

REAL ESTATE LISTING PRESENTATION



PREPARED WITH

CARE FOR

JANE AND
JOHN DOE

We realize owners sell
real estate for many reasons.

- marriage
- the birth of a child
- a death in the family
- divorce
- age
- relocation
- rising costs of homeownership
- loss of work
- downsize
- upsize
- liquidize assets
- lifestyle change
- the home is a spec home

No matter the reason
when you decide to sell or buy
real estate
our team will be attentive
to your situation
and is proven at helping
you optimize the sale or purchase
of your real estate.

Don't take our word for it.

Read a few of the testimonials from satisfied clients.



"For 4 months my family attempted to sell our family grocery store without a listing agent. **Brian encouraged us to list at a higher price, unlike other realtors, who try to convince you to lower your asking price.**

Within days he produced a full asking price offer \$350,000 above the appraised value of our property.

I highly recommend Brian to anyone looking to optimize the sale of residential or commercial real estate."

- Frank Castaneira, Seller 1630 - 1640 NW 27th Ave



SOLD!

BERKSHIRE HATHAWAY HOMESERVICES EWM REALTY

BRIAN C. SMITH | 305.318.8200 | BRIANSMITHSOUTHFLORIDA.COM

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"Brian is extremely honest, does not sugar coat, and is not afraid to say he does not know or needs to research before answering.

As a result I found the information he gave me to be very reliable. In a matter of days I ended up locking up a rare 5 bedroom at a very attractive price.

The closing was very smooth. Thank you to Brian and his team."

- Olivier Cojot-Goldberg

CEO, Zahavi LLC

Vice Chairman Emeritus, Ellington Management



SOLD!

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"Mark Mattsson is a sincere and honest realtor.

Through diligent work he ensured my property SOLD for top dollar in a challenging real estate environment.

- Guy Robles, JD
Global Principal Project Manager, Microsoft

SOLD !

**BERKSHIRE
HATHAWAY**
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"Brian is extremely professional and knowledgeable.

I would trust Brian with any real estate transaction."

- Alex Horenstein, Ph.D.
Professor of Economics
University of Miami

SOLD !

**BERKSHIRE
HATHAWAY**
HOMESERVICES
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"Patient, strategic, and great negotiator.

I now consider Michael Warshower a friend."

- Luis Balaguer

Co-Founder & Chairman, Latin World Entertainment



SOLD !



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BERKSHIRE HATHAWAY HOMESERVICES EWM REALTY

BRIAN C. SMITH GROUP

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"Andrew Tassara demonstrated the utmost professionalism, deep market knowledge, and a genuine commitment to ensure I got the best possible outcome. His attention to detail, proactive communication, and unwavering dedication made the entire process seamless and stress-free.

If you are looking for a realtor who not only knows the market inside and out, but also genuinely cares about your needs, Andrew Tassara is the one to trust. I wholeheartedly recommend him to anyone looking to buy or sell a property."

- Samuel Adetunji, CO-CEO, Veriheal



SOLD !



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LISTING PRESENTATION

Our team routinely produces top results by employing the right tactics and strategies to sell real estate across these 6 areas.

VALUATION | PRICING | MARKETING | SALES | NEGOTIATIONS | TEAMWORK

Brian C. Smith worked at Accredited Home Lenders and worked with Corporate Appraisers who reviewed 1,000s of appraisals to ensure value for stakeholders.
Trust Brian to accurately analyze your real estate. Very few realtors have his experience.

Here is an analysis of your real estate prior to taking a home tour with you to discuss price adjustments.

Suggested list prices:

If new construction:

Highlights of the property:

+ Quality of the finishes- **tell us more**

+ Tell us more about the

Ceiling height

Elevation of the foundation

Materials used for construction

Furnishings

Finishes- Millwork | Cabinets | Doors | Stonework | Appliances | Lighting

Mechanical / Electrical / Electronic Systems including controls and integration

Sound | Security | HVAC and Controls | Lighting | Pool | Irrigation | Vacuum

Fire | Water Treatment | Emergency Power | Hot Water | Ventilation

Landscaping

Challenges to achieving a high sale:

- ()

Comparables Map:

Comparables:

Market Analysis:

The most important aspect of marketing is differentiation.

This is our plan to make your property stand-out, ask to be shown, and receive multiple qualified offers.

1. Declutter, clean, and stage the home correctly for sale.
2. Properly Edited High Resolution and Multiple Exposure Photos Including Drone
3. Multiple Videos Including Drone could include:
 - I. Lifestyle video | Neighborhood video
- A. Walk-through Videos
 - I. Berkshire Hathaway HomeServices EWM Realty Branded- Horizontal
 - II. Unbranded for use by cooperating brokers- Horizontal
 - III. Listing Agent talking- Horizontal
 - IV. Listing Agent talking- Vertical
 - V. Charlie Chaplain Style Team Video- Horizontal
- B. Specialty Videos
 - I. Open House- announcement and live streams
 - II. Co-broker Videos
 - III. Other Videos based on opportunities that arise
4. Mailers to the best target neighborhoods in Miami.
5. Door knob advertisements in select neighborhoods
6. Email blasts- we sometimes send over 50,000 emails of our newsletter to
 - A. Qualified buyers
 - B. Real estate professionals
7. Digital presence- Brian C. Smith + 6+ other realtors on team
 - A. ()/month on SEO
 - B. ()/mo on RESI IDX website
 - C. () on new website late summer 2025
 - D. BrianSmithSouthFlorida.com
 - E. ewm.com
 - F. bhhs.com
 - G. YouTube- BrianSmithSouthFlorida- 255,374 views
 - H. LinkedIn- <https://www.linkedin.com/in/smithbrianc/> 13,223 followers
 - I. Instagram | Facebook- across multiple team members

8. Open Houses- when buyers feel competition they make stronger offers
 - A. Team approach- 2 realtor minimum | ideally 3 realtors per event from our team
 - B. 1-3 open houses per week- we host more open houses in a week for a listing than most realtors will do in a year for a listing.
 - C. Collaborate with local businesses to gain exposure
 1. Flower shop / fitness trainers / lenders / title companies / artists
 - D. Advertise- up to 20 open houses signs / blogs / 3rd party real estate sites / blast emails / YouTube / LinkedIn / Instagram / Facebook
 - E. We keep a strict showing log of all showings. When buyers and realtors see the log it creates stress and stronger offers.
 - F. Recent NAR rule changes make Open Houses a must if you want to maximize showings, but most realtors either work solo, have too many listings, or don't know how to pull off an effective open house.
 - G. We will conduct private showings, but our sellers win when we can conduct the majority of our showings via open houses.
 - H. We utilize time at Open Houses to create spontaneous and live videos that promote your listing further.
 - I. We encourage other realtors to take videos and photos to promote the property. We have gimbals and microphones available and will assist if they need us to take shots of them.
9. Magazine / Newspaper / Billboards - ads we have utilized:
Lifestyles Magazine South Florida | Miami Vibes
Wall Street Journal | Miami Herald
Ballyhoo Media Boat



Virtual Staging of a Penthouse We Rented Quickly For Dollar

Before | After Staging Photos- **NOT REQUIRED FOR YOUR PROPERTY**



Virtual Staging of a Condo We Sold Quickly

Before | After Staging Photos- **NOT REQUIRED FOR YOUR PROPERTY**



Mailers to the Best Target Buildings in Miami




JUST LISTED !


BRICKELL HEIGHTS #4201




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JUST LISTED !



\$4.5M | 4/4.5



<<OWNER NAME 1>>
<<House Number>>
<<Prefix Direction>>, <<State>>

BRIAN C. SMITH

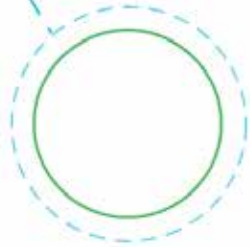
305.318.8200

9 REALTORS FOR THE PRICE OF 1

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Door Knob Advertisements in Select Neighborhoods

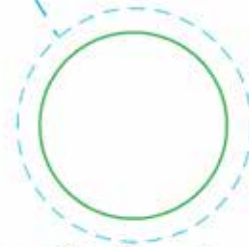
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BERKSHIRE HATHAWAY HOMESERVICES
EWM REALTY



SOLD!

2020 N BAYSHORE DR #3906
SOLD 5/5/1 3,996 SF PENTHOUSE
WITH 2,000+ SF TERRACE

THE BRIAN C. SMITH GROUP
BERKSHIRE HATHAWAY HOMESERVICES
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JUST LISTED!

665 NE 25th ST #PHI-01

2 / 2.5 + Den

1,770 SF | Waterfront Penthouse

SOLD!

12540 OAK ARBOR LANE
SOLD 5/4 4,136 SF
1 ACRE LOT AND POOL

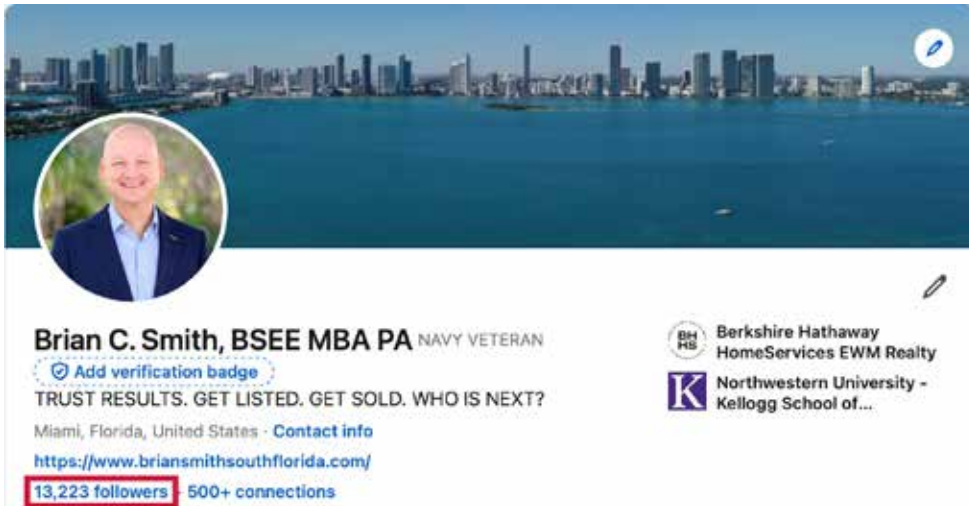
JUST LISTED!

7430 Beach View Dr

4 / 2.5 + Den

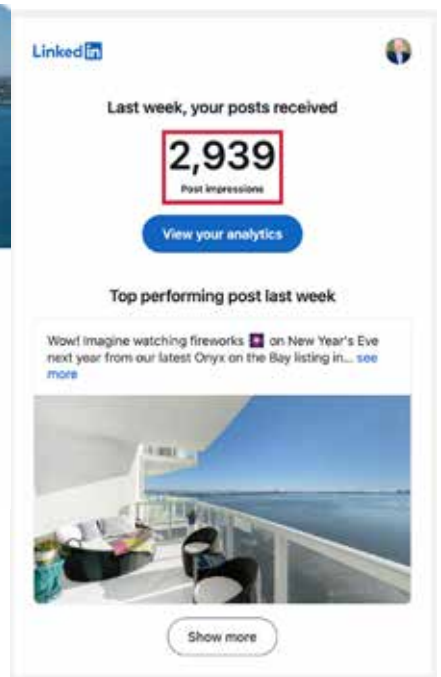
2,497 SF | Heated Salt Water Pool

Digital Presence



Brian C. Smith, BSEE MBA PA NAVY VETERAN
Add verification badge
TRUST RESULTS. GET LISTED. GET SOLD. WHO IS NEXT?
Miami, Florida, United States · [Contact info](#)
<https://www.briansmithsouthflorida.com/>
13,223 followers · 500+ connections

Berkshire Hathaway HomeServices EWM Realty
Northwestern University - Kellogg School of...



LinkedIn


Last week, your posts received

2,939
Post Impressions

[View your analytics](#)

Top performing post last week

Wow! Imagine watching fireworks 🇺🇸 on New Year's Eve next year from our latest Oryx on the Bay listing in... [see more](#)



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Brian C. Smith, P.A.

worldwide for its picturesque beaches, modern skylines, model health, eye catching art, scrumptious food, upbeat music, inviting weather, and thoughtful architecture.

My channel is dedicated to people who want to explore the lifestyle and real estate of Edgewater and Miami Beach.

Please send suggestions for additions to Brian_C_Smith@me.com and subscribe to the channel.

Links

[BrianSmithSouthFlorida.com](#)
[briansouthflorida.com](https://www.briansouthflorida.com)

More info

- [View email address](#)
- www.youtube.com/@BrianSmithSouthFlorida
- United States
- Joined Aug 8, 2013
- 321 subscribers
- 309 videos
- 255,374 views**



BRIANSMITHSOUTHFLORIDA

Posts

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lifestyles

SOUTH FLORIDA

**BERKSHIRE
HATHAWAY
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ROOMSABLE OF KIM

2 EDGEWATER

At a renovated penthouse at Paramount Bay, a luxury high-rise condominium building in the Edgewater neighborhood of Miami, you can treat yourself or a crowd to unobstructed panoramic views of ocean, bay, and city from an over-size 61'x14' rooftop terrace complex with sandy seating beneath a pergola and private plunge pool. "The home is in the heart of the city—five minutes from downtown, six minutes to the Design District, and eight minutes to South Beach—the best location in Miami," says Berkshire Hathaway Home Services EWM Realty agent Brian C. Smith, who holds the \$43-million listing.

Inside the 2,845-square-foot four-bedroom penthouse pad, elevated finishes, fine fixtures, and fittings set a relaxed yet luxurious tone that sets the dwelling apart. "Unlike the white-on-white on white you see in so many Miami condos, here porcelain floors that look like wide wood planks throughout, walls with a Venetian plaster-style finish as the master bedroom bring a sense of warmth to the modern interiors," says Smith. A side-by-side full-Zen kidge and formal, ornate, wine fridge, and custom kitchen island with sophisticated hardware make the space an entertainer's dream. Concrete wine racks, built-in two-poster wine racks, the other two—copper-colored columns, glistening pool tables, a meditation garden, and a fire pit. Two covered parking spots and valet parking complete the mix. "This is a resort you get to call home," says Smith, who offers the unit furnished. "Just showing up with your bathing suit and a beach bag, and you're set."



2020 N. BAYSHORE DR., PH 4104
MIAMI, FL 33127
\$4,000,000

BRIAN C. SMITH
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BRIAN_C.SMITH@BWE.COM
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EWM REALTY



PARAMOUNT BAY: AN AERIAL MASTERPIECE

words / Isha Flinchuk

Let's all take a moment for manifestation - a second to slip into our imaginations and envision an existence beyond the ordinary. Allow us to take you inside a realm of sheer magnificence and boundless splendour as we bring you on a front-row tour of one of Miami's most exclusive ultra-luxury residential buildings - Paramount Bay. Nestled in the vibrant and liquid-modern-magnificent neighborhood of Edgewater, Paramount Bay offers a comprehensive suite of world-class amenities that would make Bruce Winick right before he told his latest yacht to buy a penthouse at this distinguished address. The seemingly endless upscale amenities complement the ennobling tapestry of residents who make Paramount Bay a community. From famous professional athletes, top-shelf performing artists, cutting-edge entrepreneurs, and industry-leading medical professionals, this sanctuary is truly crafted for visionaries by visionaries. It's a place where the limits of possibility are shattered and a new era of prominence for the finer things in life unfolds.

As you seek shelter from the speeding world outside and approach this towering treasure, the first thing you'll notice is the meticulous detail that is so characteristic of Architectonica, one of the most esteemed architectural firms on the planet which has had a dominant hand in shaping the Miami skyline. Like a sculptor's stroke of genius, this marvel of engineering seamlessly merges form and function, bestowing its 54th suite an unparalleled focal point - a breathtaking panoramic vista of Biscayne Bay framed by none other than the illustrious South Beach on the horizon. Each glance from your floor-to-ceiling windows is a living canvas, a feast for the eyes and soul that transports you to the pulsating heart of our city's timeless beauty.

This photo you see in this very article is from Unit 2004 at Paramount Bay, owned by Isha Tabu who graciously allowed us into his home to experience the stunning views and other far reaches. Tabu, a real estate agent, works for The Brian C. Smith Group at Berkshire Hathaway HomeServices FWM Realty. Smith leads the sales team representing one of only a couple of these bedrooms units that are up for



grabs in the building, unit 1903. The unit, which was listed for sale in January, is currently priced at \$1,760,000 and features 1,308 square feet with unobstructed bay views. You can reach out directly to Brian Smith and call Paramount Bay "home" within a matter of days!

Every detail has been expertly created, with interior designs personally overseen by the legendary Larry Kutzler himself. The space exudes an intoxicating fusion of sophistication and elegance, where each residence

stands as an individual masterpiece of fine art in the sky. Private foyers serviced by semi-private elevators and discreet service elevators cater to your every need, ensuring convenience and preserving your privacy.

However, the allure of Paramount Bay extends far beyond its extraordinary features and amenities. Edgewater itself boasts an ultra-prime location that elevates the community's undeniable charm. From the avant-garde allure of the dynamic Design District and Wynwood

Unit 2004 at Paramount Bay, owned by Isha Tabu
Realtor: The Brian C. Smith Group at Berkshire Hathaway HomeServices FWM Realty
#1 @briansmithandflorida
305.318.8300

Art District to the sun-drenched shores of Miami Beach and the pulsating energy of downtown and Brickell, alluring destinations await within a mere five to ten-minute drive in any direction. Every adventure, aspiration, and desire lies effortlessly within reach, presenting a lifestyle of endless possibilities just beyond your doorstep.

But why stop for when Paramount Bay is an epitome of action and offers a macramé of unparalleled indulgence? Immerse yourself in the pinnacle of wellness at the two-story fitness facility and spa, where cutting-edge equipment and expert trainers cater to your physical well-being. Lounge in the warm embrace of the ocean-like pool area, adorned with lavish cabanas and inviting grills, where unforgettable barbecues unfold against a backdrop of serene tranquility. Discover your equilibrium in the tranquil plates room, or unleash your inner child with your little ones in the lively kids' room or teen's room. For those seeking both productivity and pleasure, dedicated office suites cater to your professional needs, while the allure of a friendly game of pool beckons at the super-stylish pool table area. Paramount Bay stands as an oasis of gratification, a testament to the art of living life to the fullest.

As we disembark from our imagination station, let the echoes of Paramount Bay's splendor linger within your heart the same way its breathtaking vistas and coveted elegance have left an indelible mark on the soul of Miami.

Farewell, for now, to this magnificent domain in the sky. We hope your journey will be filled with adventures that rival the grandeur of Paramount Bay, and may you forever carry the essence of endless possibilities within your spirit.

THE POWER OF THE BRAND

As a proud member of the **Berkshire Hathaway** family of companies, **HomeServices of America**, a *Berkshire Hathaway affiliate*, brings together the most talented and experienced individuals in the industry whose sole focus is to create the best possible real estate experience for you.



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- #2 EXXON MOBIL
- #3 APPLE
- #4 **BERKSHIRE HATHAWAY**
- #5 AMAZON



- #1 APPLE
- #2 AMAZON
- #3 **BERKSHIRE HATHAWAY**
- #4 WALT DISNEY
- #5 STARBUCKS



- #1 ALPHABET
- #2 APPLE
- #3 AMAZON
- #4 **BERKSHIRE HATHAWAY**
- #5 MICROSOFT

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fortune.com/fortune500/list/
fortune.com/worlds-most-admired-companies/
online.wsj.com/public/resources/documents/MostRespectedCompanies.pdf

CHOOSE YOUR REALTOR WISELY !

 <p>SOLD !</p> <p>SOLD \$350,000 ABOVE APPRAISED VALUE</p>	 <p>SOLD !</p> <p>SOLD \$270,000 ABOVE MOST RECENT COMP</p>	 <p>SOLD !</p> <p>SOLD \$210,000 ABOVE MOST RECENT COMP</p>
<p>1630 - 1640 NW 27TH AVE</p> <p>4,600 SF GROCERY 10,500 SF LOT 13 PARKING SPOTS CORNER LOT</p> <p>SOLD FOR FULL ASKING PRICE \$1.55M</p>	<p>700 NE 25TH ST #2104</p> <p>1,594 SF LUXURY CONDO 2/2 RENOVATED CONDO 1 PARKING SPACE</p> <p>SOLD FOR FULL ASKING PRICE \$900K + \$30K ASSESSMENT</p>	<p>2020 N BAYSHORE DR #1606</p> <p>1,666 SF LUXURY CONDO 2/2/1 + DEN 1 STORAGE UNIT 1 PARKING SPACE</p> <p>SOLD FOR \$1.1M</p>

TRUST RESULTS.

GET LISTED. GET SOLD.

WHO IS NEXT?

**BERKSHIRE
HATHAWAY**
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EWM REALTY



St	CD ↑	CDOM Address	Subdivision/Complex	SP\$	SP\$/SqFt	SqFt LA	LP\$ ↑	LP\$/SqFt LS	
CS	07/06/2022	9 700 NE 25th St Unit#2104	STAR LOFTS ON THE BAY	\$900,000	\$564.62	≈1,594	\$900,000	\$564.62	Brian Smith
CS	06/09/2022	0 700 NE 25th St Unit#1404	STAR LOFTS ON THE BAY	\$630,000	\$395.23	≈1,594	\$640,000	\$401.51	Julian Diaz
CS	02/15/2022	148 700 NE 25th St Unit#1904	STAR LOFTS ON THE BAY	\$660,000	\$414.05	≈1,594	\$674,000	\$422.84	Marcelo daSilva
A		5 700 NE 25th St Unit#904	STAR LOFTS ON THE BAY			≈1,594	\$679,000	\$425.97	Lucas Gomez

TEAM BIOS



Brian C. Smith 305.318.8200

- BS Electrical Engineering, University of Notre Dame
- Graduate of Navy Nuclear Power School
- MBA, Kellogg School of Management- Northwestern University

Work History:

- Navy- Surface Warfare Officer on a \$1B destroyer | leading 300+ sailors
- Accredited Home Lenders- Corporate appraisals | underwriting | originations
- 8+ years selling South Florida real estate
- **Edgewater | Miami Beach Islands expert**
- Part 107 Federal Aviation Administration Commercial Drone License
- Secretary- Board of Directors- Northwestern University- Alumni Club of SE FL
- Father | beach tennis | golf | elliptigo | latin dance | emmaus retreats
- English | Spanish

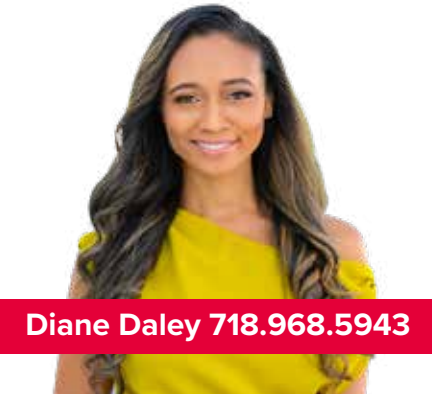


Mark Mattsson 305.764.8959

- BBA Marketing, Western Connecticut State University

Work History:

- 25+ years managing and co-owning a hotel in NY
- 17+ years selling South Florida real estate
- **Upper East Side | South Beach expert**
- Licensed to sell real estate in FL | NJ
- Big Ten Blood Drive Coordinator
- Gardens | home repair | dogs
- English



Diane Daley 718.968.5943

- BSBA Management, Barry University

Work History:

- Medical Office Manager
- American Heart Association- CPR Instructor
- 5+ years selling South Florida real estate
- **Miami Shores | Boca Raton expert**
- Food | world travel | birds
- English

- BSBA International Finance & Marketing, University of Miami

Work History:

- LILA - IFISA S.A.- General Manager Operations- Head Broker- Argentina
- RPI Commercial- Buckstore Inc- President
- Developer of 2,000+ International retail stores
- 8+ years selling South Florida real estate
- **Miami Beach - Sunny Isles | Commercial | Luxury Residential expert**
- **Sports and Entertainment specialist**
- Deep ties to Argentine community
- Husband | soccer | tennis
- English | Spanish | Portuguese



Michael Warshower 786.367.5305

- BS International Relations, Florida International University

Work History:

- Power Motors- Ran Mechanic and Body Shop
- Off White- #1 Sales Producer Globally
- **Belle Meade Island expert**
- **Sports and Entertainment Specialist**
- Basketball | fitness | fashion
- Homeless outreach
- English | Spanish



Andrew Tassara 703.296.6770

- BA, Industrial Design, University of Notre Dame
- Google Data Analytics Professional Certificate

Work History

- 5+ years Lanes Estates LLC- Wholesaling Real Estate
- 2+ years Luxury Leasing Consultant
- 2+ years The Game Changer Athletic Facility
- DJ
- Logistics Specialist
- Cleveland Browns Safety
175th pick in the 6th round of the 2013 NFL Draft



Jamoris Slaughter 312.838.1070