

WORKING WITH LOURDES & THE MPH TEAM



LOURDES AND THE MPH TEAM WILL PROMOTE YOUR LEGAL SERVICES TO THE DATABASE OF OVER 23K PEOPLE .

LOURDES MAESTRES



Lourdes Maestres is the Team Leader for The MPH Team in Fort Lauderdale and has been working as a real estate professional since 2009. After many successful years in the banking industry, including working as a commercial real estate lender & asset manager serving business clients, Lourdes decided to pursue a career in real estate. Since 2009 she has specialized in the Miami Dade, Broward and Palm Beach county markets. Her financial experience, credit expertise and impressive negotiating skills have helped Lourdes find hundreds of families a fresh start, whether in the buying or selling process. Lourdes's experience working with investors selling multi-family homes, commercial buildings and bulk portfolios of income producing properties throughout the state of Florida has made her a well-rounded real estate professional and provided the ability to work with a wide array of clientele. Lourdes is a proud mother of a US Marine and has raised 3 children. In her free time, she is active with Toastmasters, the public speaking organization and enjoys doing real estate segments for Univision, the Spanish TV Channel. Her hobbies include fitness and helping women in distress. Lourdes has a build a team in broward county and when working with her team sellers and buyers benefit from an inside sales associate team, operations manager, marketing director, and 18 buyer agents. Lourdes also holds the title for the most expensive home sold in Broward for \$32,500,000.



Why Zillow matters

Lourdes & the mph team was selected by Zillow in 2019 to be a Zillow partner.

The MPH Team is the #1 Zillow team in Broward County in 2023

The benefit of being a partner is the exposure that the seller's home receive when working with Lourdes and the mph team

MPH TEAM

Team Leader



Operations Manager



Transaction Coordinator



Recruiting



ISA 1



ISA 2



ISA 3



**Marketing
Coordinator**



**Virtual
Assistant**



**Virtual
Assistant**



**Transaction
Coordinator**



MPH TEAM

Team Member



Team Member



Team Member



Team Member



Team Member



Team Member



Team Member



Team Member



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THE MPH TEAM PLAN OF ACTION



UNDERSTANDING THE MARKET

- 01** Prepare a Comparative Market Analysis.
- 02** Gather information on neighborhoods and surrounding properties.
- 03** Pull market trend data to understand what's happening within the broader region and neighborhood.
- 04** Attend broker tours to see other available properties on the market.
- 05** Stay connected to local buyers, sellers and other agents to maintain a constant view into what is driving the market.
- 06** Prepare market SUNSTATS analysis

RESEARCHING THE PROPERTY

- 07** Understand the full history of the property, including any changes and improvements made.
- 08** Determine any geographic risks for the property and the surrounding area.
- 09** Free home staging consultation by Margo Interiors Company
- 10** Develop proposal for property improvements, remodeling and staging.
- 11** Learn all relevant details and attributes of the property.
- 12** Look up the property's tax information.
- 13** Research any localized rules and regulations applicable to property.
- 14** Collect maps, surveys and reports associated with the property.
- 15** Obtain proof of ownership.
- 16** Develop a comprehensive listing marketing strategy.

STRATEGIZE WITH THE SELLER

- 17** Discuss with the client's interest in investment, risk and monetary return.
- 18** Navigate 1031 exchange if applicable
- 19** Provide pricing for current condition versus improved condition.
- 20** Advise the client about potential pricing strategies reflecting the current market.
- 21** Create a communication plan with the client.

DOCUMENTATION

22 Create and complete a listing agreement package for the client.

23 Invite the client to navigate through all documents together.

PREPARATION OF THE PROPERTY

24 Determine when property can be accessed.

25 Schedule all media appointments, including photographer, videographer, aerial photographer, staging professional and or cleaning services.

26 Order and install “For Sale” sign and any other relevant signage.

27 Recommend vendors to client for improvements prior to listing.

28 Order a floor plan and or Matterport

29 Implement “coming soon “ strategy when applicable

30 Create pre-marketing collateral.

31 Write to complete listing description.

32 Create and execute mega open house.

33 Maintain consistent communication with seller to provide ongoing updates on progress.

34 Submit finalized listing documents for compliance review.

PREPARE MARKETING

35 Design materials that showcase the property, such as emails, digital brochures, social media posts, etc.

36 Expose property internally to over 28,000 Compass agents.

37 Create a “lifestyle video” to highlight your home on several platforms , including youtube, facebook, instagram, tik tok and linkedin

38 Print materials for open houses and showings.

39 Post listing on social media as a “Coming Soon” or new listing.

40 Conduct & create a reverse prospect campaign.

41 Create QR codes for the property.

ACTIVATE & MARKET LISTING

42 Make disclosure package accessible by adding to MLS.

43 Publish listing to MLS and IDX to third party sites.

44 Reverse prospecting to buyers that match property through our CRM

45 Broadcast listing to personal and professional networks through social media posts and email blasts.

46 Share property with Compass network and other agents at Sales Meetings and via personal outreach.

47 Create and run digital ads to target buyers and markets.

48 Call 250 potential buyers a week

49 Refine listing marketing strategy based on feedback.

SHOW THE PROPERTY

- 50** Communicate with the client to confirm schedule and preparation.
- 51** Coordinate and host private tours and open houses.
- 52** Marketing campaign for the open house.
- 53** Accompany showing appointments.

OFFERS & NEGOTIATIONS

- 54** Compile, organize and communicate any received offers to seller.
- 55** Present counter-offer to buyer's agent.
- 56** Complete all relevant documentation for counter offer.
- 57** Notify client when terms are agreed upon.

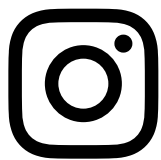
MANAGE TRANSACTION

- 58.** Transaction team will provide summary sheet with important deadlines
- 59.** Collaborate with attorney and or title company through closing
- 60.** Complete closing

WE WILL GIVE YOU A GOOGLE
REVIEW FOR EACH REFERRAL WE
RECEIVE FROM YOUR FIRM!



Follow us on our social media channels to engage with our team and stay connected with the latest news, updates, and valuable content.



@lourdesmaestres



@themphteam



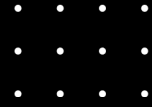
The MPH Team



@team_mph



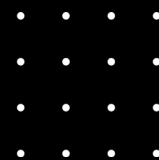
@lourdesmaestres



It is my honor to serve as your trusted real estate advisor. Please explore this listing book to learn more about my background, our agency's online presence, and the expertise of our team. Feel free to schedule a personalized consultation for any of your clients

Lourdes Maestres

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COMPASS