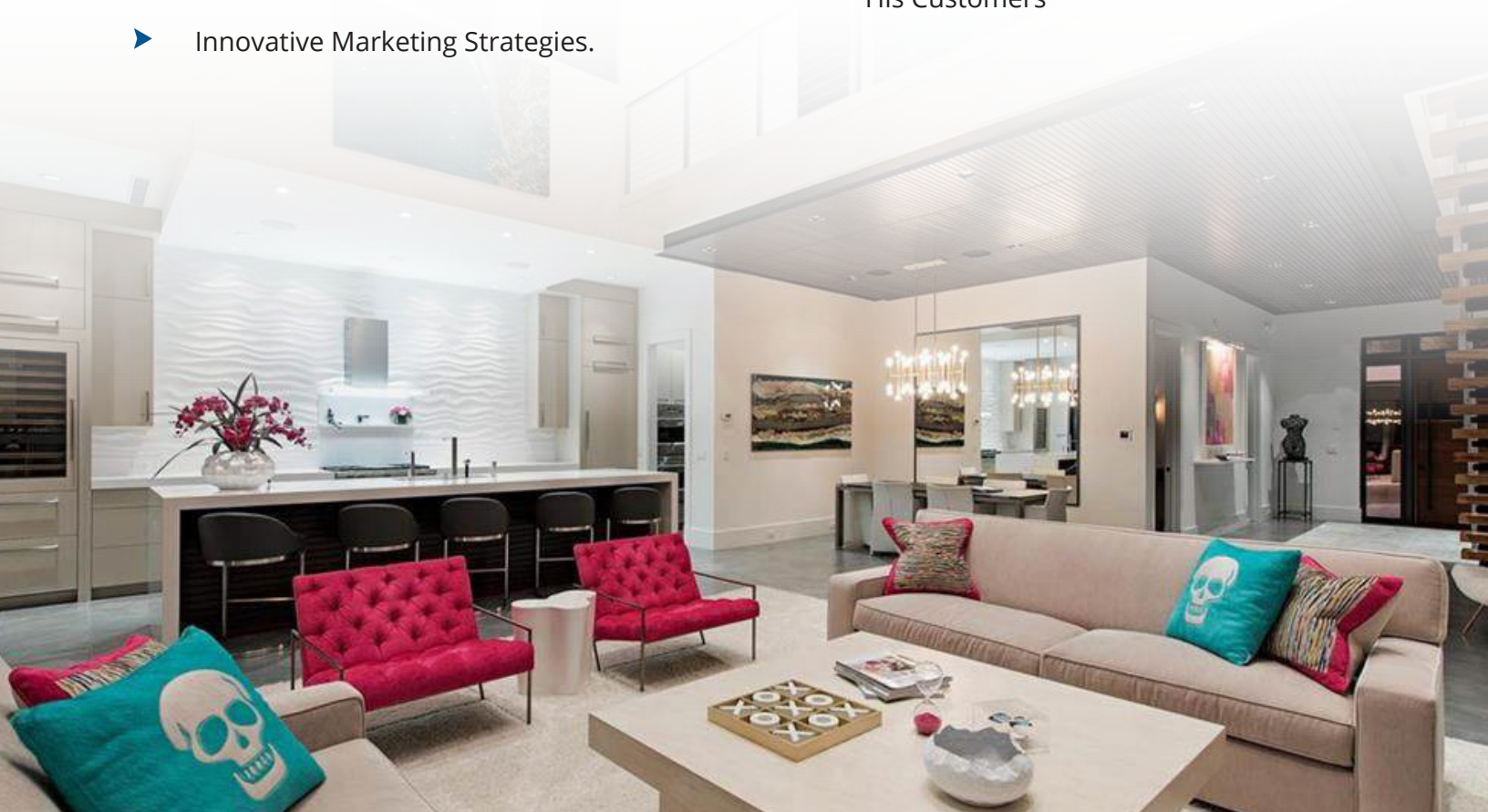


WHAT MAKES US DIFFERENT?

- ▶ Relationships with Realtors, Appraisers, Home Inspectors, Mortgage Bankers, Insurance Agents, Builders, Contractors.
- ▶ Direct communication with Kevin Bartlett throughout the entire process.
- ▶ Extensive knowledge of the Real Estate process and market knowledge, which enables sellers/buyers that chose to do business with me benefit with an extremely smooth Real Estate Experience.
- ▶ Negotiation expert.
- ▶ Born and Raised in SWFL, worked with publicly traded builders, I have seen the community grow and there is not a community I can't tell you about.
- ▶ Innovative Marketing Strategies.
- ▶ International Real Estate company nearly 850 Offices.
- ▶ Extensive Book Of Business.
- ▶ Philanthropy and involvement in the local community.
- ▶ Email Blast/Drip campaigning, target marketing, smart phone branding.
- ▶ Proven Track Record
- ▶ BROKER ASSOCIATE; Highest License.
- ▶ Customer Service focused; Stress Free process for the seller and/or Buyer.
- ▶ Kevin Bartlett Work's Tirelessly For His Customers



REVIEWS & RATINGS

REDFIN

100+
5-STAR
REVIEWS ON
REDFIN



Best customer Support I ever received. Extremely knowledgeable, never felt like he was selling me something. Superb experience

House Buyer Closed Mar '21
20809 Torre Del Lago St, Estero, FL
\$600K • 4 Bed, 4 Bath, 3872 Sq. Ft.



Always available to answer your questions knowledgeable respectful and competent good man I would use him again without a doubt

House Seller Closed Mar '21
8502 Fairway Bend Dr, Fort Myers, FL
\$290K • 3 Bed, 2 Bath, 1737 Sq. Ft.



Kevin is the one and only realtor I will work with. He makes buying and selling a breeze. I would recommend him to anyone.

Land Seller Closed Feb '21
24001 Rocky Rd, Bonita Springs, FL
\$170K



Kevin is a very professional, motivated agent. He sold our house in one day at the asking price and I highly recommend him.

House Seller Closed Jan '21
670 Dauphine Ave S, Lehigh Acres, FL
\$250K • 3 Bed, 2 Bath, 1666 Sq. Ft.



Always on time and very professional

Condo Seller Closed Mar '21
820 New Waterford Dr Unit M-202, Naples, FL
\$205K • 2 Bed, 2 Bath, 1212 Sq. Ft.



Best realtor I have ever used, very fast and knows everything.

House Buyer Closed Feb '21
25482 Stillwell Pkwy, Bonita Springs, FL
\$385K • 3 Bed, 2 Bath, 1800 Sq. Ft.

ABOUT KEVIN

- Born & Raised in Southwest Florida
- Unparalleled Service
- 150+ 5-Star Reviews
- 250+ Transactions
- Half Decade of Experience
- Experience in Everything from \$100,000 - \$3 million+



REVIEWS & RATINGS



Kept me informed continually as we were moving through the process. Sold the home I was living in at the price I was looking for and helped me buy a new home in the area I was hoping for.

Bought and sold a Single Family home in 2020 in Estero, FL.



Kevin is awesome! Always available, knowledgeable and an expert! Kevin is a pleasure to work with. I had a long search and his dedication is appreciated.

Bought a Single Family home in 2020 in Estero, FL.



Kevin worked extremely hard for us during the real estate process; from listing to selling. Our house presented many obstacles during the sale and Kevin never gave up and went above and beyond to get the house sold. We could not be happier with the results he provided us. Thanks Kevin for never giving up.

Sold a Single Family home in 2020 in Fort Myers, FL.



Kevin closed two properties for me within a block of each other. I got full value on the sales and he did not get upset when I said "no" to an offer.

He was professional and respectful of my wishes. I would recommend him to anyone.

Sold a Single Family home in 2019 in Fort Myers, FL.



What a dream to work with!! Kevin seemed to always be available, always pleasant, very patient with our specific goals, knowledgeable and full of good and helpful advice. Highly recommend that you work with him as a buyer or a seller.

Bought a Single Family home in 2001 in Estero, FL.



Kevin was a breeze to work with. He is there to help you every step of the way. He makes purchasing a home enjoyable. For purchasing, buying or even just have questions about the market, Kevin will help in every way he can and point you in the right direction.

Bought a Vacant Land home in 2019 in Bonita Springs, FL.

AWARDS

Featured Cover Agent



News-Press.

Best Agent – Certified Top Producer

Featured in News-Press



Homelight
Achievement Award



SWFL Real Producers -
Cover Story



LISTING PROCESS

- Pricing your home is critical. Learning about the features and the floor plan will enable me to sell your home faster and for a higher price point, I will never price a home without viewing it.
- Enclosed is a listing agreement for your review. Also, there are marketing materials to better familiarize yourself with who I am as a Real Estate agent.
- Listing appointment is set. At this time we will discuss pricing, terms, and market timing.
- Filling out my seller information sheet is criteria for our marketing process. We will make sure to take down specific details that are selling points for your home and discuss our marketing mix.
- During our appointment I will make discuss with you some suggestions that will make your home ready to list as well as provide tradesman info if necessary.
- Ordering photos and virtual tours will be addressed typically it will take 7 days to get all images and virtual tours back.
- Start prospecting my client/office database via email campaign.



LISTING PROCESS

- Social media management – listing photos will be added to Facebook, Instagram, google business and twitter.
- Seller will be added to CRM for realtor.com reports to see online exposure, Zillow no longer has this feature. Listing to be featured on over 3,200 websites.
- Property will be listed and online drip campaigns will be started, I will ensure a smooth transition on all sites and make sure to gain proper exposure for your home.
- Showings begin – concierge broker services we will accompany all showings at your home and have lights on before the showing. We will make sure to have your home locked down and all lights turned off after the showings. WE qualify buyers ahead of time.
- Kevin Bartlett, will personally analyze the back end listing to verify that we are receiving the right amount of clicks, send outs, showings, and offers based on activity. I will compare our listing vs. the competitions.
- Upon a contract being received we will verify the contract, price, terms, closing date, and contingencies prior to accepting a contract as we want to verify all the terms are in your favor.
- Attend Inspection for representation.
- Attend final walk through for representation.
- Attend closing.



SELLING YOUR HOME MARKETING PLAN

CUSTOM MARKETING PLAN

Zillow Premier Agent

Enables me to be boosted on Zillow/Truila for added exposure on the site and I receive more quality buyer leads from this marketing expense on all my listings.



Realtor.com Boost

Enables me to be boosted on Realtor.com for added exposure on the site and I receive more quality buyer leads from this marketing expense on all my listings.



Google Adwords

Boosting my website to appear in front of potential buyers in hot areas.



Target Marketing Online

Re-target customers that find our home on my website, Zillow, realtor.com, truilu, and other avenues such as golf specific.

Social Media Campaign

Facebook, Twitter, Google Business, Instagram – Boosted Campaigns.



SELLING YOUR HOME MARKETING PLAN



Print Marketing

- Feature Sheets / Custom Brochures
- Community Specific features
- Listing Office Accompany – No Lockbox
- Open Houses / Broker Open House
- Digital Staging
- Matterport 3D video Marketing
- Aerial Pictures
- Video Walk Through

OPTIONAL

I like to think outside the box and want to enable my listings to be ahead of the competition.



DIGITAL MARKETING



Advanced Website + Advanced Digital Marketing

The web is by far one of the most important aspects of marketing in the current Real Estate Industry. We have a full suite of tactics we use online for every listing we sell including:

- ▶ Search Engine Optimization
- ▶ Pay Per Click Marketing
- ▶ ReMarketing & Targeting
- ▶ Facebook Marketing

Your Listing Promoted

Through our partnerships and strategic marketing initiatives we're able to get in front of exactly the audience searching to buy your home, right at the moment they're searching.

All of our listings are listed on our website, and we implement immediate FB targeted campaigns and Google PPC Search Campaigns so people looking for properties in those areas immediately see your property.



About Kevin Bartlett

I'm Kevin Bartlett your Southwest Florida real estate advisor. As a native of Southwest Florida, I bring a unique, technical, and full-service approach to my clients. I'll ensure you receive the best offer, close quickly, and provide an excellent experience along the way.

