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**MAXIM**<sup>®</sup>  
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Thank you for allowing us your time, as we know it's life's most priceless commodity! So let me ask you? Have you considered your homes unbiased true value? Is it ready to go to market today? Are you ready to begin *your* next chapter? Then what better time than now to list with Maxim!

Our Mission is simple. To maxim-ize your homes exposure with our unique and aggressive marketing tactics while getting you the maximum return on your investment with the goal to ensure the transaction is as smooth as possible.

***What is the value of your home?***

Price may seem subjective in the eyes of a purchaser; however, they do adequate analysis on making offers based on *sold* comparable and *available* inventory. We believe in listing a home to sell it, not to list it! Your custom CMA (Comparative Market Analysis) is enclosed!

\* If your custom CMA is not enclosed, please request! We will gladly send this to you within 24 hours.

***High Resolution Photos:***

A picture is worth a thousand words. A professional will be retained to express your properties greatest qualities with high-resolution still photos. \*\*

***3-D Madderport / Drone / Videos:***

If a picture is worth a thousand words our other resources are worth tens of thousands. Our other high tech tools include but are not limited to Branded Videos, Incredible Panoramic Drone Videos / Pictures and/or the newest 3D-Madderport giving you the feeling of actually walking through the home. \*\*

***On Premise Exposure (Exterior):***

Notable marketing not limited to; personal/directional signage, flyer boxes, flags, and automated 24 hr. Open Houses.

***On Premise Exposure (Interior):***

Notable marketing not limited to; fully disclosed colored sell sheet with photos with an estimated monthly/payment rate sheet.

***Outside Brokers:***

We cold call brokers in the subject area whom have listed, put in contract and/or sold properties within the last 6 months

***Prospecting:***

We call and/or visit surrounding neighbors and/or specific target markets for buyers Nationwide. \*\*

\*\*This will be subject to property location/type.

***Open House:***

We host both Broker & Public "Opens". To maxim-ize exposure, we prospect and advertise these dates to ensure the largest turn out.

***Preparation:***

We offer our expertise to ensure your home is in the most saleable condition. We want to ensure you keep an open mind within this process as we want to cater to the masses.

***Feedback:***

We commit to following up with you every Friday on all buyer and agent feedback on condition, location, price, potential interest as well as market conditions.

***Direct Mail:***

Depending on property type / location, we send direct mail / high quality pieces to specific target markets within our areas, past client databases, out of state databases as well as specific target markets for individuals we think may have an interest in your property.

***Internet Marketing:***

A complete syndication into dozens of websites, locally, nationally and globally.

***Multiple Listing Service (MLS):***

Complete exposure to our online Realtor database reaching over 12k local agents and over \$1MM Realtors nationwide.

***Pre-Qualify:***

We ensure all prospects are financially sound with either the necessary proof of funds or are preapproved for financing.

***Email Campaign:***

This property information campaign will be sent to our Realtor databases that have sold in our area / like kind properties, our past client databases as well as any lists we can purchase that would potentially benefit from this property being advertised.

***Custom Site:***

Your home will have its own branded website specific to your properties' pictures, highlights and location. \*\*If on the Royal Palm Board Of Realtors.

***Negotiations:***

We have strong negotiation tactics to ensure we are coming out with the best price and terms possible.

***Our Team:***

In hiring us to sell your property, we have access to our team including but not limited to our In-House Counsel who can handle the title closing with full attorney representation, FAR BAR Legal Counsel, In-House Contract Liaison, In-House Marketer, In-House Lender for preapprovals as well as a Broker / Staff with decades of experience in negotiating, marketing and selling / leasing thousands of properties! Let's List Today!