

# THE INSIDERS PROPERTY

..... PORTFOLIO OF SOUTH FLORIDA .....



# NEW YORK CITY BOUTIQUE REAL ESTATE EVENTS

April 6th and 7th, 2016



Savvy luxury residential real estate developers in South Florida are targeting ultra, high net worth U.S. buyers as a result of changing market conditions. New York City is where the largest number of these domestic buyers reside. Real estate marketers Brad Morris and Dave Robertson have been requested to target and engage, wealthy buyers and formed The Insiders Property Portfolio of South Florida (IPP). The IPP will present only twelve, qualified South Florida projects to the high net worth, prospective buyers who are most likely to purchase. Time and convenience are paramount to these high net worth clients. The IPP will preview, and offer them properties in an upscale, nearby location, at a time that fits their busy lives and schedules allowing them to choose. Events will be four limited seating sessions, hosted initially in two Manhattan locations; Park Avenue & Soho, with the goal to expand into Boston and Washington, D.C.

Preferred Developer Partners will meet directly and engage prospective buyers who will then be invited to come down, tour your property, and ultimately purchase. Both Brad Morris and Dave Robertson are licensed Florida real estate brokers. "Our goal is to earn a real estate commission when IPP buyers

close on one of your luxury (sales price \$1M price range) units". A small upfront, cooperative expense participation amount, \$29,725 helps offset marketing, F & B, hotel and administration.

Time and convenience are paramount to these high net worth clients. They will pre-view, and choose properties offered at a nearby venue, at a time that fits their busy lives and schedules.

As part of a larger offering of twelve Preferred Developer Partners who will be compatible but not directly competitive, you will enjoy a greater response than if you were to do a single event on your own. Having already "shopped" before arriving, our prospects will in effect shorten their buying window. The events' environment, in their own neighborhood at convenient, familiar, locale, makes them feel in control and more relaxed. The ultimate goal is to get them to come down to South Florida to buy, ASAP. Our first events in New York in April helps to continue your sales momentum as the traditional winter season is ending. The exclusive benefits IPP clients receive like the VIP 3rd Home membership and those that you are extending", gives the prospective buyer the confidence that we will treat them with the service and attention that they expect and deserve, as well as build urgency to buy.

One team member from each developer will be invited to attend to meet, greet and present to prospects during each of the two programs.

## Event Schedule

The first events are presently planned for New York City on Wednesday, April 6th and Thursday, April 7th. The Wednesday, April 6th event will be held uptown at The Park Central Hotel located at 870 Seventh Ave., between 55th and 56th Street. This will cater to those living and working uptown.

The Thursday, April 7th event tentatively planned at Hotel Hugo Soho, is located at 525 Greenwich St., an area known as West Soho. This one will cater to those working further downtown as well as those working in the financial district.



## Event Format

**Morning Session** (75 Guests maximum) 7:30 a.m. - 9:30 a.m.

- Meet and Greet 30-45 min.
- Continental Breakfast
- South Florida Real Estate Market Overview Presentation
- Each of the six participating developers present their properties each 5 min.
- Table time for each developer to meet with individual prospects

**Afternoon Session** (75 Guests maximum) 5:30 p.m. - 7:30 p.m.

- Meet and Greet 30-45 min.
- Wine and Hors d'oeuvres
- South Florida Real Estate Market Overview Presentation
- Each of the other six participating developers presents their properties each 5 min.
- Table time for each developer to meet with individual prospects

# Marketing Program

**O**ur initial thrust to drive attendance for our events will be through extremely targeted direct mail. We have identified thousands of prospects who meet our income and liquid net worth requirements who live in the New York metropolitan area, (Manhattan, the outer boroughs, Long Island and Westchester County). Our marketing partner is able to be very specific as to who these prospects are and will include only the highest income, highest net worth, highest home value and highest ranked professions such as investment bankers, attorneys, financial planners, accountants along with other gate keeper professionals that may also be a referral source for our targets. Remember that we are only able to accommodate 75 prospective buyers per event, so we will have a very strict pre-registration, RSVP only process, where each prospect is vetted in advance to assure that they qualify and are seeking to purchase a property in our offering.

We will deliver a custom invitation to attend one of the four sessions. The invitation will introduce the list of the developers, their product type, specific location and it will offer each prospective buyer a choice, based on time; breakfast or afternoon, location; Park Ave or SOHO, and which developers have the most appeal. Only six developers will present at each session. Attendance is limited to only 75. This is a very intimate and effective way to present your luxury property to buyers in a very exclusive manner.

The invitation will direct them to RSVP either live or on our website. They will have the option to bring their spouse, and if they are currently working with a broker in New York, they can register their broker's name and invite them to attend as well. We are not targeting brokers. We are directly targeting end users, however out of respect and support, we will gladly welcome their broker.

Our website will collect their contact information, ask them several qualifying questions including; property type, intended use, their price range and how soon they plan to purchase. We will also obtain permission to call them back to confirm their

reservation. Confirmations will be done within 24 hours of each RSVP via email, mail and phone, four weeks prior to their selected event, and finally about one week out.

The second round of marketing will include a series of very targeted email campaigns directed to over 160,000 high net worth consumers in our target area, and will include both consumer emails as well as business professionals that include C-Level executives, SVP, EVP, Presidents and owners of businesses with sales volume exceeding \$10M.

The third round of marketing will be print ads in several very select, highly targeted real estate publications as well as an insert in a very highly targeted magazine that reaches 100,000 of the top income earners in Manhattan that live between 96th St. and Wall Street. This media partner of ours will also provide several email campaigns prior to our events to help drive attendance.

The fourth and final leg of the marketing will be working with very select groups, organizations and clubs in the NY metropolitan area that are suitable targets for our IPP offering. A retired physician from Manhattan will spearhead this personal connectivity and engagement.

We are confident that our six figure marketing budget, personal invitations and sponsor connections to our targeted prospect group, will deliver the 300 prospective high net worth buyers for our developer partners. We think there will be more interest than we have seats. This can be easily addressed, by careful qualifying, as well as adding additional programs to our schedule as warranted.

Once we have prospect registered, they will receive a printed confirmation invitation in the mail containing the time and place of the event. Each prospect will also receive a digital thumb drive that outlines each partners' offering and has a link to your web-site.

## Principal Event Marketing Partners



**DAVE ROBERTSON**



Dave is a successful, Boca Raton based, realtor and consultant in the housing industry. Dave has consulted for Bald Eagle Partners, Bear Lake Reserve, Ginn Communities, The Landings Cos., Reynolds Signature Communities, the State of Tennessee, Hometown Mississippi Retirement, the Evergreen Fund, Shaffer's Mill, and numerous other entities involved in the establishment, promotion and restructuring of planned residential communities.

From 1991 - 2015 Dave hired, trained and led his team at RPI Media, Inc. to create, build and run the most successful lead generation platforms in North America, ideal-LIVING. Still operating successfully, they produce ideal-LIVING Magazine,

Resort & Retirement Expos & ideal-LIVING.com. RPI Media, Inc. has driven billions in real estate sales.

Dave has served on the numerous industry boards: Cape Fear Advertising Federation, The American Association of Retirement Communities, (AARC), Board of Directors Chair: 2002-2006 and many others. ULI Member, NAREE Member & AARC Member 1998-2015. 2005 Recipient of the Order of the Long Leaf Pine Award, highest award given by the NC Governor to a citizen for humanitarian service. Speaker / Presenter National Association of Home Builders, IBS 2009-14 (AARC) annual conferences 2003-2006 (MC), 2006-14 speaker/conference committee member A.C.E.s Marketing Summits 2001 - 2009 A.C.E.s Sales Events 1994 - 97, 2004-07 Craig Lawn Sales & Marketing Event 2006-08 FHBA, Southeastern Builders Conference; SMC 2006-08, speaker 2006-14, 2014 Aurora Housing Excellence Awards, Chair.

# Principal Event Marketing Partners



**BRAD HUGH MORRIS**



Brad Hugh Morris started his real estate career in Florida in 1979 after growing up in his family real estate business in Yonkers, New York. Brad has been involved in all aspects of the real estate industry including residential and commercial brokerage, development, marketing and the acquisition and disposition of millions of dollars' worth of commercial and residential real estate projects including multi-family apartment buildings, office buildings and shopping centers.

In 2005, Brad started "Mountain Property Showcase" which ran a large number of trade show events throughout the southeast for up to 50 developers at a time. He was able to generate dozens of contracts for these developer clients and in 2008, he started "Internet Marketing Advisors" which specializes in outbound internet email marketing to local, regional and national databases. This company has access to hundreds of millions of data records for both consumer and business targets. Clients include many Fortune 500 companies as well as large advertising agencies and real estate developers such as Lennar Homes. Brad is currently a licensed real estate broker in Florida, Georgia and North Carolina.



**MICHAEL COHEN**



Michael Cohen has literally been immersed in the advertising agency business since he was six years old, thanks to his late father, Marty- the founder, President and original Creative Director of Cohen & Company Creative.

Obtaining leadership with award-winning advertising and marketing is Michael's number one goal. Through his leadership and guidance, Cohen and Company is recognized as one of the top ranked South Florida Agencies with hundreds of awards nationwide under their belts.

Servicing all the marketing and strategic planning needs for their clients needs, Michael's many responsibilities include conducting advertising and marketing seminars. He has an extensive background in training people for effective sales and merchandising. Michael holds both BS and MBA degrees in Business Administration from Louisiana State University.

## Benefits of Becoming a Preferred Developer Partner

"The Insiders Real Estate Portfolio" will bring a South Florida offering of luxury real estate opportunities to a discriminating buyer planning to purchase a multi-million dollar second, third or fourth property. We are only working with a dozen, compatible but not competitive, preferred developer partners. Pool your resources, share expenses and drive more sales through our exclusive events.

**Compliance.** All twelve preferred developer partners must be compliant with all applicable laws in the State of New York that allow you to solicit and sell your project to New York residents. We know that most high net worth buyers often consult their attorney before making a purchase.

For more compliance information: Frank Carmel, Carmel & Carmel, PC, 202-237-1700, fcarmel@carmel.us

**Unique Benefits of Ownership.** Central to our success is providing compelling benefits that these buyers won't be able to get aside from the "Insider's" program. These benefits show prospects that we care and appreciate them; they are special and not just an after-thought in the face of declining international buyers. They also should emphasize urgency to purchase. Ex: Founder's Club, Special reserved inventory, Insider's service privileges, entertainment



options near your location, closing incentive credits for travel, luxury décor packages, etc.

**Compensation.** Commission is the primary source that will reward Insider Portfolio principals. South Florida as a region, including Jupiter - Miami & Naples - Sarasota; of only 12 preferred participants. Each participant will pay their standard referral commission to principal brokers Brad Morris and Dave Robertson.

**Expenses.** Each qualified preferred partner will contribute \$29,725 per property towards the cost of generating, entertaining and helping to convert prospects for this first New York program. Participants may deduct the expense contribution from the first sales' referral commission.

## Time Lines

Because the first events are scheduled for **Wednesday, April 6th and Thursday, April 7th, 2016** and the lead times necessary to reserve venues and start marketing, Preferred Developer Partners will need to make final commitment no later than **December 18, 2015**. Marketing will start after the first of the year with all final reservations due from attendees no later than **April 1st**.

## Contact Us

If you have interest in becoming one of our very select Preferred Developer Partners, please call:

**Brad Hugh Morris** (561) 289-4451  
Brad8955@gmail.com  
Florida Real Estate Broker License# BK3029002

**Dave Robertson** (561) 299-6249  
DaveR@RealEstateCommunityAdvisor.com  
Florida Real Estate Broker License# BK3318125