

THE RESORT AT SINGER ISLAND #2052
PRESTIGE REAL ESTATE MARKETING PLAN



DERMOT OBRIEN

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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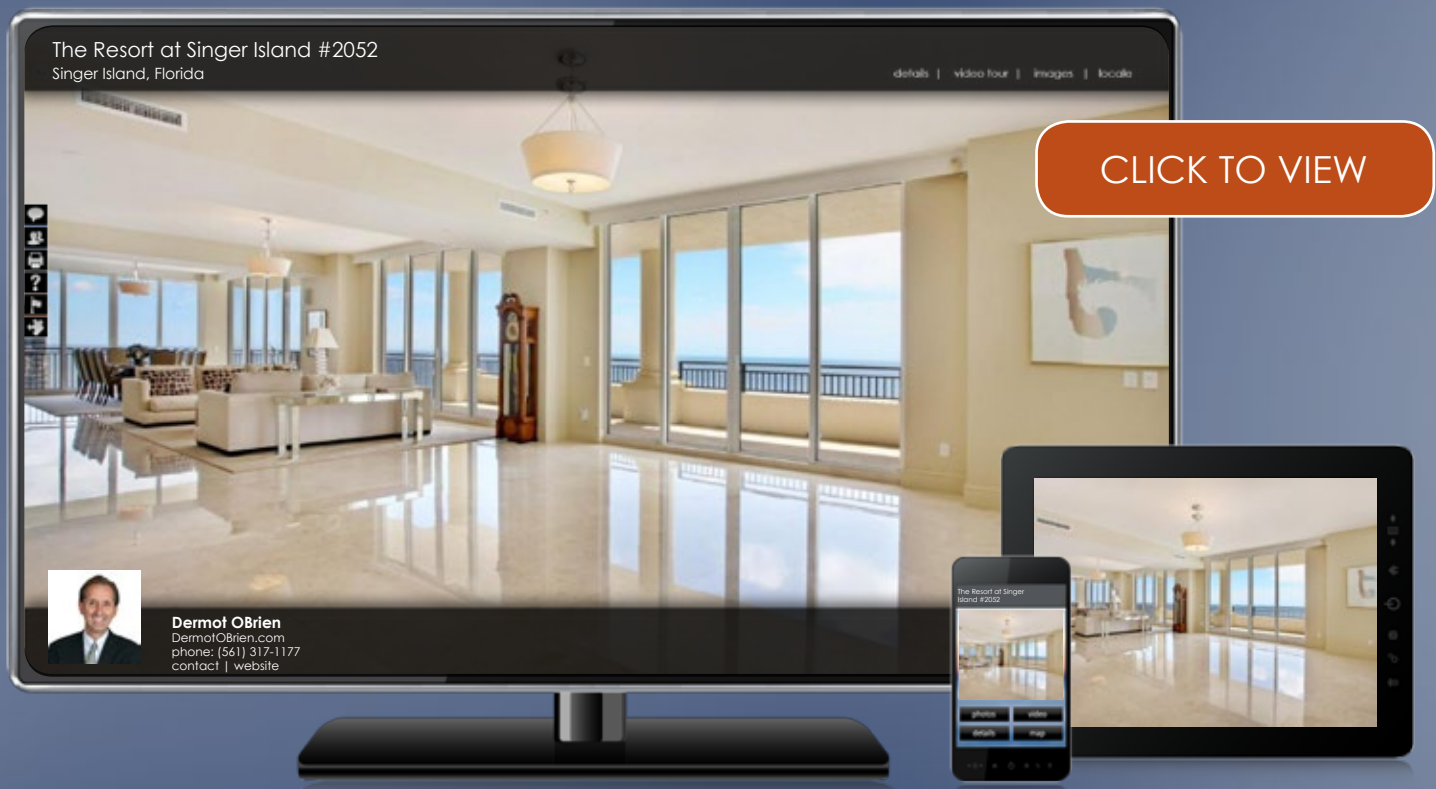
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It starts with

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 New York Times
GREAT HOMES
AND DESTINATIONS

Search Articles

HOME DESTINATIONS LIFESTYLES MULTIMEDIA BLOG

« Back to Results | Advanced Search | My Real Estate »

3800 N Ocean Dr.
Singer Island, Florida 33404

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

SAVE EMAIL A FRIEND PRINT

VIRTUAL TOUR »

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3800 N Ocean Dr.
Singer Island, Florida 33404

Experience a life of luxury and true relaxation the moment you arrive through private elevator access into a grand foyer that introduces this massive oceanfront Penthouse sky-home offering over 6,000 square feet of luxurious living area with commanding views of the Ocean and Intracoastal Waterway. The vast open Great Room measuring 76 feet long, offers expansive, 180 degree views of the ocean and coastline to the north and south. It is ideal for grand-scale entertaining with access to the 1,100 square foot balcony, gourmet

4 Bedrooms
5 Bathrooms
Half Baths
6006 Sq. Ft. condo
MLS RX10245047

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.

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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 As of 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 is a 'Main Menu' with 'Manison', 'House of the Day', 'Commercial', and 'Developments Blog'.

The main content area features a large photo of a modern, bright interior space with large windows and a high ceiling. To the right of the photo is a black box with the text 'LUXURY RESIDENCES'. Below the photo is a map of North America showing the location of the property in Florida. To the left of the map is a list of property details:

- Type: condo
- Bedrooms: 4
- Bathrooms: 5
- Half Baths:
- Size (Interior): 6006
- MLS#: RX10245047
- Posted:

Below the details is a 'Share' button with social media icons. To the right of the details is a profile for Dermot O'Brien, a contact agent, with a 'Contact Agent' button. At the bottom, there's a 'Property For Sale' section with a description: 'Experience a life of luxury and true relaxation the moment you arrive through private elevator access into a grand foyer that introduces this massive oceanfront Penthouse sky-home offering over 6,000 square feet of luxurious living area with commanding views of the Ocean and Intracoastal Waterway. The vast open Great Room measuring 76 feet long, offers'.

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, there's a navigation bar with categories like 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 luxurious penthouse interior. To the right of the image, there's a sidebar with the agent's information: 'PRESENTED BY: Dermot O'Brien, DermotOBrien.com, Phone: (561) 317-1177'. Below this, there's a 'DETAILS' section for '3800 N Ocean Dr. Singer Island, Florida 33404', listing 4 bedrooms, 5 bathrooms, and 6006 square feet. At the bottom of the page, there are sections for 'On Newsstands Now!', 'Subscribe Now' (with a form for name, address, city, state, zip, and email), and 'Give the Gift that lasts all Year'.

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.



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Jetset

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MARKETPLACE

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3800 N Ocean Dr.
Singer Island, Florida 33404

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Experience a life of luxury and true relaxation the moment you arrive through private elevator access into a grand foyer that introduces this massive oceanfront Penthouse sky-home offering over 6,000 square feet of luxurious living area with commanding views of the Ocean and Intracoastal Waterway. The vast open Great Room measuring 76 feet long, offers expansive 180 degree views of the ocean and coastline to the north and south. It is ideal for grand-scale entertaining with access to the 1,100 square foot balcony, gourmet Siematic chef's kitchen and wet bar.

Luminous Asian pearl marble floors, and walls of floor-to-ceiling windows throughout present the most breathtaking views from every angle. The well-designed

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.

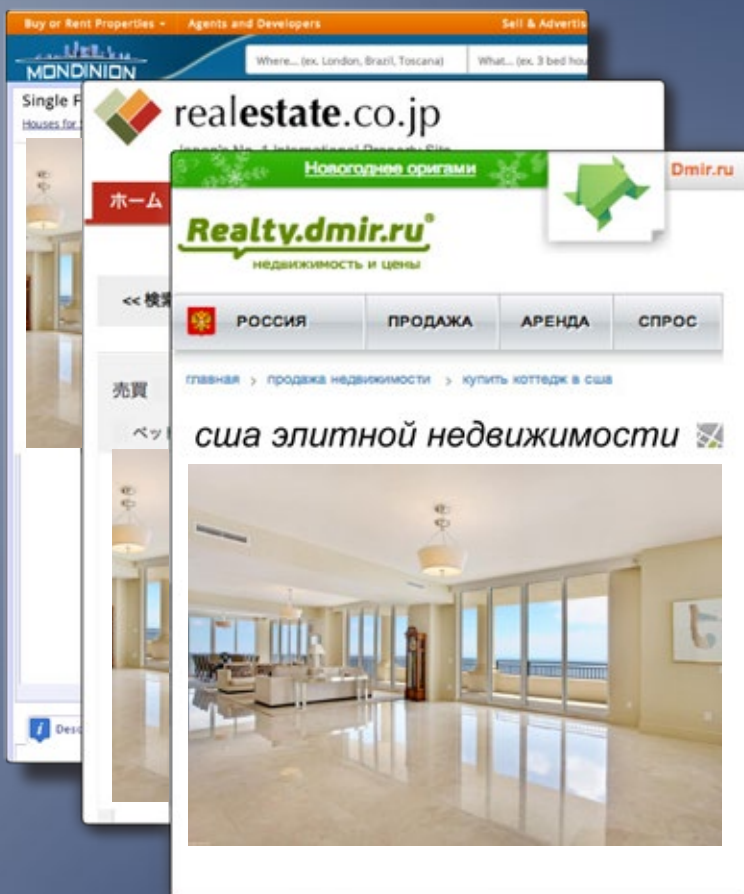


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INTERNATIONAL ADVERTISING

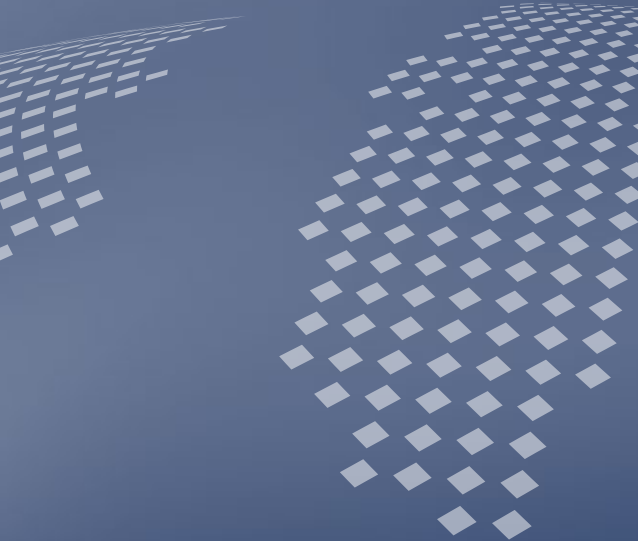


Your home will gain international exposure in up to 50 prominent Real Estate search sites around the world targeting affluent global investors, including China, Russia, Canada, Germany, Brazil, France, Singapore, UAE and many others.



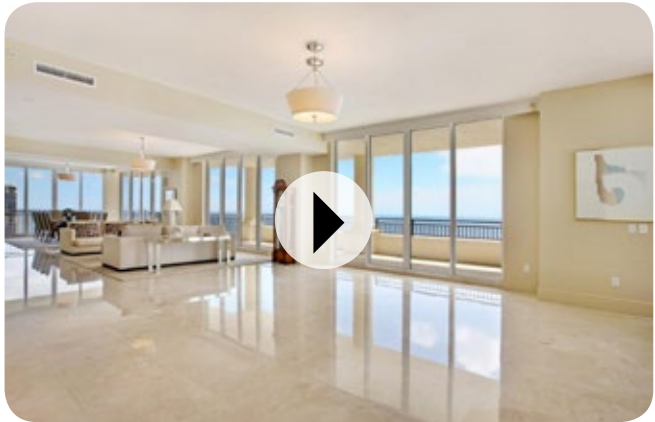
DELUXE EMAIL BROCHURE

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



The Resort at Singer Island
#2052

VIRTUAL TOUR | IMAGE GALLERY | PROPERTY DETAILS | MAP



◀ ▶

CLICK HERE FOR THE TOUR ▶▶

**The Resort at Singer Island
#2052**

Property Type: condo
Bedrooms: 4
Bathrooms: 5
Square Feet: 6006
Availability: For Sale

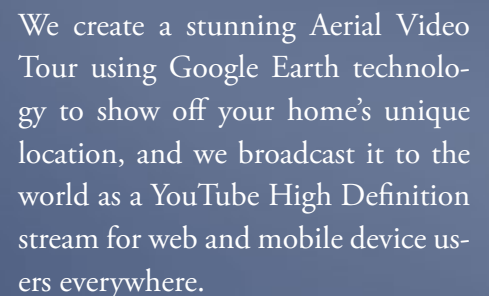
Experience a life of luxury and true relaxation the moment you arrive through private elevator access into a grand foyer that introduces this massive oceanfront Penthouse sky-home offering

[Read More](#)

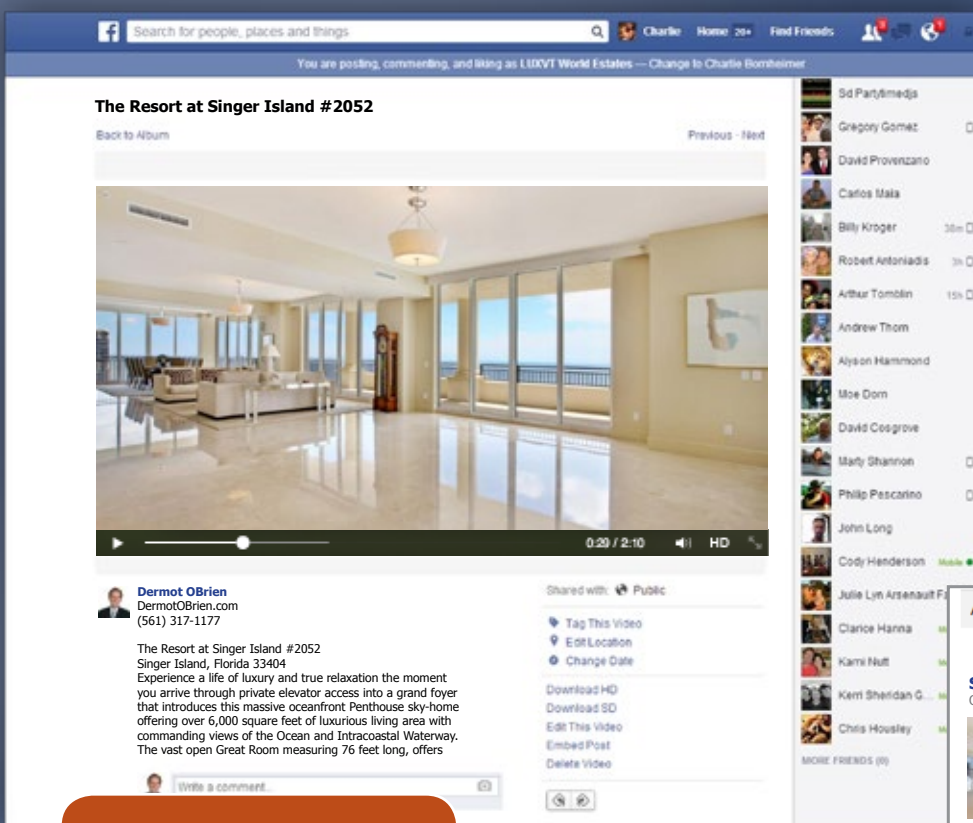


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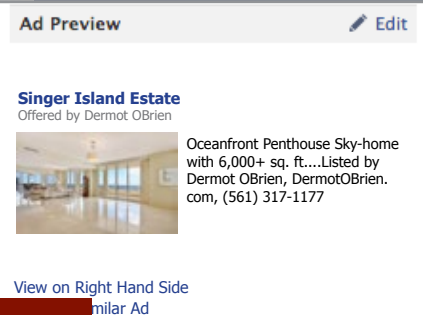


facebook



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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