


MARKETING


EVERY DAY UNTIL IT'S SOLD

WE'RE COMMITTED TO SECURING MAXIMUM WEB EXPOSURE FOR YOUR PROPERTY

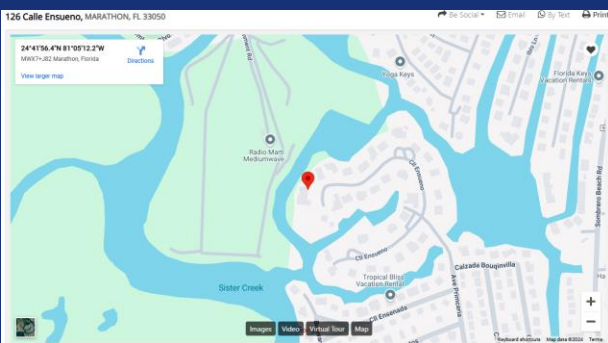
- We place your property on every major portal plus more than 180 other sites including the Keys MLS sites and any other appropriate MLS platforms including MIAMI and Beaches.
- Special enhancements are utilized to rank our listings higher in search results and include more photos, text, virtual tours, open house events and videos.



Images Video Virtual Tour Map



7 BEDROOMS | 7 BATHS | 8306 SQ FT



126 Calle Ensueno, MARATHON, FL 33050

24°41'56.4"N 81°05'12.2"W
3569577-352 Marathon, Florida
View larger map

Images Video Virtual Tour Map

Description

Welcome to your dream home on prestigious Sombrero Isle. This exquisite, resort-style estate is a private oasis, featuring an open, bright, and airy design. Set on 1.5 acres of prime real estate on 3 platted lots with 500 feet of water frontage, this secluded property provides exceptional value with added possibility to build another home, subdivide or preserve as a private estate. Additionally, the estate is offered \$1.5M under 2024 appraisal creating instant equity and worthwhile investment from motivated Sellers. With quick access to the Atlantic Ocean, this home is perfect for unforgettable fishing and diving adventures. Thoughtfully designed with vaulted ceilings and large hallways, the home creates a sense of grandeur, while natural light floods the spacious living areas. With stunning water views from the numerous rooms, this home is ideal for hosting, offering ample accommodations and comfort for visitors, along with tremendous vacation rental opportunities. Outdoors, the newly renovated pool and spa area is a tranquil retreat complemented by lush tropical greenery. The property also includes a lighted tennis court, gazebo, and a stunning palm tree grove. Whether lounging by the pool or exploring the vibrant gardens, the outdoor areas provide endless opportunities to create lasting memories. The home also features a modern in-house gym and private guest quarters, offering ultimate privacy and convenience. Boating enthusiasts will appreciate the spacious boat slip, accommodating vessels up to 60 feet, along with the newly installed 28k boat lift and 10k jet ski lift. Hurricane doors, a whole-house generator, ADT and a large cistern ensure both security and self-sufficiency. Located just a block from Sombrero Beach and a short boat ride, this premier estate is also minutes from the airport making it the perfect sanctuary for those seeking both tranquility and convenience. Experience Florida Keys life.

Details

MLS#	611505
Listing Type	For Sale
Style	House
Sub-Type	Resale
Status	Active
Year	1981
Days On Site	18
Listing Provided By	Coldwell Banker Schmitt Real Estate Co.

Features


Bed(s)	7
Bath(s)	7 Total
SQ Feet	8,306
Pool	Yes

Listing VS Median (in Sombrero Isle (\$49.5))

	low	high	Med
Price:	\$8,500,000		\$6,499,000
SqFt:	8,306		4,948
\$ / SqFt:	\$1,023		\$1,313
On Site:	18		5,000,000

Contact Me

Details
Map
Share
Flyer
More
Equal



126 Calle Ensueno, MARATHON, FL 33050

7 Bed, 4.5 Bath, 8306 sqft
\$8,500,000

Coldwell Banker Schmitt Real Estate Co.
800-244-6551
305-743-3993 Fax

COLDWELL BANKER
SCHMITT
REAL ESTATE CO.

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RealEstateFloridaKeys.com

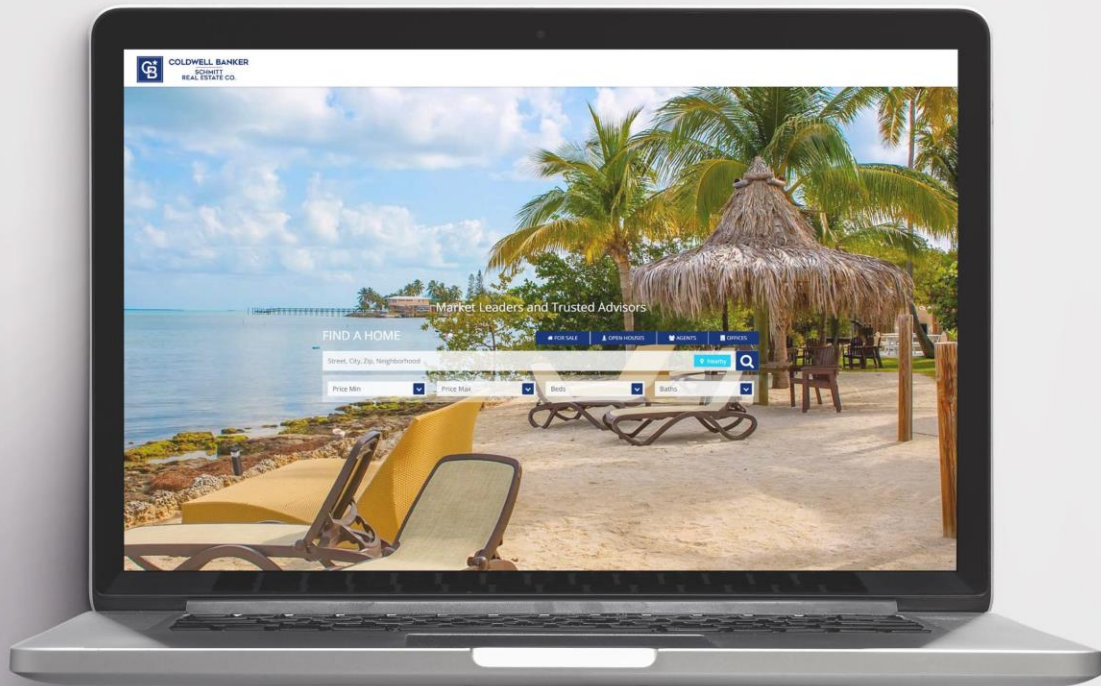
- Live chat with a real human available 24/7/365
- Utilize organic Search Engine Optimization and paid search for top search results
- Single Listing Showcase website created for every Coldwell Banker Schmitt listing

Listing detail page will include:

- Photos
- Descriptions
- Google Maps and Street View
- Contact information and tools
- Social media sharing options
- Virtual tour and video links

Buyers can:

- Save searches and favorite properties
- Receive automatic email alerts for new listings
- Get notifications for Open Houses, price and status changes, and new photos



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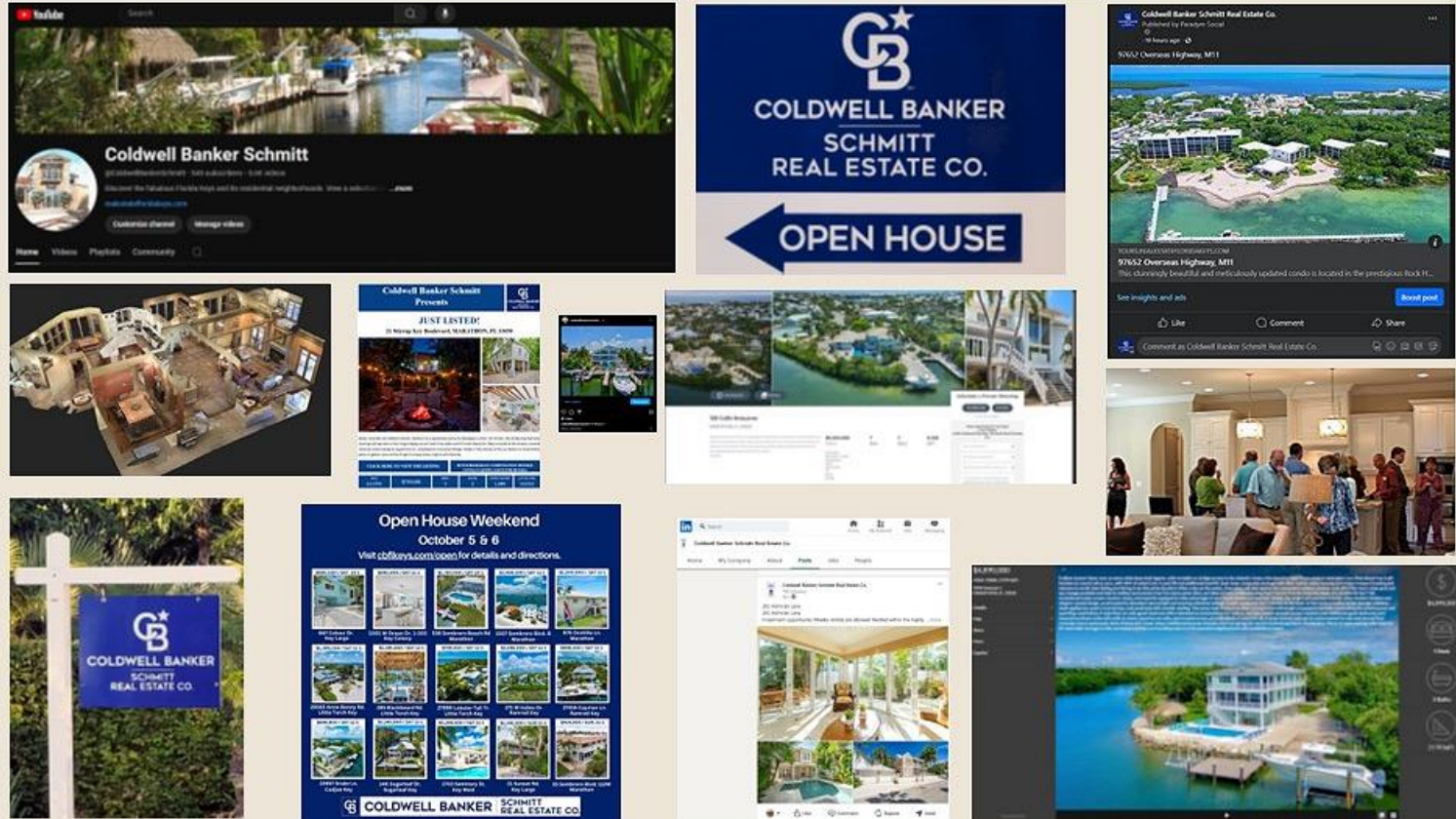


ColdwellBanker.com

- 4.9 million average monthly visits
- 56 million annual visitors garnering more than 400,000 leads to affiliated companies, offices, and agents
- >60% of all site leads coming from mobile and tablet devices
- 2.5 million visitors came from 231 countries and territories outside of the United States

* Q4 2003, Source: Similarweb.com

EVERY DAY UNTIL IT'S SOLD



This is our
RELENTLESS MARKETING PURSUIT:
to get your home sold –quickly and for top dollar.

- To achieve this, we maintain a full-time marketing team and spend \$98,000/month supporting *Every Day Until it's Sold*.
- Constant market saturation is a top priority:
 - Internet listings
 - Digital ads including paid boost to social media users within 35 miles of residential address
 - Print Advertising
 - Special Open House Events
 - Branded Yard Signs
 - & more!

EVERY DAY UNTIL IT'S SOLD



Additional Program Elements

- Individualized virtual tour and property videos for distribution on real estate portal sites, Coldwell Banker, Coldwell Banker Schmitt YouTube Channels, and social media
 - 65% of buyers rate virtual tours “very” or “somewhat useful.” *
 - 51% rate videos “very-” or “somewhat useful.” *
- Branded Coldwell Banker Schmitt *For Sale* signage
 - 15% of sales originated from seeing our nationally recognized branding according to our post-transaction surveys
- Open House events for top brokers
 - Inviting all of our #1 performing office’s agents in the submarket, plus all members of our local Association of Realtors
 - Inviting interested buyers or users with similar property interests from listing sites

* 2023 NAR Profile of Home Buyers & Sellers

CBSREC AGENT MARKETING SYNOPSIS JANUARY 2025

Marketing Product Processed & Mailed	Pieces
Fall Newsletter	8,736
Just Listed Postcards/Notecards	3,047
Just Sold Postcards/Notecards	2,515
Just Listed/Just Sold Flyers	2,606
Client Anniversary Cards for January	240
Closing Gift Card orders (completed)	10
Buyer/Seller Service 1 st Letters	28
Misc. Marketing (Agent Birthday/Anniv Cards, Agent Newsletters, 2025 Calendars, Door Hangers, Announcement Cards, etc.)	1,132
TOTAL PROCESSED/MAILED IN JANUARY	18,314

EVERY DAY UNTIL IT'S SOLD



Additional Program Elements

- Custom Flyers (Just Listed, Open House, Pending, and more!)
 - Provided to all of my contacts and area agents
- Print Marketing (postcards, Florida Keys media ads)
- Rapid Buyer Response Notifications
 - When a prospective buyer sends an inquiry, our lead distribution system contacts them immediately by phone, text and email for a timely follow-up

WE'VE GOT YOU COVERED

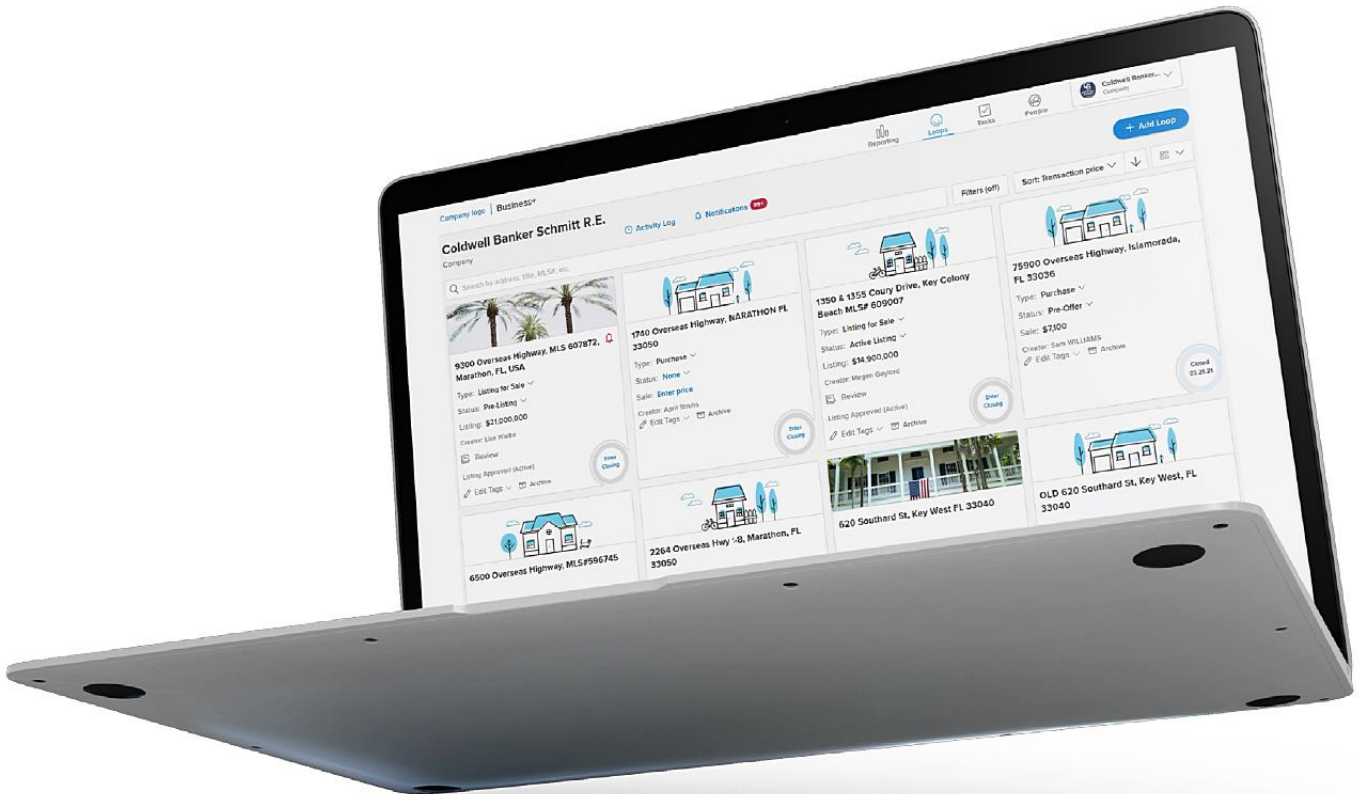
You focus on packing; we will cover the rest! Our comprehensive service ensures your property is represented accurately.

- Photography and video of your property
- Research your property for:
 - Open or Expired Permits and Code Violations
 - Elevation Certificate
 - Flood Zones
 - Warranty Deed
 - Prior survey
 - If mitigation for Federally protected species may be necessary
 - Tax record and property appraiser record.
 - Prior title policy
- Completion of listing documents:
 - Exclusive Right of Sale Listing Agreement
 - Marketing Addendum
 - Lead Based Paint Disclosure (if built before 1978)
 - Seller's Services Guarantee
 - Seller's Disclosure
 - All Federal and State mandated disclosures
- Easy communicating, reviewing, and signing
 - dotloop allows agents to create contractual documents efficiently and enables agents and sellers to communicate quickly to complete tasks and meet critical dates.

WE'VE GOT YOU COVERED

More on dotloop

- Our online system links people, documents and tasks to help everyone work better together Safe and secure
 - Safe and secure
 - Everything you need –in one place
 - View documents and messages in a single window
 - Complete tasks and collaborate with your team
 - Quickly notifies your agent of your completed tasks
 - Creates an expedited and transparent process





Fastest way to reach me

#sellitwithsam | 78 YTD Closed

The below marketing plan has proved to be the most productive marketing plan throughout the entire Middle Keys for the last 12 consecutive years. It currently is outperforming the market for Sellers by 4% more in sales price and is outperforming the next top 3 Middle Keys Agents by 200% or more in # of sales and 30% or more in dollar volume.

#notallagentsarecreatedequal

**15 Touch Marketing
Within 1 week of listing**

Touch 1: Knock 20 doors Immediately after signing listing if allowable.

Touch 2: Create all digital media: 3D tour, aerial photography, interior and exterior stills, virtual tour to aid in distribution and exposure to property, properties own personal website.

Touch 3: Submit to all 3 MLS boards when then, syndicates to Zillow, Realtor.com, Trulia, Homes.com, ColdwellBanker.com, realestateflkeys.com, Coldwell Banker Global Luxury.com + 180 sites including Wall Street Journal.com.

Touch 4: Install sale sign 2 If necessary.

Touch 5: Mail just listed flyers to entire neighborhood and follow up on the door knocks. **Min 500 Mailers**

Touch 6: Prospect 2 hours per day on phone. Calling min 30 contacts per day = 180 contacts per week = 600 contacts per month. **This is the most effective method in exposing your property to the market and this is why Sam Williams PA continues to outperform every agent in the market for the last 10 consecutive years.**

Within 2 weeks of listing date

Touch 7: MLS Blast your listing link to all 1542 agents in the FL Keys from all 3 boards.

Touch 8: Email property flyer to all 878 agents in Sam Williams PA database which consists of all 50 US states and 5 countries.

Touch 9: Email property flyer to all 2852 contacts in Sam Williams PA BAY database accumulated from over 17 years of being in service to the FL Keys.

Touch 10: Email link to all 3,386 contacts in Sam Williams PA CINC database accumulated from over 17 years of listing, selling, and prospecting in the FL Keys.

Touch 11: Email property link to all 136 CBSREC agents reminding them of the property for sale. 51 of these agents are within the top 100 of all FL Keys agents.

Touch 12: Facebook post to Sam Williams PA 2100 Friends list, And staff members 4409 Friends list = 6509 contacts.

17,003 contacts

Within 3 weeks of listing date

Touch 13: Full page ad in Marathon weekly and 2 Open houses per week!

Touch 14: Targeted Social Media Campaign to everyone in a 35-mile radius and anyone who interacts with that post will also get retargeted.

Touch 15: Continuous physical and email Mailings, social media bumps, newspaper ads, prospecting calls, and magazine ads over the course of the listing term every day until sold. **Coldwell Banker Schmitt spends 98k a month in marketing, driving traffic, support, and advertising to their sellers' properties and Sam Williams PA spends an additional 20k per month marketing their sellers' properties.** See every day until sold marketing plan for more details.

SUCCESS STORIES

Recent Pending & Sold Properties

Address	Days on Market	List Price	Sold Price	LP/SP %
8 Ocean East	153	\$5,900,000	\$4,615,000	78%
5 Ocean East	126	\$4,500,000	\$3,250,000	72%
000 Old Highway Plantation Key	5	\$7,00,000	\$7,000,000	100%
750 90th St	52	\$3,847,500	\$3,600,000	94%
115 Windy Point Circle	127	\$4,595,000	\$4,595,000	100%
41 Treasure Rd	5	\$2,999,000	\$2,800,000	93%
8403 Gulf Of Mexico Blvd 403	3	\$1,299,000	\$1,250,000	96%
1279 91St Court Ocean	39	\$1,750,000	\$1,600,000	91%
11335 6th Ave Ocean	96	\$2,250,000	\$1,625,000	72%
8404 Gulf Of Mexico Blvd 404	7	\$1,049,000	\$980,000	93%
201 B David Ln	125	\$1,199,000	\$995,000	83%
524 Sombrero Beach Rd	90	\$1,945,000	\$1,724,999	89%
114 Avenue E	55	\$2,270,000	\$2,099,000	92%
11252 5th Ave Gulf	7	\$2,399,000	\$2,399,000	100%
1158 Bulevar De Palmas	12	\$2,950,000	\$2,950,000	100%

SUCCESS STORIES

Client Reference List

Name	Location	Telephone Number
Wolfe Stevens Law offices ~ Patrick Stevens	Marathon	305-393-2206
Alice and Larry Anderson	Marathon	305-743-3233
Ben Daughtry owner of Aquarium Encounters	Marathon	305-395-8791
Hutch Holseberg	Marathon	843-860-2213
Alex Henriquez- Owner of Brutus Seafood Marathon	Marathon	305-343-1816
Will Campbell-Campbell Engineering	Marathon	305-363-8330
Jason Koler Owner Keys Weekly FL Keys	Marathon	305-481-1463
George Garrett Marathon City Manager	Marathon	305-395-1850
Rick Ramsey Monroe County Sheriff	Marathon	305-481-8036
Brian Schmitt CB Broker	Marathon	305-304-0791
Marv Shindler	Marathon	305-393-0364