

DOLCEVITA #105
PRESTIGE REAL ESTATE MARKETING PLAN



DERMOT O'BRIEN

DermotOBrien.com

(561) 317-1177

info@dermotobrien.com

www.DermotOBrien.com



THE FINEST HOMES DESERVE
THE FINEST MARKETING.

GOING TO THE ENDS OF THE EARTH TO SELL YOUR HOME...

I believe the finest homes deserve the finest marketing. That's why my advertising program is designed to go above and beyond anything offered by any other agent or broker in quality, sophistication and depth. I employ the latest technology to deliver perfect presentation and massive exposure for your home to drive responses from buyers everywhere.

LUXURY & INTERNATIONAL ADVERTISING

Your home will be featured in prominent global media brands including The New York Times, The Wall Street Journal, Robb Report, Jetset Magazine and the International Herald Tribune. It's also translated and distributed to dozens of prominent Real Estate sites throughout Asia, Europe, Australia, the Middle East, South America, and more.

STYLISH, SOPHISTICATED PRESENTATION

We'll create a dedicated online showcase for your home, featuring magazine-quality professional photos, elegantly produced High Definition video and stunning aerial animation. Nothing else compares - but don't take our word for it, check it out for yourself!

LOCAL, SOCIAL & MOBILE

Your home will benefit from cutting edge social media technology and robust exposure on sites like Facebook, Twitter and YouTube. Our showcase listings reach potential local buyers on every type of computer, smartphone and tablet, in addition to intensive local print, mail and signage.



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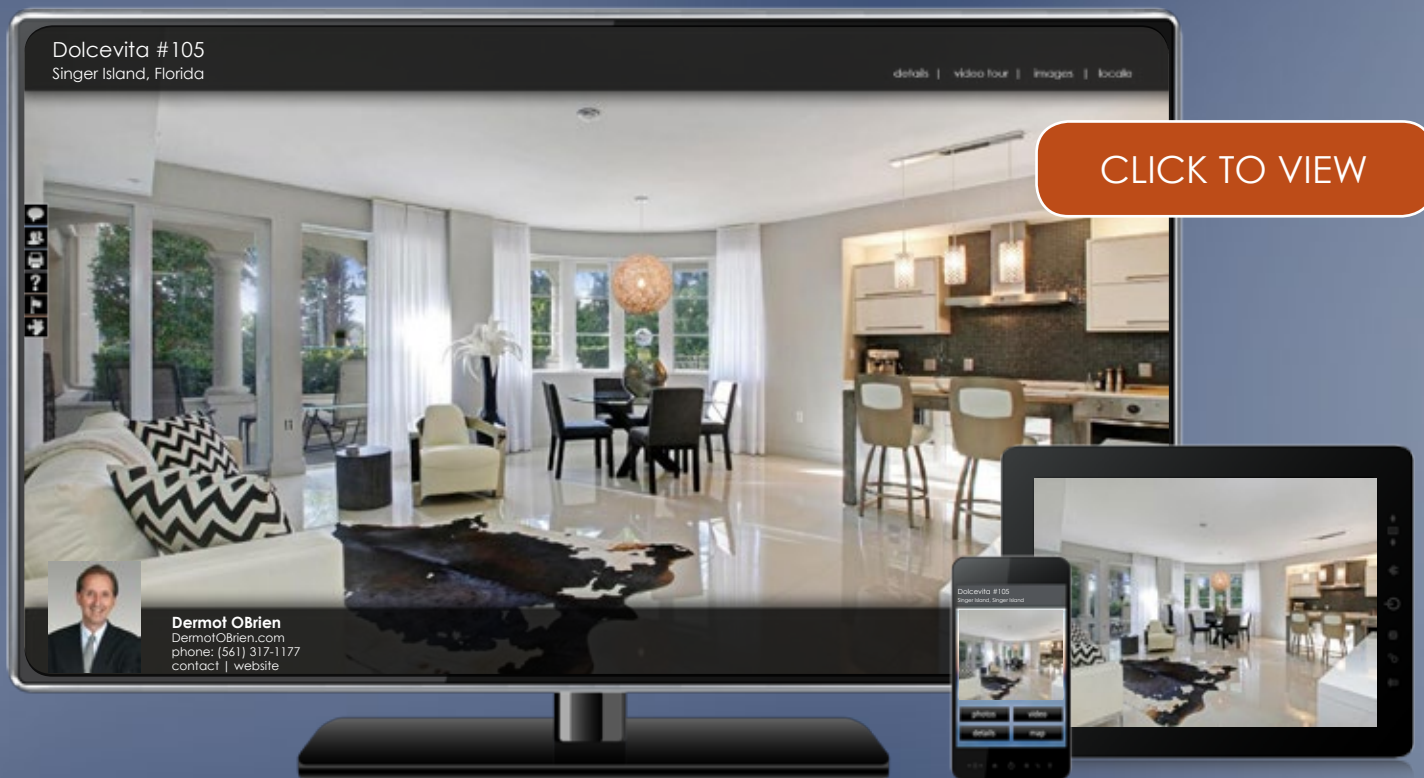
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It starts with

PERFECT PRESENTATION



A DEDICATED WEBSITE

Your home will be featured on its own dedicated Property Website, including a custom domain and stunning, professionally produced Aerial Video Tour.

REACHING MOBILE USERS

Your home's website is perfectly optimized and presented to smartphone and tablet users, so everyone gets the best possible experience

ENGAGING CONTENT

High definition video and image galleries, interactive maps and more make your home's web presence distinctive and eye-catching.

The New York Times

The screenshot displays the 'Great Homes and Destinations' section of The New York Times website. The main listing is for 'Dolcevita #105' in Singer Island, Florida 33404. The listing includes a large photo of a modern interior, a virtual tour link, and a detailed description of the property. The description highlights its location on a 150-foot beachfront, its 34 luxurious units, and its amenities, including a resort-style infinity edge pool, cabanas, a grill area, and a fire pit. The property is a 2-bedroom, 3-bathroom ground floor condominium. The listing also features a map of the area, a mortgage calculator, and links to various tools and resources for readers and advertisers.

Dolcevita #105
Singer Island, Florida 33404

Web ID: 4FA54AE9A8C89
Posted: 61 days ago
Updated: 60 days ago

Dermot O'Brien
(561) 317-1177
[Email Agent](#)

Points of Interest:
Schools, Post Offices, Libraries, Gas Stations, Restaurants, Movie Theaters

Mortgage Calculator
Find out how much you will pay each month.
[Calculate Mortgage](#)

Tools for Readers
For customer service or to report a problem, please contact:
Support
(866) 686-3485 | (800) 594-7173
[online@nytimes.com](#)
[Help / FAQs](#)

Tools for Advertisers
To advertise on nytimes.com/RealEstate, please contact:
Kevin Thomas
(212) 556-3735
[E3.thomask@nytimes.com](#)

Advertiser FAQs
[Listings Specs](#)

Agents - Increase leads for your listings >
Agents - Track performance for your listings >

With over 25 million unique visitors each month, NYTimes.com is the #1 individual newspaper site in the U.S. Access and connect with award-winning journalism—in articles, video, slide-shows and multimedia features—and become part of one of the most engaged, loyal community of readers on the Web.

INTERNATIONAL Herald Tribune

The International Herald Tribune is the global edition of The New York Times and provides a balanced, intelligent perspective on world news, business, culture, sport and more, making it required reading for half a million influential, sophisticated readers in 160 countries around the world.

CLICK TO VIEW



THE WALL STREET JOURNAL.

The screenshot shows the WSJ website interface. At the top, there's a navigation bar with links like 'WSJ LIVE', 'MARKETWATCH', 'BARRONS', 'PORTFOLIO', 'TAX', 'THE SHOP', and 'MORE'. Below this is the main header with 'THE WALL STREET JOURNAL.' logo and a subscription offer: 'ONLY \$1 A WEEK FOR 12 WEEKS SUBSCRIBE NOW >>'. The date is 'Wednesday, March 26, 2014 9:35 AM EDT'. A secondary navigation bar includes 'Home', 'World', 'U.S.', 'Business', 'Tech', 'Markets', 'Market Data', 'Your Money', 'Opinion', 'Life & Culture', 'N.Y.', 'Real Estate', and 'Management'. Below this, there are links for 'Manison', 'House of the Day', 'Commercial', and 'Developments Blog'.

The main content area features a large photo of a modern, bright interior space, identified as 'Dolcevita #105'. To the right of the photo is a black box with the text 'LUXURY RESIDENCES'. Below the main photo are several smaller thumbnail images. To the right of the thumbnails is a map of North America with a location pin in the Northeast, labeled 'NORTH AMERICA' and 'Atlantic Ocean'. Below the map is a scale bar showing 1000 miles and 2500 km.

Below the photo and map, there is a table of property details:

Type:	condo
Bedrooms:	2
Bathrooms:	3
Half Baths:	
Size (Interior):	1797
MLS#:	RX10216638
Posted:	

To the right of the table is a profile for Dermot O'Brien, with a 'Contact Agent' button. Below the table, there are social media sharing options (Facebook, Twitter, LinkedIn, Google+) and a 'View Full Listing' link.

Property For Sale
 Beautifully finished 2 bedroom ground floor condominium at the prestigious Dolcevita on Singer Island. Finished in contemporary tones with exquisite finishes and built-ins. Too many upgrades to list. 34 luxurious units, nestled on 150 feet of pristine beach you'll find Singer Island's newest boutique beachfront building. Dolcevita offers unsurpassed amenities. Oversized

[Read More](#)

WSJ.com is the leading provider of business and financial news and analysis on the web, offering the ability to reach Executives, Opinion Leaders and other upscale professionals. The site goes much deeper, providing round-the-clock coverage, as well as interactive features. The powerful connection between wsj.com and its loyal “blue chip” audience makes the site an indispensable venue for our advertisers.

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Robb Report

MAGAZINE FOR THE LUXURY LIFESTYLE™

The screenshot displays the Robb Report website interface. At the top, the Robb Report logo is prominent, followed by navigation links for various categories: Autos, Aviation, Boating, Home & Style, Travel, Watches, Leisure, Fashion, Jewelry, Health & Wellness, and Real Estate. A search bar and a 'SUBSCRIBE' button are also visible.

The main content area features a large image of a modern, bright interior space, identified as 'DolceVita #105'. Below the image, a detailed description reads: 'Beautifully finished 2 bedroom ground floor condominium at the prestigious DolceVita on Singer Island. Finished in contemporary tones with exquisite finishes and built-ins. Too many upgrades to list. 34 luxurious units, nestled on 150 feet of pristine beach you'll find Singer Island's newest boutique beachfront building. DolceVita offers'.

To the right of the image, a sidebar provides contact information for the agent, Dermot O'Brien, including his phone number (561) 317-1177 and email Dermot.O'Brien@RobbReport.com. It also includes a 'VIEW AGENT PROFILE' button.

Below the main image, there are social media sharing options (Email, Twitter, Facebook, Pinterest, LinkedIn, etc.) and a search filter section with dropdown menus for 'Country' and 'Property type'.

At the bottom of the page, there are promotional banners for 'Robb Report iPad Edition', 'Get the Good Life' (a bonus offer), and 'Subscribe Now' (a 2-year subscription for \$100.00). A 'Give the Gift that lasts all Year' banner is also present.

Robb Report Exceptional Properties offers unparalleled access to discriminating home and property owners. These highly sought-after consumers, many of whom own multiple residences, are responsible for a disproportionate amount of spending on luxury home goods and services, and are active buyers and sellers of luxury properties.



CLICK TO VIEW



Jetset

MAGAZINE

The screenshot shows the Jetset Magazine website interface. At the top is the 'Jetset MARKETPLACE' header with social media links. Below are four featured images: a woman in a car, a watch, a Blancpain watch, and a man in a suit. A navigation bar includes links like HOME, ABOUT, MARKETPLACE, NEWSROOM, TOP 3, JETSET TV, EVENTS, SUBSCRIBE, ADVERTISE, and CONTACT. A category bar features icons for Aircraft, Art & Collectibles, Automobiles, Lifestyle, Motorcycles, Real Estate, Travel & Excursions, Watches & Jewelry, and Yachts. The main content area features a large image of a modern interior, a map of the Americas, and a featured property listing for 'Dolcevita #105' in Singer Island, Florida. The listing includes a description of the property and contact information for Dermot OBrien.

Dolcevita #105
Singer Island, Florida 33404

Dermot OBrien | DermotOBrien.com | [Contact](#)

Beautifully finished 2 bedroom ground floor condominium at the prestigious Dolcevita on Singer Island. Finished in contemporary tones with exquisite finishes and built-ins. Too many upgrades to list. 34 luxurious units, nestled on 150 feet of pristine beach you'll find Singer Island's newest boutique beachfront building. Dolcevita offers unsurpassed amenities. Oversized resort-style infinity edge pool, six poolside cabanas surrounded by decorative water features, poolside grill area, fire pit, wi-fi and speaker system. Gated access to the dunes and beach. Inside you will find a state-of-the-art fitness center, sophisticated clubroom/bar area, business center/conference room. On-site manager and building engineer.

29081 75 Moby Mountain Way Century 21 Blackwood and Co. Realty Lisa Hodge Maricela

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Jetset Magazine is the leader in digital advertising for the luxury market with access to an exclusive audience of the wealthiest demographic in the world. Advertisers benefit from cost-effective marketing by reaching a highly concentrated audience of the 1% controlling more than 50% of the world's wealth. Jetsetmag.com receives millions of page views each month in addition to the 36,000 digital subscribers who read the magazine online every issue.

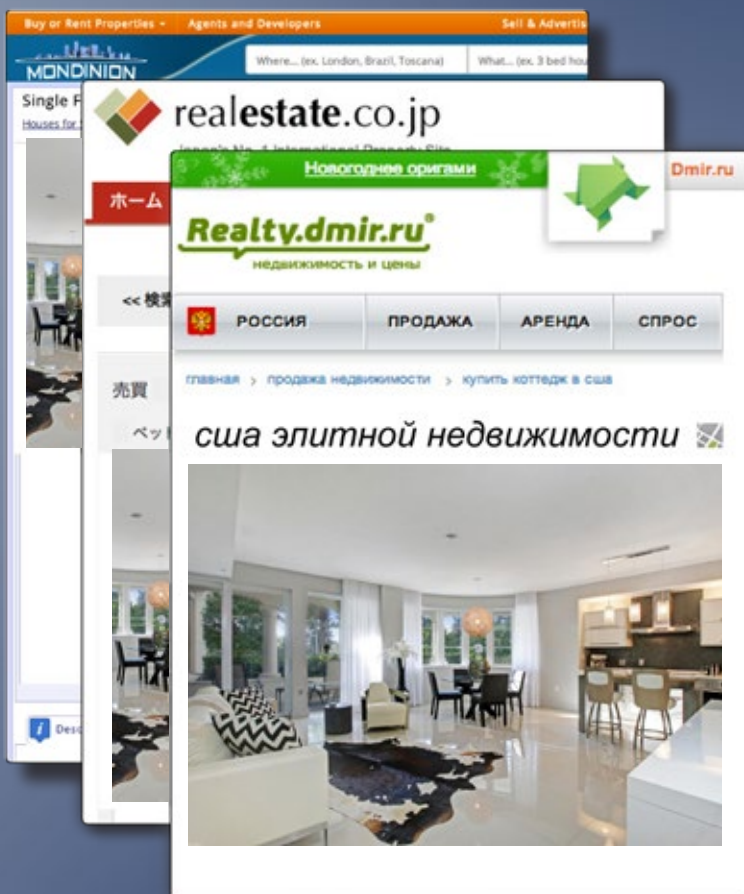


CLICK TO VIEW

INTERNATIONAL ADVERTISING



Your home will gain international exposure in up to 50 prominent Real Estate search sites around the world targeting affluent global investors, including China, Russia, Canada, Germany, Brazil, France, Singapore, UAE and many others.



DELUXE EMAIL BROCHURE

Your home is featured in a stylish, sophisticated, Multimedia E-Brochure to be sent to key Brokers, Buyers and Investors.

Dolcevita #105
Singer Island, Florida

VIRTUAL TOUR | IMAGE GALLERY | PROPERTY DETAILS | MAP

[CLICK HERE FOR THE TOUR](#)

Dolcevita #105
Beautifully Finished Contemporary Condo

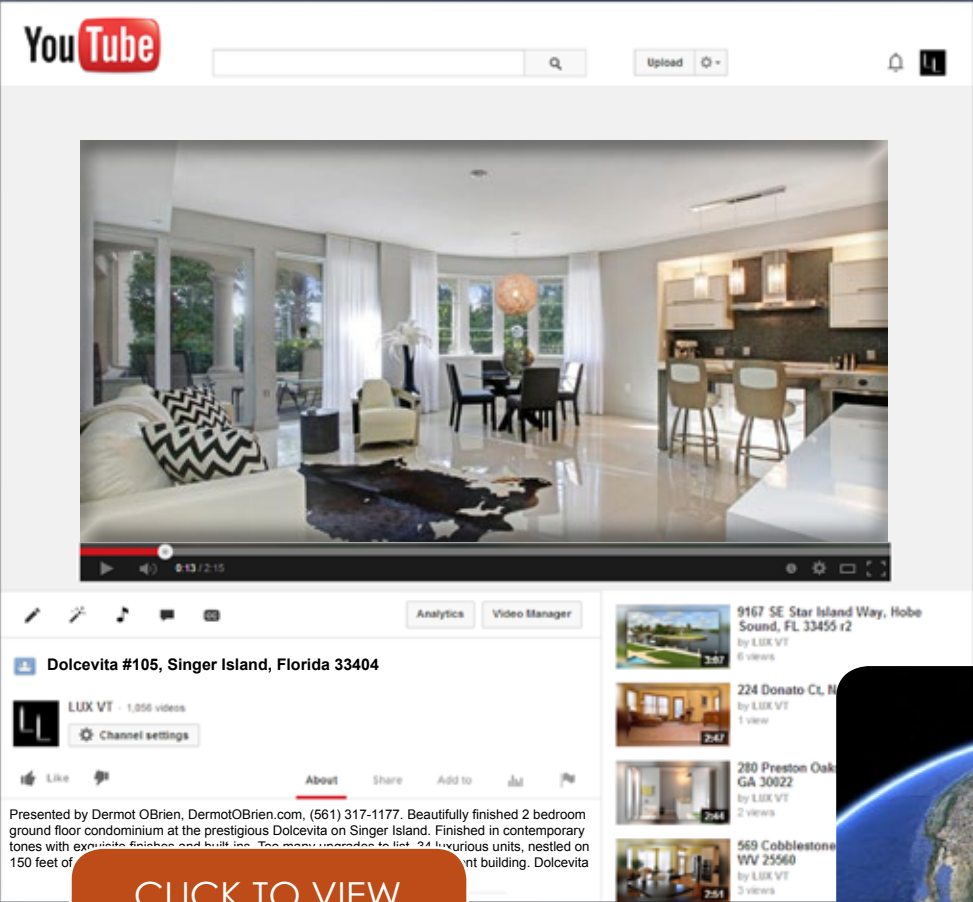
Property Type: condo
Bedrooms: 2
Bathrooms: 3
Square Feet: 1797
Availability: For Sale

Beautifully finished 2 bedroom ground floor condominium at the prestigious Dolcevita on Singer Island. Finished in contemporary tones with exquisite finishes and built-ins. Too many

[Read More](#)

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Phone: (561) 317-1177

You Tube

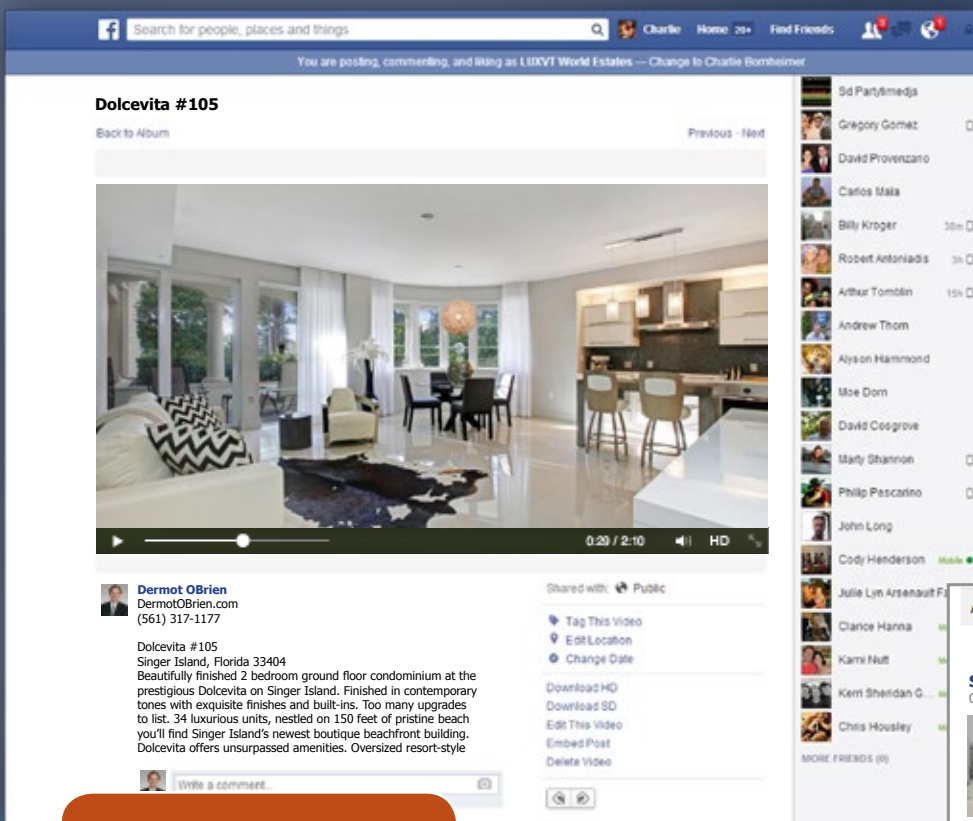


We create a stunning Aerial Video Tour using Google Earth technology to show off your home's unique location, and we broadcast it to the world as a YouTube High Definition stream for web and mobile device users everywhere.

INCLUDES STUNNING
HD AERIAL VIDEO

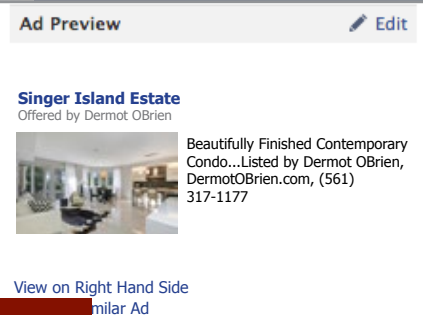


facebook



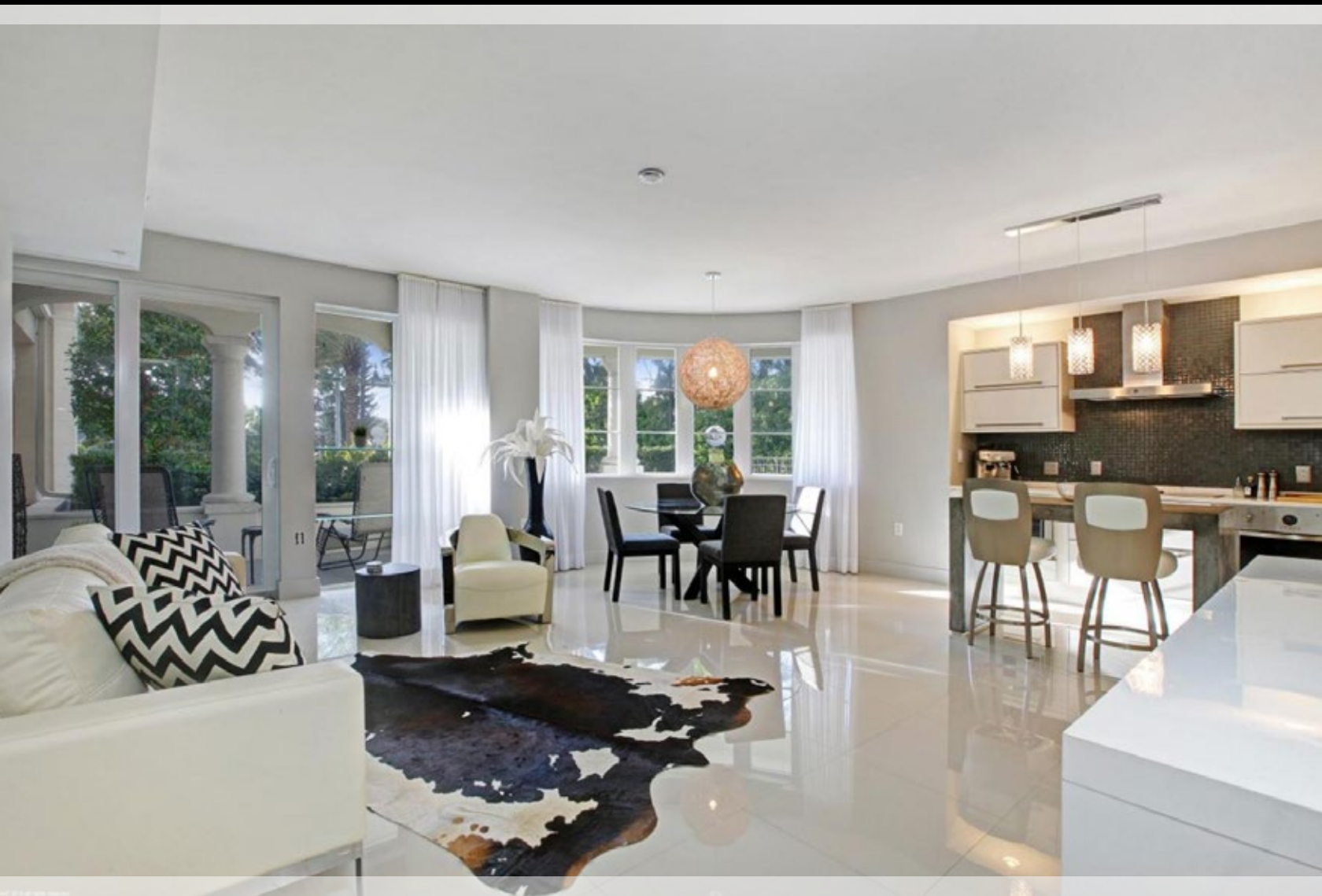
CLICK TO VIEW

Using sophisticated demographic targeting, your home will reach thousands of local high-wealth buyers and investors on Facebook with engaging, high profile paid ad placement and beautiful HD Video page to be shared across vast social networks.



INCLUDES PAID ADS
TARGETING **LOCAL** USERS

THE FINEST HOMES
DESERVE THE FINEST MARKETING.



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