

How  
We Sell  
**Your  
Property**



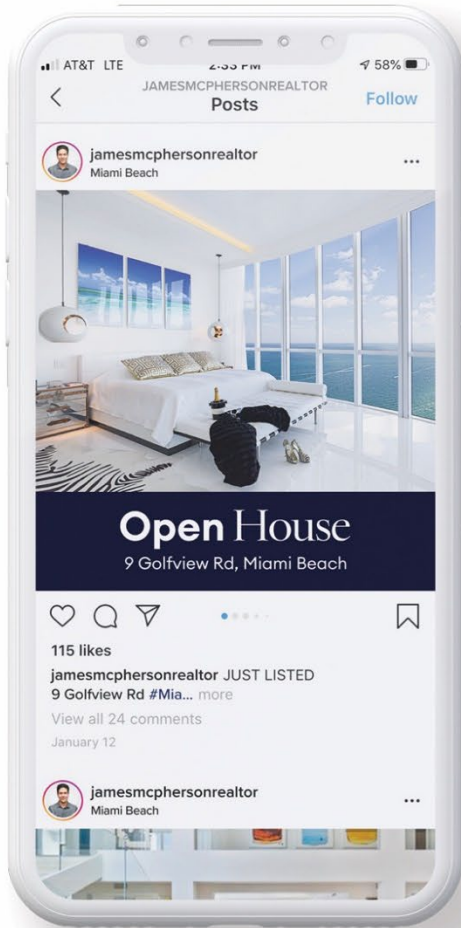
# Preparing For Launch

Our in-house PR and Marketing teams work to prepare a comprehensive, strategy-driven plan for promoting your property.

From premium photography for custom websites and email campaigns to staging your home for live and virtual viewings, we make sure everything is in place to launch your listing.



 DouglasElliman



Just Listed **9 Golfview Road**



# Spreading the Word Through an Exclusive Network

Through our tight-knit network of agents and vital connections and contacts we've built, we preview your listing for a priority audience to match your property with potential buyers.





# We Open a World of Opportunities

Our exclusive partnership with Knight Frank makes us the largest interactive and connected network of prime and super prime residential agents and properties around the world, with the stature and presence that attracts global ultra-high-net-worth buyers.

The annual Douglas Elliman | Knight Frank *Wealth Report* provides comprehensive and in-depth analysis of the prime properties, major investments, high-net-worth individuals (\$1M+) and ultra-high-net-worth individuals (\$30M+) at the top tier of global real estate.



[sanchezteamre.com](http://sanchezteamre.com)

1.5 Million  
Clients Within Our Database

24,000  
Agents Worldwide

469  
Offices in 51 Countries

15,000  
Affluent Individuals Profiled  
in Our *Wealth Report*

# A Leading Site That Captures Buyer Traffic

With nearly 90 percent of buyers searching for property online, we average more than 10M visitors and 27M page views per year on Elliman.com. Visually stunning and optimized for search, Elliman.com attracts online searchers to your property while syndicating your listing to *Wall Street Journal*, Zillow, Realtor.com and other sites where buyers browse.

THE WALL STREET JOURNAL.

lovely

HomeSpotter.

apartable

Knight Frank

Zillow

Property Shark.com

StreetEasy

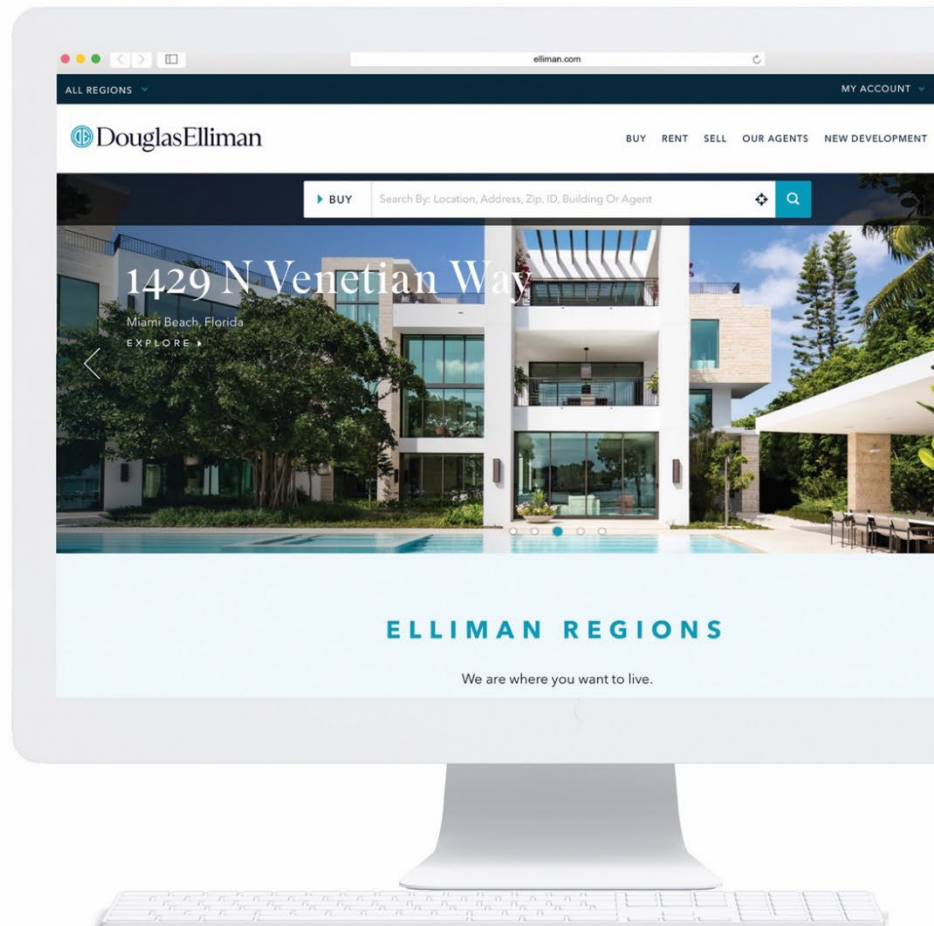
renthop

realtor.com

trulia

纽约房地产网  
SAMAKI.COM

B Brownstoner





# The Power of Press

By all measures including reach, article volume and ad value, Douglas Elliman is one of the leading names in real estate news.

Year over year, in 2021 Douglas Elliman increased its potential reach of over 82 billion impressions and equivalent advertising value of \$762 million.

## 82.4B

Total potential reach of all articles that mentioned **Douglas Elliman**.

## \$762M

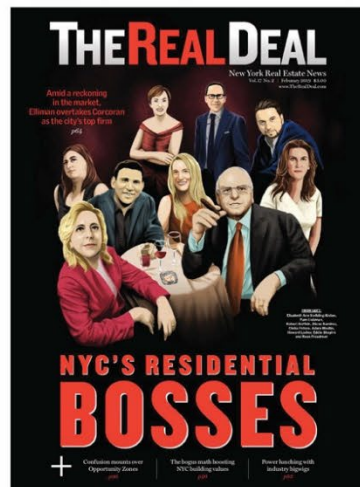
**Total ad value** equivalent of all news content that mentioned Douglas Elliman.

## 22,800

Total number of articles mentioning the brokerage.



By The Numbers - Editorial - January 1, 2021 - December 31, 2021





# Public Relations #1 in Florida

By reach, article volume and ad value, Douglas Elliman is the leading name in real estate news.

	<b>Reach</b> Total reach of articles mentioning the brokerage.	<b>Articles</b> Total number of articles mentioning the brokerage.	<b>Ad Value</b> Total ad value of all news press mentions.
Douglas Elliman	<b>27.2B</b>	<b>8,861</b>	<b>\$251M</b>
COMPASS	7.5B	2,737	\$69M
<u>corcoran</u>	3.03B	1,849	\$28M
ONE   Sotheby's INTERNATIONAL REALTY	6.1B	3,605	\$56M

By The Numbers - Editorial - January 1, 2021 - December 31, 2021



[sanchezteamre.com](http://sanchezteamre.com)



# Stories That Capture Buyers' Attention

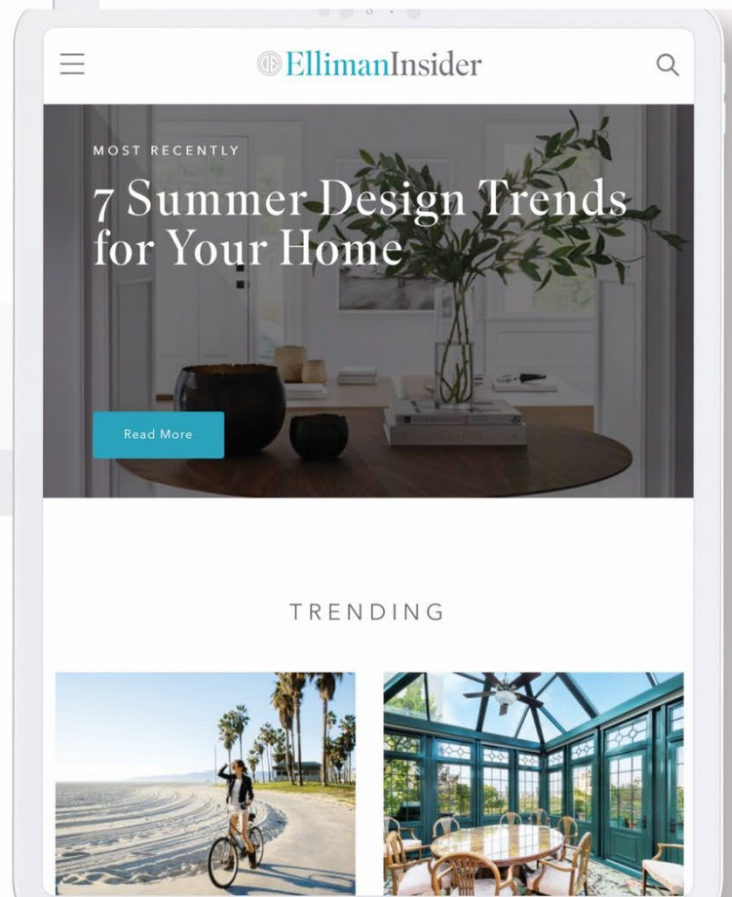
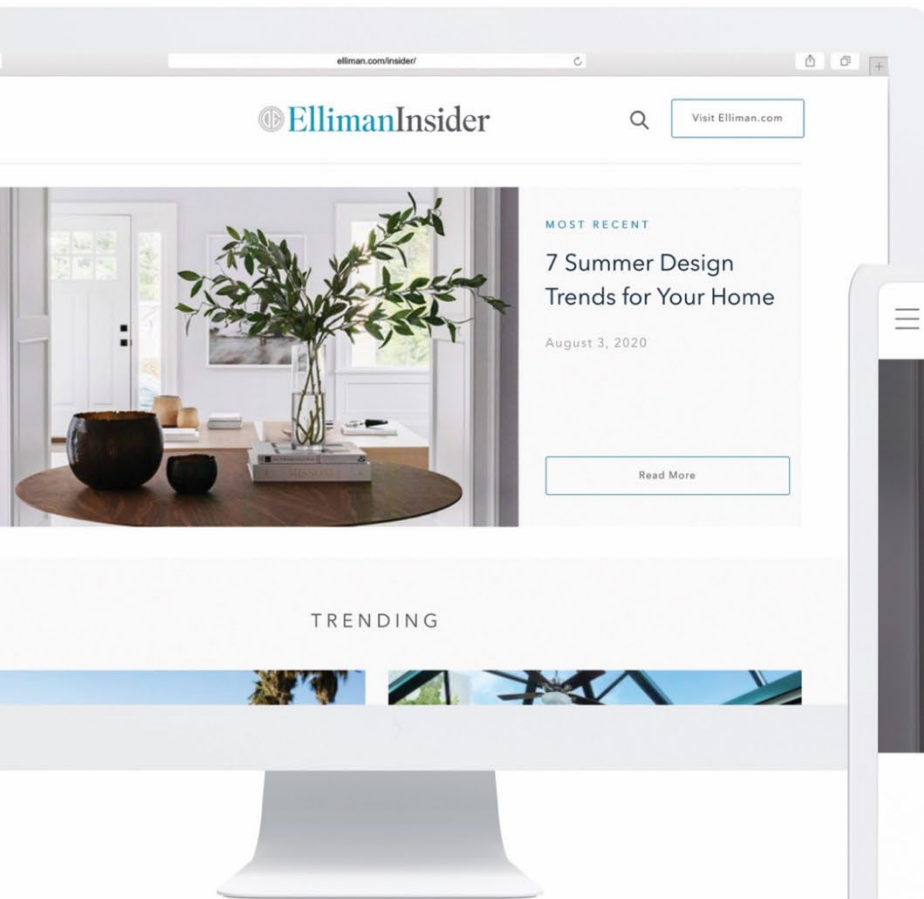
From our video series and social posts to the articles we publish on our digital magazine, *Elliman Insider*, we produce content in order to own the conversations that matter and influence real estate decisions. We are experts at creating meaningful and relevant stories that engage audiences and build trust with our consumers—and ultimately, direct their attention to your property.

12,000

Unique Monthly Visitors  
to *Elliman Insider*

90%

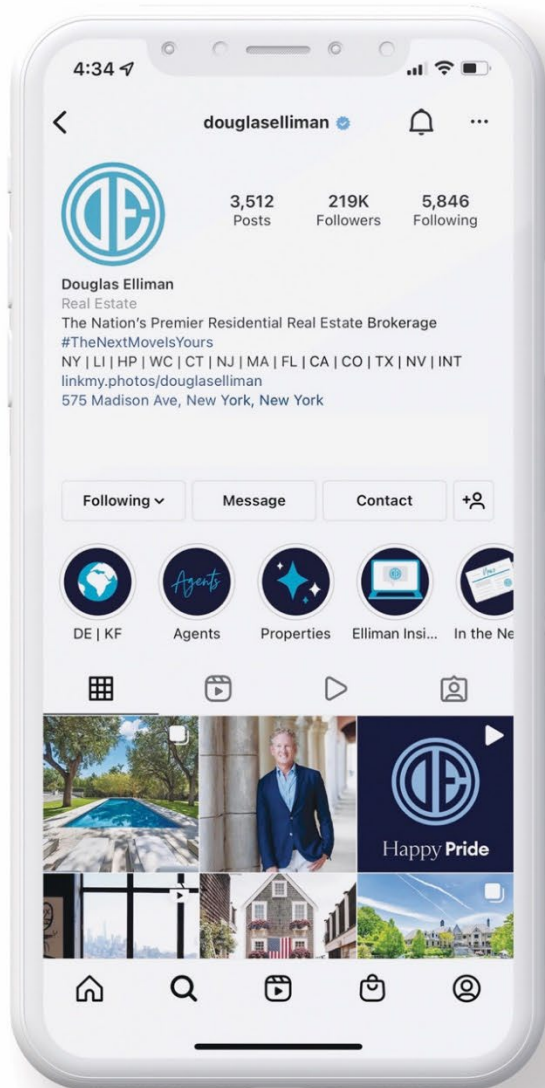
Percentage of Buyers  
Who Use Social Media  
in Their Property Search





# Social Channels That Reach Buyers

With approximately 620,000 users across all platforms and delivering more than 235 million impressions annually, our social media channels reach buyers where they are, drive traffic to our website, and give your listing the visibility it deserves.



## INSTAGRAM

@DouglasElliman  
(Across all of our profiles)

391K  
followers

4.1K  
engagements

102.7M  
impressions



## FACEBOOK

@DouglasElliman  
(Across all of our profiles)

102K  
followers

6M  
engagements

104.8M  
impressions



## LINKEDIN

DouglasEllimanRealEstate  
(Across all of our profiles)

80K  
followers

253K  
engagements

4.9M  
impressions



## TWITTER

@DouglasElliman  
(Across all of our profiles)

22K  
followers

54K  
engagements

10.3M  
impressions



## TIKTOK

@DouglasEllimanRealEstate  
(Across all of our profiles)

26K  
followers

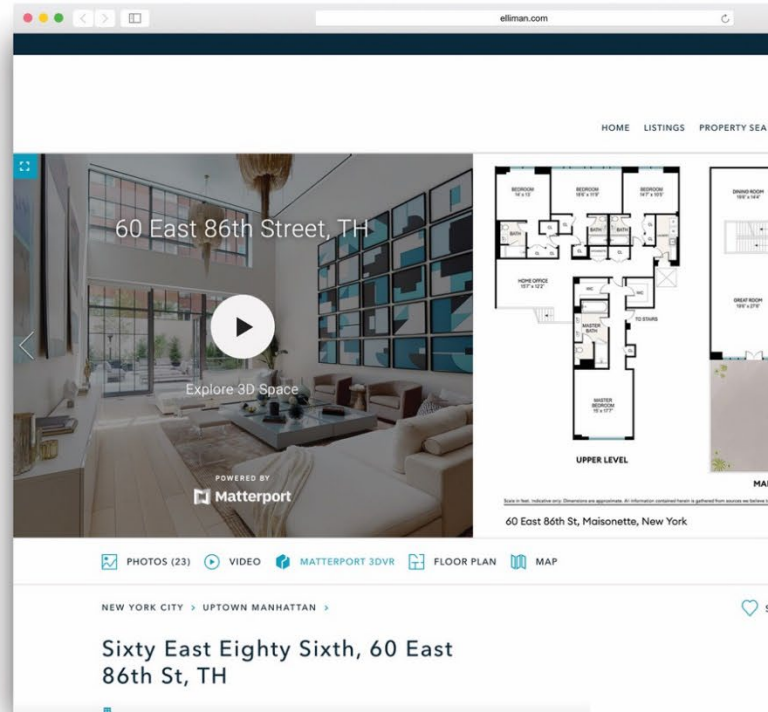
280K  
engagements

12.8M  
impressions

# Marketing That Makes It Memorable

From our best-in-class email marketing and digital advertising to our richly designed brochures and other print materials, our marketing and creative team puts the power of the Elliman brand behind your property.

- Digital and Print Advertising
- Custom Print and Outdoor Creative
- Custom Email and Social Campaigns
- Open House Events



Virtual Tour



Elliman Magazine





# Advertising That Reaches the Right Audiences

Through our strategic partnerships and longstanding relationships with media outlets, we put your property in all the right places.



The Next Move Is Yours

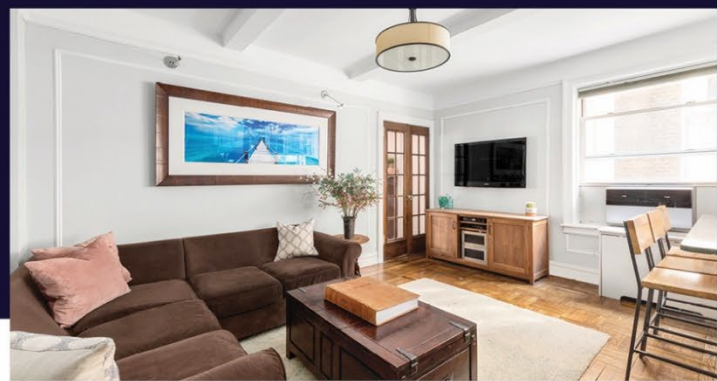
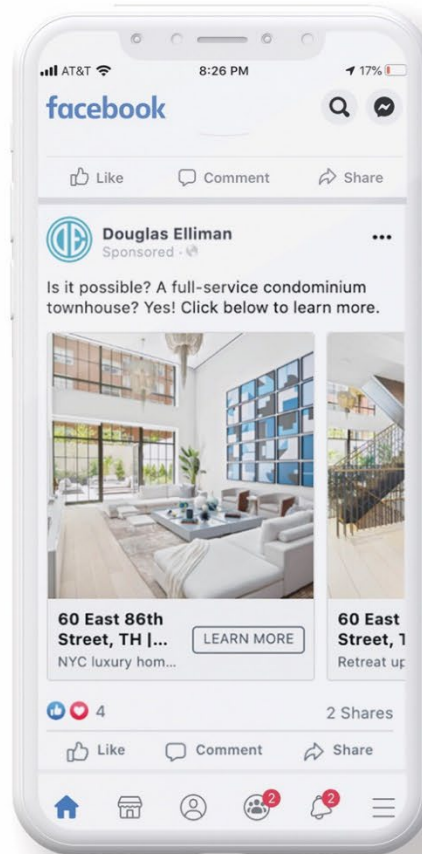
47 Homans Avenue, Westhampton Beach  
\$6,900,000 | 8 BR, 8.5 BA

Gorgeous waterfront estate built at the turn of the 20th century by George Haven Putnam, eldest son of book publisher George P. Putnam. This colonial revival with a widow's walk, is located in the quaint hamlet of Quogue in Westhampton Beach.

[elliman.com](http://elliman.com) | web# H351655

 DouglasElliman

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Classic Pre-War Charm on the West Side

 DouglasElliman

CONNECT



# Your Property, **Our Priority**

Unequaled experience and expertise

National scale, global reach

An integrated network behind every agent

A personal approach that puts you first

**OUR STRENGTHS,  
YOUR RESULTS**





# Celebrating 2021 a Record-Breaking Year in Florida

**\$14.6 Billion**

In Total Sales Volume for 2021

**22 Offices**

From Miami to Palm Beach to  
Ponte Vedra Beach

**7,259**

Total Transactions

**1,300+**

Real Estate Professionals  
Statewide

**\$40 Million**

In Closed Sales Daily

# The Sanchez Team

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As licensed Realtors®, The Sanchez Team provides Strategic Marketing and Transaction Management services to their clients across the South Florida Real Estate Market. Their business is built on: Dedication, Communication, Determination and Trust while embodying the ability to cater and adapt to all of their client's Real Estate needs. They also employ the most current technologies in social media and transaction protocol to make sure the process is easy and low stress.

Born and raised in Miami, Florida, their knowledge of the city's geography combined with over 25 years of Construction Electrical background, they can assist you with all of your Real Estate endeavors. The Sanchez Team serves clients throughout South Florida's prime residential areas including Coconut Grove, Coral Gables, South Miami, Pinecrest, Downtown Miami, Brickell, Doral and Miami Beach. *"Rest assured we will listen to you! With an understanding of your needs and wants, We will do our best to help you achieve them all."*



# Testimonials

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*Luz and Orlando were amazing to work with, this was my first time buying a home. I remember the day I called Luz and told her I was ready to start the hunt. I didn't know what to expect but I learned very quickly. After 1 day of us speaking she had a list of 10-15 properties to look at. When I had a silly question or needed to get more info on a house she answered her phone so quickly and was very helpful. The first time I met her and Orlando was at an open house that was a line of about 15-20 people waiting to get in to see this house. Luz and Orlando were at the front of the line waiting for me with refreshments! They were always super honest and straightforward with me, they aren't a "yes" to everything people. If something was out of place or didn't look right they would tell you. I am so happy that Luz and Orlando helped me find my starter home and I look forward to working with them in the future.*

- **Healey**

*Moving to a new state can be quite stressful and finding the right real estate agent is key. My fiancée and I were connected to Luz through Zillow and we thank our lucky stars we were. From the get-go she made sure she was available to us. Luz and her team heard what we were looking for in a new home and went above and beyond to deliver. She is very responsive, communicates extremely well and is always thinking a few steps ahead. Her attention to detail, thoroughness, and great energy is second to none. Luz genuinely cared about us and about finding us in the right home. If you just moved to or plan to move to the Miami area and are looking for a realtor, LOOK NO FURTHER!*

- **Conterio**

*Luz Sanchez has been the most helpful person in finding me an investment property. She is very knowledgeable, and she has certainly gone above and beyond expectations. She has driven to numerous places to tour them for me and show them to me via a video app she has answered my countless questions and has contacted research when needed. She is always cheerful and upbeat. I would highly recommend her as a realtor.*

- **Toribio**

*I've worked with Luz & Orlando for the past few years. They're very knowledgeable and care about their clients and their best interest. I would recommend them to all who need this real estate service.*

- **Garcia**

*Luz and Orlando helped me find my current rental. They listened to my needs & budget, made great suggestions. Caring, friendly and professional. Will keep them in mind when I'm ready to purchase.*

- **Rubio**