

# Come visit us at our *Premier Building*



4500 University Drive Coral Springs, FL 33065

*Your Real Estate Concierge*



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## OUR MISSION STATEMENT

Our goal is to distinguish our company as the best Real Estate Brokerage in the marketplace. We will accomplish this through our Professionalism, High Standards, Commitment to Community and Outstanding Customer Service. We strive to be the one company that “stands out” in the minds of customers and associates.

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## **BROKER COMMITMENT TO YOU**

The registered Broker/Owner of "CITY" is Ronald Cory. Ron is a full time active Broker, has 40+ years real estate experience and is readily available to our agents to discuss and advise on real estate transactions. This insures our clients have the benefit of both the agent and the Broker/Owner. The entire company is here to serve you.

Another factor that distinguishes "CITY" is that Ron is always accessible to the client. You will be provided his contact number for any questions or concerns.

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## **“CITY” REAL ESTATE CORPORATION** **A Trusted Name for Over 40 Years**

Our organization has been serving customers since 1977...now celebrating our 43rd year in business. This makes us one of the most established Brokerages in South Florida. We have built an excellent image, identity, and an outstanding reputation in the industry.

We operate our business in our free standing 10,000 s.f. building. We have our own title agency, a mortgage alliance with a top national lender, and an insurance alliance with an outstanding local insurance agency.

“CITY” is a single agency company representing your best interest in the transaction. Our loyalty is to our client. This distinguishes us from the vast majority of our competitors who are transaction brokers and are legally neutral in the transaction.

Our company has received over 50 awards for top production, quality service, and excellence in management.

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## CITY CONCIERGE SERVICE

In our business it is always about customer service. This is how our company distinguishes us from the competition. Here at "CITY" we are 100% dedicated to providing the best in customer service. Our entire business plan is focused on creating an exceptional Real Estate experience to our clients.

We will represent your best interests in the transaction and conduct our business in an honest and ethical manner with a high level of Professionalism. We are committed to deliver the information you need, have answers to your questions, provide outstanding communication, and take care of all the details leading to a successful transaction. In addition, our Concierge Director is available to offer recommendations for virtually any services you need.

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## SELLER CONCIERGE SERVICES

- Single Agency representing your interest
- Conduct Initial Walk-Thru
- Review of Seller Presentation Package
- Complete Market Analysis
- Standard Contract Provided for Review
- Marketing Plan
- Communication and Customer Service Plan
- Getting Your Home Ready to Sell
- Staging Suggestions
- Showing Tips
- Presentation of Offers
- Assist with Negotiations
- Contract to Closing Procedures
- Coordinate Appraisal and Inspections
- Oversee Mortgage Approval Process
- Coordinate Final Walk Through
- Coordinate Your Closing
- Concierge Vendor Recommendations
- Closing Gift

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## COMMUNICATION AND CUSTOMER SERVICE PLAN

The key to outstanding customer service is communication from the beginning to the end of the transaction.

### **As a Seller you will receive the following:**

- "CITY" Welcome Package
- Broker Introduction
- To respond promptly to your calls and emails
- Weekly contact on showings and market activity
- Reported feedback from other agents and home buyers
- Updated market analysis
- Presentation and negotiation of offers
- Contract to closing procedures
  - Mortgage application
  - Inspection process
  - Closing details
  - Follow up after closing
- Quality Service Survey

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## MARKETING PLAN

Our objective is to have as many qualified buyers as possible exposed to your property until it is SOLD.

### **Our Marketing Plan Includes the Following:**

- Initial Market Analysis for Proper Pricing
- Monthly Update of Market Activity
- Preparing Your Home For Sale
- Staging Suggestions
- Showing Your Home
- Enhanced On-Line Presentation \*\*
- Expanded Social Media Promotion
- Yard sign (if allowed)
- Customized Full Color Home Flyers
- In-House Company Blasts
- Ongoing Blasts to 5000 local agents
- Open House Discussion

**\*\* In today's world 90% of home buyers begin their search on-line.  
Through our local MLS system and Realtor.com our listings are marketed  
worldwide through thousands of real estate search websites and applications.\*\***

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## SELLER SERVICE PLEDGE

### OUR PHILOSOPHY

Our organization will dedicate ourselves to making the process of selling your home a good experience. We will be honest, respectful, and forthright and hold your best interests in the highest regard. It is our company's goal to provide the highest level of professionalism and service to our customers.

### OUR COMMITMENT

We are here to serve you. We promise to keep you regularly informed of market conditions and provide you feedback on responses from potential buyers and other real estate professionals. We will value your time, understand your needs, and respond quickly to questions and concerns.

### OUR PERFORMANCE

We will provide professional services from the day of listing the property through a successful closing with our company. These services include comparative market analysis to ensure proper pricing, scheduled progress reports, review of sales contract, preparation of seller's net sheet to approximate sales proceeds, and ongoing monitoring the closing process.

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### OUR BROKER GUARANTEE TO MEET YOU

We thank you for the opportunity to help you with your real estate needs. At any time, you have any questions or concerns you are encouraged to come to our office and meet with the Broker-Owner of the company. His name is Ronald Cory and can be reached at 954-570-5703.

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**ASSOCIATE NAME**

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**PREFERRED CLIENT**

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**Ronald R. Cory/BROKER**

