

COMPASS

# Selling Tampa Bay



JOSH TAYLOR

CEO | Selling Tampa Bay Group

STB



NOW, MORE THAN EVER,  
THE EXPERTISE OF A  
REAL ESTATE PROFESSIONAL  
MATTERS IN YOUR INVESTMENTS



NATIONAL  
ASSOCIATION  
REALTORS®



HIGH RISES



FloridaRealtors®  
The Voice for Real Estate® in Florida

# Selling Tampa Bay Group at Compass

Specializing in luxury and pre-construction real estate throughout Central Florida, Selling Tampa Bay Group forms an umbrella that encapsulates Hillsborough, Pinellas, and Pasco Counties. Founded by Josh Taylor & Rudi Ramnanan out of an ambition to provide leading-edge broker services, this dynamic team of thinkers and doers includes Jessica Scrivani, Elise Raspitzi, Leigh Brower, and Holly Van Horn. These agents collaborate with each other as much as they do with their clients, all with the same passion for Tampa and the surrounding markets and everything they have to offer.

Having been established in the market for 15 years as the condo specialists and exclusive partner for highrises.com before being acquired by Compass, Selling Tampa Bay Group is seasoned on the ins and outs of Tampa Bay, with intimate knowledge of the streets, neighborhoods, neighbors, and local affairs that ultimately elevate the experience of buying or selling a home. Their goal-oriented attitudes are matched with their responsiveness; answering the phone and being available every day is at this group's core, with an ethos rooted in taking time to develop, grow, and nurture relationships with prospective clients. Beyond the transaction, they're still just a phone call away, ready to assist in any way they can to help clients maximize their daily lives.

Selling Tampa Bay Group's expansive network and expertise paired with the robust single-platform technology at Compass launches them ahead of other brokerages. Staging services, marketing support, access to in-depth analytics, and price comparison tools only skim the surface on the host of options available through Compass to squeeze every last drop of potential from a transaction with any of these agents. In one of the fastest growing markets in the nation where the sun shines almost every day, rest assured that this is the team that will score big on your goals.



SELLING TAMPA BAY

# Josh Taylor

Josh is originally from Albany, NY, but has called Tampa Bay his home over the last 17 years. As a 3rd generation broker, you can say real estate is in his blood and it's the only job he has ever known - sales associate at 18, broker associate at 22, brokerage owner at 24 and builder at 29. Josh has led a large team of 30+ agents, managed dozens of properties, brokered thousands of transactions, and builds homes. His knowledge and experience in the real estate industry allows him to be a valuable asset to his clients, team members and everyone around him.

**Let me show you why I am the right agent for you.**



When you work with me, you will get:

- Commitment
- Drive
- Experience
- Integrity
- Responsiveness

STB

**Josh Taylor**

R.E. Advisor

813.382.4767

josh.taylor@compass.com

@ thebrokerjosh



# Rudi Ramnanan

Since 2009, Rudi has called Tampa Bay home. Born and raised in Trinidad and Tobago, Rudi made the move to Tampa to pursue his Bachelor's degree at the University of Tampa and Master's degree at the University of South Florida.

For the past 5 years, Rudi has consistently been the top agent at the brokerage demonstrating his skills and drive to succeed. With his past experience as well as his knowledge of Tampa Bay and its surrounding cities, Rudi has the professionalism and capability to assist you through the transaction of buying, selling or renting.

**Let me show you why I am the right agent for you.**



When you work with me, you will get:

- Commitment
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- Integrity
- Responsiveness

STB

**Rudi Ramnanan**

R.E. Advisor

813.409.1827

[rudi.ramnanan@compass.com](mailto:rudi.ramnanan@compass.com)

@ rudi\_ramnanan

# Our team is dedicated to our clients.

Founding Partner



**Rudi Ramnanan**

R.E. Advisor

813.409.1827

rudi.ramnanan@compass.com

Insert a description of your team member here.

Business Development



**Leigh Brower**

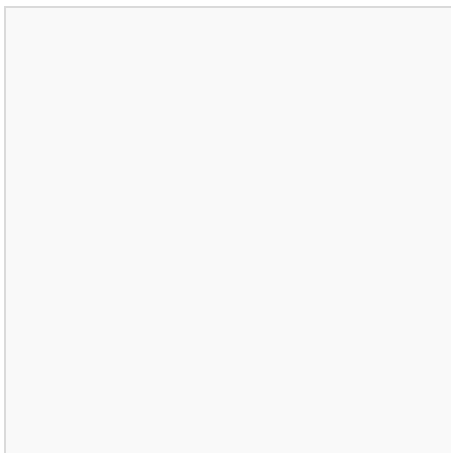
R.E. Advisor

203.668.3498

leigh.brower@compass.com

Insert a description of your team member here.

Property Manager



**Holly VanHorn**

Administrator

813.442.1182

holly.vanhorn@compass.com

Insert a description of your team member here.

Insert Role



**Jessica Scrivani**

R.E. Advisor

845.242.8165

jessica.scrivani@compass.com

Insert a description of your team member here.

The Proof is in the Numbers

\$100  
Million

is what we're on pace to sell in 2021

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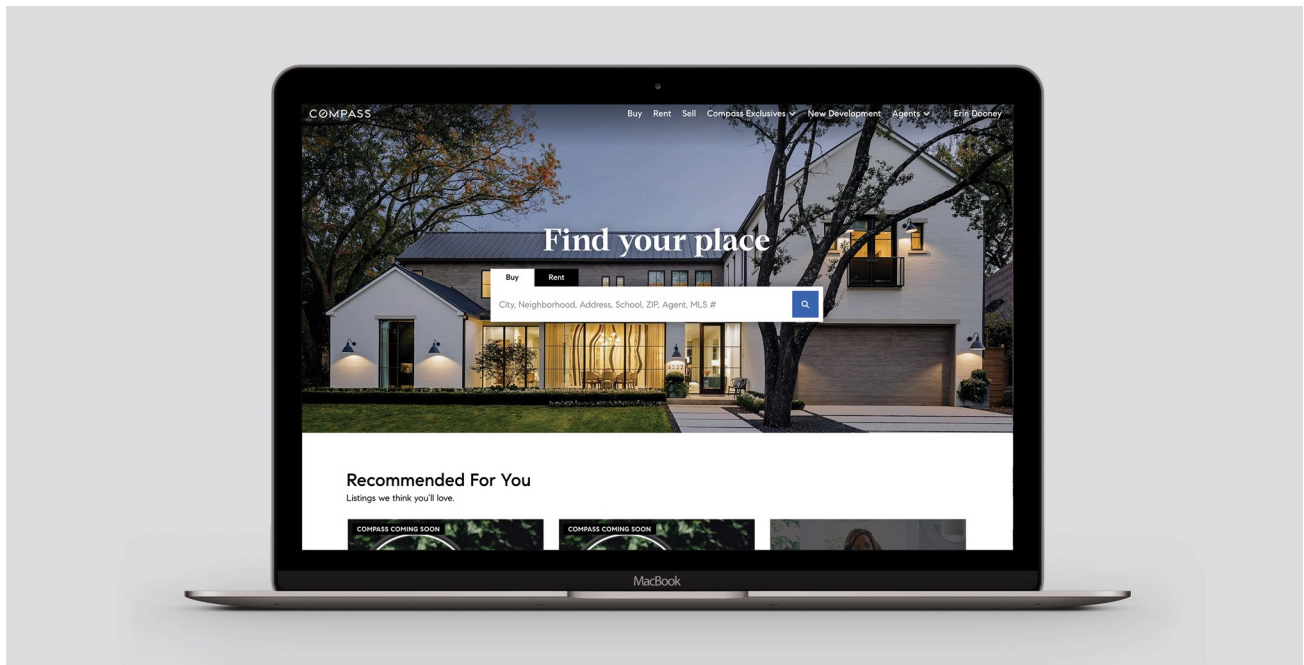
1,500+

Real estate  
transactions  
brokered by Josh

15

Years of  
experience

# Everyone gets a first impression... Compass gets billions.



## 250M+

Annual website  
and social media  
impressions\*

### Digital Reach

Our digital  
footprint  
attracts potential  
buyers to  
your listing.

## 1.4M+

Annual unique  
international users  
on compass.com\*\*

### International Reach

Our website drives  
international buyers  
to homes like yours  
through curated  
presentation and  
artificial intelligence.

## 105B+

2020 PR  
Impressions\*\*\*

### Media Reach

Our in-house media  
team works with top  
publications to share  
compelling narratives  
about your home with  
your target buyer.

\*Sourced via Sprout Social and Google Analytics, 11.2020–12.31.2020.

\*\*Sourced via Google Analytics, 11.2020–12.31.2020.

\*\*\*Sourced via Meltwater, 11.2020–12.31.2020.

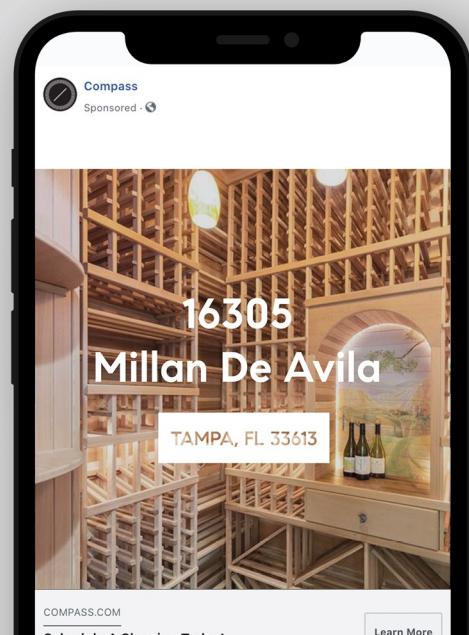
# Reach more prospective buyers with intelligent digital advertising.

By leveraging Compass' digital advertising tools and partnerships across social media and advertising throughout your listing process, we can generate demand to sell your home faster, and we meet potential buyers where they are, online.

INSTAGRAM IMAGE AD



FACEBOOK VIDEO AD



## Proprietary Targeting

Compass helps generate buyer interest by using proprietary data to serve ads to Facebook and Instagram users.

## Optimized Performance

Compass tracks and measures the results of every campaign which allows for continued optimization.



# Our Step-by-Step Plan

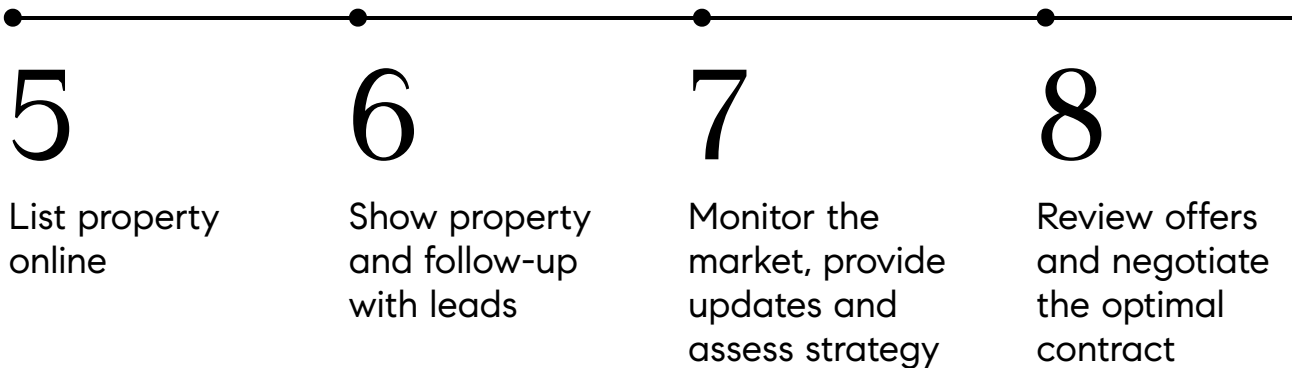
## What to Expect

As your trusted advisor, I'll be there to guide you throughout the home selling process to ensure that your experience is as seamless and stress-free as possible.

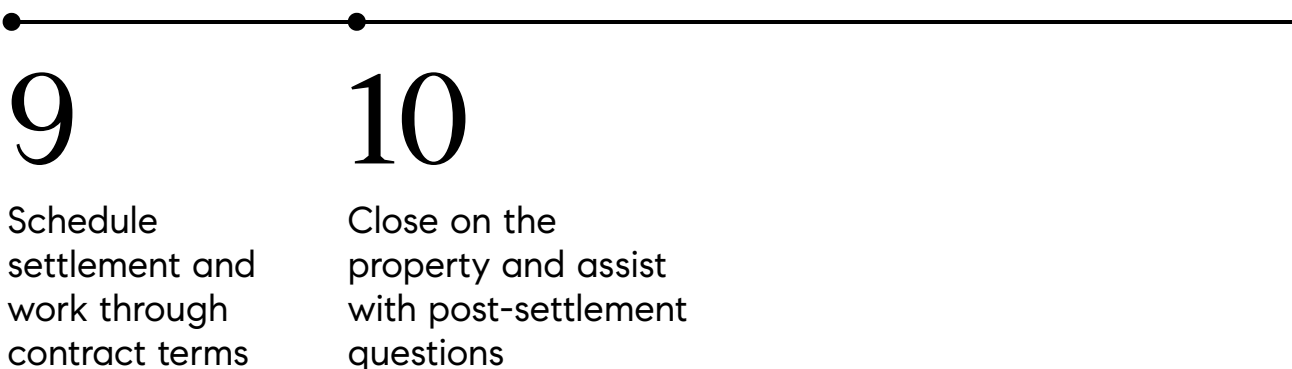
### PRE-MARKET



### ON-MARKET



### CLOSING



\*Pre-marketing strategies are independently determined by clients at their direction.

# Your Listing Launch



## Pre-Market

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- Home Preparation
- Photography
- Pricing
- Pre-List Marketing
- Leveraging Our Exclusive Agent Network

## On-Market

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- Media Plan
- Open Houses
- Assessing Our Strategy and Monitoring the Market

# Leveraging Our Network & Resources

Becoming a client of our Group gives you access to a network of Tampa's top Vendors. We have built relationships with the best businesses Tampa Bay has to offer.

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## Referral Network

- Appraisers
- Attorneys
- Architects
- Banks
- Builders
- Contractors
- Cleaning Services
- Developers
- Electricians
- Handymen
- HVAC Specialists
- Inspectors
- Insurance Agents
- Lawn Services
- Mortgage Experts
- Plumbers
- Remediation Experts
- Surveyors
- Title Companies

# We let our clients do the talking.

“

"We can't say enough good things about Josh and his team. They did a wonderful job managing our property and worked tirelessly to sell the property when we were ready. Josh communicated with us regularly to update us on any changes in the market and to advise us if we needed to adjust our strategy for selling our condo."

SELLER | TAMPA

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"Not all Real estate agents are created equal. When you work with Selling Tampa Bay you are aiming for the best. At the end is all about customer service, and having a great experience knowing you are dealing with professionals all the time. I know Josh and his team always excel at what they do best, to take care of the customer. Always professional, always dedicated."

SELLER | TAMPA

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Josh and his team were wonderful to work with. They are very knowledgeable about the Tampa Bay market and helpful through the entire selling process. Anytime I needed help or had a quick question, someone got back to me immediately. I highly recommend Josh and his team!"

BUYER | TAMPA

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