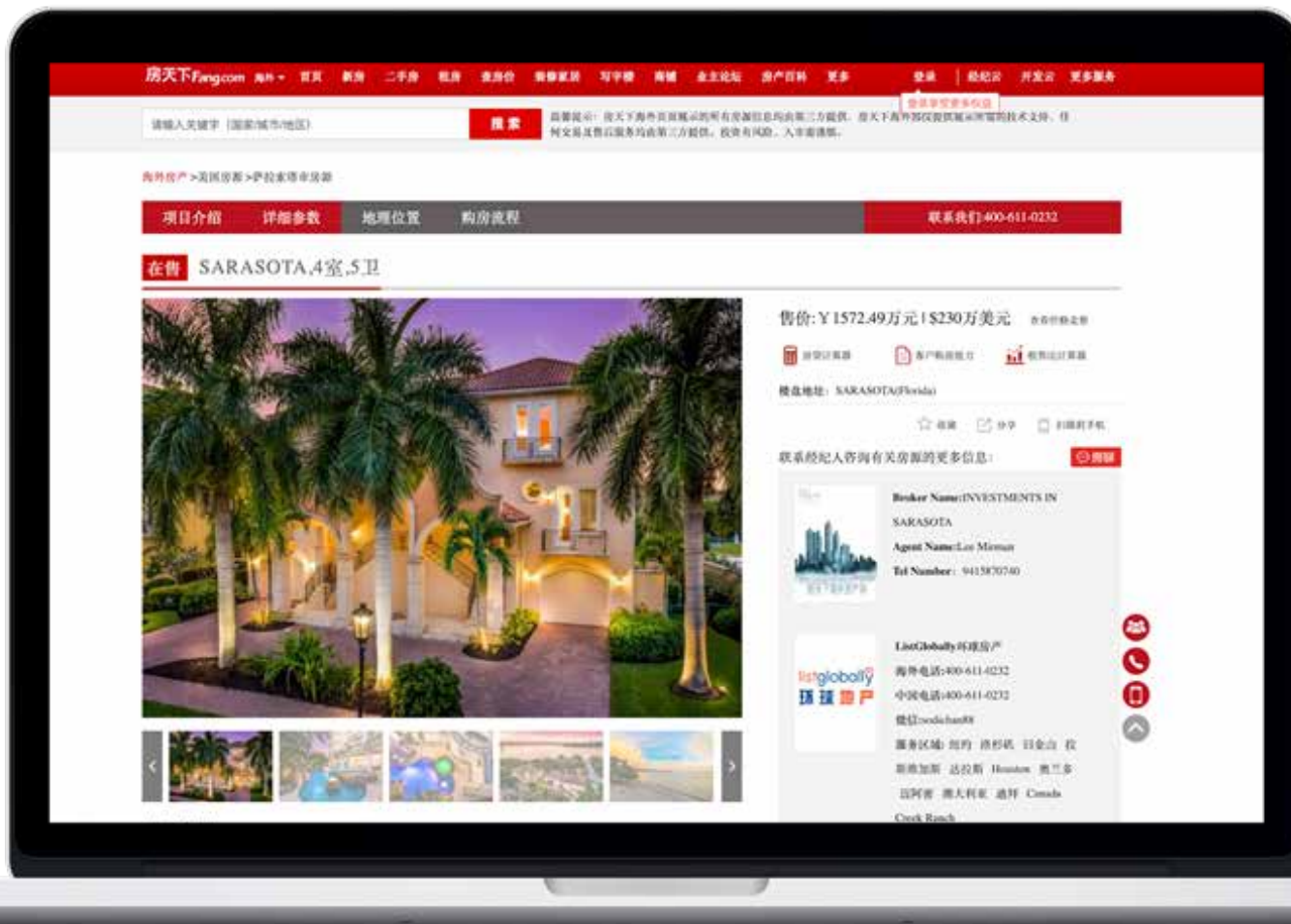
By distributing your listing information, along with photographs, to a wide array of premier consumer websites around the world, we make sure that we maximize every opportunity to attract qualified buyers. Our listings appear across a network of over 100 trusted **international** websites.



GLOBAL MARKETING POWER



Nothing speaks more than a picture. Here's one of our listings on **Fang.com**, the most popular website in China:



WE WROTE THE BOOK ON FLORIDA REAL ESTATE

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“YOUR GUIDE TO FLORIDA PROPERTY INVESTMENT... FOR GLOBAL BUYERS”

Roughly 25% of buyers in Florida come from outside the country. We have a keen understanding of how to reach these buyers.

Lee and Lisa wrote a book targeting global buyers, *Your Guide to Florida Property Investment*, and have a sister company, Investments in Florida, which caters to potential foreign buyers.

A Global Success Story:

Sarah and her family reside in London, England, where she purchased our book, *Your Guide to Florida Property Investment*. After reading our book she and her husband contacted us, and then bought a waterfront home on Anna Maria island.

Here is what she has to say about Investments in Sarasota:

"Lee and his team are very experienced, professional and caring. They offer a unique way of working with their clients. My family and I were looking to buy a property in the Sarasota / Anna Maria area and Lee walked us through all of our options in each area in a manner that helped us focus on what it was that we really wanted. The end result was a perfect vacation/ investment home that we will enjoy over the years to come well as earn some money to cover the costs of the home. Lee did a great job of negotiating our purchase ... I highly recommend Lee and his team. It was an excellent buying experience. We are very happy clients." Sarah P. - London, England



MASTERFUL MARKETING

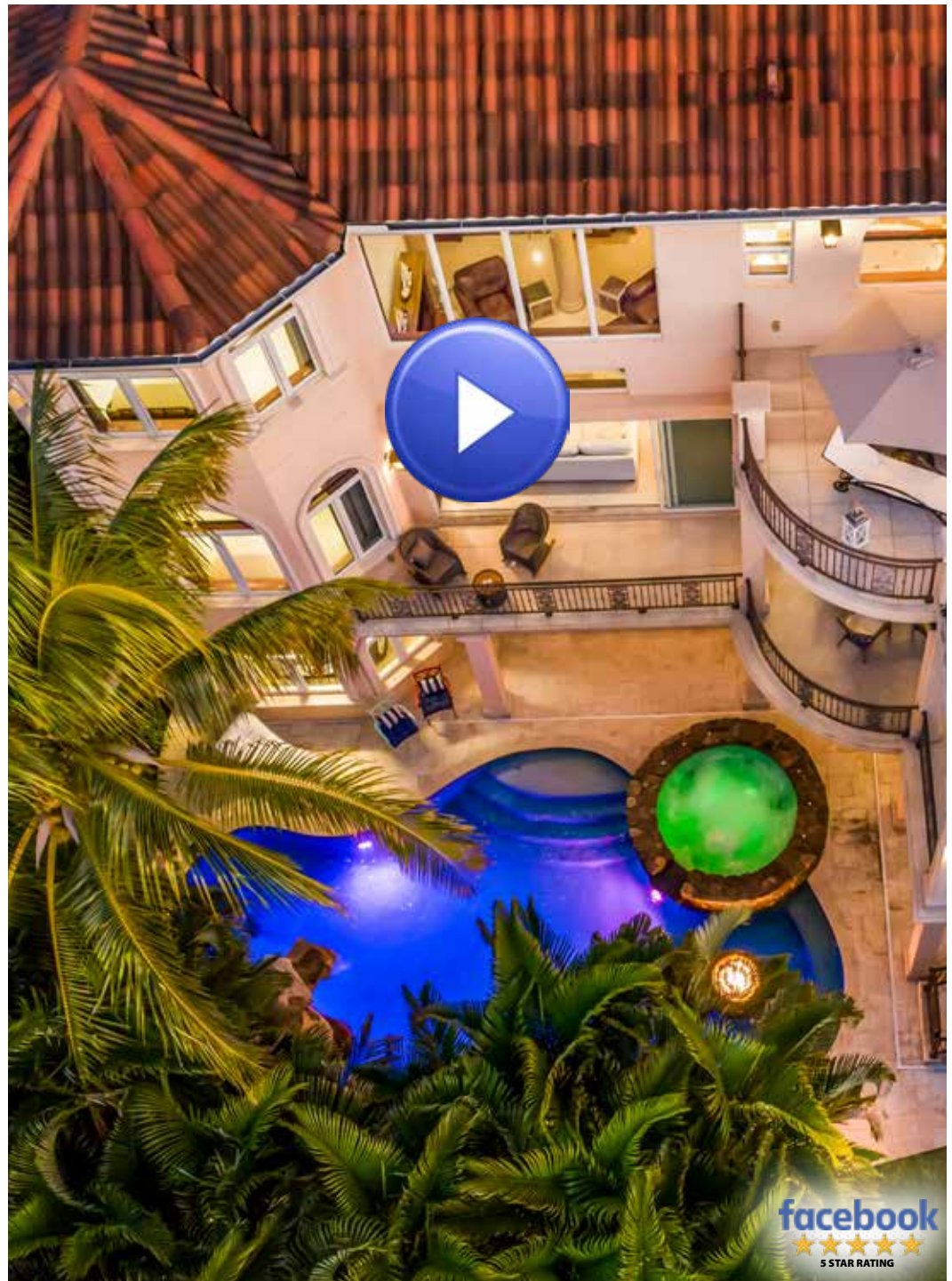
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BRILLIANT PHOTOGRAPHY & VIDEO

Exceptional marketing is built around brilliant photography and video. Research shows that home buyers ranked photography as the most important feature on a real estate website. As such, we carefully curate professional, high-quality imagery designed to attract prospective buyers.

Please click the link below:

www.investmentsinsarasota.com/3910-solymar-dr-siesta-key-34242/




MASTERFUL MARKETING



DIGITAL INNOVATION

98% of Buyers start their search online. We continue investing in the latest technology to keep your listing at the forefront of all the major website and social media platforms.

Here is a glimpse of an ad campaign designed for FaceBook:


**Investments in Sarasota**
Sponsored

JUST LISTED! NORTH SIESTA KEY BEACH FRONT ENCLAVE
4 🏠 4.5 🚿 with Office and Bonus Room, 4,182 sq ft
Walk along your **PRIVATE** footpath, which delivers you to the beachfront along Big Pass -- the gateway between the Gulf and Sarasota Bay. Watch dynamic sunsets every night and dolphins & manatees feeding.



Swimming lagoon w/grotto, waterfall, spa & fire pit [Learn More](#)


Siesta Key Beach reached by private footpath

 Patti Harris, Stephanie Nikirk and 3 others 1 Share





CUSTOM PROPERTY WEB PAGE

Please click the link below:

www.investmentsinsarasota.com/3910-solymar-dr-siesta-key-34242/





Property Highlights

 BEDROOMS 4	 BATHROOMS 4.5	 SQUARE FEET 4,182	 LISTING PRICE \$2,300,000
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[SCHEDULE TOUR ▶](#)

"My Three Favorite Things"
Property Video





MASTERFUL MARKETING

We leverage the most **SOPHISTICATED TECHNOLOGY** to ensure your listing is **VISIBLE** on **HUNDREDS** of local, regional, and domestic platforms.



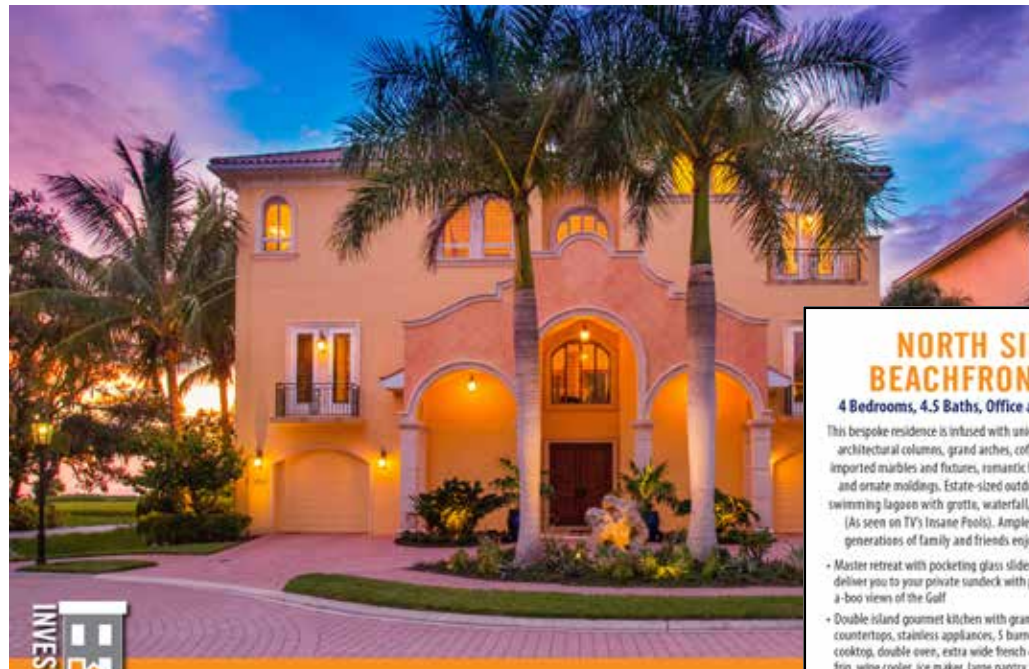
CENTURY 21.

Premier | Sotheby's
INTERNATIONAL REALTY

MASTERFUL MARKETING



WE DESIGN CLASSY PRINT BROCHURES TO INFORM BUYERS OF THE FEATURES OF YOUR PROPERTY.



Lee Mirman
Broker/Owner
941.587.0740

3916 SOLYMAR DRIVE | SIESTA KEY- BIG PASS | OFF
Lee@InvestmentsInSarasota.com | www.investmentsinsarasota.com
MLS # A4163501

NORTH SIESTA KEY BEACHFRONT ENCLAVE

4 Bedrooms, 4.5 Baths, Office and Bonus Room, 12,914 sq ft

This bespoke residence is infused with unique Mediterranean influences—including architectural columns, grand arches, coffered ceilings, wrought iron staircases, imported marbles and fixtures, romantic balconies, and loads of custom millwork and ornate moldings. Estate-sized outdoor oasis encompasses award-winning swimming lagoon with grotto, waterfall, spa and fire pit built by Lucas Lagoons (As seen on TV's *Island Pools*). Ample private and common areas to allow generations of family and friends enjoy both personal and together time.

- Master retreat with pocketing glass sliders deliver you to your private sundeck with peek-a-boo views of the Gulf
- Double island gourmet kitchen with granite countertops, stainless appliances, 5 burner gas cooktop, double oven, extra wide french door frig, wine cooler, ice maker, large pantry
- Master bathroom featuring marble floors and tiles, rain-fall shower with body jets, hydromassage tub, dual sinks, bidet
- Master his/her walk-in closets
- Natural gas two-way fireplace warms up the living/dining room
- Multiple pocketing sliders opening to generous outdoor balconies and patios
- Health conscious features include UV central air purification, Kinetic whole house water filter, salt water pool system
- Residence is enveloped in lush Florida flora
- Outdoor Kitchen
- Elevator to all 3 levels
- Travertine floors
- 4-car garage
- Foam insulated sealed attic for energy efficiency
- 3 AC zones
- Alarm system
- Central Vacuum
- Lutron Lighting System
- Whole house surround sound system
- Sprinkler system
- Fully fenced Backyard

Virtual Tour Link

<http://bit.ly/3910solymar>



SOLYMAR, translated as Sun & Sea, is a SECURE, PRIVATE, BEACHFRONT enclave on NORTH SIESTA KEY. Walk along your private footpath which delivers you to the beachfront along Big Pass, the gateway between the Gulf and Sarasota Bay where you can watch dynamic sunsets every night, fishing & sail boats flowing in and out of the open gulf, as well as dolphins and manatees feeding. Just 1 mile to Mainland.



WE GIVE BACK

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With **EACH** and **EVERY** transaction, we make a donation to a **LOCAL** charity in honor of each client. We ask you what causes speak to your heart and contribute in your name. Here are some of the organizations we support



PREPARING/STAGING YOUR PROPERTY

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The goal is to make your property **easy to buy**. We provide our clients with a custom staging strategy and support, but here are some guidelines to help you prepare to optimize the look and feel of your listing.

EXTERIOR:

- Freshen up landscaping
- Remove trash, branches, leaves, etc.
- Remove dead plants, trees, etc.
- Sweep outdoor space and walkways
- Remove visible foliage from roof and gutters
- Add potted plants to outdoor space
- Spread fresh mulch
- Remove debris, hose and toys from pool
- Stow outdoor trash and recycling bins
- Stow or wind up garden hoses and caddy
- Stow outdoor tools, equipment, etc.
- Stow toys, bikes, etc.
- Stow BBQ and accessories OR clean BBQ
- Wash windows and glass doors
- Clean outdoor furniture
- Place pillows, umbrellas, etc. on outdoor furniture
- Straighten outdoor furniture

KITCHEN:

- Clear counters of clutter and small appliances
- Remove refrigerator magnets, photos, etc.
- Clean surfaces and appliances
- Hide soaps, towels, cleaning items, etc.
- Organize open shelves
- Sweep/mop kitchen floor and rug

INTERIOR:

- Replace non working bulbs
- Clear all counter tops and remove clutter
- Depersonalize home with photos, names, etc.
- Clean mirrors and windows
- Vacuum carpets and polish floors
- Empty wastebaskets
- Stow pet dishes, toys, beds, etc.
- Turn off televisions and computers and dust screens
- Display attractive books, magazines, etc.
- Stow remote controls and chargers
- Straighten furniture
- Hide electrical cords and cables
- Stow children's toys and video games
- Add flowers/plants where appropriate

LIVING AREAS:

- Minimize photos and personal items
- Use neutral decorations
- Organize bookshelves
- Minimize knick knacks
- Remove excess furniture and accessories

BEDROOM:

- Store clothing, shoes
- Remove items underneath the bed
- Remove all clutter
- Tidy master closets
- Declutter and depersonalize bedside tables
- Remove laundry and stow hampers

BATHROOMS:

- Remove countertop items
- Remove bath and shower items
- Stow toilet brushes, plungers, and waste baskets
- Hang fresh towels
- Place neutral soaps and candles



THE MARKET SETS THE PRICE

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Our goal in setting a price is to trigger showings. With showings we get tangible feedback from active buyers in the market, which helps us make informed decisions based on real information.

- What you paid for your property does not affect its value.
- The amount of cash you need from the sale of your home does not affect its value
- The asking price you want for your home does not affect its value
- What another real estate agent says your home is worth does not affect its value
- What an appraiser says your home is worth does not affect its value

The value of your property is determined by what a **BUYER** is willing to pay for your home in **TODAY'S MARKET** based on **COMPARING** it to others currently for sale.



SELLER'S QUESTIONNAIRE

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INVESTMENTS IN SARASOTA

Licensed Real Estate Broker

PLEASE FILL OUT THIS FORM AND THEN PRINT THE SINGLE PAGE.

Property Address: _____

HELPFUL DOCUMENTS

Do you have floor plans available? ____ YES ____ No

Do you have an elevation certificate? ____ YES ____ No

Do you have a copy of your title policy? ____ YES ____ No

Do you have a wind mitigation report? ____ YES ____ No

PROPERTY OPERATING COSTS AND EXPENSES

How much is your homeowners insurance? _____

(please share copy of deck page if available)

How much is your flood insurance? _____

How much is your wind insurance? _____

What is your average electric bill? _____

What is your average water bill? _____

Do you have natural gas or a propane tank? ____ YES ____ No

If yes, what is your average gas bill? _____

Do you have a pest control contract? ____ YES ____ No

PROPERTY FEATURES

Does your home have hurricane protection? ____ YES ____ No

Does your home have any "green" building features? ____ YES ____ No

Have you done any recent improvements to the property? _____

APPROXIMATE AGE OF:

Roof _____

AC _____

Refrigerator _____

Dishwasher _____

Washer _____

Dryer _____

Range/Oven _____

Water Heater _____

If you have a pool, how is it heated? *(solar, heat pump, gas)* _____

Age of pool equipment _____

Are there any fixtures (items that are "attached") to the home that you plan on excluding from the sale? (please list)

Homeowner's Association Required? Yes or No (circle)

Manager's Name _____ Contact Phone _____

Monthly Fee _____

OWNER'S STATEMENT

Please share why you choose to buy the property. What do you love about living here? (help prospective buyers relate to the property)

HEALTH/SAFETY & SECURITY

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HEALTH/SAFETY

Health and Safety has also become a priority given the concerns with the global pandemic. Our team has instituted a whole new set of protocols to ensure everyone involved in the transaction feels safe.

For our new listings, we are observing strict physical distancing. For example, our video and photography crew can do their work without anyone in the property. They now have a rigid process in place that involves sanitizing people and equipment before, during, and after to mitigate cross contamination risk.

We employ the most advanced tools available to provide walk-through videos and virtual tours to potential buyers. When there are showings, we are setting the expectations that individuals use booties over their shoes, wash their hands before and after the showing, and refrain from touching surfaces. We are also opening doors and windows for good air circulation, and disinfecting surfaces such as switches and door knobs before and after each showing.

SECURITY

Our team takes the utmost care to monitor and protect your property. We accompany our showings whenever possible. Using our 24/7 appointment center and state-of-the-art electronic lockboxes, we also track and record each and every time an agent enters and leaves your property. We are in constant contact with you to ensure you receive communications about each showing appointment as well as any feedback that is shared.

