

Marketing Package DSG



DAVID SIDDONS
GROUP

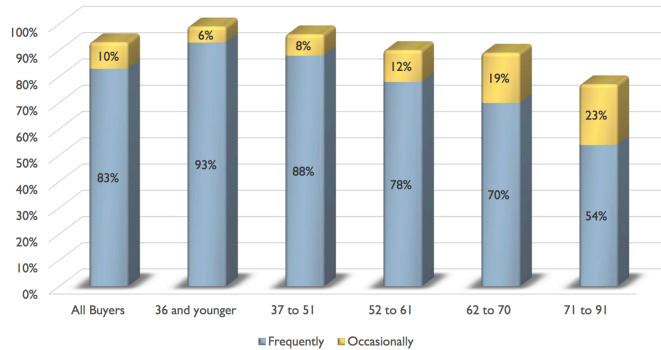


Why is Web Presence so Important these days?

Use of Internet to Search for Homes

(Percentage Distribution)

A person's internet usage decreases with age!



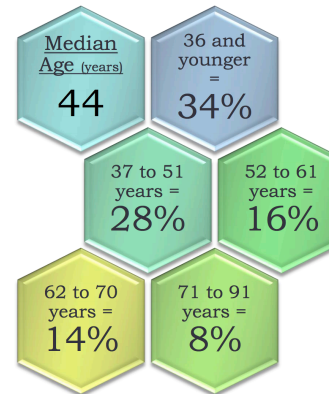
Lets face it: Everyone is online looking when buying!!

With 34%, Millennials are America's largest group of home buyers followed by generation Y. Miami of all cities attracts many generation X and Y buyers. The youngest generations are most inclined to do everything internet based (99% of Millennials search on online websites). Most people like to use online tools to narrow down their search and to have access to pictures, virtual tours and videos

Age of Home Buyers (Percentage Distribution)

Definitions:

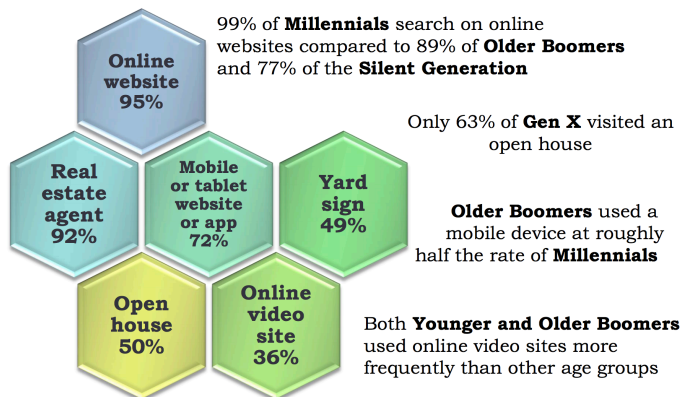
Generation Categories:	Year Born:
Millennials/Gen Y:	1980-1998
Gen X:	1965-1979
Younger Boomers:	1955-1964
Older Boomers:	1946-1954
Silent Generation:	1925-1945



Millennials make up the largest group of first-time home buyers at 66%, followed by **Generation X** at 26%

Information Sources Used in Home Search

(Percentage Distribution)



Online presence is more important than ever and you want your home to be found among 1000's of listings!



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Number 1 in Web and Social Media Presence

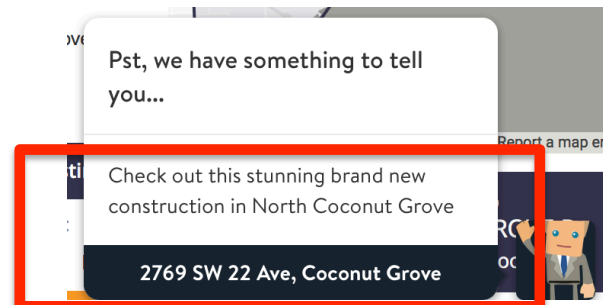
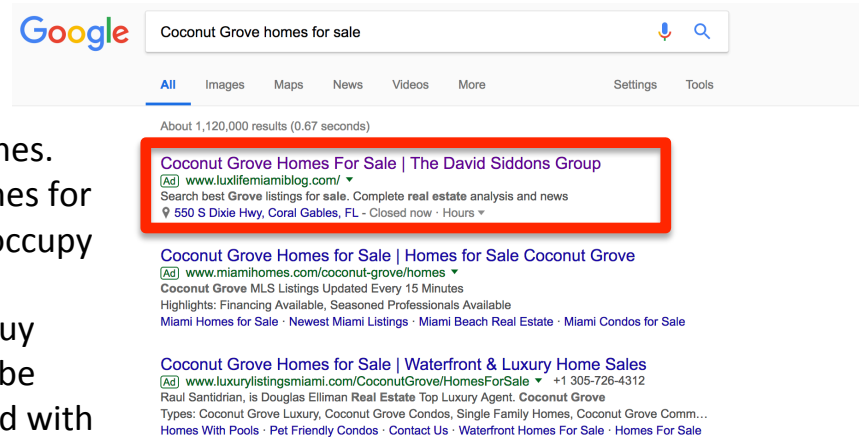
Along with our web partners the David Siddons Group dominates social media and online presence to ensure you get great online exposure.

So how do we fare?

We are one of the best ranking teams on search engines. We consistently rank on the first page of search engines for the main real estate related keywords and we often occupy several of the first few entries with different articles. Although we rank organically (merit-based) we also buy search engine rankings to get more traffic. Our Youtube channel, where we post listing videos is high trafficked with 73K views of our main video presenting the team

We rank on page 1 for Miami's most used search terms such as: **"Investing in Miami"**, **"Coconut Grove Homes for Sale"**, **"Coral Gables Homes for Sale"**, **"The best Miami condos"**, **"The best Brickell condos"** and we always strive for better results.

Selling your home with the David Siddons Group means lots of listings views via our website, our social media and our Youtube channel.



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Most Visited for Analytics and Real Estate News

Buyers Trust our Opinion!

Our analytical reports gain a lot of market traction among agents, buyers and sellers. Industry peers often visit our website to look for information, which generates more traffic to our properties.

The David Siddons Group is the author behind the 2017 Miami Real Estate Report. A report that is ranking high on search engines, because of unique and useful content. With many downloads a day, the report is often seen as the Miami real estate bible and therefore used as a guideline by private bankers and international investors. We also launched the first relocation guide for Miami which is currently driving lots of buyers to our site.

A site that provides the news and market information that nobody else delivers is seen as trustworthy and therefore many of our listings are sold to our own buyers!



Moving to Miami – The Most Functional Guide

When you are moving to Miami, you need a truly functional guide to help you with the most important matters. While most relocation guides focus on the best restaurants, nightclubs, sport schools etc., we concentrate on more essential matters. You might not know whether to buy or to rent, you might not know whether you should focus on a single-family house or a condo and you might not know the market prices in each neighborhood. When you come into the city and you want to buy you need to understand the numbers!

This is exactly why we created this Miami Real Estate Relocation Guide. For those who are not familiar with our city, we show you the right from the wrong and the good deals from the bad deals while scrutinizing each and every neighborhood for you by means of statistics as well as with our day-to-day experience

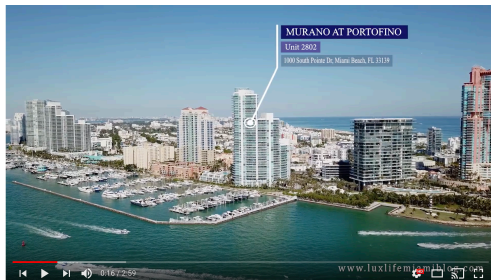


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Marketing by the David Siddons Group

The Traditional Way of Marketing a Property

- Professional pictures and videos are taken, often drones are used to specify the location or the land on which the property is located
- We are connected to the top brokers in the city as well as brokers around the States and the globe.
 - Among the top agents a lot of sales are done before the property even hits the market by telling the main players what is coming to market.
 - A huge buyer's database that is always being targeted and tracked. We know who opens our emails and who might be interested in your property
 - Email flyers are sent to 3000+ local agents and buyers
 - Personal phone calls to agents and buyers who we know might have a special interest
 - Properties valued at \$1M+ are featured in the Christie's "Luxury Properties" website
- We organize brokers' opens and open homes (if agreed upon with sellers)
- We often write articles on our listings, specifying its investment value and special features
- Hard copy flyers
- Appearance on Zillow, Trulia and Realtor, with more than average views.
- Appearance on 25 social media among which Facebook, Google +, Linked-in and Instagram
- Press coverage for selected properties



Remodeled & professionally designed luxury condo in South Beach



The Perfect Miami Beach Family Home | Completely Updated on 4357 Nautilus Dr



The Perfect Miami Beach Family Home | Completely Updated on 4357 Nautilus Dr



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Marketing by the David Siddons Group

The Progressive Way of Marketing a Property

What else do we use apart from organic

- **PPC:** Pay-per-click (PPC), also known as cost per click (CPC), is an internet advertising model used to direct traffic to websites
- **Social media funnel campaigns:** A campaign to guide prospects through a series of steps—a funnel—to get them to take the actions you want via our social media pages (e.g., visiting our site or seeing certain listings).
- **Native advertising:** Native ads match the visual design of the experience they live within, and look and feel like natural content. Native ads must behave consistently with the native user experience, and function just like natural content. They are mostly news worthy articles that are fed to news sites
- **Retargeting and banner adverts:** Retargeting, also known as remarketing, is a form of online advertising. that can help you keep your brand in front of bounced traffic after they leave your website. For most websites, only 2% of web traffic converts. on the first visit. Banner adverts are embedded advertisement into a web page. It is intended to attract traffic to a website by linking to the website of the advertiser.
- **Adding value to online users:** Providing reports, stats and actionable advice with over 700 blog articles.
- **A chat app / chat bot** that asks online visitors what they are looking for, we sometimes use target messages for certain webpages to make visitors aware of certain listings



Our Listing featured in Lifestyles of South Florida Magazine



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Successes by the David Siddons Group

Always looking to grow!

- We closed \$65M in Real Estate transactions this year. That is an 267% increase compared to last year! This makes us one of the most successful real estate teams in Miami.
- We are ranked number 6 at EWM (from 1,000 agents) the leading broker in Miami's luxury market
- The Real Deal ranked us number 17 for the sale of single-family homes in Miami Dade, this excludes the sales of townhomes, condos, lots and our many pocket listings.
- We sold two of the Penthouses at Carbonell, one for a record breaking sales price in Carbonell
- We broke a sales record on a Miami Beach, Coconut Grove and a Palmetto Bay Dry Lot
- We closed on 7 properties, representing both sides of the deal
- We found 3 clients a home that wasn't even on the market.
- We have been hired by the Terra Group as in-house consultants for Park Grove in Coconut Grove. We have sold 11 units in the building, which makes us the top producer in the building.



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Successes by the David Siddons Group

Charity | The David Siddons Group for Habitat for Humanity

The David Siddons Group and Charity

Habitat for Humanity: A world where everyone has a decent place to live

The David Siddons Group wants to give back to the society we live in. As we always work hard to find our clients the perfect home we also need to stand still from time to time to realize there are people in the USA that do not have this opportunity. Unfortunately our nation still has many families who struggle to find shelter for themselves and their families. It is for this very reason that the David Siddons Group partners with [Habitat for Humanity!](#) This wonderful nonprofit organization provides safe and affordable housing to those who can't afford it. Families in need of decent, affordable housing apply for homeownership with their local Habitat for Humanity.

How we give back?

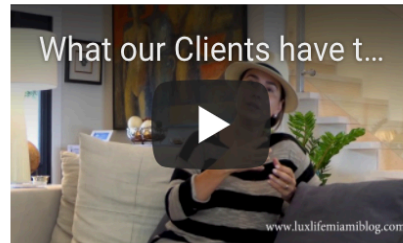
For every closed deal of the David Siddons Group we give \$250 to Habitat for Humanity. We ask our clients (buyers and/or buyers) to do the same thing. The David Siddons group closed on 40 units last year representing around \$10,000 in contributions! If every seller and buyer would join that would represent \$30,000!



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(Video) Testimonials

- "You said trust me, we are going to market and sell your house. And you did, you had a contract on our house in 6 days"
- "He was highly effective in bringing potential buyers into the house as we were looking to sell"
- "The level of professionalism was outstanding, the listing video, the marketing"
- "No headaches with the David Siddons Group"
- "Very professional, very polite"
- "You knew the neighborhood you knew what is safe for a family or what is exciting for a single couple. You know the area well enough to guide people to where they will feel best"



- "Without a doubt the David Siddons Group is the best realtor in Miami"
- "He is direct, straightforward and doesn't waste your time"
- "We felt comfortable with his team"
- "I have recommended David in the past and would do so again"
- "David knows Miami very very well and he knows the real estate market"
- "One of the most brilliant real estate agents we have here in Miami"
- "He is the only person I will call"
- "David Siddons is the best real estate agent in Miami"



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