



# **SOUTHERN REALTY**

**ENTERPRISES, INC**



# Join Our Family

# Training Training Training

- FAST TRACK PROGRAM
- NEW ASSOCIATE TRAINING
- ADVANCED CLASSES
- FIELD TRAINING PROGRAM
- COMPUTER CLASSES
- BOARD TRAINING
- VIDEO & DVD LIBRARY
- PERSONAL WEB SITE EDITING
- TECHNOLOGY TRAINING
- 24/7 ON LINE TRAINING



# Broker Price Opinions

- ACCURATE & PROFESSIONAL CMAS
- TOTALLY COMPUTERIZED WITH MAPPING



# Major Corporations use our services

- AT&T
- WESTINGHOUSE
- SUNTRUST
- NORTHROP GRUMMAN
- WACHOVIA
- AAA
- FEDERAL EXPRESS
- GENERAL FOODS
- LOCKHEED MARTIN
- GENERAL ELECTRIC
- MANY MORE



# We sell for the US Government

- VA - VETERANS ADMINISTRATION
- FANNIE MAE & FREDDIE MAC
- HUD-FHA - FEDERAL HOUSING AUTHORITY





# Worldwide Marketing

- WE BRING YOU MORE BUYERS
- INTERNATIONAL MLS
- WORLDWIDE BROKER NETWORK
- INTERNET BUYERS & SELLERS
- LISTED ON OVER 100 WEB SITES
- OVER 1000 REFERRALS PER YEAR

# Quality Flyers

- Full color flyers
- Personal Brochures
- Company brochures
- Full color laser printer



# Top Services

- "OPTIONAL" - WEEKEND FLOOR TIME
- CLOSED FLOOR SYSTEM
- GROUP ADVERTISING PROGRAMS
- BEAUTIFUL OFFICE - GREAT LOCATION
- NEW AGENTS AVAILABLE FOR OPEN HOUSES, ETC.
- QUALITY FULL COLOR MARKETING MATERIALS
- SALES CONTESTS, RECOGNITION AND AWARDS
- GREAT HEALTH AND DENTAL INSURANCE AVAILABLE
- LOCAL AND NATIONAL DEMOGRAPHICS AND INFO
- DIGITAL CAMERA FOR INSTANT PHOTOS & FLIERS



# More Services for You

- QUALITY SECRETARIAL SERVICES
- LASER FAX MACHINE ( fax broadcasting )
- FREE VOICE MAIL
- MLS High Speed access
- FREE TRAINING
- FREE ERRORS & OMISSIONS INSURANCE
- REIMBURSEMENT PROGRAM - GRI & CRS
- INVESTOR PROPERTY LISTS
- SELLER'S ASSISTANCE PROGRAM
- SELLER'S HOME IMPROVEMENT
- TRADE-IN PROGRAM

# Variable Rate Commissions

- GET MORE LISTINGS
- WITH OUR VARIABLE RATE COMMISSION PROGRAMS !



# Get More Buyers and Sellers

- **Our Exclusive Buyers and Sellers Benefits Pkgs**
- **FREE Home Security System**
- **Wholesale Pricing on Flooring,Cabinets and Countertops**
- **New Appliances and Big Discounts**
- **Save on Moving Costs**
- **FREE Consultation with Interior Designer**
- **Discounts on Furniture and more**
- **Vendors and Service companies with discounted rates**

# We Get the Job Done

## SALES RATE

- OUR AVG. IS 95 %
- MLS ONLY 73 %
- BASED ON 2020 ORLANDO BOARD OF REALTORS STATISTICS



# Our Mortgage Affiliations

## BENEFITS TO YOU

- MORE QUALIFIED BUYERS
- BETTER SERVICE
- MORE LOAN APPROVALS
- FLYERS, BROKER OPEN HOUSES
- NO POINT LOANS





# Our Title Companies

- BENEFITS TO YOU
- BETTER SERVICE
- FASTER CLOSINGS
- ADDT'L INCOME FROM OWNERSHIP



# Free Short Sale Processing

- Make More Income by Listing and Selling Short Sales
- We have companies to process your Short Sales with no cost to you or your Seller or the Buyer



# Great Advertising

- ORLANDO SENTINEL
- HOMES & LAND
- TREASURE CHEST
- WALL STREET
- NEW YORK TIMES
- DIRECT MAIL OUTS
- UNIQUE HOMES MAGAZINE
- LA PRENSA
- OUT OF STATE PUBLICATIONS
- MANY MORE



# High Tech Advertising

- RADIO ADVERTISING

We bring more buyers with our

" TALKING HOUSES "

- DREAM LINE

Buyers love calling our "Dream Line" to obtain information on our listings 24 hours a day 7 days a week

# Upscale Home Marketing

- UNIQUE HOMES MAGAZINE
- DISTRIBUTED WORLDWIDE
- FORTUNE 500 EXECUTIVES
- ROLLS ROYCE OWNERS
- FIRST CLASS AIRLINE SECTIONS
- MANY MORE LOCATIONS





# Direct Mail Marketing

- FULL COLOR POSTCARDS
- JUST LISTED - JUST SOLD PROGRAMS
- BULK PERMITS
- BUSINESS REPLY PERMITS
- COMPUTER DATABASES FOR  
DOCTORS, LAWYERS, ACCOUNTANTS, BUILDERS,  
REALTORS, SUBDIVISIONS & MORE

# DVD's for Marketing

- OTHER CITIES IN THE U.S.
- FOR FSBO'S
- PREPARING YOUR HOUSE TO SELL
- PRICING YOUR HOUSE PROPERLY
- PICKING THE RIGHT REALTOR
- LISTING EXPIRED ? FIND OUT WHY



# High Commission Splits

- TOP COMMISSIONS - YOUR CHOICE
- 100 % SPLITS from \$ 0 /mo. if 2 closings or more in previous month
- 75-90 % NO MONTHLY FEES \$m Annual Fee
- 50-80% NO MONTHLY FEES



# Let's Get Started Now

**SOUTHERN REALTY**

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FRANK FILIPPELLI , PRES.

Florida-Houses.com



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