



The **Dillard** *Team*

*A Reputation For Results...
A Tradition Of Trust*

How The Dillard Team Will Sell "Your Home" with Our
◆ Six-Star Marketing Plan ◆



We appreciate the opportunity to discuss helping you sell your Home. We know that selling a Home takes a team effort and we strive everyday to make sure we are up to date on the latest marketing strategies and tools that pertain to its sale. Our team members & Realtor partners are an integral part of our structure and we look forward to introducing them to you. We are committed to selling your Home and providing you with unparalleled service.

*Michael Dillard, Cherae Balzen
And Tracee Young*

Meet Our Team



MICHAEL



**Cherae Balzen
Virtual Assistant**



**Tracee Young
Marketing Assistant**





PROFESSIONAL DESIGNATIONS

Broker Associate
 ABR - Accredited Buyer Representative
 CIPS - Certified International Property Specialist
 CLHS - Certified Luxury Home Specialist
 CRS - Certified Residential Specialist
 CSP - Certified New Home Sales Professional
 Member of National Association of Realtors
 Member of Florida Association of Realtors
 Member Bonita / Estero Board of Realtors
 Member Who's Who in Luxury Real Estate

SPECIALIZATIONS

Luxury Golf Course
 Waterfront Residential Properties
 Residential & Commercial
 Real Estate Investments

Number of
 Team Members
 3
 ★
 Combined Years
 Of Experience
 40+ Years
 ★
 Number of
 Properties
 Sold
 Over 1,500
 ★
 Dollar Volume
 100's of
 Millions of
 Real Estate Sold

ACCOMPLISHMENTS

Top 5% of all Real Estate Consultants Nation Wide
 Top 1% of all SW Florida Real Estate Consultants
 President's Diamond Circle of Excellence
 Number 1 Team at John R. Wood, Realtors
 Winner of 9 Pinnacle Awards for
 Top Dollar Volume in Bonita Bay

EXCLUSIVES

Administrative Partner / Office Manager
 Full-Time Marketing Department
 Transaction Management
 Written Guarantees for Home Buyers & Sellers
 24-Hour Real Estate Hotline
 Multiple Websites To Market Your Home





Selling a Home is a Team Effort

The Dillard Team Business Philosophy

Being your Real Estate Consultants is not only our business philosophy, but a life long commitment to providing you with exemplary, personalized service beyond your expectations. It is also our philosophy to listen, hear, and truly understand your needs, a quality of business conduct that seems to have been forgotten in today's automated society.

As your Real Estate Consultants, it is our job to not only understand your needs, but to respond to them promptly, professionally, and with integrity. It is our pledge to provide you with sound real estate advice, helping you to understand the strategies of decision making and the future implications of the decisions you make.

As your Real Estate Consultants, we feel it is necessary to provide all our clients with a relationship they have grown to trust. We provide value and service after the transaction so that the changing needs of each of our clients are addressed on a continual basis. *Michael Dillard*



www.TheDillardTeam.com

Local Office 239-498-2888



www.TheDillardTeam.com

Toll Free 1-888-869-2888

Our Goal is to Sell Your Home



John R. Wood, Realtors

is the only non-developer major broker concentrating on marketing individual residences like yours.

We specialize in *You!*

John R. Wood has been a leader in sales of the finest properties in Naples & Bonita Springs for more than 50 years. Founded in 1958 by John R. Wood, the company has grown from a single office to several, including The Michael Dillard Team office strategically located across from the North entrance of Bonita Bay. Locally owned and operated, you as a client can personally visit with our Chairman or President.

John R. Wood's leadership

has taken the company to a position of high respect within the community and across the United States as an organization that truly exemplifies dedication to excellence. His extensive involvement in local civic and charitable organizations has earned him such prestigious honors as the "Laureate Junior Achievement Hall of Fame" and a place among Naples' business elite. John was selected as Naples "Man of the Year" for 2002.





What is the Value

of Your Home?

**THE VALUE OF YOUR HOME CAN BE
INFLUENCED BY THE FOLLOWING:**

PRICE - The price that informed buyers in the market-
place are willing to pay.

TIME - A reasonable amount of time should be allocated to
find a suitable buyer, one who is both comfortable and excited
about building their dream home on your Home.

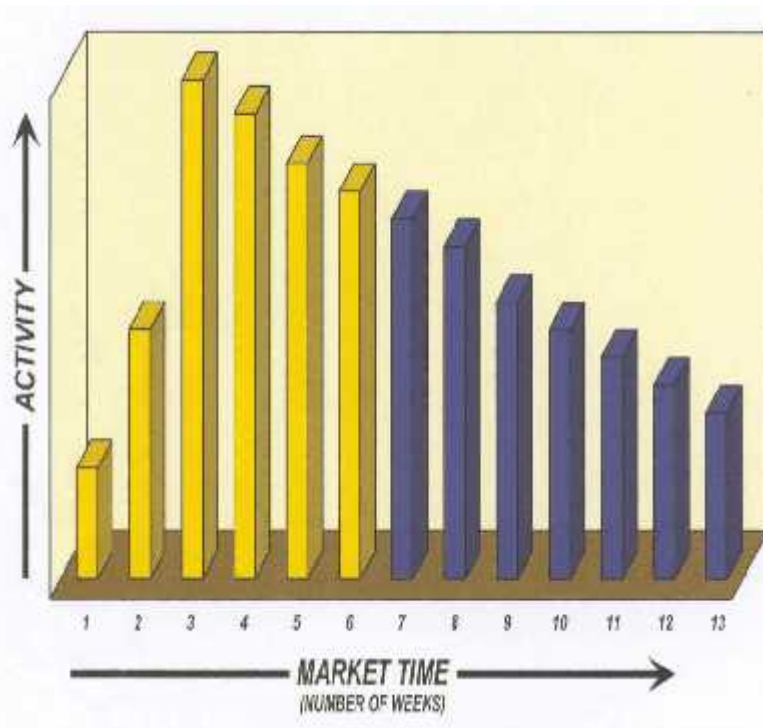
MARKET CONDITIONS - These are influenced
by the current economic conditions, the number of comparable home for sale, the number of buyers, as
well as financing alternatives available from lending institutions.

OUR GOAL AT THE DILLARD TEAM

**IS TO ASSIST YOU IN THE DETERMINATION OF THE VALUE OF YOUR HOME BY GIVING YOU
CURRENT, FACTUAL DATA ON MARKET CONDITIONS AND
THE AVERAGE MARKET TIME FOR HOMES IN YOUR AREA.**

The Window of Opportunity

Making the Most of Initial Interest During the First Six Weeks of Market Exposure



It is when your Home first goes on the market that you will see the most interest and activity. New listings always capture the interest of the real estate agents and current buyers, especially when they are well priced.

So, it's essential to price your Home realistically at the start. Don't miss the peak of interest occurring at the beginning.

Optimize your window of opportunity.



Guess who's Number #1

In Southwest Florida?



You Are!

The Michael Dillard "6-Star Marketing Plan"

- ◆ Naples, Bonita Springs, Estero, Marco Island, and Alliance Ft. Myers MLS
 - ◆ Newspaper & Supplemental Advertising
 - ◆ Direct Mail Campaigns
 - ◆ *Internet Marketing / E-Broadcasts*
 - ◆ 24-Hour "800" Real Estate Marketing Hotline
 - ◆ Our Guarantees To You





SUNSHINE MULTIPLE LISTING SERVICE

SunshineMLS



The Dillard Team will Promote Your Home by:

- Entering your listing in MLS for *6,000+ Realtors in Naples, Marco Island, Bonita Springs, Estero and Fort Myers to see Maximum limit of “8” photos & detailed description for Realtors & prospective Buyers



PRINT ADVERTISING



Your Home will be featured in the following publication:

- The monthly “Homelook” in the Naples Daily News and News-Press Sunday edition.



DIRECT MAIL AND E-BROADCAST CAMPAIGNS



- Sent out to prospective buyers and Realtors in our international database. Mailings will be sent as well to select homeowners in the Naples, Bonita Springs & Estero target market areas.
- Featured Listing of the Month in our monthly *Bonita Bay Bulletin* E-broadcasted to our Bonita Bay and Prospective Buyer database.
- Weekly E-Broadcasts to all Bonita Springs & Estero Realtors.

*Numbers are approximate & Agents may opt-out





Internet Marketing



Your Home will be prominently displayed on these websites:

www.TheDillardTeam.com

www.TheMichaelDillardTeam.com

www.INSideBonitaB.com

www.LuxuryRealEstate.com

www.LuxuryHomes.com

www.JohnRWood.com

www.Realtor.com

www.Homesekers.com

www.HarmonHomes.com

www.LuxuryHomeMarketing.com

The Dillard Team is the Exclusive Realtor for Bonita Springs in the elite website of



All of these websites are interlinked with many

local and national search engines such as Ya-

hoo.com, etc.

Of course your Home will be listed in the Multiple Listing Service (MLS) for buyers and Realtors to see.

E-mail brochures will be sent out to top area agents featuring your Home and community.

Special Note: Not all Realtors take advantage of the Internet as The Dillard Team does, for example several Realtors in the area don't even bother to put photos or tours of their listings into the MLS.

Ask Realtors you are interviewing for the MLS print outs of their listings; make sure your property is seen at its fullest potential by the thousands of buyers that view these websites per day.

Google Search ~ #1 “Bonita Bay real estate”

Did you know The Dillard Team website is #1 when you Google "Bonita Bay real estate"? That means more online exposure when you list your home with me!

I encourage you to check out my website and try the Google search, too.

I'm #1 For All Bonita Bay Real Estate & Stats ... Try it

Google

Bonita Bay real estate

Search

About 143,000 results (0.25 seconds)

Advanced search

Bonita Bay Real Estate

www.TheDillardTeam.com · michael dillard can help you find your dream home in bonita bay



John R. Wood Realtors
20109 S. Tamiami Trail Bonita Springs, FL 34134

Where you will find your information:

Our Monthly Bonita Bay Bulletin:

Sent out 7 times per year to over 1,500 of our contacts and current client list. Our approximate open rate is 45%! Your home could be featured in this E-Broadcast!

Check out Michael's Blog!

Click [HERE](#) to view Michael's blog ... it's jam packed with area information, interesting articles for discussion, and real estate tips. You may want to check out these topics:

[Bonita Art League](#)
[Caribbean Music](#)
[Million Dollar Success](#)

Marketing Tools That Sell Your Home

[Calculate Your Home's Carrying Cost](#)
[Free Home Valuation](#)
[Free Weekly Personal Property Updates](#)
[Our Featured Properties](#)

Bonita Bay Bulletin

September/October 2010



*The Michael
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Cell: (239) 850-9805 · Office: (239) 498-2888
www.TheDillardTeam.com

[Join Our Mailing List!](#)

Bonita Bay Important (239) Numbers

Community Association ...	495-5111
Main Gatehouse ...	917-2170
North Gatehouse ...	498-7113
Clubhouse ...	125-0700
Membership ...	948-5061
Golf Pro Shop ...	498-7626
Tennis ...	495-5573
Marina ...	495-3222
Backwater Jacks ...	992-3010

Dear Michael,

Welcome to the latest edition of the Bonita Bay Bulletin! It is my goal to provide you with an in depth analysis of Bonita Bay as well as local area real estate activity. The Dillard Team website is #1 when you Google 'Bonita Bay real estate' which means max online exposure for your home when listed with me! Please try the Google search and check out my website.

Google

7841 313 0071001 G-20 04/08/10 14:04:00

Where you will find The Dillard Team:

Our blog is constantly being updated as pertinent information is found.

We also update the year to date sales statistics on a monthly basis. Look for this the first week of the month. Links to various articles found in our Bonita Bay Bulletin can also be found here.

The screenshot displays the homepage of the Michael Dillard - Blog. The header features a photo of Michael Dillard, the blog title "Michael Dillard - Blog Bonita Bay Real Estate Updates", and a search bar. The navigation menu includes Home, About Us, Blog Categories, Real Estate Search, Featured Communities, Area Links, and Contact Us. The main content area is divided into three columns. The left column contains three article teasers: "3rd Quarter & September Market Reports", "Brooklyn Oven in Bonita Springs", and "Bonita Chamber Tidbits". The middle column has a "Quick Search" box and an "About Me" section with a photo of Michael Dillard. The right column lists "Recent Posts" with links to various market reports and local news items.

Unique & Creative 24-Hour Recorded Information



Our real estate hotline vividly describes the features and benefits of your home, allowing buyers to access information 24 hours per day, 365 days each year.

This hotline also screens the curious lookers from the serious buyers. Interested buyers can connect directly to The Dillard Team office by pressing “0” on the phone keypad. All numbers are captured with caller ID and a follow up call is made to further promote and sell your home.



Prospective Dillard Team buyers touring your home will be accompanied by a Dillard Team member.



We Guarantee To You

PROGRESS REPORT GUARANTEE

***W*E Guarantee you will receive monthly update reports regarding current market conditions.**

HASSLE FREE EASY EXIT GUARANTEE

***W*E Guarantee that you can cancel your listing at any time without any hassles. All we ask is the opportunity to correct any concerns you might have, and if you're not completely satisfied, we will terminate your listing within 15 days ... HASSLE FREE!!**

2-Hour Response Guarantee

***W*E Guarantee that your call will be returned within 2 hours during normal business hours, Monday through Friday 9 a.m.—5 p.m., by a member of The Dillard Team.**

THE DILLARD TEAM

Our Clients will tell you...



"Michael, you do an excellent job. You communicate well and are very responsive. You are the best Realtor we have ever worked with. We wouldn't hesitate to recommend you."

Jim & Sheila Ware

"You and your team are absolutely the best we have ever dealt with, and we have bought and sold many properties. The most positive part of our experience was The Michael Dillard Team's personalized, professional and prompt attention and tremendous team organization and commitment to even the smallest details. We are very grateful your team was involved. You went above and beyond."

Dr. & Mrs. Richard Smith

A hearty well-done, and thank-you for your fine work on selling our home. You and the "Team" made the whole process enjoyable rather than stressful. Your communication regarding showings and potential buyers' comments proved to be very helpful in the decision making process. Thanks again, we will not hesitate to recommend The Michael Dillard Team to any of our friends or anyone who may ask for a professional in the field of real estate."

Richard A. & Di Anne L. Hendricks

"We would always refer "The Michael Dillard Team" to anyone. Michael Dillard is the best real estate agent I've ever come across. His team is very professional, helpful, knowledgeable and courteous. Even though Michael is very busy - he always made me feel as though I was his most important client. Everyone in the office strives to make the real estate transaction an enjoyable experience. I wouldn't think of using anyone else for my real estate needs in Southwest Florida."

Mr. and Mrs. Robert Eaves

"In our years of buying and selling homes we have never had anyone come close to your professionalism and negotiating skills. You know your market and always backed up the advice you gave us with solid market statistics. The way you negotiated the sale of our home in Shadow Wood in four days is the best yet! You and your team have never let us down. We were always kept in the loop from day one, whether we were selling or buying. Your "quitting is not an option" philosophy always instilled confidence that our transaction would go smoothly and be stress-free. When we hear friends and acquaintances talk about all the stress they are going through in their real estate transactions our immediate reaction is — Call The Michael Dillard Team!"

Mr. & Mrs. Bill McNeice



When You're Ready to Buy or Sell...



The
Dillard
Team

*A Reputation For Results...
A Tradition Of Trust*

Experience The Difference Experience Makes!



Local Office 239-498-2888 ♦ Toll Free 1-888-869-2888 ♦ *Email Michael:* info@TheDillardTeam.com
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