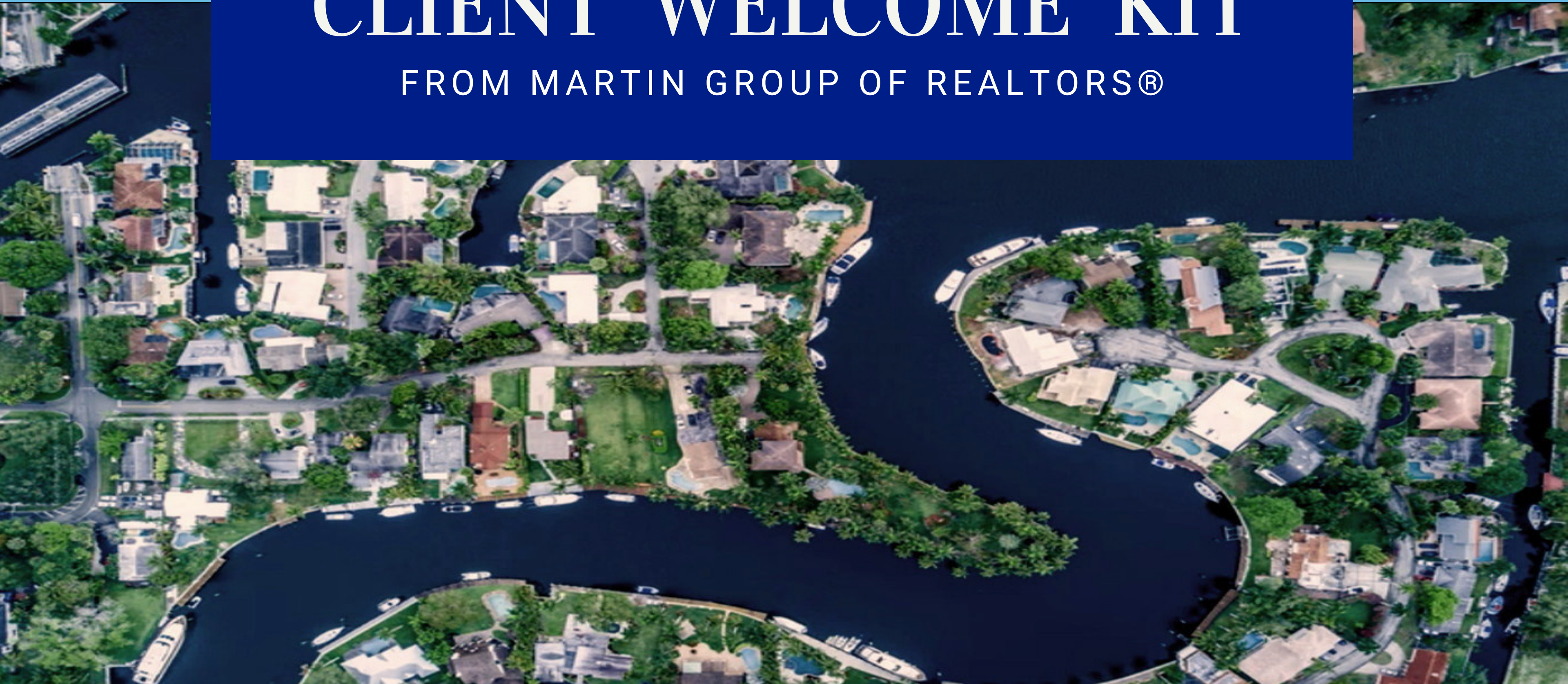


CLIENT WELCOME KIT

FROM MARTIN GROUP OF REALTORS®





Overview

TOPICS

About Us

Services

Selling

Current Market

Pricing

Process

Marketing

Contact

Martin Group Client Welcome Kit



HOW WE DO BUSINESS

The Martin Group's Mission

DO UNTO OTHERS AS YOU WOULD HAVE THEM DO UNTO YOU.

The Martin Group Serves



BUYERS



SELLERS



INVESTORS



RENTERS

FLPalmBeach.com

Martin Group Client Welcome Kit

About the Martin Group

KNOWLEDGE · EXPERIENCE · INTEGRITY

Doug Martin Broker has several decades of experience as a licensed real estate broker in 2 states and as a nationally registered custom home builder.

Jason Martin, PA, a second generation Realtor® joined Doug in 2010 and formed the Martin Group, specializing in residential real estate in south Florida working on the east and west coasts.

Living in Palm Beach County, they provide professional service to Buyers, Sellers, Investors and Renters using the "Golden Rule" to guide them in their profession.

Martin Group Client Welcome Kit



Doug Martin, Broker
Realtor Emeritus®

561.339.3299

DougMartinRealtor@gmail.com



Jason Martin, PA
Residential Realtor®

561.624.4544

JasonMartinRealtor@gmail.com



HOW WE DO BUSINESS

The Martin Group's Mission

DO UNTO OTHERS AS YOU WOULD HAVE THEM DO UNTO YOU.



Homeowners

NOW IS TIME TO SELL!

Low Inventory of Homes For Sale

- Buyers are paying top prices for homes.
- Less homes from which buyers can choose.
- Sell before mortgage interest rates increase.





Palm Beach County Homes April 2022 Market

Homes Sold: 1,590

Median Sold Price: \$541,000

Median Days to Contract: 10

Active Listings: 4,682

Months supply of Inventory: 1.2





APRIL 2022 MARKET REPORT

DETAILS OF PALM BEACH COUNTY HOMES

MEDIAN SALES PRICE

\$541,000



23%

INCREASE

CLOSED SALES



1,590

MEDIAN DAYS TO CONTRACT



10

▼ 2,049

NEW LISTINGS

▼ 1,869

ACTIVE LISTINGS

▼ 1,780

PENDING SALES

TOTAL SALES VOLUME



\$1.5 BILLION

MONTHS OF INVENTORY



1.2 MONTHS



Pricing Approaches

APPRAISAL

A licensed real estate appraiser determines the fair market value of a home after a thorough tour of the property.

COMPARATIVE MARKET ANALYSIS (CMA)

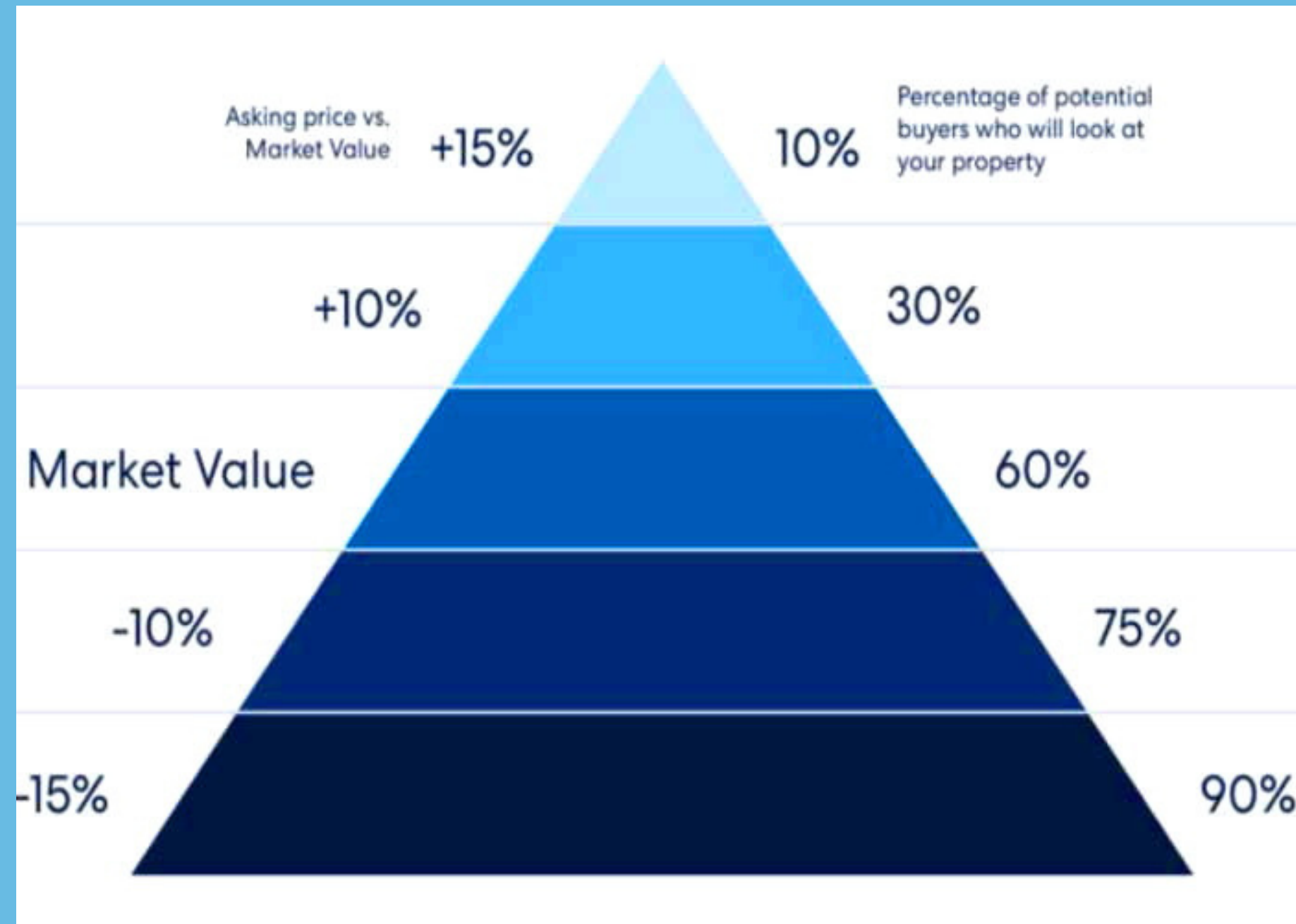
A tool that licensed real estate agents use to estimate the value of a specific property by evaluating similar ones that have recently sold in the same area.

INSTANT ONLINE ESTIMATE

A software tool then pulls publicly available data, current market trends, and recent sales records to provide an estimated range of value.

Pricing Strategy

PRICE RIGHT TO ATTRACT BUYERS



Impact of
price above
or below
market value
with number
of buyers
that will view
your home

Reasons to Hire the Martin Group of Realtors®

EXPERIENCE

Doug Martin

- 50 Years Experience as Broker Realtor®
- 30 Years Experience as Nationally Registered Custom Home Builder

Jason Martin

- 12 years experience as Residential Realtor®
- 20+ years with IT
- Paperless Saving Planet

MARKETING

- Professional Photography and Videos
- International Marketing
- Exclusive Website
- Know Market Trends
- Posted on Many Outlets
- Multi-types of Ads
- Pricing to Sell
- Represents You
- Keeps You Informed
- Client Centered Service

NEGOTIATIONS

- 50 Years Experience of Negotiations with Buyers, Sellers, Sub-Contractors
- Win / Win Philosophy
- Research Based
- Access to Experts
- Polite and Courteous
- Work with Mutual Goals
- Knowledge of Contracts and Best Practices

PROFESSIONALS

Licensed Members of:

- National Association of Realtors®
- Florida Association of Realtors®
- Realtors® Association of Palm Beaches
- Beaches MLS
- Graduate of Realtors Institute
- Former University Professor of Real Estate

Our Office Compared to Others

Palm Beach County Real Estate Offices

May 1, 2022 Stats

327

Total Number of Offices

Palm Beach County

37,000+ Real Estate Agents

10

Our Office Ranking

Premier Brokers

Martin Group of Realtors®

The Selling Process

4 MAJOR STEPS



PREPARATION

Clean, paint, repair, and stage home to show at its best.



LIST PROPERTY

List with your favorite real estate agents, the Martin Group.



ACCEPT OFFER

Carefully read the buyers contract and get advice from your Realtor®.



CLOSE THE SALE

Title Company will handle the closing transaction with you & your Realtor®.

Martin Group Client Welcome Kit

Our Marketing Strategy

8 Week Marketing Plan

- CUSTOMIZED CAMPAIGNS
- EXPERT MARKETING SUPPORT
- INTERNATIONAL ADVERTISING
- OPEN HOUSE TOURS COORDINATED
- ADVANCED BUYER TARGETING
- IN-DEPTH REPORTING AND MONITORING
- PROFESSIONAL VIDEOS & PHOTOGRAPHS
- SOCIAL MEDIA PROMOTIONAL ADS



Get in Touch!

TEXT OR CALL

Doug Martin 561-339-3299

Jason Martin 561-624-4544

Team Office 561-339-1779

EMAIL US

DougMartinRealtor@gmail.com

JasonMartinRealtor@gmail.com

OFFICE ADDRESS

9123 N Military Trail #104

Palm Beach Gardens, FL 33410

Martin Group Client Welcome Kit





Let's Get Social!



FACEBOOK



INSTAGRAM



YOUTUBE



PINTEREST



TWITTER

The background of the slide is a photograph of a modern house with a brown shingled roof. In the foreground, there is a swimming pool with a concrete deck. The pool has a small white structure in the middle. There are lounge chairs and a yellow ball near the pool. The sky is clear and blue.

Happy Selling!

LOOKING FORWARD TO WORKING WITH YOU!

561.339.1779

FLPALMBEACH.COM

THE MARTIN GROUP THANKS YOU!

Martin Group Client Welcome Kit