



Featured Homes



261 SW 30 RD
Want urban living but without the confines of a condominium? This c...

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- > Open Houses
- > Carole's Blog

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CAROLE SMITH - LUXURY REALTOR
CORAL GABLES, COCONUT GROVE AND BEYOND

Our homes are an important part of our lives, giving us shelter, security, and a means of self expression. Homes are a uniquely public representation of who we are, perhaps more than any other material possession we have. Separate from the constraints of necessity, many homes are a microcosm for the things we hold most dear -family, memories, relaxation and a sense of belonging. I meet many people who are just beginning the dream, those who are upsizing, and those who are moving into smaller quarters after a generation of family use. Wherever



Stand Out

Developing a Unique Selling Proposition:
Getting Back to Basics.

CAROLE SMITH
realtor



Presentation Overview

- Background
- Defining USP
- Case Study



Professional Background

- Realtor for over 18 years with focus in luxury South Florida Markets:
 - Coral Gables, Coconut Grove, Pinecrest, South Miami
- #1 Realtor at EWM Coral Gables Office
- Winner of '06 & '08 Best of South Florida, Realtor of the Year
- Top 10 Realtor Miami-Dade County '06, '07 & '08 (out of 28,000 Realtors)
- Member of Luxury Home Institute
- Member of Who's Who in Luxury Real Estate
- Member and Director of Master Brokers Forum
- Member of Council of Residential Specialists (CRS)
- Member of Allen Hainge's Cyberstars
- Named a "Miami Mega Broker" by Unique Homes Magazine



Unique Selling Proposition

In *Reality in Advertising* ([Reeves 1961](#), pp. 46–48) Reeves laments that the U.S.P. is widely misunderstood and gives a precise definition in three parts:

- Each advertisement must make a proposition to the consumer. Not just words, not just product [puffery](#), not just show-window advertising. Each advertisement must say to each reader: "Buy this product, and you will get *this specific benefit*."
- The proposition must be one that the competition either cannot, or does not, offer. It must be unique—either a uniqueness of the brand or a claim not otherwise made in that particular field of advertising.
- The proposition must be so strong that it can move the mass millions, i.e., pull over new customers to your product.



USP is Important in Real Estate

- Not every listing will be unique or noteworthy
- But do try to be selective about your properties
- One “buzz-worthy” property will help all other listings you have
- One “buzz-worthy” property typically helps secure multiple future listings due to exposure
- This was the case with the following property:



Case Study: Integrated Real Estate Marketing Campaign

“Upswing” - An Architectural Adventure

5105 SW 82nd Street
Coral Gables, FL

Marketing Objective

To sell this contemporary home at the highest price in the shortest amount of time.





Integrated Real Estate Marketing Campaign

Marketing Challenge

- Limited Target Audience

The property is a unique, contemporary architectural gem which appeals to only a niche market in South Florida.

Located in a prestigious Miami neighborhood, the home is not a typical Floridian home and its modernist flare will not appeal to many luxury home buyers.

- Price Point

Given the real estate downturn, prospective home buyers are extremely cautious when purchasing in South Florida. A \$4 million price point also constricts the prospective buyer pool.



Integrated Real Estate Marketing Campaign

Marketing Opportunity

Unique Selling Proposition

- Estate was originally designed with an art collector in mind

Marketing Strategy

Target Audience: Given the estate's obvious appeal to art collectors:

- Focus on art buyers, gallery owners and others within the art scene as primary target market
- Hyper Local Tactic:
 - Leveraged the prestigious Art Basel event in Miami Beach to reach prospective buyers who relish contemporary, high end art.
 - Strategy was to present the property as the ideal home to express a buyer's creativity while highlighting the home's gallery-like sensibilities.

Art | Basel | Miami Beach

Integrated Real Estate Marketing Campaign

Marketing Tactics

Property Website

Created a unique URL:

www.5105sw82street.com

Featured Websites

The property was featured in luxury real estate sites and others:

Realtor.com

Luxuryhomes.com

Mayfairinternationalrealty.com

Luxuryrealestate.com

Christiesgreatestates.com

Veryspecialhomes.com

Ewm.com

Zillow.com

Trulia.com

CAROLE SMITH
realtor

5105 SW 82 Street, Coral Gables , FL 33143

"The Strength of Experience"

HOME
RETURN TO MAIN WEBSITE
FULL DETAILS
PROPERTY VIDEO
PHOTO TOUR
VIRTUAL TOUR
FEATURED IN NY TIMES
FLOOR PLAN
PRINT BROCHURE
PROPERTY DOCUMENTS
PROPERTY MAP
AREA SCHOOLS
SCHEDULE A SHOWING
EMAIL PROPERTY INFO
MORTGAGE CALCULATOR
CONTACT ME
CENSUS INFORMATION
AREA AMENITIES
HTTP://WWW.LUXIST.COM/206

Carol Smith

From Tour • Call Gables • Print Brochure

Bedrooms: 4	Bathrooms: 4 1/2
Area: Coral Gables	Style: Contemporary
Square Footage: 7,196	Lot Size: 44,431
Year Built: 1981	

"Upswing," an art collectors dream, is an architecturally significant home that manages not to take itself too seriously. Light, chic, whimsical, warm,

Picture Your Gallery's Artwork Featured in This Art Collector's Dream Home

Estate Marketing Campaign



\$5000 GALLERY CREDIT

Refer a client to this magnificent home and if it results in a sale, I will contribute \$5,000 to the purchase of a piece of art from your gallery!

[CONTACT ME NOW FOR DETAILS](#)



"Upswing", is an extraordinary home and art lover's dream. This architecturally significant home manages not to take itself too seriously. Chic, whimsical, contemporary and intriguing all describe this extremely private Ponce/Davis estate. Stroll through spectacular gardens with over 400 orchids, pool, fountain and waterfall.

When you observe beauty in every direction and witness the art in architecture, you know that you are in a home for the art collector, the contemporary enthusiast and the lover of beautiful things.

**5105 SW 82nd Street
In Exclusive Ponce/Davis Estates
Offered at \$4,000,0000**

View Estate Details:

[Property Website>>](#)
[Virtual Tour>>](#)
[Property Video>>](#)

Specifications:

www.5105sw82street.com
Lot Size: 1.02 acres
Sq. Footage: 7,196
Bedrooms: 4
Bathrooms: 4.5

"All Roads Lead to Home"

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re property.

lery Owner Email Campaign
Florida Art Gallery owners
property was on the market
t collector. It provided an
y owners to refer prospective
e home. In the event, that
ulted in the home's sale, a
te would be purchased from
ift for the new homeowner.

Invite Your ART BASEL Clients to Preview
"UPSWING" - An Art Collector's Contemporary Canvas

Complimentary Live Seminar

The best 3 qualified clients to be selected for a private viewing with their Realtor® will receive a complimentary, outstanding in-house service to their respective homes during the Art Basel event on Sat. Aug. December 8, 2007

UPSWING is an extraordinary home and art lover's dream. This architecturally significant home manages not to take itself too seriously. Chic, whimsical, contemporary and intriguing all describe this extremely private Ponce/Davis estate. Stroll through spectacular gardens with over 400 orchids, pool, fountain and waterfall.

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Specs/Details:
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"All Roads Lead to Home"

Carole Smith
Realtor

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Florida's BEST Awards Realtor of the Year 2006
www.very-special-homes.com



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The Strength of Experience

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Integrated Real Estate Marketing Campaign

Q&A Blog

The present homeowner was a noted art collector and was interviewed by Carole Smith for her blog. The post featured highlights of her home's appeal and comments on the upcoming Art Basel event. Carole leverage this post and referenced on other art-related blogs.

Google Keywords

A specific subset of keywords were purchased to support this campaign including hyper-local keywords ranging from Miami, Miami Beach to Coral Gables real estate.

Video

A property video was created and posted on all relevant websites including youtube.com

<http://www.reelestates.com/videos/4392.wmv>



Integrated Real Estate Marketing Campaign

Print

A dedicated ad was created to run in the Miami Herald's Art Basel publication insert.

The property was also featured in ongoing publications.

High quality, 4 color, 20-photo books were developed to distribute to qualified buyers.

Public Relations

A public relations campaign developed to showcase this architectural masterpiece in national publications.



The screenshot shows the 'GREAT HOMES AND DESTINATIONS' section of The New York Times website. The page features a navigation bar with links for HOME, DESTINATIONS, LIFESTYLES, MULTIMEDIA, and BLOG. A search bar is located in the top right corner. The main content area displays a featured property listing titled 'What You Get for ... \$4 Million' with three images: an exterior view of a modern house, a night view of a large estate, and an interior view of a living room. Below the images, there is a 'Find a Property Listing' section with a keyword search bar and filters for location, price, and search type. The page also includes a 'PROPERTY VALUES' section and a 'FEATURED PROPERTIES' section with a small image of a house.



Integrated Real Estate Marketing Campaign

Public Relations

A public relations campaign was developed to showcase this architectural masterpiece in national publications.

Event Planning

A cocktail party was hosted in late January with guided art tours of the present home owners collection to generate more foot traffic.



Results

- House temporarily went off the market
- Showings for this property were 15-20% higher than a similarly priced listing I had at the time
- I secured 5-6 incremental listings directly as a result of all the marketing done for this property

Keeping an eye on USP pays off!

CAROLE SMITH

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HISTORIC CORAL GABLES

While driving down picturesque, tree-lined streets in Coral Gables, you can't help but relish the lush landscaping and the architecturally diverse homes in this luxury real estate market. Coral Gables distinguishes itself as one of the first pre-planned communities in the United States. Incorporating secluded residential enclaves and commercial areas inspired by the architectural style of the Mediterranean, its founder, George Merrick, envisioned a city that would offer every amenity to its residents and at the same time would become a center for international business. This has been accomplished ten-fold.

Coral Gables home property values benefit from this vision and strict architectural code enforcement and a commitment to green spaces. Additionally, controlled commerce development has attracted luxurious shopping venues and renown restaurants which collectively enrich Coral Gables real estate offerings.

If you are looking for luxury in Miami real estate but still want a true community setting with amenities galore and access to all South Florida has to offer, consider enticing Coral Gables.

BOHEMIAN COCONUT GROVE

Strolling through the winding streets in scenic Coconut Grove, you'll realize this hot spot is unique and seductive in an understated way. Roam art galleries, sip wine in countless outdoor cafes or embrace the jaw-dropping views in Coconut Grove's majestic sailing bay and you'll know why so many long to be a Coconut Grove resident.

A treasure among Miami's bustling townships, Coconut Grove is tailor made for poets, artisans and the business elite who leverage Coconut Grove's centrally located proximity to Downtown Miami, Miami Beach, Coral Gables, Key Biscayne and nearby airports.

For some venturing out of Coconut Grove's perimeters is unnecessary, though, as the diverse offerings ensnare its residents offering them countless shopping options, dining venues, entertainment choices and outdoor activities.

Take a stroll through Coconut Grove and its allure might ensnare you too.