

3800 N OCEAN DRIVE
PRESTIGE REAL ESTATE MARKETING PLAN



DERMOT O'BRIEN

Dermot O'Brien Realty
(561) 317-1177
info@dermot.com
www.DermotOBrienRealty.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, Dupont Registry 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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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 shows the 'GREAT HOMES AND DESTINATIONS' section of The New York Times website. The main listing is for '3800 N Ocean Drive' in Singer Island, Florida 33404. It includes a large photo of a luxurious interior, a virtual tour link, and a detailed description: 'Exceptional residence at this ultra-luxury condominium building featuring a 4-diamond resort. Incredible 6th floor 3 bedroom, 3-1/2 bath condo (currently 1 bedroom is set up as a den/office). Gorgeous views of the ocean overlooking the Ocean Reef park as well as views of the Intracoastal. Top shelf finishes throughout.' The listing also shows 3 Bedrooms, 3 Bathrooms, 1 Half Bath, 2801 Sq. Ft. condo, and MLS RX10387209. The agent is Dermot O'Brien, with contact info (561) 317-1177 and Email Agent. The page also features a search bar, navigation tabs (HOME, DESTINATIONS, LIFESTYLES, MULTIMEDIA, BLOG), and various tools like a mortgage calculator and points of interest map.

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 various market-related links and a search bar. Below this, the main header features the WSJ logo and a subscription offer: "ONLY \$1 A WEEK FOR 12 WEEKS SUBSCRIBE NOW >>". The date is Wednesday, March 26, 2014, at 9:35 AM EDT. The main content area displays a real estate listing titled "Resort at Singer Island 651". The listing includes a large photo of a luxurious interior hallway, a smaller photo of a dining area, and a map of North America showing the location. To the right of the main photo is a black box with the text "LUXURY RESIDENCES". Below the main photo, there's a list of property details: Type: condo, Bedrooms: 3, Bathrooms: 3, Half Baths: 1, Size (Interior): 2801, MLS#: RX10387209, and Posted: . A "Contact Agent" button is visible next to the agent's name, Dermot OBrien Realty. At the bottom, there's a "Property For Sale" section with a brief description of the residence and a "Read More" link.

Resort at Singer Island 651

ONLY \$1 A WEEK FOR 12 WEEKS
SUBSCRIBE NOW >>

U.S. EDITION Wednesday, March 26, 2014 At 9:35 AM EDT

Home World U.S. Business Tech Markets Market Data Your Money Opinion Life & Culture N.Y. Real Estate Management

Manison House of the Day Commercial Developments Blog

Back to Search Results Previous 1 of 84 Next

LUXURY RESIDENCES

NORTH AMERICA

Atlantic Ocean

Pacific Ocean

1000 miles 2500 km

© 2013 Nokia © 2014 Microsoft Corporation

Type: condo

Bedrooms: 3

Bathrooms: 3

Half Baths: 1

Size (Interior): 2801

MLS#: RX10387209

Posted:

Share: 1 Likes 0

View Full Listing

Property For Sale

Exceptional residence at this ultra-luxury condominium building featuring a 4-diamond resort. Incredible 6th floor 3 bedroom, 3-1/2 bath condo (currently 1 bedroom is set up as a den/office). Gorgeous views of the ocean overlooking the Ocean Reef park as well as views of the Intracoastal. Top shelf finishes throughout.

[Read More](#)

Dermot OBrien Realty
Dermot OBrien
[Contact Agent](#)

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 shows 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 photo of a luxurious interior space, identified as 'Resort at Singer Island 651'. To the right of the photo, there's a section 'PRESENTED BY:' featuring Dermot O'Brien Realty, with contact information: Phone: (561) 317-1177, Email: Dermot.O'Brien@robbsreport.com, and a link to 'View This Luxury Property'. Below this, there's a 'DETAILS' section listing the property address as 3800 N Ocean Drive, Singer Island, Florida 33404, and other details like Property Type: condo, Bedrooms: 3, Bathrooms: 3, Square Feet: 2801, and Availability: For Sale. At the bottom of the screenshot, there's a 'Subscribe Now' section with a form for first name, last name, address, city, state, and zip, and a 'Click Here' button.

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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A BUYERS GALLERY OF FINE HOMES®

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3800 N Ocean Drive
Singer Island, Florida 33404

Exceptional residence at this ultra-luxury condominium building featuring a 4-diamond resort. Incredible 6th floor 3 bedroom, 3-1/2 bath condo (currently 1 bedroom is set up as a den/office). Gorgeous views of the ocean overlooking the Ocean Reef park as well as views of the Intracoastal. Top shelf finishes throughout.

This listing has been viewed 1,081 times.

Dermot OBrien
Dermot OBrien Realty

[Request More Information](#)
[Visit My Website](#)

Additional Photos

[Click to enlarge](#)

DuPont Registry is a premiere Luxury brand that showcases the world's finest luxury real estate for sale from the beaches of the Fiji Island to the mountains of Colorado. From tropical island estates to lush country cottages, duPont REGISTRY brings a wealth of international luxury properties directly to the consumer in their home. Indulge yourself in our luxury home listings. Our extensive list of luxury homes for sale enables you to find the prestigious property for which you have been looking. duPont REGISTRY is the exclusive intermediary between ultra-affluent buyers and luxury-real-estate sellers.



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Top 10 Visiting Countries:

- | | | | |
|-------------------|---------------|--------------------|------------|
| 1. United States | 2. Canada | 3. United Kingdom | 4. Mexico |
| 6. Brazil | 7. Australia | 8. Puerto Rico | |

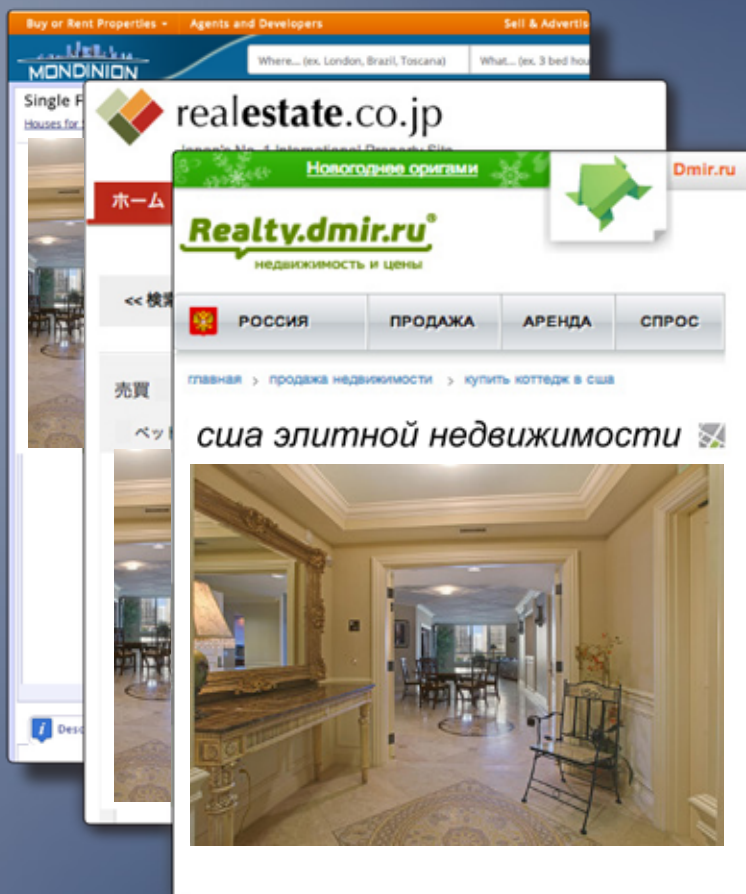
Top Real Estate Markets:

- | | | | |
|-------------------|---------------|--------------------|------------|
| 1. Brazil | 2. Australia | 3. Puerto Rico | 4. France |
| 5. United States | 6. Canada | 7. United Kingdom | 8. Mexico |

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.

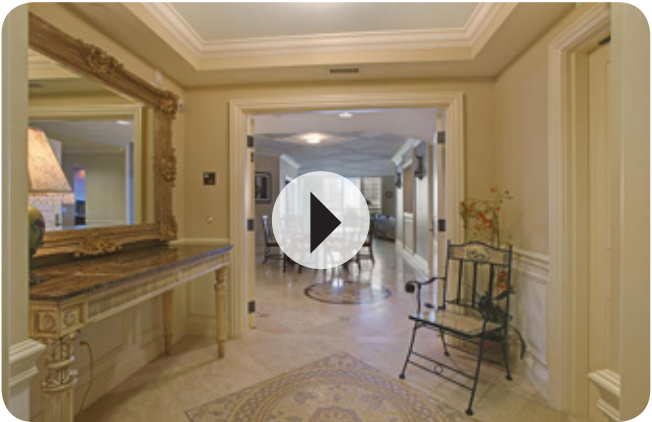


DELUXE EMAIL BROCHURE

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

Resort at Singer Island 651
Singer Island, Florida

VIRTUAL TOUR | IMAGE GALLERY | PROPERTY DETAILS | MAP





[CLICK HERE FOR THE TOUR](#)

Resort at Singer Island 651
EXCEPTIONAL RESIDENCE AT THIS

Property Type: condo
Bedrooms: 3
Bathrooms: 3
Square Feet: 2801
Availability: For Sale

Exceptional residence at this ultra-luxury condominium building featuring a 4-diamond resort. Incredible 6th floor 3 bedroom, 3-1/2 bath condo (currently 1 bedroom is set up as a den/office).

[Read More](#)



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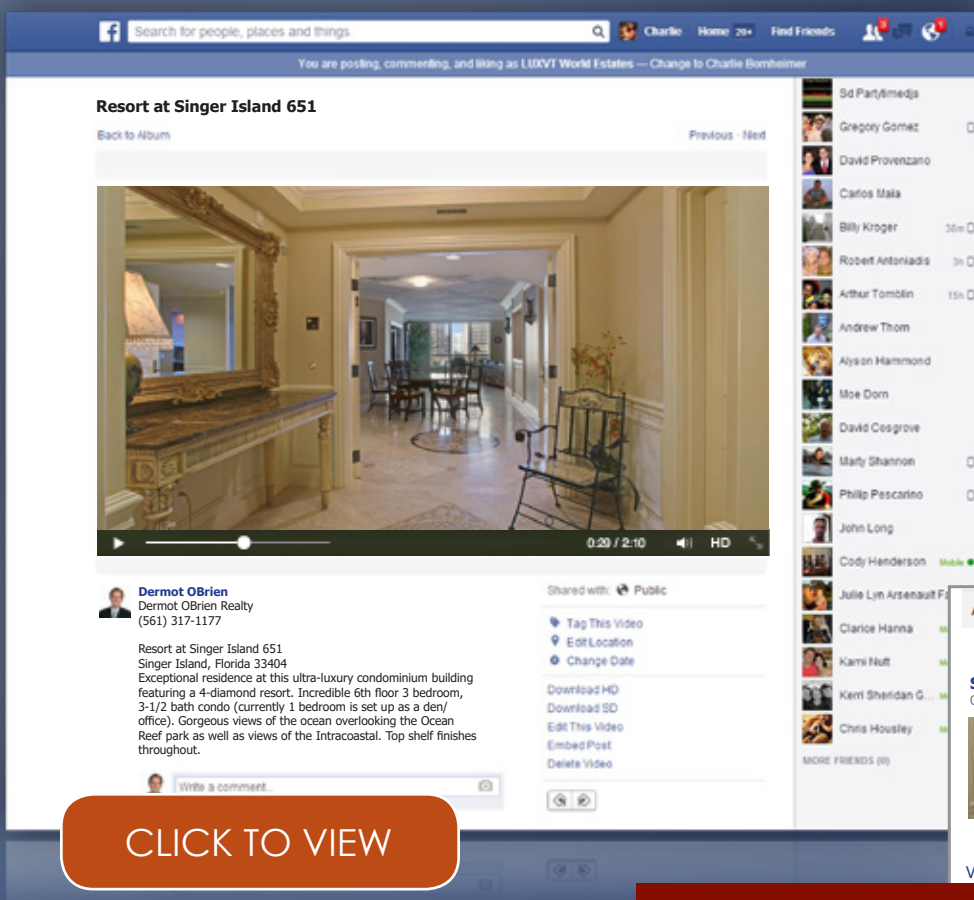
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**INCLUDES STUNNING
HD AERIAL VIDEO**



facebook



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INCLUDES PAID ADS
TARGETING **LOCAL** USERS

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.



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DESERVE THE FINEST MARKETING.



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