

# Luxury Specialist Best Marketing Practices Today For Your Listings



**LUXE**

LUXURY LISTING  
**SPECIALIST**





# Make The Buyers Agents Job Easy

- Differentiate Before The Showing
- Special Features
- Property Video
- The “Story”
- Preventative
- Incentives To Agent
- Buyer Credits
- Etc.





# Why Your Listing?

- From A Maintenance Standpoint?
- From A Value Standpoint?
- From An Updated Standpoint?
- From A Location Standpoint?
- From A “Less Of A Headache” Standpoint?
- Does The Buyers Agent Understand This?





# Any “Elephants” In The Room?



A summer treat  
isn't always  
rewarding.  
But Hotels.com is.

 Hotels.com  
Rewards

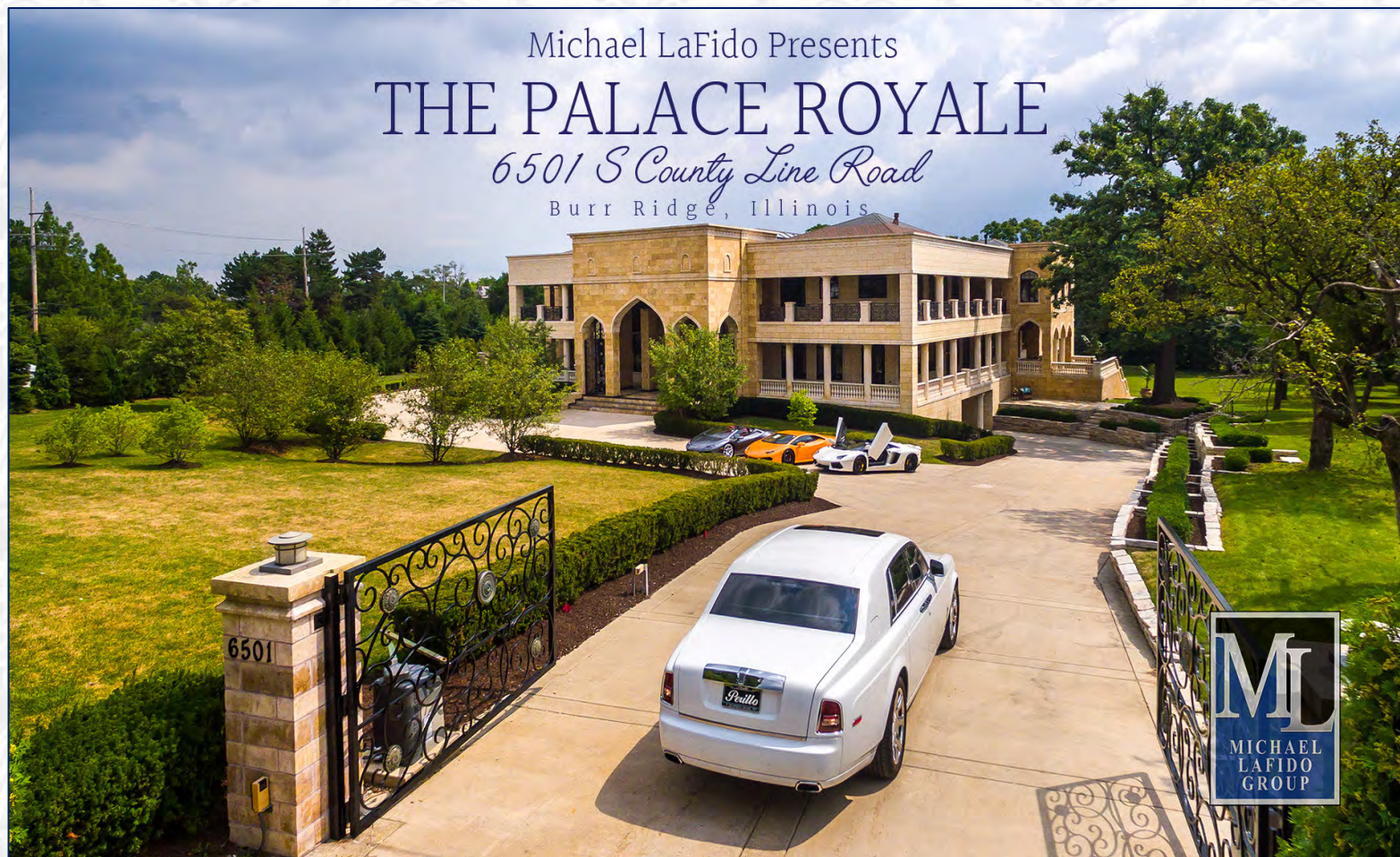
**LUXE**

LUXURY LISTING  
SPECIALIST

10%



# Case Study: Taste Specific

















# Virtual Renovation Case Study: The “Nashville” House



**LUXE**

LUXURY LISTING  
**SPECIALIST**





**NASHVILLE 2018**





**NASHVILLE**  
BEFORE AND AFTER

**MICHAEL LAFIDO**





**NASHVILLE**  
BEFORE AND AFTER

**MICHAEL LAFIDO**





BEFORE



AFTER





BEFORE



AFTER





BEFORE



AFTER





BEFORE



AFTER





BEFORE



AFTER





**LUXE**  
LUXURY LISTING  
SPECIALIST

**FRENCH COUNTRY**

BEFORE AND AFTER

\$4,750,000

STAGING BUDGET \$6,0000 IMPROVEMENT BUDGET \$0

## About Michael LaFido

Michael LaFido is a top-producing Realtor and real estate consultant with over Eighteen years of experience in the real estate industry. Michael's marketing has been the featured cover story in Crain's Chicago Business and highlighted in Forbes and FOX News Chicago Business Hour. He is also the author of the books "Luxury Listing Specialist" and "Marketing Luxury".

Throughout his career, Michael learned the importance of high-caliber marketing versus "traditional marketing", which has become pivotal to his success. Over the past seventeen years, LaFido and his team have developed a method that takes a more comprehensive, and proactive approach when marketing a home.

Michael, the founder of the Marketing Luxury Group, assisting other real estate agents and affluent home-owners by providing top-tier services including consulting, lifestyle marketing, public relations and coaching to help agents and owners sell their luxury homes; utilizing our proven and reputable strategies. The Marketing Luxury Group has been recognized as the "Best Property Consulting/Marketing" in 2018 by the International Property Awards!

Michael has created the nationally recognized luxury certification for real estate agents which is known as Luxury Listing Specialist (LUXE). This new certification establishes an in-depth and detailed set of standards for agents that represent luxury homes, and is currently offered for 12 hours of Continuing Education (CE) for real estate agents in Texas. The trainings are based on the same principles Michael outlines in his book, "Luxury Listing Specialist" that he teaches to agents across the world.

Many agents within the industry are calling Michael's methods "The New Standard" for marketing luxury homes today.



**Michael LaFido**

888-930-8510

MICHAEL@MARKETINGLUXURYGROUP.COM  
MARKETINGLUXURYGROUP.COM





**LUXE**  
LUXURY LISTING  
SPECIALIST

**ECCENTRIC**  
BEFORE AND AFTER

\$1,550,000

STAGING BUDGET \$0 IMPROVEMENT BUDGET \$6,700



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# Your Marketing Plan




**LUXE**  
LUXURY LISTING  
SPECIALIST

**CONTEMPORARY  
BEFORE AND AFTER**

STAGING BUDGET \$6,800 IMPROVEMENT BUDGET \$3,000

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# **Are You Priced Correctly? Market Price Or Their Price?**



# Property Launch





# Amazing Property Photos





# Lifestyle Marketing





# Bring In The “Props”









# Drone Pictures In Your MLS





# Know Your Buyer (Avatar)



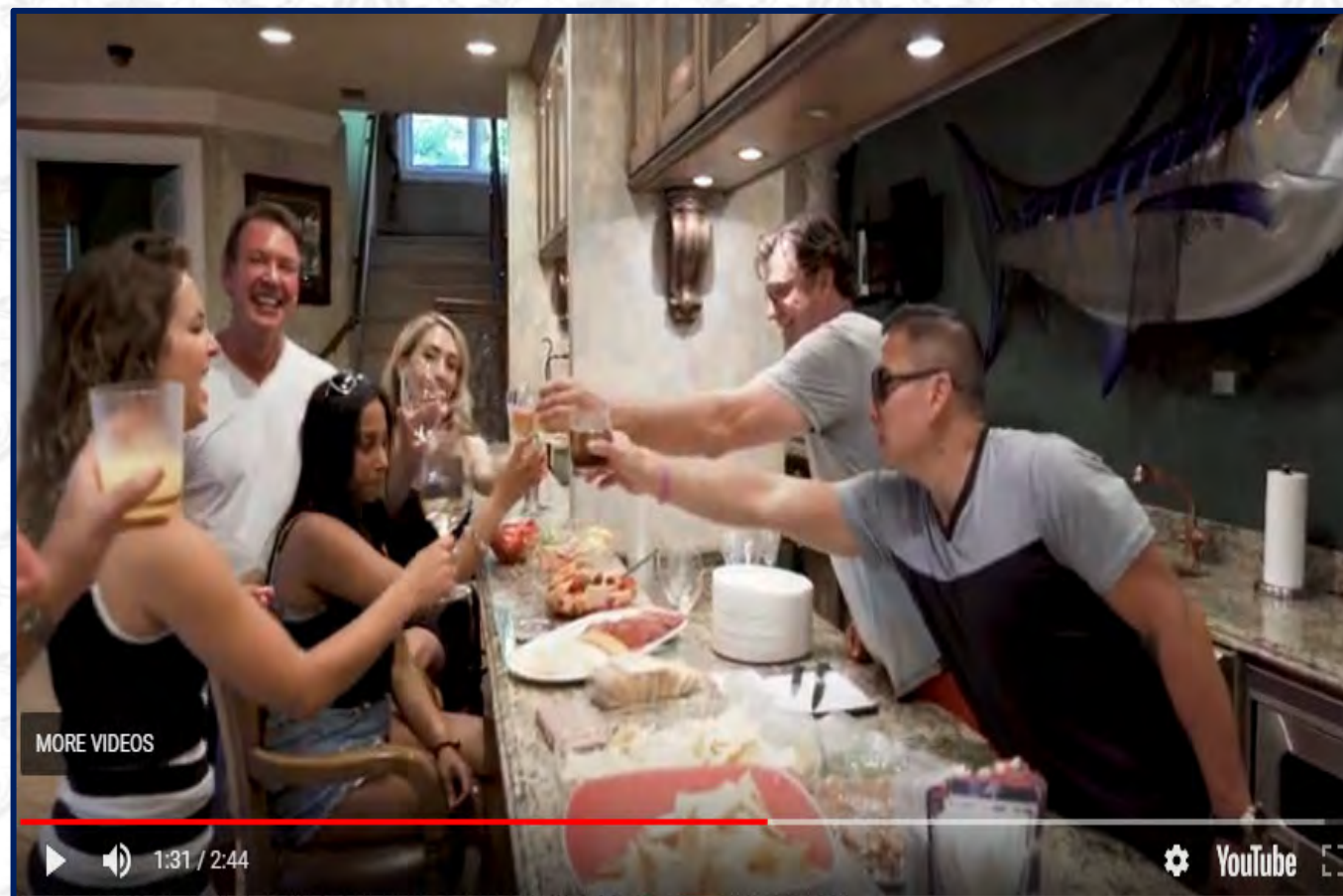


# Best Features





# Best Features





# Best Features





# Best Features





# Best Features





# Best Features





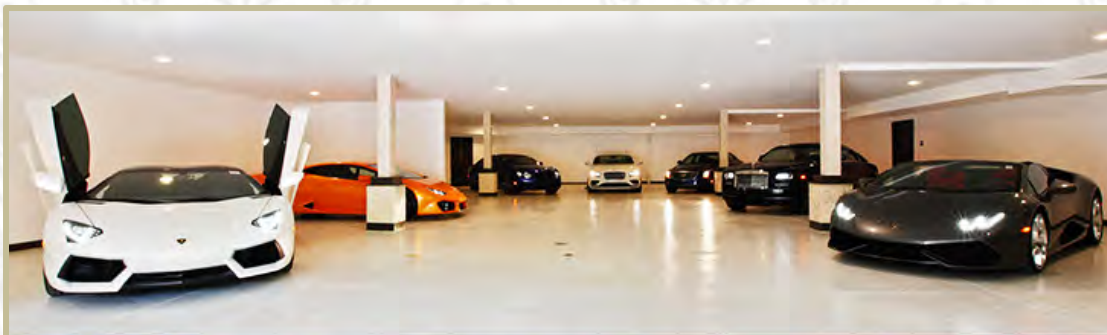




# River Forest Express







**22 Car Heated Garage: \$10,950,000**  
*( includes 30,000 + sq. ft home )*



**\$10,950,000**  
30,000 sq. ft. home  
6501 S. County Line Rd  
Burr Ridge, IL 60527



**Michael LaFido**  
630-674-3488  
Marketing Luxury Group  
Michael@MarketingLuxuryGroup.com



[ThePalaceRoyale.com](http://ThePalaceRoyale.com)



# Do You See An Opportunity?





# Twister Themed Bathroom





# The Twister Themed Bathroom





# Leverage



**Trains, Trump or a Twister shower — It'll cost you  
\$3 million**

[chicagotribune.com](http://chicagotribune.com)



# MLS Optimization

**LUXE**  
LUXURY LISTING  
SPECIALIST

[Print Listing](#) [Virtual Tour](#) [Video](#)



## Detached Single

Status: **ACTV**

Area: **540**

Address: **51 Ford Ln , Naperville, IL 60565**

Directions: **WASHINGTON ST SOUTH OF 75TH TO FORD LANE**

Sold by:

Closed:

Off Market:

Year Built: **2005**

Dimensions: **283X272X234X172X46X54**

Ownership: **Fee Simple**

Corp Limits: **Naperville**

Coordinates:

Rooms: **15**

Bedrooms: **5**

Basement: **Full, Walkout**

MLS #: **10251099**

List Date: **01/17/2019**

List Dt Rec: **01/17/2019**

Contract:

Financing:

Blt Before 78: **No**

Subdivision: **Washington Woods**

Township: **Dupage**

Bathrooms: **8 / 1**

(full/half):

Master Bath: **Full**

Bsmnt. Bath: **Yes**

List Price: **\$3,750,000**

Orig List Price: **\$3,750,000**

Sold Price:

Lst. Mkt. Time: **38**

Concessions:

Contingency:

Curr. Leased: **No**

Model:

County: **Will**

# Fireplaces: **4**

Parking: **Garage**

# Spaces: **Gar:4**

Parking Incl: **Yes**

In Price:

[Additional Information](#) [Close](#)

[connectMLS Tax \(Brief\)](#)

[Realist Tax Report](#)

[Realist Tax Map](#)

[Listing & Property History](#)

[Photo Browser](#)

[Infosparks](#)

[Find - Property Details Report](#)

[Find - Community Report](#)

[City Info](#)

[MLS Data Co-op](#)

[Print Listing](#)

[Email Listing](#)

[Add To Favorites](#)

[Write a Contract](#)

[Schedule a Showing](#)

[Driving Directions](#)

[Streetside View](#)

[Bird's Eye View](#)

[Cloud CMA](#)

[Report Violation Anonymously](#)

[Payment Calculator](#)

[Virtual Tour](#)

[Disclosures](#)

410KB, 01/17/19 9:59, Public

[Floor Plan](#)

221KB, 01/17/19 9:59, Public

Remarks: JUST SHY OF 1 ACRE ALONG THE DUPAGE RIVER, THIS NAPERVILLE ESTATE IS A MUST SEE. OVER \$7 MIL INVESTED, NEARLY 10,000 SF OF LUXURY CANNOT BE RE-CREATED AT THIS PRICE. AMENITIES BEGIN RIGHT AS YOU PULL IN- STUNNING W/ SIMULATED SLATE ROOF SURROUNDED BY LUSH GARDENS. HEATED DRIVE, WALKWAYS & GARAGE. FORMAL ENTRANCE & DINING RM W/ MURANO CHANDELIER. CUSTOM KITCHEN W/ 2 LARGE ISLANDS, ETCHED GLASS BUILT-INS, VIKING APPL. CORNUE ROTISSERIE. 2 STORY GREAT ROOM W/ LEATHER HERRINGBONE FLOORS & MARBLE COLUMNS. UNWIND IN MASTER SUITE - SUNKEN JACUZZI TUBS, PAINTED MURALS, SITTING RM W/ FIREPLACE & TERRACE OVERLOOKING POOL/RIVER. LEVEL. HUGE WALKOUT BSMT W/ EXPANSIVE BAR, TEMP CONTROLLED WINE CELLAR, THEATRE RM, SAUNA, MASSAGE & EXERCISE RM, BATH W/ STEAM SHOWER, 3-SEASONS RM. VACATION AT HOME W/ INFINITY POOL, OUTDR FULL BATH, HOT TUB, BASKETBALL/TENNIS/SHUFFLE BD CTS. YOUR LUXURIOUS OASIS AWAITS.

## School Data

Elementary: **River Woods (203)**

Junior High: **Madison (203)**

High School: **Naperville Central (203)**

## Assessments

Amount: **\$950**

Frequency: **Annual**

Special Assessments: **No**

Special Service Area: **No**

Master Association: **No**

## Tax

Amount: **\$51,588**

PIN: **1202064100240000 (Map)**

Mult PINs:

Tax Year: **2017**

Tax Exmps: **Homeowner**

Square Footage Comments:

\*\*Level Square Footage Details: **Above Grade Total Sq Ft: 0, Total Basement Sq Ft: 0, Aprox. Total Finished Sq Ft: 0, Total Finished/Unfinished Sq Ft: 0**

Room Name	Size	Level	Flooring	Win Trmt	Room Name	Size	Level	Flooring
Living Room	15X15	Main Level	Marble	Curtains/Drapes	Master Bedroom	27X22	2nd Level	Marble
Dining Room	16X14	Main Level	Marble	Curtains/Drapes	2nd Bedroom	15X12	2nd Level	Marble
Kitchen	19X24	Main Level	Marble	Curtains/Drapes	3rd Bedroom	27X13	2nd Level	Marble
Family Room	18X17	Main Level	Other		4th Bedroom	14X12	2nd Level	Hardwood
Laundry Room	09X06	2nd Level	Porcelain Tile					
5th Bedroom	18X12	Walkout Basement	Carpet		Office	18X12	Main Level	Hardwood
Game Room	18X17	Basement	Porcelain Tile		Exercise Room	30X24	Basement	Other
Theatre Room	18X17	Basement	Other		Enclosed Porch	19X15	Basement	
Breakfast Room	11X11	Main Level	Marble		Media Room	33X21	Basement	Porcelain Tile

Interior Property Features: **Vaulted/Cathedral Ceilings, Sauna/Steam Room, Bar-Wet, Elevator, Hardwood Floors, Heated Floors**

Exterior Property Features: **Balcony, Hot Tub, Brick Paver Patio, Pool In-Ground, Fire Pit**

Age: **11-15 Years**

Type: **2 Stories**

Style:

Exterior: **Stucco, Stone, Slate**

Air Cond: **Central Air, 2 Separate Systems**

Heating: **Gas, Forced Air, 2+ Sep Heating Systems**

Kitchen: **Eating Area-Breakfast Bar, Eating Area-Table Space, Island, Pantry-Walk-in**

Appliances: **Oven-Double, Oven/Range, Microwave, Dishwasher, High End Refrigerator, Refrigerator-Bar, Freezer, Washer, Dryer, Disposal, Compactor-Trash, All Stainless Steel**

Laundry Features:

Additional Rooms: **5th Bedroom, Office, Game Room, Exercise Room, Theatre Room, Enclosed**

**Porch, Breakfast Room, Media Room**

Garage Ownership: **Owned**

Garage On Site: **Yes**

Garage Type: **Attached**

Garage Details: **Garage Door Opener(s), Transmitter(s), Heated, Tandem, Multiple Garages**

Parking Ownership:

Parking On Site:

Roof: **Slate**

Sewer: **Sewer-Public**

Water: **Lake Michigan, Public**

Const Opt:

General Info: **School Bus Service**

Amenities: **Curbs/Gutters, Sidewalks, Street Lights, Street**

Asmt Incl: **Other**

HERS Index Score:

Green Discl:



# Fresh Eyes Analysis



Print Listing Virtual Tour Video

**Detached Single**  
Status: **ACTV**  
Area: **540**  
Address: **\$1 Ford Ln., Naperville, IL 60565**  
Directions: **WASHINGTON ST SOUTH OF 75TH TO FORD LANE**  
Sold by:  
Closest:  
Off Market:  
Year Built: **2005**  
Dimensions: **263X272X24X17284X154**  
Ownership: **Fee Simple**  
Corp Limits: **Naperville**  
Coordinates:  
Rooms: **15**  
Bedrooms: **5**  
Basement: **Full, Walkout**

M/S #: **10251099**  
List Date: **01/17/2019**  
List Tr Ac: **01/17/2019**

Contracts:  
Financing:  
81 Before: **No**

Subdivision: **Washington Woods**  
Township: **DuPage**

Bedrooms: **1**  
(Full Bath)  
Master Bath: **Full**  
Basement Bath: **Yes**

List Price: **\$3,750,000**  
Orig List Price: **\$3,750,000**  
Sold Price:

List M/L Time: **38**  
Concessions:  
Contingencies:  
Comm. Leased: **No**

Model:  
County: **Will**  
# Fireplaces: **4**  
Parking: **Garage**  
# Spaces: **Gar4**  
Parking Incl: **Yes**  
In Price:

Additional Information  
Close X

ConnectMLS Tax (Brief)  
Realist Tax Report  
Realist Tax Map  
Listing & Property History  
Photo Browser  
InfoCards  
Find - Property Details Report  
Find - Community Report  
Site Info  
MLS Data Copy  
Print Listing  
Email Listing  
Add To Favorites  
SF  
Write a Contract  
Schedule a Showing  
Driving Directions  
Streetside View  
Bird's Eye View  
Cloud CMR  
Report Violation Anonymously  
Payment Calculator  
Virtual Tour

Remarks: JUST SHY OF 1 ACRE ALONG THE DUPAGE RIVER, THIS NAPERVILLE ESTATE IS A MUST SEE. OVER \$7 MILL INVESTED, NEARLY 10,000 SF OF LUXURY CANNOT BE RE-CREATED AT THIS PRICE. APPLIANCES BEGIN RIGHT AS YOU PULL IN- STU W/ SPANATED SLATE ROOF SURROUNDED BY LUSH GARDENS. HEATED DRIVE, WALKWAYS & GARAGE. FORMAL ENTRANCE & DINING RM W/ MURANO CHANDELIER. CUSTOM KITCHEN W/ 2 LARGE ISLANDS, ETCHED GLASS BUILT-INS, VIKING APPL. CORNIE ROTISSERIE & 2 STORY GREAT ROOM W/ LEATHER HEADINGSTONE FLOORS & MARBLE COLUMNS. UNFINISHED MASTER SUITE- SUNKEN JACUZZI TUBS, PAINTED MURALS, SITTING RM W/ FIREPLACE & TERRACE OVERLOOKING POOL/DECK. LEVEL. HUGE WALKOUT BSMT W/ EXPANSIVE BAR, TEMP CONTROLLED WINE CELLAR, THEATRE RM, SAUNA, PASSAGE & EXERCISE RM, BATH W/ STEAM SHOWER, 3-SEASONS RM, VACATION AT HOME W/ INFINITY POOL, OUTDOOR FULL BATH, HOT TUB, BASKETBALL/TENNIS SHUFFLE BO CTS, YOUR LUXURIOUS GUESTS AWAIT.

School Data

	Amount	Frequency	Special Assessments	Special Service Area	Master Association
Elementary: <b>River Woods (203)</b>	Amount: <b>\$51,500</b>	Frequency: <b>Annual</b>	Special Assessments: <b>No</b>	Special Service Area: <b>No</b>	Master Association: <b>No</b>
Junior High: <b>Hudson (203)</b>					
High School: <b>Naperville Central (203)</b>					

Square Footage Comments:  
\*\*Level Square Footage Details: Above Grade: Total Sq Ft: 0, Total Basement Sq Ft: 0, Approx. Total Finished Sq Ft: 0, Total Finished/Unfinished Sq Ft: 0

Room Name	Size	Level	Flooring	Win Trmt	Room Name	Size	Level	Flooring
Living Room	15X15	Main Level	Marble	Curtains/Drapes	Master Bedroom	27X12	2nd Level	Marble
Dining Room	16X14	Main Level	Marble	Curtains/Drapes	2nd Bedroom	15X12	2nd Level	Marble
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Family Room	18X17	Main Level	Other		4th Bedroom	14X12	2nd Level	Hardwood
Laundry Room	8X10	2nd Level	Porcelain Tile					
5th Bedroom	18X12	Walkout Basement	Carpet		Office	18X12	Main Level	Hardwood
Game Room	18X17	Basement	Porcelain Tile		Exercise Room	30X24	Basement	Other
Theatre Room	18X17	Basement	Other		Enclaved Porch	19X15	Basement	
Breakfast Room	11X11	Main Level	Marble		Media Room	33X21	Basement	Porcelain Tile

Interior Property Features: Vaulted/Cathedral Ceilings, Sauna/Steam Room, Bar-Wet, Elevator, Hardwood Floors, Heated Floors  
Exterior Property Features: Balcony, Hot Tub, Brick Paver Patio, Pool In-Ground, Fire Pit

Age: **11-15 Years**  
Type: **2 Stories**  
Style:  
Exterior: **Stucco, Stone, Slate**  
Air Cond: **Central Air, 2 Separate Systems**  
Heating: **Gas, Forced Air, 2-Seq Heating Systems**  
Kitchen: **Eating Area-Breakfast Bar, Eating Area-Table Space, Island, Pantry-Walk-In**  
Appliances: **Oven-Double, Oven-Range, Microwave, Dishwasher, High End Refrigerator, Refrigerator-Dr, Freezer, Washer, Dryer, Disposal, Compactors-Trash, All Stainless Steel**

Laundry Features:  
Additional Rooms: **5th Bedroom, Office, Game Room, Exercise Room, Theatre Room, Enclaved Porch, Breakfast Room, Media Room**  
Garage Ownership: **Owned**  
Garage On Site: **Yes**  
Garage Type: **Attached**  
Garage Details: **Garage Door Opener(s), Transmitter(s), Heated, Tandem, Multiple Garages**  
Parking Ownership:  
Parking On Site:

Roof: **Slate**  
Sewer: **Sewer-Public**  
Water: **Lake Michigan, Public**  
Cord Cuts:  
General Info: **School Bus Service**  
Amenities: **Curbs/Gutters, Sidewalks, Street Lights, Street**  
Appl Incl: **Other**  
HESD Index Score:  
Green Disc:





# Property Website

**LUXE**  
LUXURY LISTING  
SPECIALIST

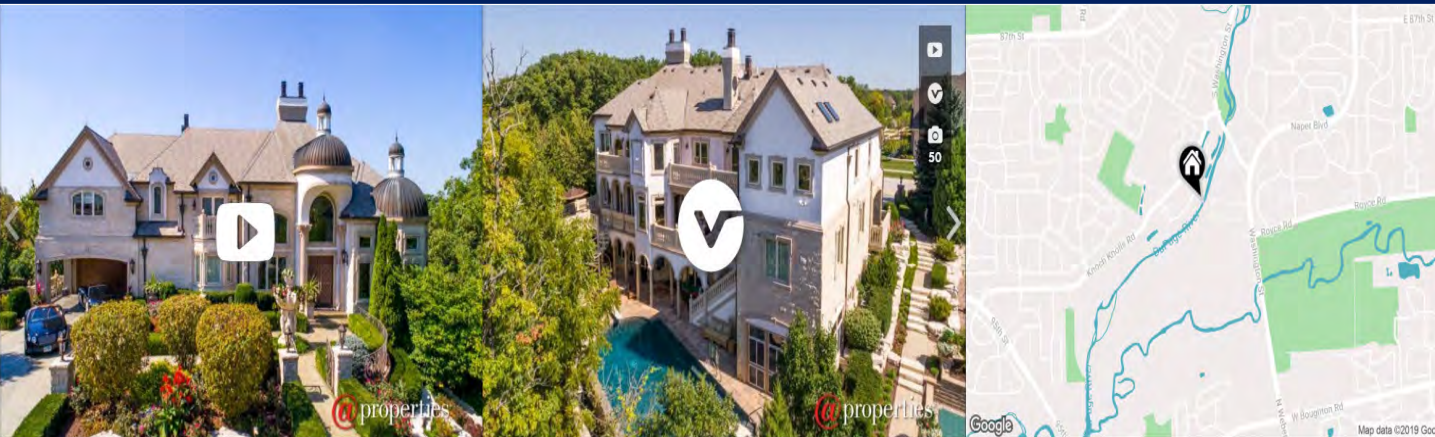






# Property Collateral





**51 Ford Lane**  
Naperville, Illinois 60565

**\$3,750,000**

Bedrooms: 5    Bathrooms: 8    Half Baths: 1

[Floorplan](#)    [Mortgage Calculator](#)


MLS NUMBER	PROPERTY TYPE	NEIGHBORHOOD
10251099	Single Family	Naperville

JUST SHY OF 1 ACRE ALONG THE DUPAGE RIVER, THIS NAPERVILLE ESTATE IS A MUST SEE. OVER \$7 MIL INVESTED, NEARLY 10,000 SF OF LUXURY CANNOT BE RE-CREATED AT THIS PRICE. AMENITIES BEGIN RIGHT AS YOU PULL IN- STUCCO, STONE & COPPER EXT W/ SIMULATED SLATE ROOF SURROUNDED BY LUSH GARDENS, HEATED DRIVE, WALKWAYS & GARAGE. FORMAL ENTRANCE & DINING RM W/ MURANO CHANDELIER. CUSTOM KITCHEN W/ 2 LARGE ISLANDS, ETCHED GLASS BUILT-INS, VIKING APPL, 48" RANGE, 2 DISHWASHERS & LA CORNUE ROTISSERIE. 2 STORY GREAT ROOM W/ LEATHER HERRINGBONE FLOORS & MARBLE COLUMNS. UNWIND IN MASTER SUITE -

[\\* Read More](#)

[Schedule a Showing](#)    [Save Listing](#)

Share: [f](#) [t](#) [p](#) [in](#) [✉](#)


 **Michael LaFido**  
630.674.3488

**Request More Info**

FIRST NAME\*

LAST NAME\*

EMAIL\*



COMMENTS (optional)

☐ I'm interested in 51 Ford Lane Naperville, Illinois



# Special Feature Sheets (Detailed Or General)

## 3712 Celeste Lane, Naperville

**Newly renovated and priced better than new construction!!**

Located on 1/3 of an acre, this gorgeously updated home features 4 bedrooms, 2.1 baths, formal living and dining rooms, separated w/sliding double-barn doors, as well as an office/den. A relaxing front porch that leads to the arched-double, glass and millwork, front door. New flooring throughout, New solid core 2-panel doors, Open floor plan with custom designed kitchen, new cabinetry, newer appliances, custom beverage bar and island with storage, seating and electric. The large family room features a vaulted ceiling with wood beam, designer lighting, fireplace and a view to the large deck. A re-designed Master En Suite with custom vanity, dual sinks, walk-in shower, heated flooring, water closet and a beverage niche. New A/C w/Nest Smart Home. Newly painted and epoxy flooring in garage with room for storage.

The beautiful and professionally landscaped yard is a great place to spend time relaxing or entertaining!

**Great location to everything!**

### Main Level

#### Foyer

- Arched mahogany solid-wood and beveled glass double front door
- Crown molding with overhead lighting
- Coat closet
- Staircase with new risers, treads, spindles, balusters and a lacquer sprayed finish
- Wide plank engineered wood floor
- Entry to the Formal Living Room

#### Living Room 18'x12'

- Crown molding with designer overhead and scone lighting
- Bay Window
- Rustic Barn doors leading to the formal dining room
- Wide plank engineered wood floor

#### Dining Room 14'x12'

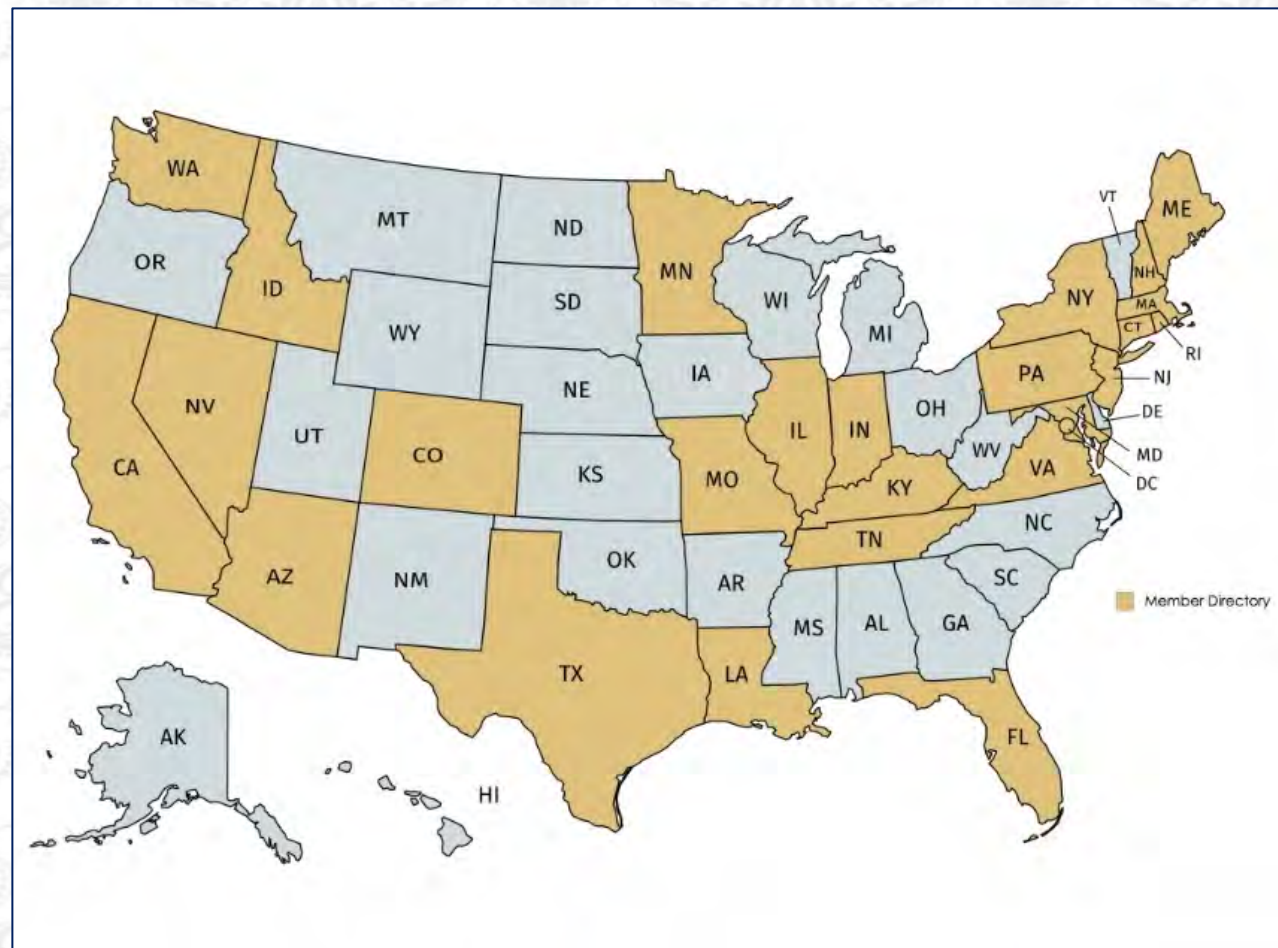
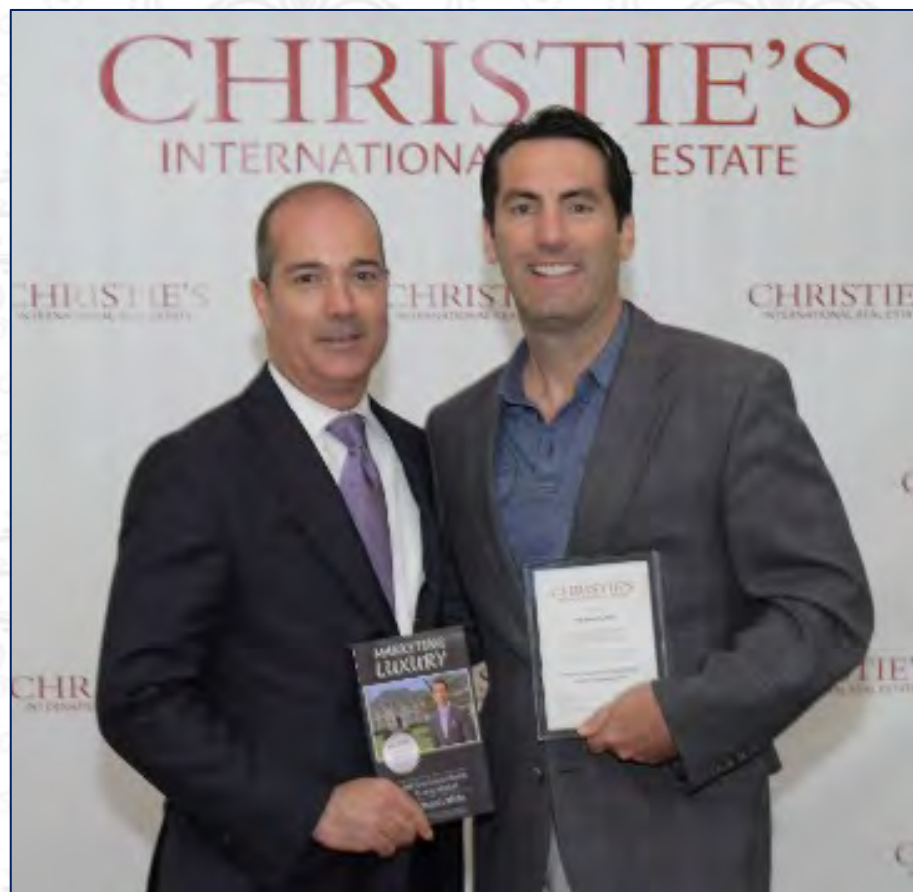
- Inset ceiling with crown molding
- Designer lighting fixture
- Large windows leading to the backyard
- Chair railing
- Access to the kitchen
- Wide plank engineered wood floor

#### Family Room 18'x15'

- Vaulted ceiling with rustic beam and designer lighting fixture
- Floor to ceiling brick fireplace with painted mantle, flanked with shiplap walls and decorative sconces
- Large windows with a view of the deck and backyard
- Wide plank engineered wood floor



# International & LUXE Connections





# Ferrari Event



## *Art* OF SPEED *DYNAMIC EXPERIENCE INVITATION*

Together with Ferrari North America, CONLON/Christie's International Real Estate invites you to experience the elegance, sportiness, versatility and breathtaking performance of the Ferrari California T at the Ferrari Art of Speed driving experience.

### *THE PERFECT SYNTHESIS OF INNOVATION AND TECHNOLOGY*

The Ferrari California T's new twin-turbo V8 is a classic Ferrari engine, reinvented for a new generation, delivering instantaneous throttle response, blistering performance, impressive torque and a signature soundtrack.

**THURSDAY, JUNE 2ND, 2016**

3:00 PM - 7:00 PM

### **PRIVATE WHEATON ESTATE**

Call or text Michael LaFido at 630-674-3488 to RSVP

### **RSVP**

To schedule your personal driving experience or for more information, please contact us at [CaliforniaT@ferrariartofspeed.com](mailto:CaliforniaT@ferrariartofspeed.com) or call 201-706-7007.

*Please note that all drivers must be at least 25 years of age, possess a valid driver's license and automobile insurance.*







# Chicago Tribune

**LUXE**  
LUXURY LISTING  
SPECIALIST

MICHAEL LAFIDO HAS TEAMED WITH TRIBUNE & BUILDER MEDIA SOLUTIONS.



**Together, we'll give your home maximum exposure to buyers.**

Michael LaFido's has teamed with Tribune Publishing and Builder Media Solutions to provide you with the most aggressive home selling system ever.

CHECK OUT ALL THE TRIBUNE PUBLISHING & BUILDER MEDIA SOLUTIONS MEDIA OPTIONS AVAILABLE WHEN YOU SIGN WITH MICHAEL LAFIDO



## Ultimate Address

Your listing will be featured in the luxury magazine with more than 55,000 readers, targeting buyers in the market for high-end, exceptional residential real estate.

1/MONTH, \$1,500/MONTH



## Chicago Tribune Sunday Real Estate and Business Sections

Listings ads will run in the Chicago Tribune in the Sunday Real Estate/Business sections – engaging more than 2 million readers on the highest readership day of the week.

2/MONTH, \$2,568/MONTH



## Chicago Tribune Homes

Your home listing will run in the popular Chicago Tribune Homes North and Northwest zoned editions, reaching an audience of more than 185,000 readers.

3/MONTH, \$2,712/MONTH



## ChicagoTribune.com

We'll feature your luxury home on one of the city's leading websites – where your most likely buyers go for business news every day.

CT.COM & TRIBX RTB, \$2,000/MONTH



## Pioneer Press: The Doings

We'll reach the cream of Chicago society – more than 42,400 households.

4/MONTH, \$2,280/MONTH



## Real Estate & Business Sites

95% of buyers shop the Internet for their new home. We'll market your home on high-end real estate sites and leading business sites like the Wall Street Journal, Business Insider and Forbes.

1/MONTH, \$826/AD



# Invite The Media To Your “Behind The Scenes”

Home All Topics Real Estate

## Drone, Film Crew, Luxury Cars Used in Video Marketing Wheaton Mansion

*A professional film crew shot the video using a drone and luxury cars to showcase the home at 321 E. Prairie Ave.*

By AMIE SCHAEZLER March 1, 2018

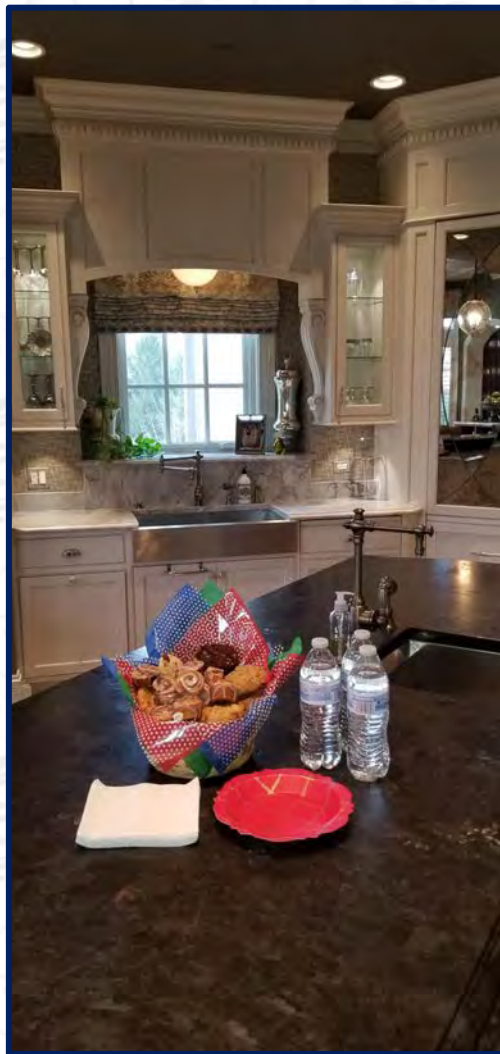
Share      Comments



**"We Create Massive Exposure to Get Buyers, Realtors, & the Press Talking About the Home" - Michael LaFido**



# Experience & Show The Potential





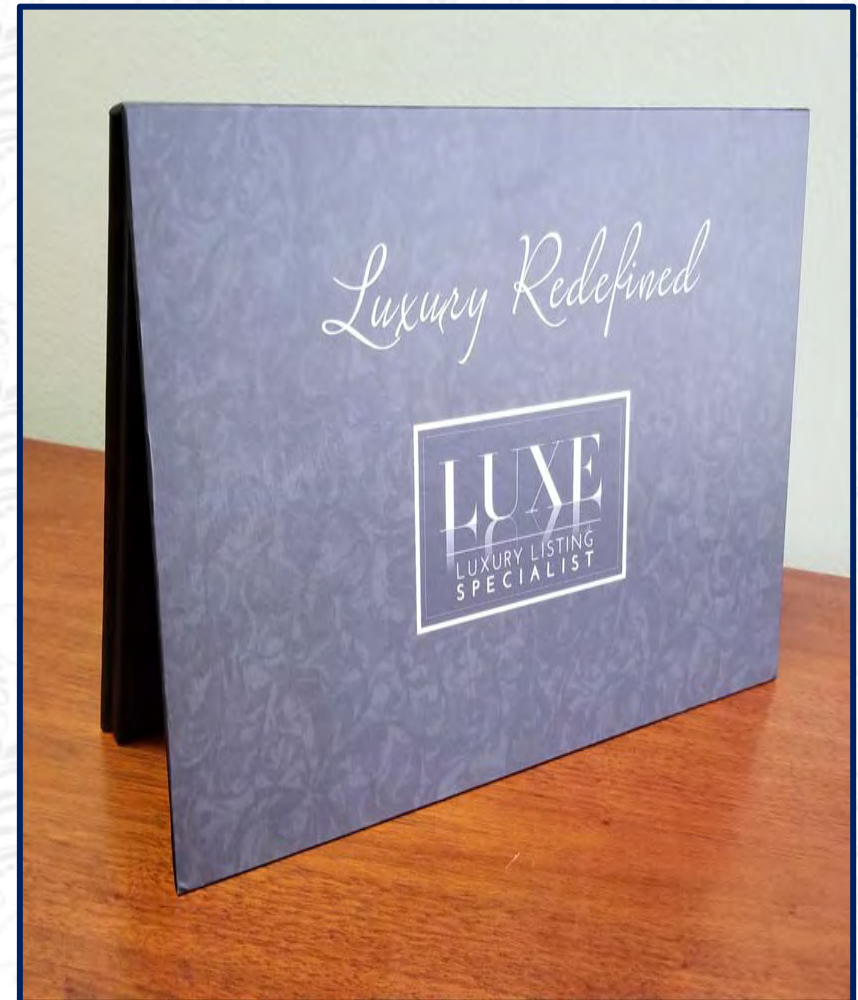
# Telling The “Story” With Words In Your Videos &/Or Pictures





# Lifestyle Video Marketing

**LUXE**  
LUXURY LISTING  
SPECIALIST

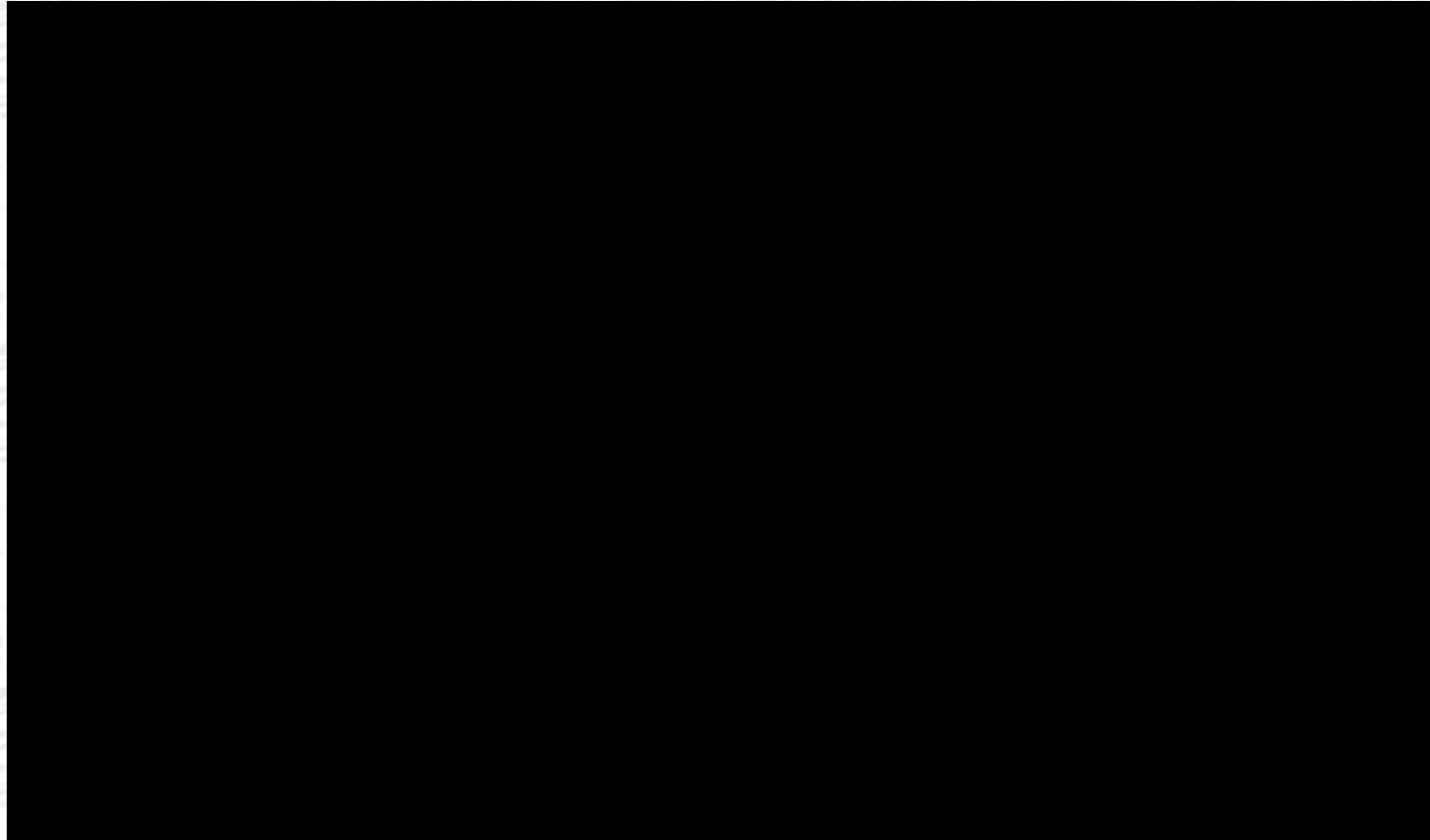




***“They Say A Picture Is Worth A  
1,000 Words... I Believe A  
Lifestyle Video Is Worth A 1,000  
Pictures.”***      ~Michael LaFido



# Event-Based Marketing





# Great Food & Experience







# Connect

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[Michael@MarketingLuxuryGroup.com](mailto:Michael@MarketingLuxuryGroup.com)

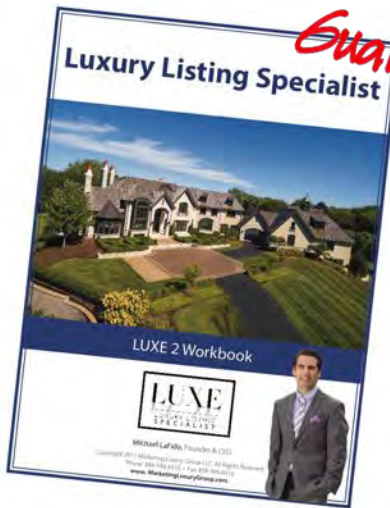
[LuxuryListingSpecialist.com](http://LuxuryListingSpecialist.com)

[LuxuryFridays.com](http://LuxuryFridays.com)

[Youtube.com/@LuxurySpecialist](https://www.youtube.com/@LuxurySpecialist)



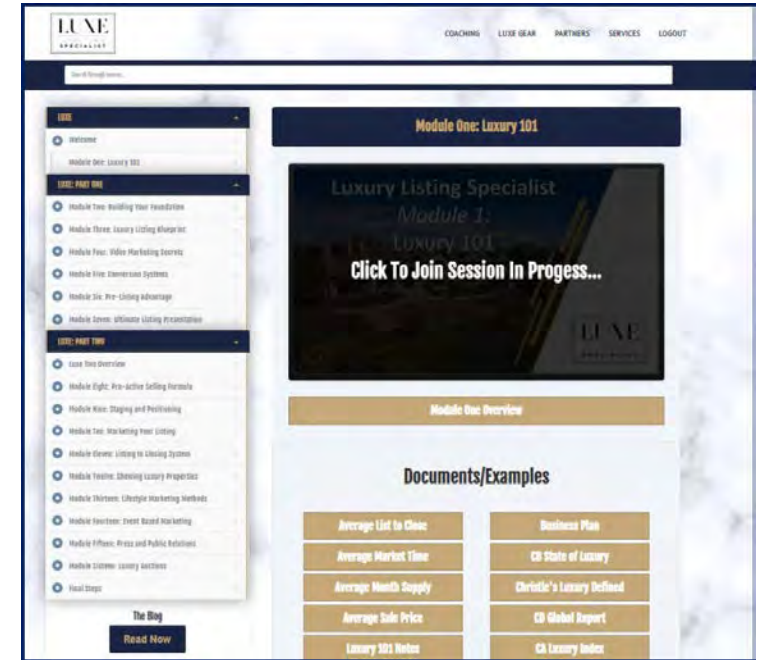
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