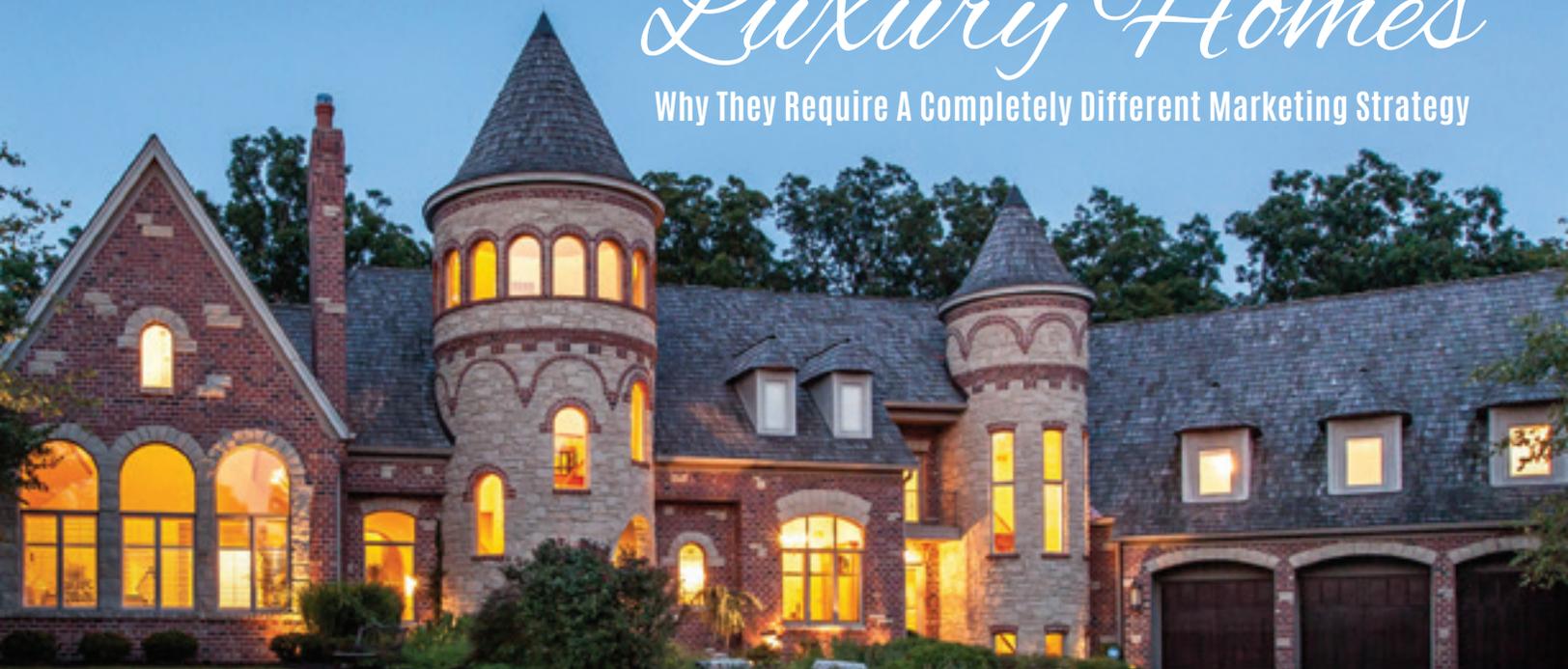


TRACY ELLIS

A GUIDE TO LUXURY REAL ESTATE

Buying and Selling Luxury Homes

Why They Require A Completely Different Marketing Strategy



The
Tracy Ellis
Show

FM NewsTalk 97.1
Sunday @ 10 AM

Highlights
from
Top Agents

Star of *Hot Listings Miami*, Ben Moss



Photography
and Real Estate

Interview with local photographer, Karl Lund





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NEW LISTING



Matteson Mansion

3001 Matteson Blvd, O Fallon, MO 63366 | Listed at \$1,499,900.

The *Matteson Mansion* simply cannot be described in words, you have to see it for yourself and take in its grandeur. This impressive home is located in a private area of St. Charles County and sits on over 5 manicured stately acres.

As you enter your private street you'll notice a park like setting with 2 large ponds, beautiful fountains and of course a stunning 1.5 story sprawling mansion.

This custom designed home is one of the most magnificent you will come across. A gorgeous brick & stone front elevation with hip roof, multiple peaks and turrets are an architect's delight. The 300 cubic yards of stamped concrete will simply amaze you and shows the attention to detail the owner has put into this home. Two separate rear-entry garages, one 3- car and another 2 car with a circle driveway and attached breeze-way to the carriage house.

As you enter the home you'll be amazed at the openness of the floor plan and astonished that the home offers 8,700 sq/ft of finished living space. The lower level is a walk-out with an additional 5,700 sq/ft ready to be finished.

The grand entry foyer with 25 ft. ceilings, floor to ceiling built in book-cases and a wall of custom windows opens to a formal great room. Off the great room you'll find the main floor master suite that offers a sitting -room with fireplace, an exercise room, his/her walk in closets, grand master bath with marble floors, a large steam shower, his/her vanities with wrap around custom cabinets and pillars that lead you to your whirlpool tub.

The raised dining room is perfect for entertaining. The dining room opens to the great room, hearth room and kitchen with beautiful columns and marble floors.

You'll also find an amazing custom wood bar to entertain your guest as you enter the library. The octagon shaped library has floor to ceiling wood paneled walls, detailed moldings, hardwood floors and one of the 5 fireplaces you'll find throughout the estate. You'll be very impressed with

the 35 ft. ceiling open to the upper level with an incredible chandelier.

A gourmet kitchen with granite counters, Custom Island, top of the line appliances that include sub-zero refrigerator and freezer, Miele coffee station are sure to be a chef's delight. Just off the kitchen is the maid's quarters with private bath and 1 of the 5 laundry rooms. The home design includes a place for the installation of an elevator if you desire.

Simply stunning hearth room with incredible floor to ceiling stone fireplace and beautiful windows surround the entire room. Gorgeous 5 piece mill-work, 35 ft. ceilings, 4 ceiling fans and an open spindled loft above. The upper loft offers a rec-room for entertaining along with a 2nd custom wood bar.

The floating spiral staircase leads you to an amazing octagon shaped look-out turret with beautiful views of the grounds and ponds and below and opens to the library.

Upstairs you will find 3 large bedrooms all with walk-in closets. One of suites have a private balcony overlooking the pool. Another with private bath. A 2nd full bath is located near the bar & rec area, the home also offers 2 additional laundry rooms and a huge media room on the 2nd floor.

A wonderful stamped concrete walk-way leads you to the incredible back yard with custom in-ground salt water pool. The pool deck and pool itself have dolphins stamped into the concrete. The rear of this home is incredible with a wall of windows and stately columns across the back of the home.

On top of all of these amazing features there is also a carriage house over the garage. The home offers in-ground sprinklers, 8 ft. solid wood arched doors with barrel openings throughout home. Soft edged corners in drywall, 5 piece mill work in most rooms and much more.

The *Matteson Mansion* is simply one of a kind and an amazing opportunity to own this masterpiece. **Call Tracy Ellis at 636-299-3702 for a private showing today.** ∞



Tracy Ellis is giving you the **EDGE** you need in Real Estate!

Tracy Ellis has been in real estate for 17 years and has lived in St. Charles & St. Louis County for over 30 years. Tracy was recently inducted into the prestigious RE/MAX Hall of Fame and most recently ranked #8 out of 996 RE/MAX agents in the St. Louis region. Tracy is taking her marketing to a new level and recently held a charity cocktail party at her listing in a gated community in St. Albans. Now she has decided to take technology to the highest level with aerial photography and video of her listings.

When the real estate market changed several years ago, Tracy realized the importance of marketing her listings to the largest possible audience and started doing her radio show. The “Tracy Ellis Show” airs every Sunday morning from 10-11 a.m. on FM NEWS TALK 97.1. Tracy is joined every Sunday with businesses in our community who offer excellent customer service at affordable prices. You’ll find all of the preferred business partners from The Tracy Ellis Show through-out the magazine.

You’ll also find that Tracy makes effective use of Social Media by promoting her listings on Facebook, Instagram, Pinterest, SoundCloud, LinkedIn, E-Newsletter and now her new magazine, *Tracy Ellis, a Guide to Luxury Real Estate* by Tracy Ellis.

I’m a full time Real Estate Agent who prides myself with customer service being the MOST important part of my job. I know firsthand all the time and effort it takes to buy or sell a home. When you work with me, I’ll be the only person you speak with on my team from start to finish! It’s very important to me to be hands on and make sure my clients are taken care of personally. I want to make this an easy, enjoyable experience for all of my clients because MY GOAL is to be your Real Estate Agent for Life!

Please visit my website at tracyellis.com where you can search the MLS, tour Luxury homes, Subscribe to my Newsletter or listen to my most recent radio show on FM NEWS TALK 97.1. You’ll also be able to view some amazing homes listed by other agents in Miami and Key West on Tracy’s website at Destination Dream Home.

If you contact me to help you with your Real Estate transaction, I will give you the EDGE you need in Real Estate! ☺



Million Dollar Masterminds with Fredrik Eklund



I’m doing everything I can to learn from the best! Fredrik Eklund from Million Dollar Listings NY on Bravo sold over one BILLION dollars in Real Estate in 2013! I recently completed a six week training course where I was mentored by Fredrik and am now a Member of Million Dollar Masterminds. I have a Global Networking Database through the class I took with Fredrik and now network with over 140 of the top Real Estate Agents all over the World. This allows me to market my listings nationally and internationally.



Tracy Ellis is a Member of TMDM Global Alliance with Top Agents all over the WORLD! This summer Tracy will be hosting one of the Top Agents from Million Dollar Listing’s on Bravo!

Details coming very soon!



Hot Listings Miami

Ben Moss from “Hot Listings Miami” and Campins Company also appears on my radio show. Ben and I will be working together to co-list properties for sellers and help buyers in our area looking to purchase a home in beautiful Miami, Florida!

There are many tax advantages to owning a home in Florida and Ben will be discussing all of those on “The Tracy Ellis Show”.



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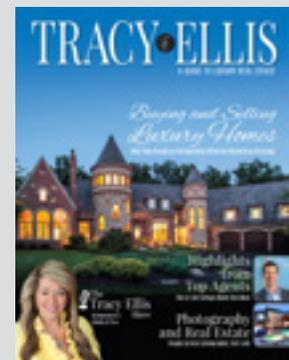
 TracyEllisTeam



On the cover:

Photo by:
Greg Nation

Location:
1126 Wings Road
St. Albans, MO



Buying & Selling *Luxury Homes*

Why They Require A Completely
Different Marketing Strategy!



It sounds obvious, the typical advertising used to sell an average-priced home will *not* work when marketing a million dollar home. Many real-estate agents mistakenly believe that all they need to do is spend a little more money to promote a “luxury” listing. They’ll keep the actual advertising more or less the same, simply buy more ads, or buy larger ads - It’s not that simple!

This isn’t an issue of math where you simply adjust the marketing budget to fit the listing price. Yes, a real-estate agent will need to invest more money promoting your luxury home. That’s a given. Some real-estate agents fail to invest enough and, or make the wrong kind of marketing investments.

It’s not as easy as taking the marketing expense on a “normal” listing and adding a few zeros. In order to sell your luxury home for top dollar in a reasonable amount of time, don’t settle for the same old marketing techniques. You will need a completely different strategy.

Effective marketing of luxury homes requires a completely different approach. It demands an entirely new way of thinking. In real estate as in life, it’s always in your best interest to make a great first impression. *Marketing* and *pricing* is critical from the start! When a listing sits on the market for more than a few months, it begins to develop a reputation.... and *not a good one*.

When buyers and their agents find a listing that’s been on the market for a long time, they usually throw out lowball offers. And I can’t blame them - it’s a fair assumption that if another buyer hasn’t been willing to buy it at the current price, why should they? This creates a vicious cycle.

It’s even worse for sellers of luxury listings, because instead of resorting to a price cut of \$5,000 or \$10,000, they often need to trim the listing price by \$50,000 or even \$100,000. In fact, on high-end homes that have sat on the market for too long, I’ve seen price reductions much *greater* than \$100,000! The higher the original price, the greater the reduction needs to be to stay competitive.

Affluent buyers that can afford high-end homes think *differently*. They buy for completely different reasons than a typical homebuyer. Most homebuyers are concerned with details like utility bills and monthly mortgage payments. The luxury buyer does not care as much about these things, if at all.

Intangibles might become more important to a buyer as they move up the listing price ladder. In other words, luxury homes are more about *art* than *science*. On a typical \$100,000 starter home, “the numbers” drive the entire process. The buyer closely monitors the potential monthly mortgage amount, the utilities, the interest rate, closing cost, etc. They are very much concerned with the “science” of the deal. They are restricted by the numbers....their budget is the main driver of the process. This is not true of luxury buyers.

Now, of course, affluent homebuyers still pay attention to the numbers. They won’t allow themselves to get “ripped off” and *overpay* for a home. That’s how they got to be successful in the first place - they are wise-stewards of money. Instead of being limited by a strict budget, affluent buyers generally make their buying decisions based on a completely different set of factors. Everyone makes decisions emotionally, but affluent buyers can usually afford to ignore logic. And when I use the term “logic,” I mean it in a strictly financial sense.

Affluent buyers looking at million dollar homes think in terms of \$25,000 to \$50,000 increments the same way an “average” buyer thinks of \$5,000 increments. For example, a first time homebuyer might splurge an extra \$5,000 to buy a home at the top of their budget if they really fall in love with it. An affluent buyer doesn’t even flinch at an amount like \$5,000. To them “splurging” would mean buying something \$50,000 over their arbitrary “budget.” Or even \$100,000 over.

This is why “regular” marketing strategies don’t work with affluent buyers. You can’t entice



When it comes to buying luxury homes, the “return” they are looking for is *not* financial. It is emotional. They want to feel good about their home. They want to be proud of it.

them with hypothetical \$10,000 off discounts. They simply don't care about small amounts of money. Affluent buyers are much more concerned about finding the perfect home than a home with the perfect price.

To be blunt, luxury real estate has little to do with price. If an affluent buyer really, truly, wants a particular luxury home, they will pay almost anything for it. They want the perfect home, not the perfect price.

Affluent buyers are ruthlessly efficient in their businesses and careers so they don't have to be when it comes to buying a home. They won't “overpay,” but they will pay more. Buyers of luxury homes have a more nuanced understanding of “value.” Currently, in our market area (Missouri), I would classify a luxury home as anything above \$400,000 depending on the area. Affluent buyers think of value not in terms of the cheapest price but in return on their investment. And when it comes to buying luxury homes, the “return” they are looking for is *not* financial. It is emotional. They want to feel good about their home. They want to be proud of it.

Not that all buyers don't experience these desires - they don't always factor them into their home buying decisions. In a literal sense, they generally can't afford to purchase “everything” they desire in a home. From a purely marketing perspective, selling high-end homes is not about finding buyers. It's about finding a buyer, finding *the* buyer. Now that I've talked about who might be *in-the-market* for a luxury home, I'd like to discuss how I would develop a custom plan to market your luxury home listing. ∞



This article is excerpted from Tracy Ellis's new book to be released this winter titled *Real Estate in St. Charles & St. Louis County.*

The client is key to designing and developing an individual customized-marketing strategy! Here are a few specific strategies that I discuss as part of the marketing plan with my luxury-listing clients.

- ∞ **Use High-end photography.** It's a must. At lower price points, real-estate agents can get away with taking their own pictures. The cameras on cellphones now are better than the digital cameras of just a few years ago. I see some real estate agents taking property photos on their phones these days. This is unacceptable on a luxury listing. Insist on a professional photographer to take the pictures or someone who has experience in professional photography. Rethink working with a real-estate agent who doesn't realize the importance of photography in real estate. Make sure the photographer uses a wide-angle lens and is up-to-date with the technology needed in today's photography.
- ∞ **Highlight your property.** Instead of writing a simple property description, it should tell a story about the benefits. This is absolutely crucial when it comes to marketing luxury listings. Benefits sell a luxury listing, not features! Features are the desirable characteristics of a property. Benefits take it one step further and describe why the characteristics are desirable in the first place. Specifically, they describe how the buyer's life will improve once they purchase the home.
- ∞ **Create targeted buzz.** Get some word-of-mouth going about your listing! This can be done in a multitude of ways. Invite potential buyers to see your luxury listing. Of course, I can't list all my marketing strategies, here are a few that have been part of my past clients' marketing plans.
- ∞ **Plan Social/Charitable Events.** Instead of hoping buyers show up to a 2-hour open house on a Sunday, turn a luxury listing “open house” into a premiere social/charitable event that gets people talking! I recently held a “Charity Cocktail Party” at my listing located in a gated community. I held the event on a Saturday evening and many companies donated items. We raised over \$2,000 that night for The Missouri Military Memorial Foundation. It was a great event with live music, and food. We had about 75 people in attendance.

Social/Charitable events like this added as part of your marketing plan would include inviting as many people to attend as possible, not just the relatively few affluent buyers that are currently shopping for a new home. The event should be planned as a special and fun evening, NOT an open house. The more people who attend your “event,” the better. Word-of-mouth is the goal! The event would not be promoted to the general public... Special invitations only... because it will be a Special Event for those who attend!

Depending on your marketing plan, you might not be interested in a “large” group event. This can

be tweaked to fit your needs. The idea is to “invite” people to view your luxury listing.

∞ **Use Creative Direct Mail.** Again, the purpose of sending out direct mail is NOT to find a buyer. Very rarely, if ever, will someone get a promotional letter in their mailbox...and decide to buy a million dollar home. Instead, the purpose of the mailer for your luxury listing will be to drum up interest in the listing. Create some buzz! I’ll tell a story about what a great opportunity it is to own the property and why your luxury home is unique, etc.! I will not focus on boring things like price, number of bedrooms and so on. The goal is to create an exciting mailer that peaks the people in the targeted-markets’ interest... even if they aren’t currently looking for a new home. That is one reason why I created my new magazine, “Tracy Ellis, A Guide To Buying and Selling Luxury Real Estate.” You want them to tell their friends at coffee about that “interesting letter” they received in the mail or even about an amazing home that was featured in my magazine. Remember, when it comes to marketing a high-end luxury listing, our focus will not be on finding buyers... it’s on finding THE buyer. There is someone out there that is a perfect match. My job as a real-estate agent is to do whatever it takes to generate positive buzz and word of mouth in the community so affluent buyers know about your luxury listing...even if they aren’t looking to buy a new home! All it takes is one person to mention it to a friend who IS looking.

∞ **Promote with On-line Marketing.** These days it seems like EVERYONE is online. Especially on Social Media! Most real-estate agents upload their listings to the MLS, and maybe aggregate them on a few of the online directories. I take it one step further with my new RC helicopter for aerial photos and video. Potential buyers can see an amazing aerial video of your home and everything looks even better from the air. It will include a professionally written description of the property, and a way for interested buyers to contact me to find out more information. There is a certain amount of prestige with the aerial images and video. Prestige is very important when it comes to high-end homes. I also use Facebook and other social media to promote my listings. I don’t just post a link to the listing, I have a unique way of marketing my homes on social media. I also actively promote the listing with paid advertisements that my target market will see in their “newsfeed.” Facebook has a very robust advertising platform that some real-estate agents completely ignore! It allows you to target very specific demographics of people. I can’t think of a good reason why you would not use social media to promote your luxury listings. I also use Instagram, Pinterest, LinkedIn, Twitter and SoundCloud.

∞ **Communicate with Media Marketing.** It’s very important to make sure all media marketing is user-friendly and up-to-date. Technology is changing quickly and web sites *must* be mobile friendly. I have several of my own web sites along with my page on FM NEWS TALK 97.1 with a direct link to tracyellis.com. I also promote my listings on my weekly radio show and offer tips to consumers for buying and selling real estate.

Property listed by Tracy Ellis

1126 Wings Rd.
St. Albans, MO
\$1,700,000
Contact Tracy at
636.299.3702



The
Tracy Ellis
Show

FM NEWS TALK 97.1

Sundays
10AM - 11AM

Educating Consumers
about Real Estate
& promoting
Small Business



Tom Terbrock, the producer
of *The Tracy Ellis Show*.

Tracy Ellis has been in real estate for over 15 years and started doing radio shows several years ago when the real estate market became more challenging. Tracy wanted to be able to promote her listings to the largest possible audience and educate consumers on buying & selling homes in the St. Louis & St. Charles County area. She has had the pleasure of representing many local businesses in their real estate transactions and noticed in the recent economy what a struggle it has been for small businesses in our area and wanted to do something to make a difference.



Technology and Real Estate soar to new heights with the new Ellis Team Drone!

Aerial *Photography*

Recently Tracy Ellis (the property's listing agent with RE/MAX Edge) and Mark Cooper (Broker & Owner) sat down with me to discuss the latest technology in real estate and how Tracy plans to use the new Drone technology to take her business to new heights. The Ellis Team Drone is capable of taking aerial video and photography from approximately 900 ft. giving stunning aerial photos to showcase properties like never before.

This beautiful "Dream Come True" home at 1126 Wings Rd. in The Bluffs is a 5-bedroom, 7-bathroom mansion over 6 acres of land. The views from one of the 4 turrets offer an amazing panoramic view of the Missouri River, but with the Drone it really shows buyers all this amaz-

ing home has to offer. And it is currently listed for the exceptional price of \$1,700,000...the previous owner paid over 2 million!

This custom designed St. Albans Construction home offers over 8,000 total square feet. The main floor Master Bedroom Suite is simply stunning with a gorgeous fireplace, enormous walk in closet and the master bath is like no other with a 2 story shower/turret tower with a waterfall and lots of seating. It's a wine connoisseurs dream with a temperature controlled wine cellar in the finished walkout lower level, with a kitchen/bar, huge family room/rec room with stone fireplace, exercise room, office, bedroom with full bath and an additional ½ bath.

There is too much to list, but a few more great features include a

front yard Koi pond, limestone, hardwood floors, Viking appliances, built ins throughout, not to mention the home is in wonderful condition and move in ready!

When the market changed Tracy wanted to do something different to promote her listings and started her real estate show on FM NEWS TALK 97.1, "The Tracy Ellis Show." You can tune in to her show every Sunday morning from 10-11 a.m. where she hopes to educate listeners on the real estate market. Tracy Ellis recently made the move to RE/

MAX Edge because she felt it would give her clients The Edge they needed in real estate. Tracy's continues to take her business to new heights along with her husband, Rick Ellis. Rick has been licensed for almost 15 years and is enjoying doing aerial photography. Tracy was recently inducted into the prestigious RE/MAX Hall of Fame and received the Five Star Real Estate Agent Award for 2013. ∞

Story written by: Aaron Golchert



For more information about Wings Rd. or the new Ellis Team Drone technology, contact Tracy Ellis with RE/MAX Edge direct at 636-299-3702 or 636-720-3833. You can also visit her web site at www.tracyellis.com



Can you find your own yard and do you know how you can use it?

Easements. *Scenario:* After purchasing the house of your dreams, you are ready to add that in-ground pool you've always dreamed of. *Problem:* You may not have as much "usable" land as you thought you did. *Solution:* Get a copy of your title commitment from when you purchased your house and check it for easements.

An easement is an interest in land owned by another person, consisting in the right to use or control the land, for a specific limited purpose. Simply put, you own the land, but someone else has the right to use it. Easements are commonly granted to utility companies. You gave them the right to put utility lines in your yard and by doing so, you agree not to interfere with their ability to use or access the easement area. When you purchase a home, a title company performs research pertaining to the history of the property. One of their many purposes is to identify easements that are on your property, regardless of if that easement is to a utility company or to your neighbor for their fence or driveway. If a **boundary survey** is performed, those easements should be shown and referenced on the drawing. If you build something in an easement, you run the risk of having to remove that item from the easement area if the utility company needs to access that land. So if you have an easement in your back yard, you may not be able to put a pool in like you had planned.

Fences. *Scenario:* You just bought a new house. You walk out onto your back porch and look at your fenced in back yard, ready to mow and manicure your back yard for years to come. *Problem:* You may not own all the land inside the fence or worse yet, you may own land that is located outside of the fence. Do you know what land you own? *Solution:* Have a **boundary survey** (stake survey) performed.

You may not always know what it is that you own. Visible items such as fences, mow lines, and utility poles/boxes are not necessarily an accurate reflection of what property you actually own. Professional Land Surveyors are licensed through the state and their purpose is to determine the location of property corners. Surveyors use recorded information available through the county to determine the precise location of your property corners. That information can then be used to establish the "line" that exists between the two corners, which in turn aides in the establishment of your property.

Make it known what you own... get a boundary survey!



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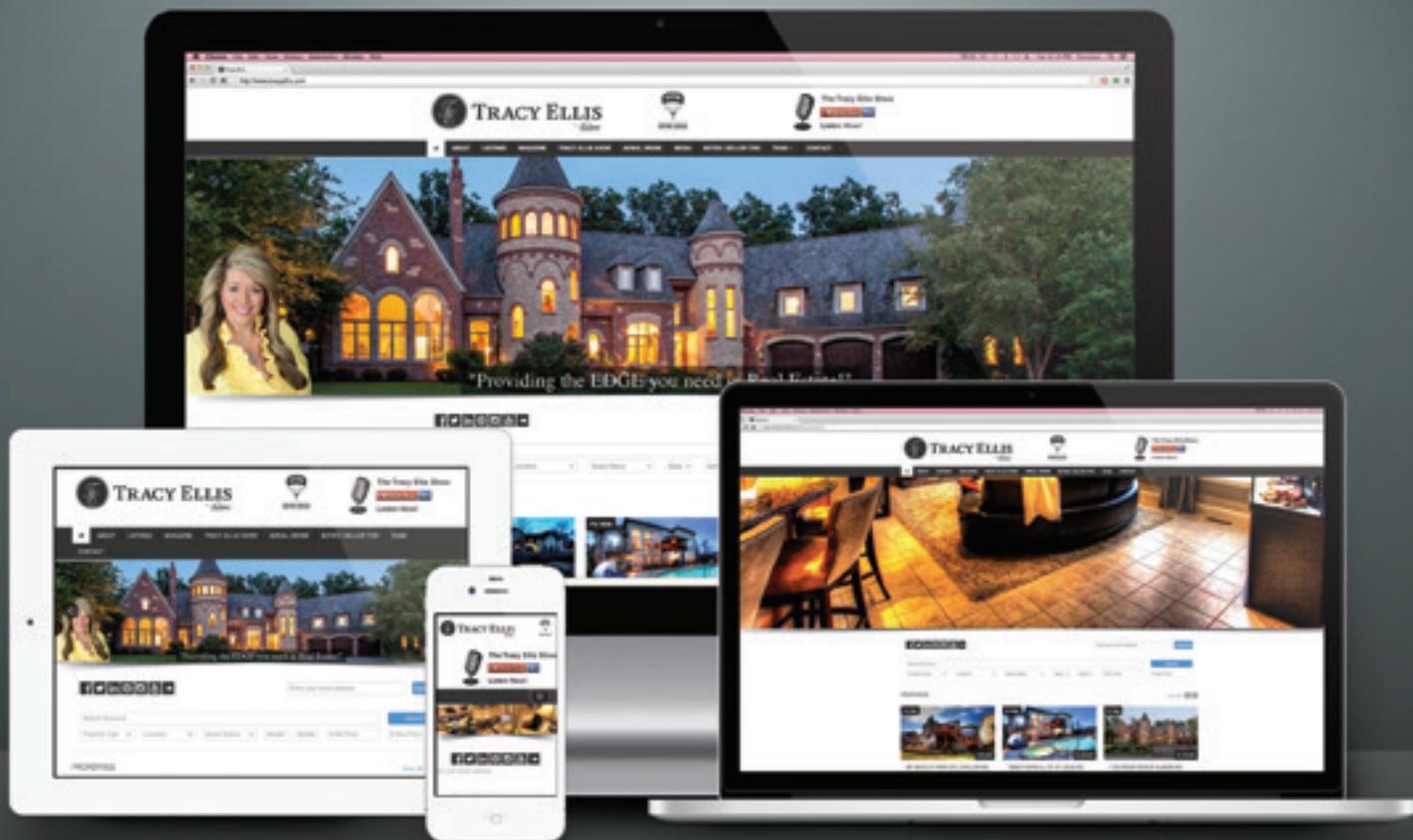
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Choosing the *Best Realtor* For You!

When you select a real-estate agent, you're performing a thorough job interview for a prized possession. You're choosing a stranger for an incredibly important task- one that requires trust, expertise and adaptability. Your expectations should be high, you're selling one of your largest investments.

The agent you choose should have a high degree of professionalism and be dedicated to their work. They should also have a good reputation and don't be afraid to ask for references from their MOST recent clients. I believe a real-estate agent should always have realistic dialogue about the market and your individual situation and not just tell you what you want to hear to obtain the listing.

While you're interviewing the agent you can ask them to pull up their current web-site and social media apps. This will give you a good indication of how they will be marketing your property. ∞

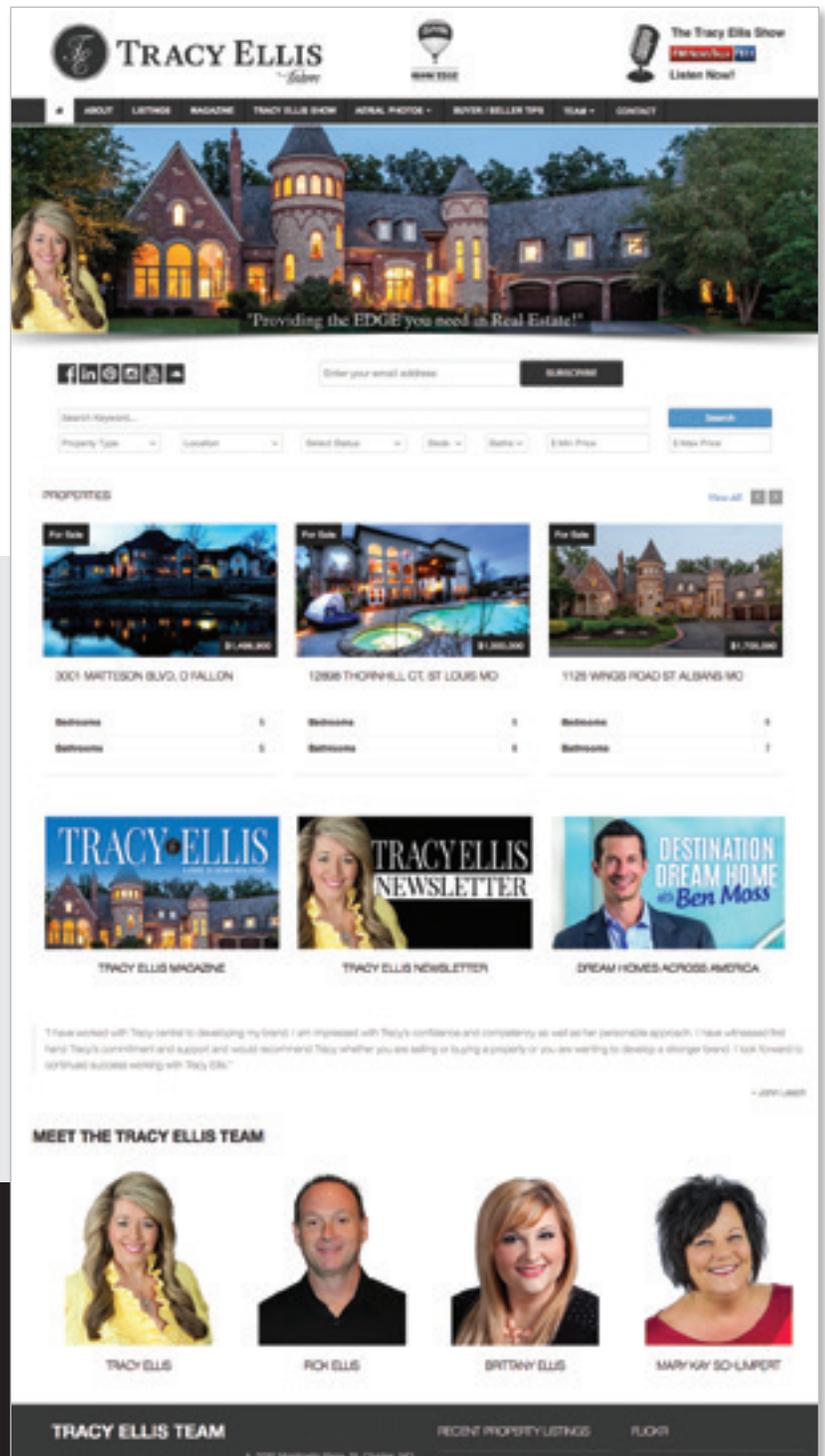
Suggested questions to ask during the interview.

- Do they have knowledge of the area you're buying or selling your property in?
- What is their marketing plan to get your home sold?
- Will you be talking directly to your agent after they list your property?
- Will they provide feedback and return your calls within a reasonable time?
- Are they a full-time or part-time real estate agent?
- How many years have they been in real-estate?
- How many properties do they currently have listed?
- How many have they sold?
- What do they feel the current value of your property is and how did they arrive at that figure?
- Do they use social media to market their homes?
- Is their web-site mobile friendly and up to date?
- Do they do open-houses?

Tracy Ellis is excited to announce the launch of her new website!

Check it out at

TracyEllis.com



The screenshot shows the Tracy Ellis website homepage. At the top, there's a navigation bar with links for ABOUT, LISTINGS, MAGAZINE, TRACY ELLIS SHOW, AERIAL PHOTO, BUYER/SELLER TIPS, TEAM, and CONTACT. Below the navigation is a large hero image of a house at night with the tagline "Providing the EDGE you need in Real Estate!". A search bar is prominently displayed with a "SEARCH" button. Below the search bar, there are three property listings, each with a "For Sale" badge, a photo, and basic details like address and price. Further down, there are promotional banners for "TRACY ELLIS MAGAZINE", "TRACY ELLIS NEWSLETTER", and "DREAM HOMES ACROSS AMERICA". A testimonial from a client is featured, praising Tracy Ellis's service. At the bottom, there's a "MEET THE TRACY ELLIS TEAM" section with headshots of Tracy Ellis, Rich Ellis, Britany Ellis, and Mary Kay Schlapert.

Photography and *Real Estate*

Interview with Local Photographer, Karl Lund



Bentley Park Circle-S424.900

How did you get started in photography? My wife and I took the kids on a vacation to Colorado. I realized that I forgot my point-n-shoot camera at home in St. Louis. I decided to buy a digital SLR camera and planned sell it once I returned home. Upon viewing my photos from the trip, I decided to keep the camera and teach myself as much as I could about photography. I quickly found out that it's not just pushing a button when it comes to photography.

How did you get started photographing the Rams games? I worked for a former player for the St. Louis Rams on another project unrelated to photography. During that time I had access to the field for two separate events. I pulled out my entry level camera and started photographing away. Not any of my images were of the quality I was looking for. My frustrations caused me to invest in a much faster camera and lens. I photographed a lot of my kid's sporting events. Once I felt comfortable with my work, I reached out to various media outlets and they permitted me to add content to a few news sites.

I've heard a lot about HDR photography, what is that? HDR Photography, also known as Bracketing. High Dynamic Range adds depth and detail to a photo that otherwise wouldn't be there. I don't use a flash at all. I snap 3 to 15 shots and layer them on top of one another in a computer program. Using a flash can cause a shadow and isn't great when you're doing photos in homes or anywhere where capturing depth is needed. It's not the latest technique or the greatest technology, but it's difficult and time consuming so most people tend stay away from it. **What do you enjoy taking photos of the most?** My kids! When it comes to work though, I love taking photos of concerts. It is such a challenge at concerts because the light is always changing and you have to constantly adjust your shutter speed or f-stop to control light and depth. I love taking pictures of sunsets and animals as well.



Bentley Park Circle-\$424,900



Bentley Park Circle-\$424,900

What would you say to people wanting to get started in photography? Don't buy the cheapest equipment possible because it will limit your abilities. Spend the money on the lens! The lens does 80% of the work and doesn't depreciate rapidly. Always remember that the camera does not make the photographer great. It's a great photographer that makes the camera work for them the way that they were designed to. As a direct result.....better pictures!

What's next for you Karl? We have a lot of exciting news coming soon from Wise Media and CAM Print Inc. I can't discuss the details at this time, but it's amazing! I'm looking forward to taking more professional photos for real-estate agents. I am confident that my photos will help agents get their listings sold faster.

I know that I've been very happy with the photos you've taken for The Tracy Ellis Team! How can people reach out to you if they're looking for a photographer? They can always call me direct at 314-393-5589 or email me at Wisemediaphotos@gmail.com. I not only take photos for real-estate agents, I also promote them on all of my social media sites. As you already know Tracy, the more people that see the images and spread the word the better! I have a lot of great connections and enjoy promoting my photos on Facebook.. ∞



About Karl Lund

Education:

- **High School** – Las Vegas, NV, 1989-1993
- **College** – University of Nevada, Las Vegas, 1993-1995

Experiences:

Military Service: 1994-2002 as a Military Police Officer in the Army

Media and Communications:

CAM Printing, Inc., Vice President of Sales, 1998 to Present

In 1998, after taking on an entry level position, my natural gift of striking up conversations with people led me to a sales position within this commercial printing company. Within 5 years, I became the Vice President of Sales and still remain in that position today.

News, Sports and Entertainment Photographer, 2011 to Present

I discovered a new love in life called photography. Two months after picking up my first digital SLR camera, I decided to dedicate many hours a day towards learning the basics of photography. One year after picking up my first camera, I took on a freelance photography position with a local media outlet and began photographing on the field at the Edward Jones Dome.

I'm now with www.onstl.com, ABC and Wise Media.

Notable Photography Services Provided:

- Little Patriots Embraced (www.littlepatriotsembraced.org)
- The USO of Missouri
- Greater Missouri Honor Flight
- The Adoption Exchange
- SIDS Resources
- www.onstl.com
- Albert Pujols and the Pujols Family Foundation
- The Family Arena in St. Charles, MO
- Steve Holley's Guns & Hoses benefitting the Backstoppers
- The Special Olympics of Missouri

Media Appearances:

- Fox 2 News
- KMOV Channel 4
- KSDK Channel 5
- Other of St. Louis's most popular radio stations/shows.

Board Experience:

- Board Member - USO of Missouri - www.usomissouri.org
- Board Member - Little Patriots Embraced - www.littlepatriotsembraced.org



HIGHLIGHTS FROM TOP AGENTS



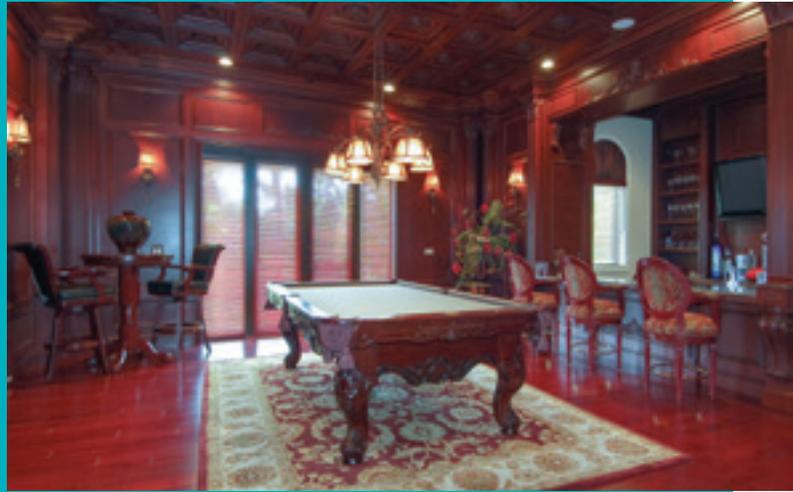
"I strive to connect my clients with their ultimate lifestyle – the right community, the right property, at the right price."

Ben Moss

Location:
Miami, Florida

BEN MOSS is the Managing Broker and Principal of Campins, a boutique real estate brokerage he co-founded in 2004. Licensed as a broker since 2000, Ben has experience in the commercial, investment and residential areas of real estate. Since co-founding Campins, he has closed or overseen over \$500 MM in sales and represented over 350 professional athletes and entertainers with their residential real estate brokerage needs throughout the United States. Ben has built his business by forming long-lasting relationships with his clients through providing diligent and analytical service, which he honed during his days in commercial real estate. Part of Ben's success can be attributed to his willingness to work with brokers around the country to ensure his clients' housing needs are met – no matter their location. Ben looks forward to working with Tracy on area deals, as she is an expert in her market.

Ben has presented real estate market topics to several entities over the years including Who's Who in Luxury Real Estate, the Miami Dolphins and SunTrust Bank. He has been featured in Ocean Drive Magazine, Metro Citizen Magazine, Curbed Miami, Athletes and Executives, Hot Listings Miami, and Trulia Luxe Agent. Prior to establishing The Campins Company, from 2000 – 2004 Ben was a Director at Taylor & Mathis, where he leased a portfolio of institutional-quality office buildings totaling 2.5 MM square feet in South Florida. Ben graduated Magna Cum Laude with a BA from the University of Miami. He is fluent in English and Spanish.



Featured listing: 6855 NW 122 Ave, Miami, FL



Contact:

305.793.4783
Bmoss@CampinsCo.com
BenMossRealtor.com





"My clients get what they want, when they want it."

Tyler Meyer

Location:

Lake Geneva, Fontana, Williams Bay, Elkhorn, and Delavan regions of Wisconsin



By the age of just 19, Tyler was a full-fledged REALTOR® and by the age of 21, Tyler had sold more than \$2 Million in property, during a fiercely competitive market. By 22, in his first six month with Shorewest REALTORS®, he was the highest producer for the office, selling more than \$5 Million in 8 months. In 2013, he would wind up closing more than \$6.5 Million.

A majority of Tyler's business is in residential properties, with a specialization in high-end properties over \$700K but he has also had success in land and commercial properties.

Milwaukee Magazine has named Tyler an "Up & Coming REALTOR®". In 2013, Tyler also earned a highly coveted position as one of only 30 real estate professionals in the world selected to join Josh Flagg's Luxury Real Estate Mastermind Program-Million Dollar Mastermind.

His focus is on customer service: "I have a motto: My clients get what they want, when they want it," he says. "Exceptional customer service is needed these days. I don't allow myself to give poor service. Poor service will lose you clients. They need a REALTOR® to give them honest answers," he adds.



Contact:

tylerymeyer.com
262-374-4435
tmeyer@shorewest.com



"Our clients always come first and we do real estate the right way. And that's the only way in our book"

Monica Monson

Location:

Scottsdale, Paradise Valley, Phoenix, Carefree/Cave Creek, Arcadia, Biltmore

One of the most dynamic luxury home marketing experts, Monica has earned a reputation nationally for high quality, high impact marketing, seller representation, and premier buyer services. A background in marketing and public relations has served her well in strategizing for each an every property she and her group represent including luxury resale properties such as large estates, golf properties, and luxe condos to developers with single-family and high-rise urban communities.

Having sold over \$100 million in real estate, Monica's talents don't stop there. She is one of the nicest people you'll ever meet but when it comes down to negotiation time she's one of the toughest in the business.

"The highest expectations we have are of ourselves. Our clients always come first and we do real estate the right way," said Monica Monson. "And that's the only way in our book."

Considering Arizona for your next residence? Give Monica and her team a call to find out more.



Contact:

480-250-0848
monsonluxurygroup.com
monica@monsonluxurygroup.com


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- Protection of your home
- Keeps you safe and off ladders
- Allows more quality time to spend with your family
- Investment in your home

● We Value OUR Customers

- We listen to your needs and make sure to address those needs
- We never use high pressure to make a sell nor misrepresent our product
- We provide integrity pricing. There are no

opportunities for up charging and price gouging.

● Service of the product

- Installs like a roofers flashing with screws not nails for extra security against wind. We also do not use any glues or adhesives strips on the owners roofs. Our products installation does not void customers roof warranty
- Only product on the market that adds extra support to the gutter and goes on under first shingle
- Heavy gauge .027 like your existing gutter so need need for ridges for stability

- Nothing screws into the front of gutter that debris can get caught on like many other products
- Works on extremely steep pitched roofs as well as on flat, metal, tile, slate and cedar shake roofs.
- We have a lifetime performance warranty (lifetime of the home) that is transferrable at no charge

● Reputation of OUR business

- Our integrity is of very high value to us. We believe that our track record in awards and recognitions displays that.
- We believe in building relationships and trust with our customers

- During stressful times dealing with insurance claims from storm damage Staci, the co owner, walks through the process with the homeowner gathering the needed information to help the insurance adjusters have what they need.
- We KNOW our customers have brought us to where we are today and will be who take us to where we are heading and we don't take that for granted one minute.
- We maintain an A+ rating with the Better Business Bureau. We won the Better Business Bureau Torch Award in 2009 as well as the Angie's List Super Service Award from 2006-2013.



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12898 Thornhill Court

Stunning Town and Country atrium 1.5 story features 4 bedrooms, 5.5 baths and over 7,421 square feet (per builder) of finely appointed living space. Special amenities include a striking stucco and stone front elevation, an open floor plan, soaring ceilings, marble and ceramic flooring, a dramatic three-story atrium, balconies, columns, elegant millwork, display niches, arched doorways, three fireplaces, built-in audio speakers, a safe room, gourmet kitchen, luxury master suite and fabulous outdoor living space. The home sits on a professionally landscaped 2.36 acre lot, with a fenced yard, an inviting deck and patio, infinity in-ground pool, sunken hot tub, and gas fire pit and torches. Topping Pointe Estates offers an exclusive upscale lifestyle and is conveniently located just minutes from some of West County's best shopping, dining and access to major commuter routes via I-270.

Past the circular driveway and covered porch, marble flooring welcomes you into the two-story entry foyer... the marble flows into the dining room and study to your left and right respectively. The dining room is generously sized to accommodate all of your entertaining needs, serviced by a granite-topped wet bar and features two arched column supported entries. The dining room overlooks the front gardens through a wall a windows. The two-story study is accessed through double glass doors and offers a quiet setting for your business





or personal work. Both rooms feature built-in ceiling speakers.

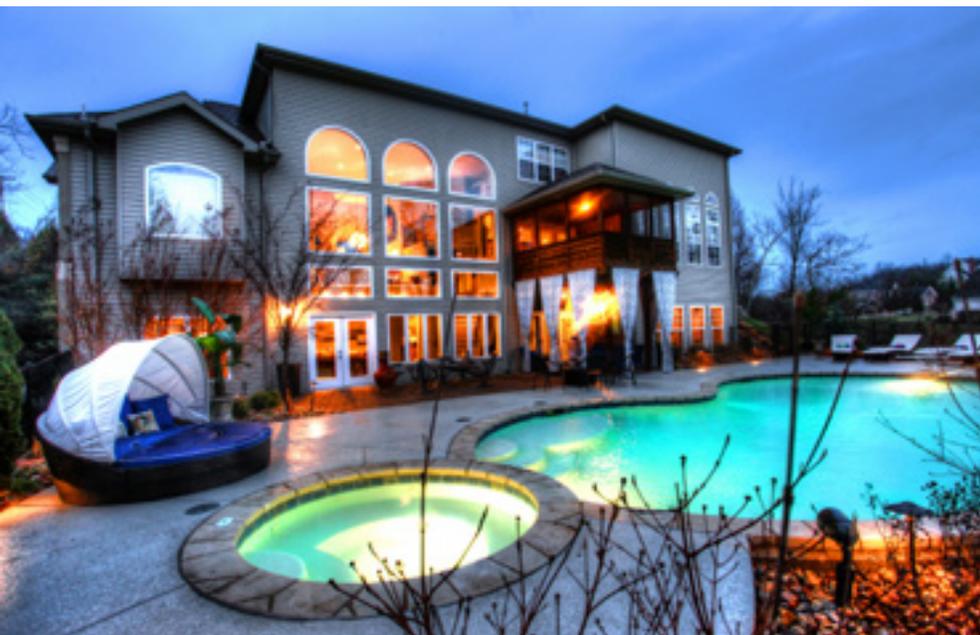
Three-story arched atrium windows blend outdoor views of the yard, trees and sky with the two-story great room's warm interior décor. Special features include marble flooring, a dramatic staircase with overlooking loft balcony, a gas log fireplace with a granite hearth and surround and a striking lighted display niche.

Ceramic flooring spans the open layout of the kitchen, breakfast and hearth rooms. The gourmet kitchen's décor includes 42" raised panel maple cabinets complemented by a tile backsplash and granite

counters. Premium stainless Viking appliances include a built-in downdraft five burner gas cook-top, built-in microwave, double convection wall ovens, built-in refrigerator, and Fisher & Paykel double drawer dishwasher. A center island with a raised breakfast bar, walk-in professionally organized pantry, and TV nook, round out the amenities.

There is plenty of space for family dining in the adjoining breakfast room. Convenient access to the screened porch and the warmth and glow of the hearth room's stone gas log fireplace can be enjoyed throughout the open living space.

The main level master suite includes a spacious bedroom with his and her professionally organized walk-in closets and a mirrored dressing area. The adjoining bath is complete with tile flooring, his and her granite topped comfort height vanities, a whirlpool garden tub, double head shower with a frameless glass door (both have tile surrounds) and a private water closet. The upper level has an open loft area plus three additional bedrooms... all



feature walk-in closets and private baths.

The finished lower level is accessed via the atrium staircase and features a spacious family room with a patio walk-out, walk-behind granite topped wet bar, climate controlled wine room, and media and game areas. Also featured is a large theater room with a ceiling mounted projector and screen, safe room, exercise room, full bath and storage area.

Additional amenities include a finished three car side-entry garage with a storage room, main and lower level laundry, main level powder room, in-ground sprinkler, security system, zoned HVAC and central vacuum. ∞

This beautiful home is for sale, listed at \$1,500,000 in Town & Country, MO. Contact Tracy Ellis directly for more information: 636.299.3702.



Missouri Military Memorial Foundation Charity Event in St. Albans

When Tracy Ellis listed this beautiful home in a gated community she wanted to do something different to allow people to be able to view this stunning mansion. With the help of many sponsors and her radio station (FM NEWS TALK 97.1), they were able to raise over \$2,000 to benefit a charity.

On Saturday, October 5th, Tracy Ellis (the property’s listing agent with RE/MAX) hosted an evening of wine tasting, cocktails, beer, and appetizers with live music by Irie Sun. This event was held at 1126 Wings Rd. in St. Albans...a 5-bedroom, 7-bathroom, 6.2 acre property currently for sale in the Bluffs.

Event Sponsors Included:

- | | |
|--|---|
| Enterprise | Picture It! Real Estate Services |
| 1st Financial Federal Credit Union | Stefanina’s Pizzeria |
| Budweiser | Irie Sun |
| FM NEWS TALK 97.1 | The Doug Haldeman Mortgage Team |
| Glazers | |

Offered at \$50/person for a ticket to attend the event and see this exquisite home, proceeds were donated to the Missouri Military Memorial Foundation, toward the erection of a memorial at Jefferson Barracks for the brave men and women of Missouri who made the ultimate sacrifice to defend our country’s freedom.

Irie Sun (performed at the charity event) is an Acoustic Rock Duo that plays music from across the decades, including classic rock, pop, alternative, soul, and much more that features 13 year old phenomenon Connor Low and 17 year old singing sensation Jessie Phillips. Together, they are Irie Sun and have performed at local restaurants, coffee houses, and other venues around the St. Louis area for the past two years.

Tracy Ellis was a co-host of a weekly real estate radio show on 104.5 KSLQ for several years. In 2012, Tracy started her own weekly real estate show on FM NEWS TALK 97.1. You can tune in to “The Tracy Ellis Show” every Sunday morning from 10-11 a.m. where Tracy will discuss her newest listings and what’s happening in the current real estate market. By doing this, Tracy is able to market her clients’ homes to a very large audience through her partnership with 97.1. Each week Tracy is joined by local business owners in the St. Louis area to discuss different topics relating to home maintenance.

For more information about the Missouri Military Memorial Foundation, visit www.missourimilitary.org and for information about Irie Sun, contact 636-614-8036 or visit-www.eriesun.com. ☺

Written by: Aaron Golchert





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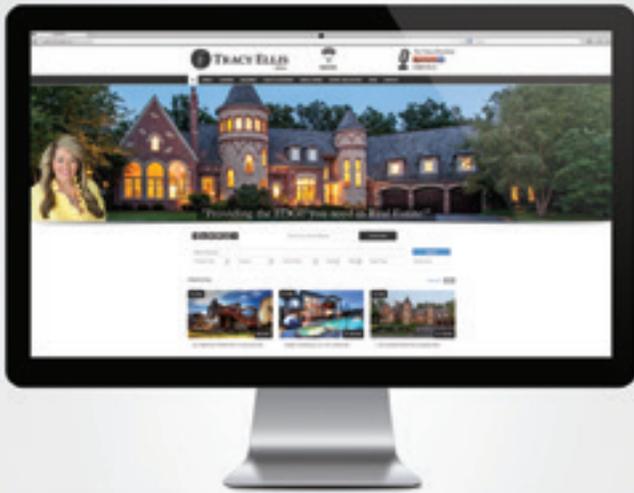


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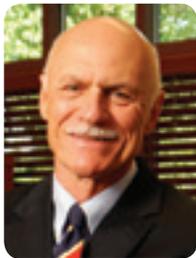


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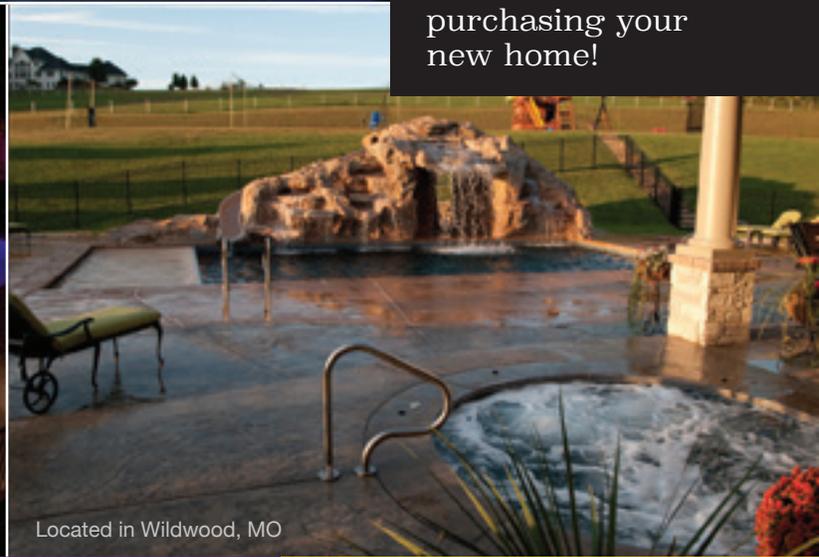
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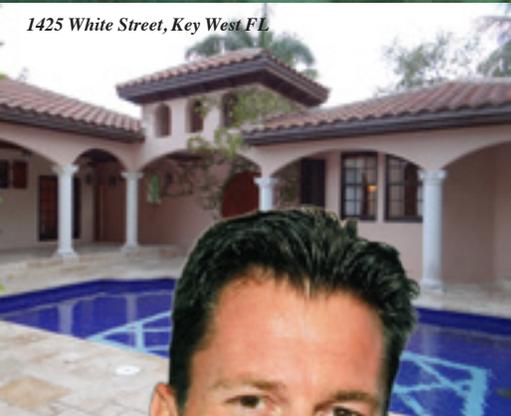
LUXURY PROPERTY IN KEY WEST, FLORIDA



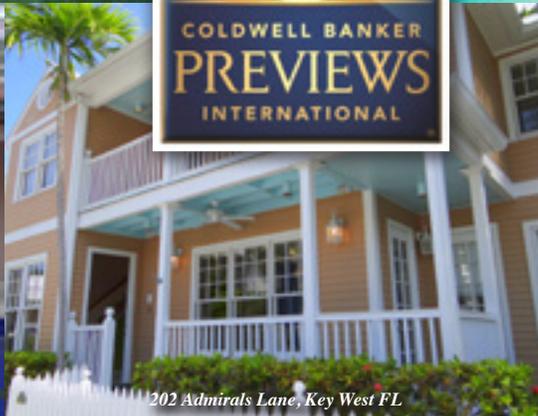
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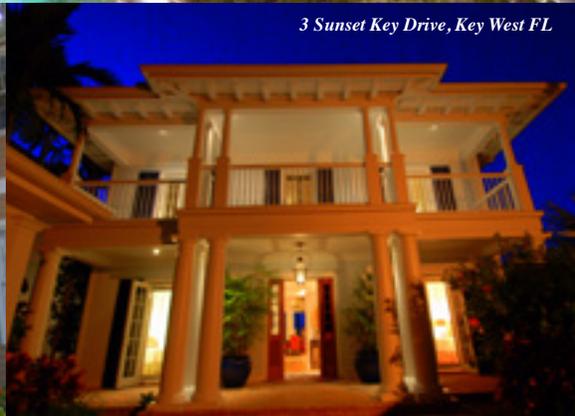
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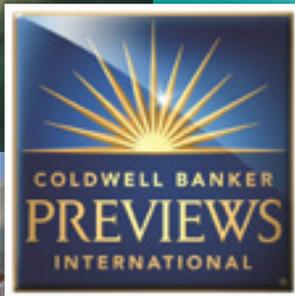
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