



the pearls

R E A L E S T A T E
S P E C I A L I S T S



Prudential
Florida Realty

Partnered with Barbara Savalli

OUR PROMISE

In today's real estate market, there are few things more certain than Cookie Pearl and David Pearl. Our tireless commitment to customer satisfaction, combined with a promise of integrity, loyalty and unshaken enthusiasm, keep us at the top of the industry. With deep personal and professional roots in Miami and the surrounding areas and a combination of eleven combined years in the real estate industry, the Pearl Team rank among the area's premier sales professionals. Our passion for real estate and experience in the South East Florida Region have allowed us to stay competitive in today's market and exceed sales expectations. Our portfolio consists of residential real estate, including condo/ high rise with a specialty in distressed properties which include some commercial properties as well. Our primary focus for 2012 is to encourage clients to remain positive. We refuse to give into the "doom and gloom" attitude. Our strategy ensures that buyers and sellers achieve their goals in an efficient and affordable fashion. We put our clients first, focus on superior quality and deliver what we promise. Aligning with Prudential Real Estate allows us to attach ourselves to a winning culture and provide customers with high quality professional systems and world-class products and services.



MARKETING REAL ESTATE AT THE HIGHEST LEVEL

David Pearl
REALTOR
Direct: 305-749-1586
Cell: 305-978-8253
Dmpearl10@gmail.com

David was born in Miami Florida and graduated from Michael Krop Senior High in North Miami. After graduation, he decided to travel through Europe. Visiting many different countries he was able to explore a versatile array of cultures and landscapes which inspired him to venture into the real estate business. David obtained his real estate license in 2008 and after graduating he started working with Prudential Florida Realty. David specializes in family homes, condominiums and the luxury market. To further his expertise he studied to obtain his designation as a "Certified Distressed Property Expert". He is now a specialist in foreclosures and short sales which is key in today's market. Navigating today's ever-changing real estate market in South Florida can be a difficult task. It requires business knowledge, dedication, broad market knowledge, professionalism and a passion for the real estate industry along with having strong negotiating skills and being a trusted advisor. David has these qualities which allow him to maintain his two primary goals: obtaining the best price and terms for his sellers and finding the perfect home for his buyers.

Cookie Pearl
REALTOR
Direct: 305-749-1548
Cell: 305-968-3751
cookiepearl28@gmail.com

Cookie is originally from Brooklyn, New York and followed the family down to Miami in the late seventy's. After many years as a nurse in the sports medicine field she was ready to explore something fresh and new and began developing her interest in the real estate market. She obtained her license in 2004 and joined the team at Prudential Florida Realty. She believed her extensive knowledge of management, advertising, sales and working with people would best be utilized in the real estate market where she could utilize her educational background to give the best service to her clients. Cookie specializes in foreclosures and short sales as well as conventional sales. Every day she is on the frontlines of the foreclosure crisis here in South Florida and works with some of the biggest banks and servicing companies in the business. She is a certified National Association of Realtors Short Sale and Foreclosure Resource and is a member of the National Association of Realtors, The Florida Association of Realtors and belongs to the Miami Association of Realtors. She compassionately works with her clients getting them through a transitioning process from beginning to end. Her promise is, she will do her very best to make every transaction a win win situation for everyone.

SERVICES PROVIDED

WHEN IT COMES TO BUYING AND SELLING REAL ESTATE WE CAN OFFER YOU:

- 10 Years of Experience
- Confidentiality
- Information on a property and its surrounding areas
- Comparable Market Analysis (CMA)
- Updated Real Estate Market Information
- Conventional sales
- Foreclosures
- Complete Short Sale representation including processing and negotiating
- Nationwide relocation services



DESIGNATIONS

- "e-Pro" Certified Internet Technology Professional
- "SFR" Short Sale & Foreclosure Resource
- "CDPE" Certified Distressed Property Expert
- Certified Strategic Marketing Specialist (CSMS)

AFFILIATIONS

- National Association of Realtors
- Florida Association of Realtors
- Realtor Association of Miami
- Chairman's Circle Diamond and Gold

COMMUNITY INVOLVEMENT

- Aventura Chamber of Commerce
- Sunny Isles Chamber of Commerce
- Florida Sunshine Kids



POINT OF AVENTURA



STEPS TO GETTING YOUR HOUSE "SOLD"

OUR GOAL IS YOUR GOAL

TO SELL YOUR PROPERTY FOR THE GREATEST AMOUNT OF MONEY IN THE SHORTEST AMOUNT OF TIME.

MARKETING FLORIDA REAL ESTATE AT THE HIGHEST LEVEL

- Strategically pricing your property
- Advertising in appropriate publications
- Inclusion in Multiple Local Listing Services
- Inclusion on our website, as well as many others
- Broker's Open Houses
- Full Color Promotional Brochures & Post Cards
- Post Card Marketing
- E-Mail Notices
- Social Media Marketing



SOLD

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REAL ESTATE
SPECIALISTS

An important aspect of our marketing campaign will be our attention to detail for your property. We may suggest ways to improve the "curb appeal" of your property to help draw buyers in. Depending upon your specific needs, we'll adjust our strategy accordingly. We have a number of marketing tools we use and will customize a plan that will accommodate the needs of your property.

VIRTUAL TOURS

We will create a virtual tour for your home when it applies. This virtual tour gives a potential buyer a glimpse inside your home. The virtual tour of your home is attached to every website, and can help gain interest for potential buyers as well as highlight key attributes of your home.

DIRECT MAIL

Within days of your home being listed, postcards are sent to your neighbors and surrounding communities letting them know that your home has "hit the market". This will give your neighbors and homeowners within the area opportunity to share information with their friends and family who may be looking for a home, as well as inform them that property in their neighborhood has just become available.

INTERNATIONAL EXPOSURE

Prudential has global access to the Internet. Our company speaks two dozen languages enabling us to respond to the multi-cultural needs of customers around the world. We also have worldwide exposure to market your home internationally. The number one state for foreign home buyers is Florida; currently the state accounted for thirty one percent of all international purchases and we interact on a daily basis with potential international prospects.



STEPS TO GETTING YOUR HOUSE “SOLD”

MULTIPLE LISTING SERVICE (MLS)

The home will be submitted to the Miami-Dade Board of Realtors which will include access from Dade County up to Palm Beach County, encompassing approximately 15,000 agents within three days of listing. All of which will be able to share your property information with potential buyers offering you a greater opportunity for property exposure.

FLIERS

Property fliers will be placed inside the home and will be distributed to local Real Estate Offices. They will continue to be distributed to agents in the area monthly thereafter until “Sold”.

E-BLAST

We have over 100 active buyers in our database. These buyers will receive an email of your home along with all of the features of the property including the price within five days of listing the home and monthly thereafter until “Sold”. Our emails will be customized to feature the details of your home and will include images as well as video links.

NEWSPAPER ADS

Newspaper ads will be held regularly in major local news publications within the property areas, featuring your home, price and features.

ONE-OF-A-KIND INTERNATIONAL FINE HOMES PROGRAM

***ONLY PROPERTIES LISTED FOR \$700,000 AND OVER**

If your home qualifies for this one-of-a-kind program, it will automatically be advertised in publications such as Dream Homes, Robb Report, DuPont Registry, Fine Homes and the Wall Street Journal (global edition) over the life of your listing- along with a local marketing campaign.

OPEN HOUSES

Open House events will be held for the convenience of viewing with the approval of home owner and condo association if necessary. It gives people the chance to come into the neighborhood of interest and see what it has to offer along with how properties are maintained in that area. It gives us a chance to meet buyers and educate them about the property. We have successful open houses due to our extensive marketing approaches through fliers, the Internet and newspaper ads along with the MLS service that puts out weekly bulletins on open houses. We also hold private Brokers Open to invite Realtor’s from all Companies to come and view the property for potential buyers.

INTERNET EXPOSURE

The features of your home as well as price and photo will be sent to our extensive list of major websites which include Realtor.com, MSN, AOL, Trulia, Florida Association of Realtors, Move.com, Prudential Florida Realty, and Yahoo, the Real Estate division and many others.

Prudential Florida Realty is a main sponsor of Yahoos, Real Estate division. This means that thousands of people hit our website and view our listings every day.

Our relocation division is an award winner, which is internationally recognized. Many people moving from other states or Countries come to us through them. In addition to the above we will feature your property on our company website as well as our social media outlets, once again increasing exposure and opportunity of finding the right buyer for your home.

WWW.THEPEARLSMIAMI.COM

ACTION PLAN

AND PROMISE

TO YOU

- Personally prospect for a buyer for your home.
- We will give a personal showing of your home for every potential buyer because we prefer not to use lock boxes. We can sell your home better if we are personally at each showing to point out all the important details of your property. Boxes will only be used in certain situations.
- Full time Real Estate agents (over 1300 in our 29 offices) who are licensed and who work with the buyers in finding them homes, will be constantly presenting your property to potential buyers.
- Promote your home at our monthly Realtor meetings, creating maximum exposure to other agents and companies.
- Follow up on all showings and report to you what the buyers and agents are saying.
- Pre-qualify all potential buyers before presenting an offer.
- Represent and negotiate for you on all contracts presented, making sure all details in the contract are covered and your interests are protected.
- Handle all the follow-up and paperwork after you accept a purchase agreement, making sure all aspects of the transaction are handled smoothly and efficiently.
- Set up the closing with title and mortgage companies and notify you and all parties.





You can
only get results with assertive agents
backed by a Marketing Plan customized to meet the
needs of you and your property. With a focus on neighborhood
expertise and attention to detail, Cookie and David have successfully
navigated through the down market by maintaining the fundamentals of
personal service and an emphasis on education. In this type of market, it
is more important than ever to understand a client's needs and to work
within that framework. We are trusted advisors as well as knowledge-
able Realtors who can help clients meet their end goal as quickly
as possible. We value integrity, client's needs, knowledge of
the market and making the experience as enjoy-
able as possible.

LET US FIND THE "GEM" YOU CALL HOME

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