



DALE SORENSEN
REAL ESTATE INC.
THE RIGHT MOVESM

OUR GLOBAL NETWORK

4,100 Offices Worldwide | 130,000+ Associates

Over \$368 Billion in Total Sales | Over 65 Countries

Leading
REAL ESTATE
COMPANIES
OF THE WORLD

LUXURY
PORTFOLIO
INTERNATIONAL[®]



MAYFAIR
International Realty

DISCOVER
WHY
— DSRE IS —
#1 *out of* **OVER 100**
BROKERAGES
— IN —
BREVARD
LUXURY SALES

THE UNEQUIVOCAL *leader* IN COASTAL REAL ESTATE





A HISTORY OF EXCELLENCE

Since 1978, Dale Sorensen Real Estate, Inc. has been successfully assisting Vero Beach and Indian River County residents with the sale and purchase of their homes. Our listings are marketed and sold at maximum closing prices and include, but are not limited to, oceanfront, Intracoastal, condominium, golf course and private community properties. Our dedication to accommodating the needs of our clients with our superior service and exceptional success rates sets us apart from our competition, making Dale Sorensen Real Estate, Inc. the right choice for your selling needs.



DALE SORENSEN
REAL ESTATE INC.
THE RIGHT MOVE™

FAMILY OWNED LEADERSHIP



Dale Sorensen Sr.
President, Broker-Owner

Dale Sorensen Sr. founded the company in 1978 and has been an integral part of its growth as it evolved into the most successful real estate company in Vero Beach and Indian River County. He attributes his company's success to a combination of quality agents, solid business planning and dedication to the latest trends in technology and marketing.

Even though the small local company Dale Sr. started 38 years ago is now a national brand, he has always placed significant emphasis on philanthropic efforts and the necessity of giving back to the community.

.....
Successful business backed by a solid foundation



Dale Sorensen Jr.
Managing Partner

Dale Sorensen Jr. is involved with virtually every aspect of the company's operation. While managing a full-time IT and marketing team, he ensures the company invests the necessary resources to remain at the forefront of our constantly evolving industry, with particular emphasis on employing cutting-edge technology. Under Dale's leadership, the company has a dominant internet presence, global marketing penetration, and has earned affiliations with Leading Real Estate Companies of the World®, Board of Regents Luxury Real Estate and Mayfair International Realty. As a result, the company has grown from \$188 million in 2010 to over \$635 million in 2016.

.....
Commitment to unparalleled marketing expertise and resources

Find out what our **outperforming** global network says about DSRE.



MEGHAN BARRY
PRESIDENT
WHO'S WHO IN LUXURY REAL ESTATE

"As the market leader in Brevard County, Indian River County and beyond, Dale Sorensen Real Estate sets a standard for luxury real estate brokerage firms. We are honored to be a partner in their success."



ANNETTE REEVE
DIRECTOR
MAYFAIR INTERNATIONAL REALTY

"When referring buyers and sellers from "across the pond" we need to be 100% confident that the client's property needs will be handled with the up-most professionalism. We know that the market place statistics from Dale Sorensen Real Estate speak for themselves - but the company's family ethics and ethos travel further than the 4000 miles across the Atlantic."

"Dale Sorensen Real Estate possesses local market strength, a passion for delivering exemplary service, and an innate ability to offer services to today's global clientele. As a global luxury network, we measure the annual performance of our members to help ensure that every client has the consummate real estate experience. Dale Sorensen Real Estate certainly delivers on that promise."

PAUL BOOMSMA
PRESIDENT
LUXURY PORTFOLIO INTERNATIONAL®



JOHN BRIAN LOSH
PRESIDENT
WHO'S WHO IN LUXURY REAL ESTATE

"Dale Sorensen Real Estate is a company of family, integrity, ethics, and accomplishment. We are proud to have their participation in our global network. As our exclusive Regent, they connect Brevard & Indian River Counties to the world."



NICK CHURTON
MANAGING DIRECTOR
MAYFAIR INTERNATIONAL REALTY

"When seeking the right exclusive affiliate, Mayfair International Realty needs to ensure that they select the best candidate in any market place. In the Vero Beach and Melbourne markets there was one clear winner - Dale Sorensen Real Estate."

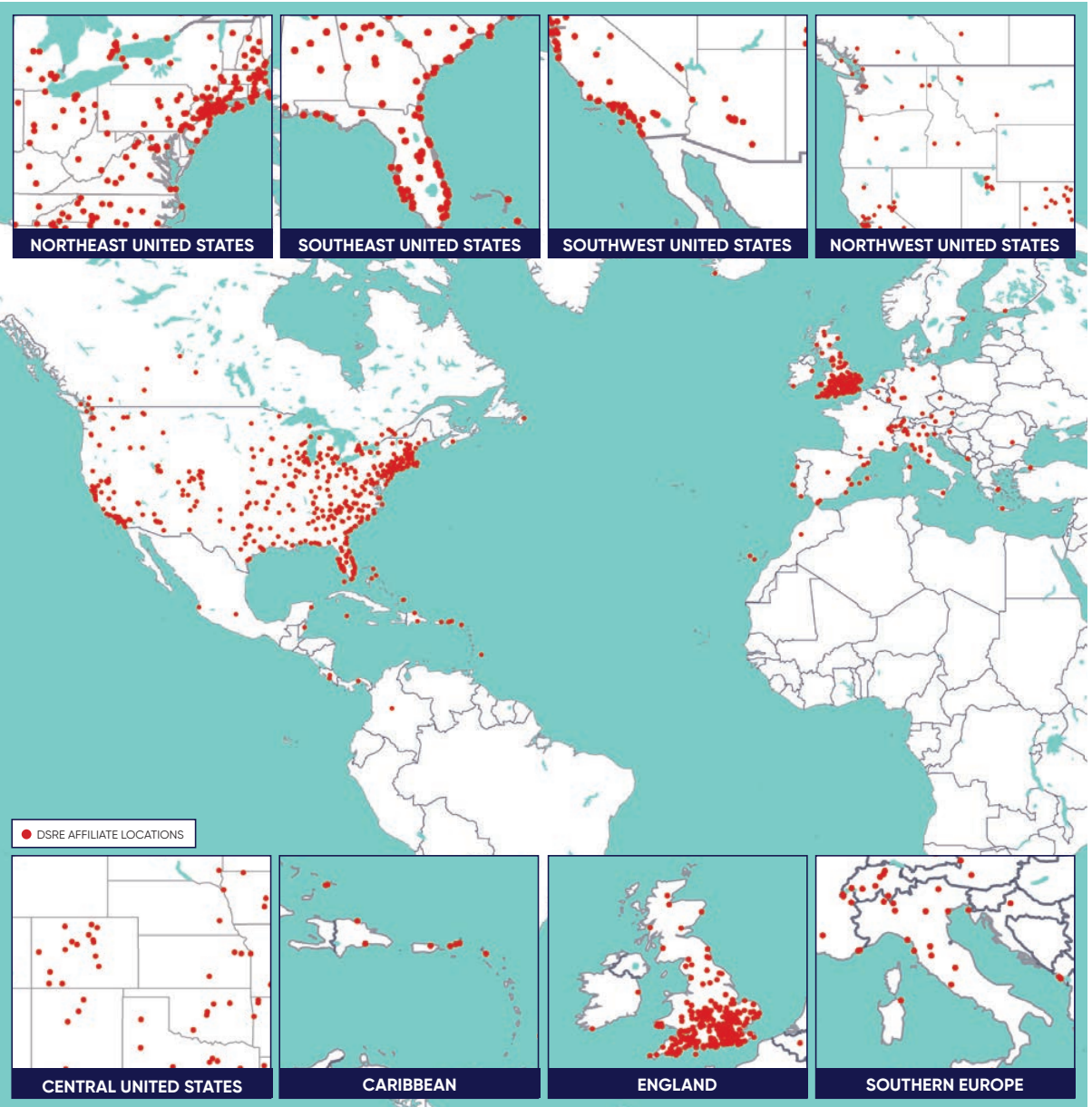


PAM O'CONNOR
PRESIDENT/CEO
LEADING REAL ESTATE COMPANIES OF THE WORLD®

"Dale Sorensen Real Estate has proven its market leadership in Brevard County, Indian River County and beyond, with top market share and a reputation for quality and great customer experiences. Their stellar performance reflects the high standards of the Leading Real Estate Companies of the World® network's 500 premier brokerages and 120,000 associates in 52 countries worldwide. We take great pride in our association with Dale Sorensen Real Estate."

A LOCAL COMPANY
WITH A GLOBAL REACH

4,100 Offices Worldwide | 130,000+ Associates | Over \$368 Billion in Total Sales | Over 65 Countries



LUXURY
PORTFOLIO
INTERNATIONAL®

BOARD of REGENTS
LUXURY
REAL ESTATE

Leading
REAL ESTATE
COMPANIES
OF THE WORLD

MAYFAIR
International Realty



GLOBAL PARTNERSHIPS

Leading[®] REAL ESTATE COMPANIES OF THE WORLD

As an affiliate of Leading Real Estate Companies of the World[®] our company is a global – not just local – real estate company working on your behalf. LeadingRE provides world-class marketing and resources, allowing us to provide the very best service. Our organization produced more home sales volume in 2016 than any national real estate network, \$368 billion, representing over one million transactions.



LOCAL EXPERTISE, GLOBAL CONNECTIONS, POWERFUL MARKETING.

WE MARKET YOUR PROPERTY TO THE WORLD.

When selling your home, you need global exposure in addition to the strong marketing expertise we deliver locally. As an affiliate of Leading Real Estate Companies of the World[®], we have the resources to market your property to the highest possible number of potential buyers. With over **130,000 talented associates around the world**, we expose your property to buyers on six continents ensuring more eyes on your property. In addition, we receive inbound clients from other affiliates around the globe who are interested in purchasing a home.

Leading Real Estate Companies of the World[®] is a pedigree denoting the very best companies who represent qualified clientele and wish to do business with similar firms. Each year our network is collectively responsible for over one million transactions on a global basis.

When your home is posted to our website locally, it is immediately promoted on the LeadingRE.com website. It is also immediately connected to the websites of over 550 of our affiliated real estate firms in the world.

GLOBAL REACH, HUMAN TOUCH.

Being part of the global economy goes far beyond technology; it requires the human touch. We are proud to belong to the global network whose name says it all – Leading Real Estate Companies of the World[®]. Only the best of the best are part of this collection. Wherever you go, the Leading Real Estate Companies of the World[®] logo is a symbol of the finest local real estate professionals.

Argentina	Dominican Republic	Mexico	St. Barthélemy
Aruba	England - Great Britain	Monaco	St. Martin
Australia	France	Montenegro	Sweden
Austria	French West Indies	Netherlands	Switzerland
Bahamas	Germany	New Zealand	Thailand
Barbados	Greece	Panama	Trinidad & Tobago
Belgium	Guam	Portugal	Turkey
Belize	Iceland	Puerto Rico	Turks & Caicos
British Virgin Islands	India	Qatar	United Arab Emirates
Bulgaria	Ireland	Romania	United Kingdom
Canada	Israel	Russia	United States
Cayman Islands	Italy	Scotland	U.S. Virgin Islands
China	Jamaica	Singapore	Uruguay
Colombia	Lebanon	Sint Maarten	Wales
Costa Rica	Luxembourg	South Africa	Zambia
Czech Republic	Malaysia	South Korea	
Denmark	Mauritius	Spain	

together
accomplishing
**OVER
\$351
BILLION**
in annual home sales.

over **550** firms
4,000 offices

128,000 associates
in over **55** countries

and on **6** continents

FROM COAST TO COAST AND EVERYWHERE IN BETWEEN, WE'VE GOT IT COVERED.

As an affiliate of Leading Real Estate Companies of the World[®], we have a real estate professional ready to help you find your ideal home throughout our continent and to points around the globe. Whether it's a country house, a property in a resort location, or an in-town apartment, we can help you find the perfect property when you work with the best names in real estate – Leading Real Estate Companies of the World.[®]

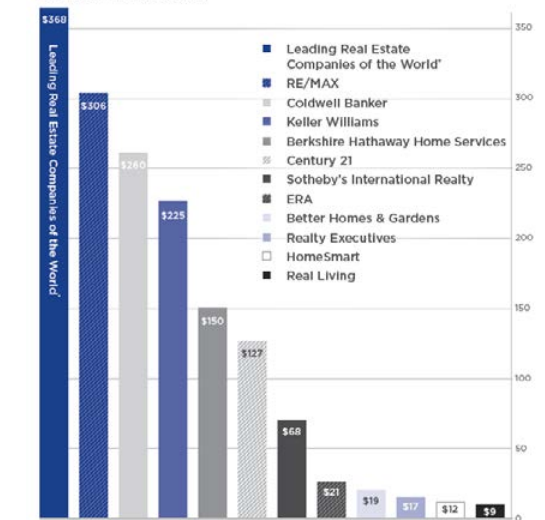
Real estate is still a local business – Our network is comprised of the very best locally and regionally branded real estate professionals in the United States. With a local focus and a national/global view, our associates will ensure the best personal attention with the finest access to quality real estate connections.

\$81 Billion More Than Our Closest Competitor

According To Real Trends' Top 500
Report On 2015 Sales

\$62 BILLION MORE U.S. HOME SALES VOLUME
IN 2016 THAN OUR CLOSEST COMPETITOR

Volume shown in billions of dollars



Actual member statistics for LeadingRE and estimates for other networks using average sales units per agent and average sales price for firms in each respective network from published sources for 2016 production.

Sources: REAL Trends National Network 2016 Totals Final Report, REALTOR Magazine 2015 Franchise Report, and various website research.



GLOBAL PARTNERSHIPS

LUXURY PORTFOLIO INTERNATIONAL®

As traditional ideas of “luxury” evolve, Luxury Portfolio International® is leading the charge to an experiential lifestyle and redefining luxury beyond the living space. We believe what’s truly valuable to today’s affluent is the way you live, learn, love, eat, work, host, and play. The exclusive selection of independent brokers who are invited to be part of Luxury Portfolio offer the local expertise and exceptional service that today’s experience-oriented affluent demand. Diverse in geography and demographic, our network is united by a desire to deliver a high-value, highly personalized experience to an increasingly savvy, sophisticated clientele.



961 GREENWAY LANE, VERO BEACH



AUSTRALIA
BAHAMAS
BELGIUM
CANADA
CAYMAN ISLANDS
CHINA
FIJI
FRANCE
GERMANY
ITALY
MEXICO
NEW ZEALAND
PORTUGAL
SOUTH AFRICA
SPAIN
SWITZERLAND
UNITED KINGDOM

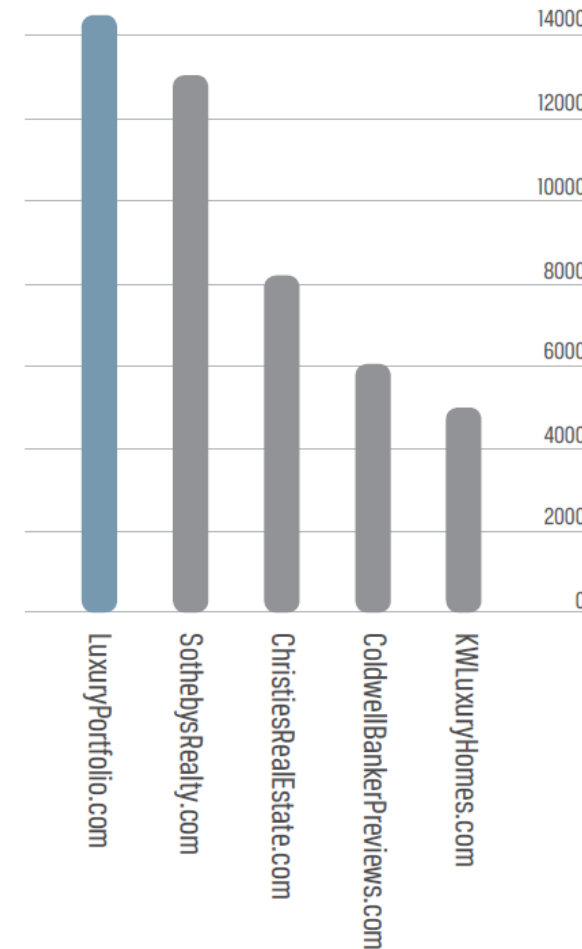
GLOBAL TARGETED EXPOSURE

Targeted, Integrated, Measured. Our advertising program reaches over 65 million affluent consumers annually. Through publications with high-net-worth readers like The Wall Street Journal, Unique Homes, Luxe Interiors + Design, Veranda, Velocity, Country Life International, Unique Homes China, Opera News, Black Card Mag/Luxury Magazine (the exclusive Visa Black Card publication) and more, we drive qualified prospects to your property. The exclusive Luxury Portfolio International® magazine highlights the incredible homes in the portfolio, along with the latest in luxury destinations, designers, lifestyle trends and more. The magazine is available on newsstands in over 60 countries, in first class airline lounges and is direct mailed to a select list of affluent clients hand selected by the top agents in the Luxury Portfolio network.

Total U.S. Properties

Total > \$1M

Source: Mintel International Website Survey



WallStreetJournal.com
reaching the affluent online
readership of The Wall
Street Journal

Countrylife.co.uk
an ultrahigh-net-worth
audience throughout the UK
and beyond

Juwai.com
reaching beyond the Great
Firewall of China to target the
elusive wealthy
Chinese buyer

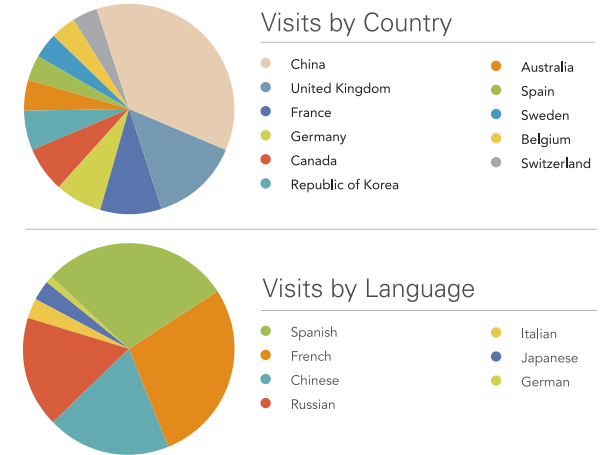
LeadingRE.com
the exclusive property search
of Leading Real Estate
Companies
of the World.®

UNPRECEDENTED GLOBAL EXPOSURE

Luxury Portfolio International® is a unified collection of the world’s most experienced, visible and highly-regarded experts in luxury real estate. Founded in 2005 as the premium division of Leading Real Estate Companies of the World®, Luxury Portfolio exclusively markets a selection of the network’s extraordinary homes, utilizing a sophisticated mix of online and offline media to position properties for maximum exposure in an elite market. The program markets over 50,000 properties annually on the award-winning LuxuryPortfolio.com and in prestigious publications circulated around the globe. Encompassing more marketleading independent real estate brands than any network, members are recognized for their agility, expertise and superior competence in both local and global markets.

EXTENSIVE ONLINE EXPERIENCE: WEB, SOCIAL MEDIA, DIGITAL MARKETING

Luxury Portfolio provides the tools to drive growth and innovation, including access to empowering technologies that result in better decisions, and coveted partnerships in the growing lifestyle market. We achieve thousands of page-one positions on Google through our extensive search engine and social media strategies – insuring your home is in front of today’s sophisticated consumers where and when they are searching. And the award-winning LuxuryPortfolio.com, represents more \$1 million-plus properties than any other luxury network, leveraging high resolution photography and the latest mobile and video technology to create a cutting-edge experience when browsing the world’s preeminent collection of fine properties. With a marketing campaign that goes far beyond local, we leverage extensive social media platforms and international partner websites such as these to ensure your home receives maximum exposure with a compelling, elegant online experience.



WE SHOW YOU RESULTS: MARKET ACTIVITY REPORTING

Each property on LuxuryPortfolio.com is translated to nine languages and 60-plus currencies, which results in consumers visiting the site from almost every country each month. And it’s not just any consumer visiting the site. Of our 3 million+ a year, a typical visitor has a household income of \$1.32 million, owns a primary home valued at more than \$3.8 million and a secondary home valued at more than \$5 million. We are reaching the right people. People who love and own significant properties.

Through a proprietary tracking tool, LuxeAnalytics,™ our agents can provide comprehensive reporting on the online activity of the potential buyers viewing your property. Luxury Portfolio monitors their location, both domestic and international, language and preferred currency to assist in gauging market response to your home. This analytical insight is critical in connecting with today’s global buyer, and a competitive edge for you to make informed marketing decisions to maximize your options when weighing offers from interested parties.



GLOBAL PARTNERSHIPS



\$500,000 + PROPERTIES

THE BOARD of REGENTS is an exclusive network of the world's most elite luxury real estate professionals. As a Regent, DSRE is armed with an array of powerful, exclusive marketing tools and solutions which allow us to showcase your property to targeted, elite buyers worldwide. We also enjoy prime placement on the award-winning website, LuxuryRealEstate.com, the leading portal for global luxury properties since its launch in 1995.

The Board of Regents perks & privileges.

- Exclusive Territory (Indian River & Brevard counties)
- 1st Search on LuxuryRealEstate.com for Properties over \$1,000,000
- 1st Search on LuxuryRealEstate.com for our Office Profiles
- Exclusive Firm and Property Representation on Regents.com

"1st Search" technology selects five of your properties to appear first in every search in your territory on the award-winning LuxuryRealEstate.com.

LUXURYREALESTATE.COM

458,038
unique visitor
sessions per month

Over
65,000
properties

Over
130,000
agents

Average property price of

\$2,400,000

Listings featured in over

65 countries

THE MOST VIEWED LUXURY REAL ESTATE WEBSITE IN THE WORLD

WHO'S WHO IN LUXURY REAL ESTATE

Known in the industry for the last quarter-century as the Who's Who in Luxury Real Estate network, this group sells in excess of **\$200 billion** of real estate annually, with an average sale price of \$2,400,000. CEO/Publisher John Brian Losh was named one of REALTOR® Magazine's 25 Most Influential People in Real Estate and broker of fine properties and estates through his Seattle-based brokerage firm, Ewing & Clark, Inc.

Global Press Online Advertising Industry

INFLUENCE

We provide unrivaled international property marketing experience across continents, property styles, and price ranges – all delivered by experts with long experience of real estate promotion and sales.

Above all we deal in the most precious commodity in real estate – influence.

PRESS RELATIONS

We have an unrivaled network of press contacts, a deep understanding of what makes a great property story and breadth of vision that matches an individual property with an individual journalist

MARKETING

We ensure property goes beyond the usual markets, reach into other countries and cultures and seek out special buyers – whoever or wherever they may be

MEDIA

We work across all media, including print, online, TV and radio, with marketing partners across the globe to provide outstanding coverage and value across all target media

TAKING INTERNATIONAL REAL ESTATE TO THE NEXT LEVEL

- Personal sales support and marketing program
- Advertising, promotion and public relations
- Feature on our award-winning website at www.MayfairInternationalRealty.com
- International exposure by press release to UK media
- Distribution of your property brochure to select markets and media purchases showcasing your property.



15 Thayer St, London W1U 3JX • United Kingdom



MAYFAIR
International Realty

Working with a network of over 450 closely associated real estate offices across the globe and harnessing media contacts from around the world, Mayfair International Realty takes individual properties into the realm of super-stardom.

It is no accident that the hub of this activity is London. Twinned with New York as a world financial center of supreme importance, it is in London that opinions are formed, style created, information disseminated and so much of the world's wealth invested and spent.



MARKETING & ADVERTISING

COMPREHENSIVE SELLER REPORTS

Measured Results.

At Dale Sorensen Real Estate our integrated marketing communications plan focuses on getting our message out to the right target audience. This includes our web presence, both national and international, combined with our local print media strategy, allowing for maximum exposure of all of our currently listed properties.



Representation on a wide range of media outlets, along with the repetition of our branding, not only demonstrates our competency, but gives us recognition and awareness to potential new buyers and sellers, ensuring that we stand out as the preferred choice in the real estate industry.



MARKETING & ADVERTISING

PERIODICALS & PUBLICATIONS:



OUR FLORIDA TODAY COMMITMENT:

As part of our partnership with Florida Today, our agents have the advantage of being part of our substantial advertising commitment. As part of our investment:

- A Dale Sorensen Real Estate branded four page, full-color spread wraps Florida Today.
- Every newspaper is delivered in a Dale Sorensen Real Estate branded bag.

Four page full sized newspaper ad circulates 619,200 copies annually.





MARKETING & ADVERTISING

AUTOMATIC INTERNET SYNDICATION TOOLS

A NEW LISTING!
TIME TO START MARKETING...

DALE SORENSEN REAL ESTATE ENTERS THE LISTING INTO THE MLS.

WE PICK UP THE NEW LISTING FROM THE MLS EACH DAY TO DISTRIBUTE FOR ADVERTISING ONLINE.

LISTINGS APPEAR ONLINE!

Through our premium memberships, all of our listings are automatically fed to the most trafficked real estate websites globally, maximizing every opportunity to find qualified buyers at optimal prices, and in the shortest amount of time possible.

REPORTS ARE GENERATED FOR LEADS

BUYERS FIND YOUR LISTING AND WANT TO KNOW MORE.

QUALIFIED BUYER LEADS ARE DELIVERED TO OUR AGENTS!



NATIONAL SITES AND THE SITES THAT THEY POWER TOTAL
MORE THAN 900 REAL ESTATE SEARCH WEB SITES





A GLOBAL NETWORK THAT OUTPERFORMS

We are proud to announce an expansion of our performance leading international marketing with the addition of 60 luxury property search websites featuring DSRE listings, providing expanded coverage in Asia, Europe, and North & South America markets. With market leading sales results and the highest performing local, domestic and international marketing channels, DSRE IS THE UNEQUIVOCAL LEADER IN LUXURY PROPERTY SALES.

Our real estate company has an aggressive strategy for attracting international home buyers to our listings. By distributing your listing information, along with photographs, to a wide array of premier consumer websites around the world, we make sure that we maximize every opportunity to attract qualified buyers. Our listings appear across a network of over 60 publishers with key coverage in Asia, Europe, and North and South America.

WHY INTERNATIONAL?

- Strong Growth Trends: International home sales in the US reached their highest level in recent years
- Profitability for Brokers and Agents: International buyers spent an estimated \$103.8 billion on US real estate in 2015
- Opportunity: Over 8% of the total market and in some markets is up to 30%!

Source: The 2015 Profile of International Home Buying Activity.



DALE SORENSEN REAL ESTATE PROVIDES MAXIMUM EXPOSURE FOR PROPERTIES AROUND THE WORLD.

COUNTRIES

Lkeria.com – Algeria
Homesales.com.au – Australia
Realestateworld.com.au – Australia
Willhaben.at – Austria
Propertyfinder.bh – Bahrain
Immo.vlan.be – Belgium
Redimob.com.br – Brazil
Imot.bg – Bulgaria
Realestate.com.kh – Cambodia
Chinasplash.com – China
Soufun.com – China
Centarnekretnina.net – Croatia
Homegreekhome.com – Cyprus
Realitymix.cz – Czech-Republic
Propertyfinder.eg – Egypt
Acheter-louer.fr – France
AVendreALouer.fr – France

SZ-immo.de – Germany
Edenway.co.uk – Great Britain
Rightmove.co.uk – Great Britain
UK.green-acres.com – Great Britain
Spiti24.gr – Greece
Spitogatos.gr – Greece
MagicBricks* – India
Rumah123.com – Indonesia
Myhome.ie – Ireland
Propertysteps.ie – Ireland
Propertyfinder.com.lb – Lebanon
Realestate.com.lb – Lebanon
Metroscubicos.com – Mexico
Sarouty.ma – Morocco
Selektimmo – Morocco
Shweproperty.com – Myanmar
Huislijn.nl – Netherlands
Privateproperty.com.ng – Nigeria

Domy.pl – Poland
Oferty.net – Poland
Casa.sapo.pt – Portugal
Propertyfinder.qa – Qatar
Imovina.net – Serbia
Reality.sk – Slovakia
Privateproperty.co.za – South Africa
Idealista.com – Spain
Pisos.com – Spain
Rethai.com – Thailand
Thailand-property.com – Thailand
Thailand-property-gate.com – Thailand
Sokna – Tunisia
Propertyfinder.ae – UAE

WORLD

FinestGlobal.com*
Globalpropertyguide.com*
Homein
Homesgofast.com*
Luxuryestate.com
Medhead.com

Moveworldwide.net
Nubricks.com
Propertyo.com
Realtransac.com
Themovechannel.com*

*Exclusively for luxury properties over \$500,000



MARKETING & ADVERTISING

INTERNET NEWS SITE PRESENCE



SHOWCASING YOUR HOME ON TOP NEWS SITES

Dale Sorensen Real Estate has a dominant internet presence through the use of our global network, innovative marketing strategies, social networking tools and innovative search engine optimization techniques, which provides our customers with the best marketing exposure possible on the web. Additionally, when your property is placed on our website, it will also be showcased on over 130 newspaper real estate sites across America, including the ChicagoTribune.com, Azcentral.com and MiamiHerald.com.

The Miami Herald |  TCPALM |  Orlando Sentinel |  FLORIDA TODAY
A GANNETT COMPANY

Chicago Tribune |  azcentral.com | Los Angeles Times
ARIZONA'S HOME PAGE

Our properties are showcased on over **130** newspaper real estate sites across America

Anchorage Daily News • Montgomery Advertiser • Times Daily • Decatur Daily • Moulton Advertiser • The Baxter Bulletin • The Arizona Republic • The Fresno Bee • Los Angeles Times • Monterey County Herald • Oakland Tribune • San Mateo County Times • The Argus • Tri-Valley Herald • The Daily Review • The Desert Sun • The Sacramento Bee • The Californian • The Merced Sun-Star • The Mercury News • The Tribune • Visalia Times / Tulare Register • Modesto Bee • Contra Costa Times • Fort Collins Coloradoan • The Hartford Courant • The News Journal • Bradenton Herald • Sun-Sentinel • The News-Press • Florida Today • Orlando Sentinel • Pensacola News Journal • The Miami Herald • Tallahassee Democrat • Ledger-Enquirer • The Telegraph • Guam Pacific Daily News • The Honolulu Advertiser • The Des Moines Register • Iowa City Press-Citizen • Idaho Statesman • Belleville News-Democrat • Chicago Tribune • The Indianapolis Star • Journal and Courier • The Star Press • Palladium-Item • The Wichita Eagle • Lexington Herald-Leader • The Courier-Journal • The Town Talk • The Daily Advertiser • The Daily World • The News Star • The Times • Baltimore Sun • The Daily Times • Battle Creek Enquirer • Detroit Free Press • Lansing State Journal • Livingston Daily Press & Argus • Observer Newspapers • The Times Herald • St. Cloud Times • The Kansas City Star • Springfield News-Leader • The Sun Herald • Hattiesburg American • The Clarion-Ledger • Great Falls Tribune • Citizen-Times • The Charlotte Observer • The News & Observer • Courier News • Courier-Post • Daily Record • Asbury Park PressSun-News • Las Cruces Sun-News • Reno Gazette-Journal • Press & Sun-Bulletin • Star-Gazette • Ithaca Journal • Newsday • Poughkeepsie Journal • Rochester Chronicle • The Journal News • The Cincinnati Enquirer • The News-Messenger • News-Journal • The Marion Star • News Herald • Telegraph-Forum • Chillicothe Gazette • Coshocton Tribune • Eagle Gazette • The Advocate • Times Recorder • Statesman Journal • The Morning Call • Centre Daily Times • The Beaufort Gazette • The State • The Greenville News • The Island Packet • The Sun News • The Herald • Argus Leader • The Leaf-Chronicle • The Jackson Sun • The Daily News Journal • The Tennessean • El Paso Times • Star-Telegram • The Spectrum • The Daily Press • The Daily News Leader • Burlington Free Press • Bellingham Herald • The News Tribune • The Olympian • Tri-City Herald • The Post-Crescent • The Reporter • Green Bay Press-Gazette • Herald Times Reporter • Marshfield News-Herald • Oshkosh Northwestern • The Sheboygan Press • Stevens Point Journal • Wausau Daily Herald • Daily Tribune • The Herald-Dispatch





MLS NETWORK & MARKETING



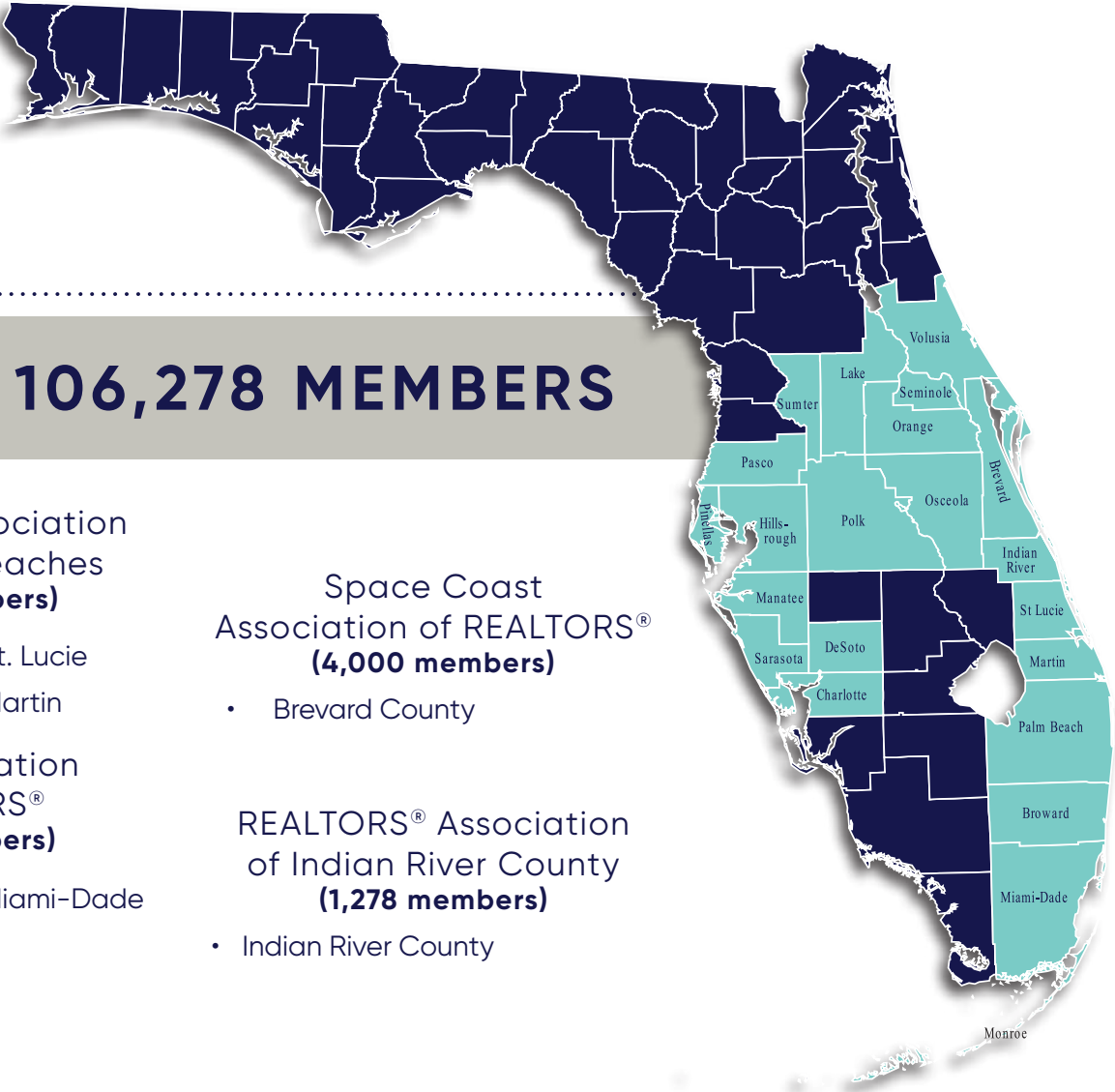
We use a comprehensive system for maximizing listing exposure, which provides our agents with all of the control, reports, analytics, and marketing tools necessary for driving an effective online advertising program.

First, our MLS listings are input into the database, which is then distributed to internet sites according to custom MLS settings. Next, a large number of buyers are redirected to the MLS Public Website listing details page, which then generates leads which are provided to our agents.

This network is the broadest and most widely adopted for listing distribution, and works in concert with MLS's, and core real estate technologies.

We Provide Our Agents With A Platform To Manage Their Most Important Asset – YOUR LISTING

In Today's Most Important Marketplace – THE INTERNET.



OUR BROAD MLS REACH: 106,278 MEMBERS

Orlando Regional
REALTOR® Association
(45,000 members)

- Pasco
- Hillsborough
- Manatee
- Charlotte
- Sarasota
- Polk
- Osceola
- De Soto
- Pinellas
- Sumter
- Lake
- Orange
- Seminole
- Volusia

REALTORS® Association
of the Palm Beaches
(15,000 members)

- Palm Beach
- Broward
- St. Lucie
- Martin

Miami Association
of REALTORS®
(41,000 members)

- Palm Beach
- Broward
- Miami-Dade

Space Coast
Association of REALTORS®
(4,000 members)

- Brevard County

REALTORS® Association
of Indian River County
(1,278 members)

- Indian River County



DIRECT MAIL: Targeting The Right Buyer



Precisely marketing to a much larger geographic area

Dale Sorensen Real Estate utilizes one of the most sophisticated marketing channels available in today's competitive real estate environment, targeted direct mail, to reach qualified prospects for many of our

premium properties. Our partnership with the leading direct mail marketing provider enables us to precisely market

to a much larger geographic area, while also focusing our investment on potential buyers that have the net worth, income, and credit score essential to completing a purchase.

Our geographic reach is only limited by our imagination, from the entire United States to specific neighborhoods in Key Biscayne, FL or Greenwich, CT. We maintain current subscriptions to the largest demographic marketing databases available, giving us access to over 120 million unique

households. Along with name and address information, we also have access to financial strength, hobbies, purchasing habits and almost an infinite number of personal characteristics that can be used to analyze and develop a unique marketing profile for a given property.

Access to over 120 million
unique households

Once we develop a marketing list, we then use our professional graphic artists to create a design that meets the exacting Dale Sorensen Real Estate quality and presentation standards, as well as effectively presents the unique attributes and features of the property being sold.

This laser accurate target marketing, combined with our local and regional internet and publication media marketing investments, means properties will get the awareness needed to minimize time on market and maximize sales prices.

Professionally designed
postcards to showcase
your property

Showcasing your property to get the awareness needed to **minimize time on the market** and **maximize closing prices.**





RESULTS & PERFORMANCE

A PROVEN MARKET LEADER IN BREVARD & INDIAN RIVER HOME SALES

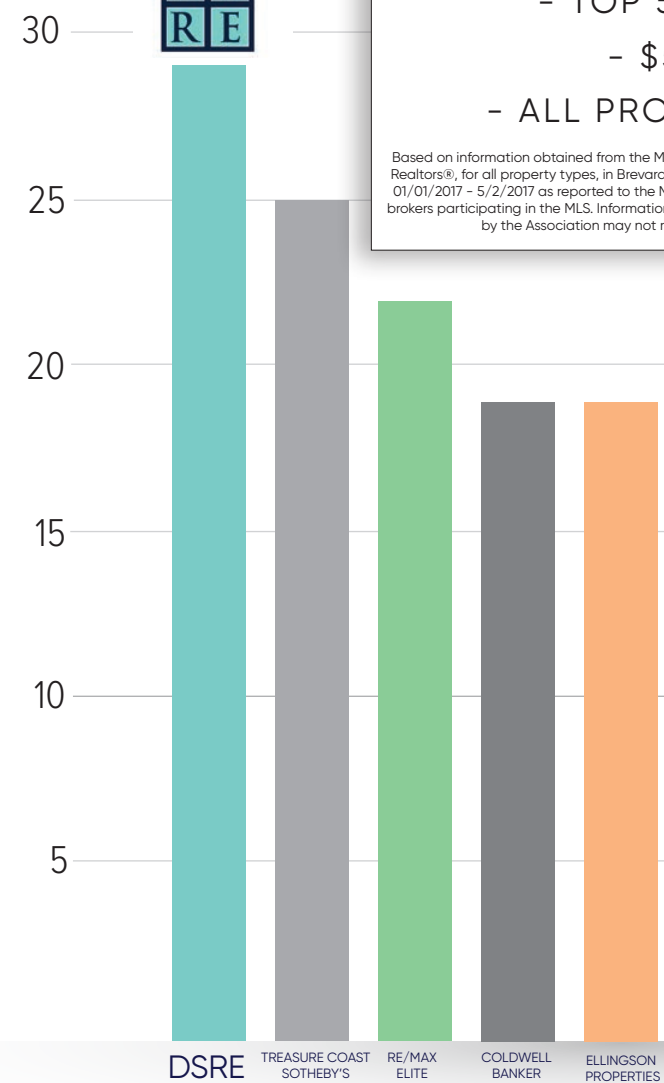
As the leading coastal Real Estate company, Dale Sorensen Real Estate has the resources to implement a local, regional, national and international marketing plan.

We strive to stay at the forefront of cutting edge technology to ensure we will always be the leader in the marketplace and number one to our clients. Our web presence, both nationally and internationally, combined with our local print media strategy, allows for maximum exposure of all our currently listed properties. This allows us to showcase all of our properties to the most qualified buyers in the world.

Each of our 175+ agents has access to our professional support staff and valuable resources, which has enabled them to become the most successful associates in the market.

Through our partner affiliations with exclusive networks of real estate professionals, our properties are featured in the most widely read periodicals and the highest visited websites in the world.

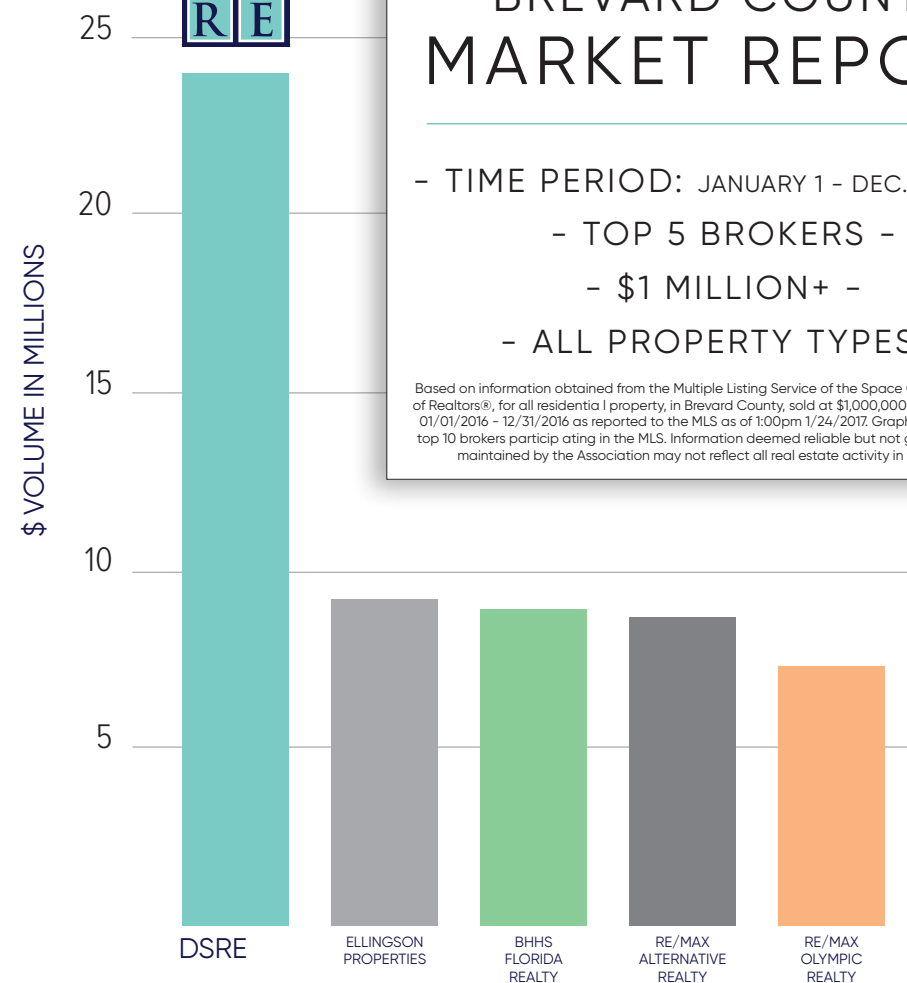
Dale Sorensen Real Estate remains the leader in the real estate market, having assisted coastal residents with the buying and selling of their homes since 1978.



BREVARD COUNTY MARKET REPORT

- TIME PERIOD: JANUARY 1 - May 2, 2017 -
- TOP 5 BROKERS -
- \$500K + -
- ALL PROPERTY TYPES -

Based on information obtained from the Multiple Listing Service of the Space Coast Association of Realtors®, for all property types, in Brevard County, for properties sold \$500,000+, for the period of 01/01/2017 - 5/2/2017 as reported to the MLS as of 3:30pm 5/2/2017. Graph reflects data for top 5 brokers participating in the MLS. Information deemed reliable but not guaranteed. Data maintained by the Association may not reflect all real estate activity in the market.



NUMBER ONE IN LUXURY SALES

BREVARD COUNTY MARKET REPORT

- TIME PERIOD: JANUARY 1 - DEC. 31, 2016 -
- TOP 5 BROKERS -
- \$1 MILLION+ -
- ALL PROPERTY TYPES -

Based on information obtained from the Multiple Listing Service of the Space Coast Association of Realtors®, for all residential property, in Brevard County, sold at \$1,000,000+, for the period of 01/01/2016 - 12/31/2016 as reported to the MLS as of 1:00pm 1/24/2017. Graph reflects data for top 10 brokers participating in the MLS. Information deemed reliable but not guaranteed. Data maintained by the Association may not reflect all real estate activity in the market.

Since 2011, DSRE Market Experts listed and sold over **\$2.3 BILLION DOLLARS IN REAL ESTATE VOLUME**, further proof that our marketing – combined with our outstanding agents – yields the best results.



MAYFAIR
International Realty



AGENT SUPPORT STAFF



MULTIPLE OFFICE LOCATIONS

We offer the convenience of **office locations throughout Indian River County, Brevard County & our European office in London**. Our clients can choose the location that is closest to where they live or work, without having to drive all the way across town for a meeting. Each location is staffed with professional market experts and support staff, ensuring that each office has a qualified team for every listing and sale.



MARKETING

Trisha LeRose

Marketing Coordinator and Agent Services

Kathy Gdula

Marketing Coordinator and Agent Services

Sam Davino

Marketing Coordinator and Agent Services

Jennifer Penfield

Marketing Coordinator and Agent Services

Jon Santy

Executive Director of Marketing
& Communications



BUSINESS PLANNING & AGENT DEVELOPMENT

Dale Sorensen Jr.

Managing Partner/Business
Development

Donna Browning

Managing Broker/Director of Sales
Business Development/Agent
Development

Jim Goldsmith

Managing Broker



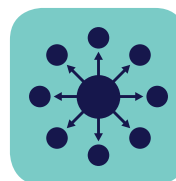
PUBLIC RELATIONS CONCIERGE & COMMUNITY OUTREACH

Allison Cloughley

Public Relations and Customer Concierge

Jeannette Weiss

Public Relations



TECHNICAL SUPPORT & IT

Jennifer Bailey

IT Support



MLS SUPPORT & CONTRACT SERVICES

Chickie Pagliaro

MLS Coordinator - Cardinal
Office



CUSTOMER SERVICE & ADMINISTRATIVE SUPPORT

Alexandro Agudelo

Rental Department Assistant
Cardinal Office

Katie Swing

Rental Department Assistant
Downtown Office

Rebecca Rodham

Reception
Cardinal Office

Judith Johnson

Weekend Receptionist
Downtown Office

Kate Bergen

Reception A1A Office

Debbie Ford

Assistant Office Manager
Downtown

Mary Brands

Reception Indialantic Office

Merida Perez

Reception Viera Office



MANAGEMENT

Pat Mays

Broker-Associate, REALTOR®
Cardinal Office Manager

Barbara Stewart

Sales Associate, REALTOR®
Grand Harbor Office Manager

Katie Keltner

Director of Administrative Services,
Downtown Office Manager

Courtney Lambert

Indialantic Office Manager

Kelli Harmon

Cocoa Village Office Manager



ACCOUNTING

Arlene Chatham

Manager of Finance, A1A North
Office Manager

Denise Ormandy-Piga

Accounting Assistant

Karen Alexandre

Accounting Assistant Downtown Office



— Cardinal Drive —

3206 Cardinal Drive, Vero Beach, FL 32963

Office: 772.231.4712 | Fax: 772.231.3726



— Brevard County —

Beachside

436 Fifth Avenue, Indialantic, FL 32903

Office: 321.723.9990 | Fax: 321.327.6777



— North A1A —

5065 North A1A, Vero Beach, FL 32963

Office: 772.234.3801 | Fax: 772.234.1708



— Brevard County —

Viera • Baytree • Suntree

7730 North Wickham Road, Suite 105, Melbourne, FL 32940

Office: 321.473.6001 | Fax: 321.961.8669



— Downtown —

1961 14th Avenue, Vero Beach, FL 32960

Office: 772.492.5300 | Fax: 772.539.9018



— Brevard County —

Historic Cocoa Village

4 Harrison St., Cocoa, FL 32922

Office: 321-604-4447



— Vero's Beachside Kiosk —

Ocean Drive, Vero Beach, FL 32963



— London —

15 Thayer Street, London W1U 3JX

United Kindgom Office: +44 207.467.5330

Each of our 175+ agents have access to our valuable resources and expert support staff, which has enabled them to become the most successful associates in the Vero Beach market.

DaleSorensenBrevard.com



DS
RE a GLOBAL COMPANY
with a *local heart.*

Dale Sorensen Real Estate believes that **business leadership carries with it a responsibility to the community to make it better.** This stewardship must be undertaken to make our community a better place to live, work and raise families.



SOME OF THE ORGANIZATIONS WE HAVE SUPPORTED AND CONTINUE TO SUPPORT

- 2014 Regular Joe Surf Festival
- A.E. Backus Museum
- Abilities Resource Center
- American Cancer Fund
- American Cancer Society
- American Red Cross
- Atlantic Classical Orchestra
- Boys and Girls Club of Indian River County
- Brevard Humane Society
- Children's Home Society

- Church of Saint Martin-in-the-Fields
- Education Foundation of Indian River County
- Environmental Learning Center
- Florida Hands and Voices
- Festival of Trees for the Riverside Children's Theater
- Fellsmere Elementary School
- Gemini Elementary's Annual 5K
- Girl Scouts of America
- Habitat for Humanity

- Haiti Partners
- Haitian Project
- Humane Society and Habitat
- Indialantic Witch Way 5K
- Indian River Community Impact 100
- Indian River Medical Center and Foundation
- John's Island Community Service League
- John's Island Foundation
- Junior League
- Junior League of Indian River County

- Kappa Kappa Gamma Alumnae Association
- Leukemia and Lymphoma Society of Palm Beach
- Literacy Services
- The Mardy Fish Foundation
- Nana's House
- Need in Deed
- President's Club
- Promise of Brevard
- Quail Valley Charities
- Riverside Theatre

- Rotary Designer Showhouse
- Sabal Circle Garden Club
- Salvation Army
- Save the Chimps
- St. Edward's School
- Second Harvest Food Bank
- Senior Resource Center
- Serene Harbor
- Springside School
- The Redevelopment Fund

- Time for Lyme, Inc.
- United Way of Indian River County
- Vero Beach Christian Business Association
- Vero Beach Volunteer Fire Department
- Vero Museum of Art
- Vigneault Children's Fund
- VNA Hospice
- VNA Golf-a-Thon
- Women's Council of Realtors
- Women's Refuge

Put Us To Work For You.

**SUPERIOR
MARKETING**

**SUBSTANTIAL
NETWORK**

**LOCAL
INFLUENCE**





DALE SORENSEN
REAL ESTATE INC.
THE RIGHT MOVESM

OUR GLOBAL NETWORK

4,100 Offices Worldwide | 130,000+ Associates | Over \$358 Billion in Total Sales | Over 65 Countries



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International Realty

OUR LOCATIONS

— Cardinal Drive —

3206 Cardinal Drive
Vero Beach, FL 32963

— Brevard County —

Beachside
436 Fifth Avenue
Indialantic, FL 32903

— Sebastian —

990 US Highway 1, Suite A,
Sebastian FL 32958

— North A1A —

5065 North A1A
Vero Beach, FL 32963

— Brevard County —

Viera • Baytree • Suntree
7730 North Wickham Road, Suite 105
Melbourne, FL 32940

— Vero's Beachside Kiosk —

Ocean Drive
Vero Beach, FL 32963

— Downtown —

1961 14th Avenue
Vero Beach, FL 32960

— Historic Cocoa Village —

4 Harrison Street #101
Cocoa, FL 32922

— London —

15 Thayer Street
London W1U 3JX

DaleSorensenBrevard.com

If your property is currently listed with another broker, please disregard this offer. It is not our intent to solicit the offerings of another broker.