

MIAMI GLOBAL REAL ESTATE CONGRESS

How to Show Properties to Sell Fast - Lifestyle Marketing

Michael Lafido | CEO, Luxury Listing Specialist Designation



Luxury Listing Specialist

Lifestyle Marketing





Connect



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LUXURYSPECIALIST



LUXURYLISTINGSPECIALIST



MARKETINGLUXURYGROUP

Become The Trusted Agent in Your Market Today!



LIVE IN PERSON
With Award
Winning Author
Michael LaFido

Miami, Florida
November 6th, 2024
1pm-4pm EST

TrustedAgentCE.com



Tell The “Story” Of The Home In Writing Along With The Special Features Sheets

321 East Prairie Avenue, Wheaton

With its elegant design, unparalleled finishes and appointments, this custom designed home was built in 2005 by Patrick J. Murphy Builders. Magnificent contemporary French architecture set on a picturesque setting with operable French doors that open to all the Bluestone terraces and gardens to maximize the 1.3 acre wooded lot. A gourmet kitchen with top of the line appliances, featuring stainless steel Viking, Miele, Sub Zero and more. A huge walk-in pantry and planning desk, formal dining and living rooms, a climate controlled wine room and an oversized main floor office, make for luxurious yet comfortable living. Detailed specification was placed on the pitch of the roofs and scale of structure. Classic lines, lighting and arches were duplicated from the exterior to the interior, seamlessly. Multiple outdoor spaces crafted for resort style living with its bluestone patios, Koi pond, a grand outdoor fireplace and grilling station.

Within walking distance to downtown Wheaton, [two](#) Metra train stations and the French market!

Main Level

Front Entry and Foyer

Limestone braided vestibule leading to the arched and over-scaled front door with true divided light door; Oval windows and window seats flank the custom designed wood and glass front door; Two-story with two minstrel galleries; Architectural ceiling detail with concealed lighting and stunning pendant chandelier; Recessed lighting; Multi-stage crown molding; Oak and wrought iron Bridal staircase with Minstrel galleries; Six-inch wide plank Hickory flooring

Living Room

Multi-stage crown molding; Chandelier; Art light; Two sets of operable French doors with Radius Gothic Grilles, that leads to a Bluestone front terrace; Custom built-in arched and illuminated bookshelves; Gas starter wood burning fireplace with honed marble hearth, Limestone surround and mantle; Six-inch wide plank Hickory flooring

Formal Dining Room

Multi-stage crown molding; Recessed, chandelier and sconce lighting; Built-in speakers; Wainscoting; Two sets of operable French doors with Radius Gothic Grilles lead to Bluestone front terraces; Six-inch wide plank Hickory flooring; View of the illuminated 1300+ bottle Wine Room with chandelier

Butler's Pantry

Multi-stage crown molding; Crystal and metal lighting fixture; Custom cabinetry with glass and metal doors for display and solid wood doors for storage, in-cabinet and under cabinet lighting; Under-mount Kohler stainless steel bar sink; Six-inch wide plank Hickory flooring

Wine Room holds approx. 1300+ bottles

Walk-in and climate controlled; Custom wine racks; Chandelier; Jerusalem Limestone flooring

Powder Room

Multi-stage crown molding; Oval mirror with sconces; Chandelier; Furniture style vanity with under-mount sink; Commode; Marble tile with decorative tile inlay flooring

Your Not Just Selling Bricks & Mortar

Highlight:

- **Location**
- **Area Amenities**
- **Schools/Hospitals/College**
- **Unique Features**
- **Potential**
- **Relaxation/Fun/Security**
- **Accentuate The Best Features**



Differentiate | Stand Out | Memorable

Highlight:

- **Photography (House | Special Features | Location | Best Features)**
- **Drone Pictures**
- **Copywriting | Description | The “Story”**
- **Videos**
- **Thumbnails**
- **Tagging (Video | Social Media | Others)**
- **Property Collateral**



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



Great Images & Thumbnails



Imagine
Redefined

MARKETING LUXURY GROUP PRESENTS

ROCKY WATERS WINERY





MARKETING LUXURY GROUP PRESENTS



51
FORD LANE
NAPERVILLE, ILLINOIS



Telling “The Story” With Video



- Videos are engaging
- It's all about strategic positioning, leveraging, and telling a story
- Today, only 5-10% of real estate agents consistently utilize lifestyle videos to market homes
- Only 12% have a YouTube account
- Incorporate Narration

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

Chicago Real Estate Daily

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August 07, 2014

Will a \$10,000 movie with actors, Bentleys and horses sell this home?

By Dennis Rodkin



REPRINTS



This 11,500-square-foot home in Barrington Hills is listed for \$4.49 million. Photo from listing.

They'll take home movies to a whole new level next week in Barrington Hills.

Lifestyle Marketing



The Sellers “Story”



Bring In The “Props”





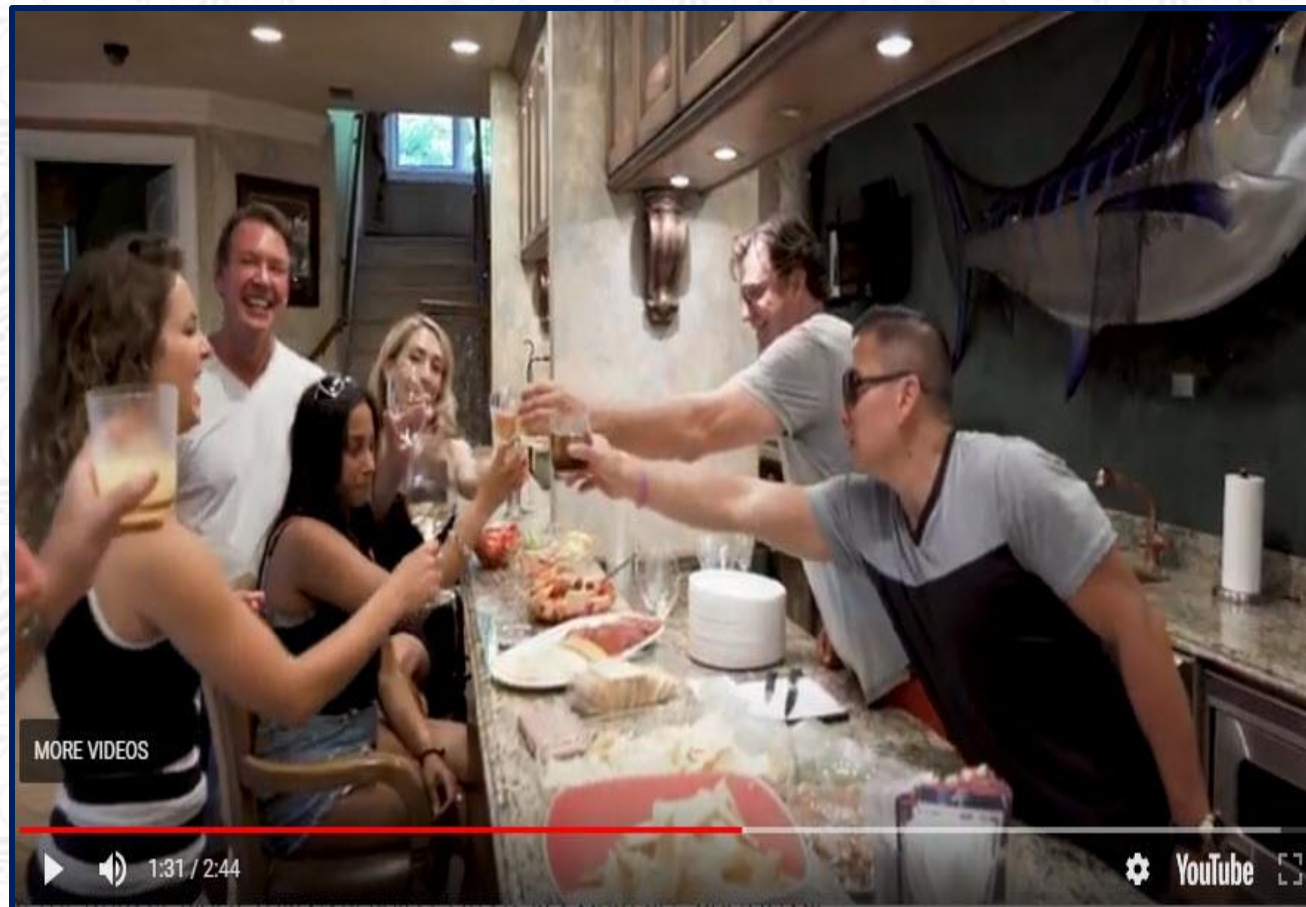
Drone Pictures In Your MLS



Best Features



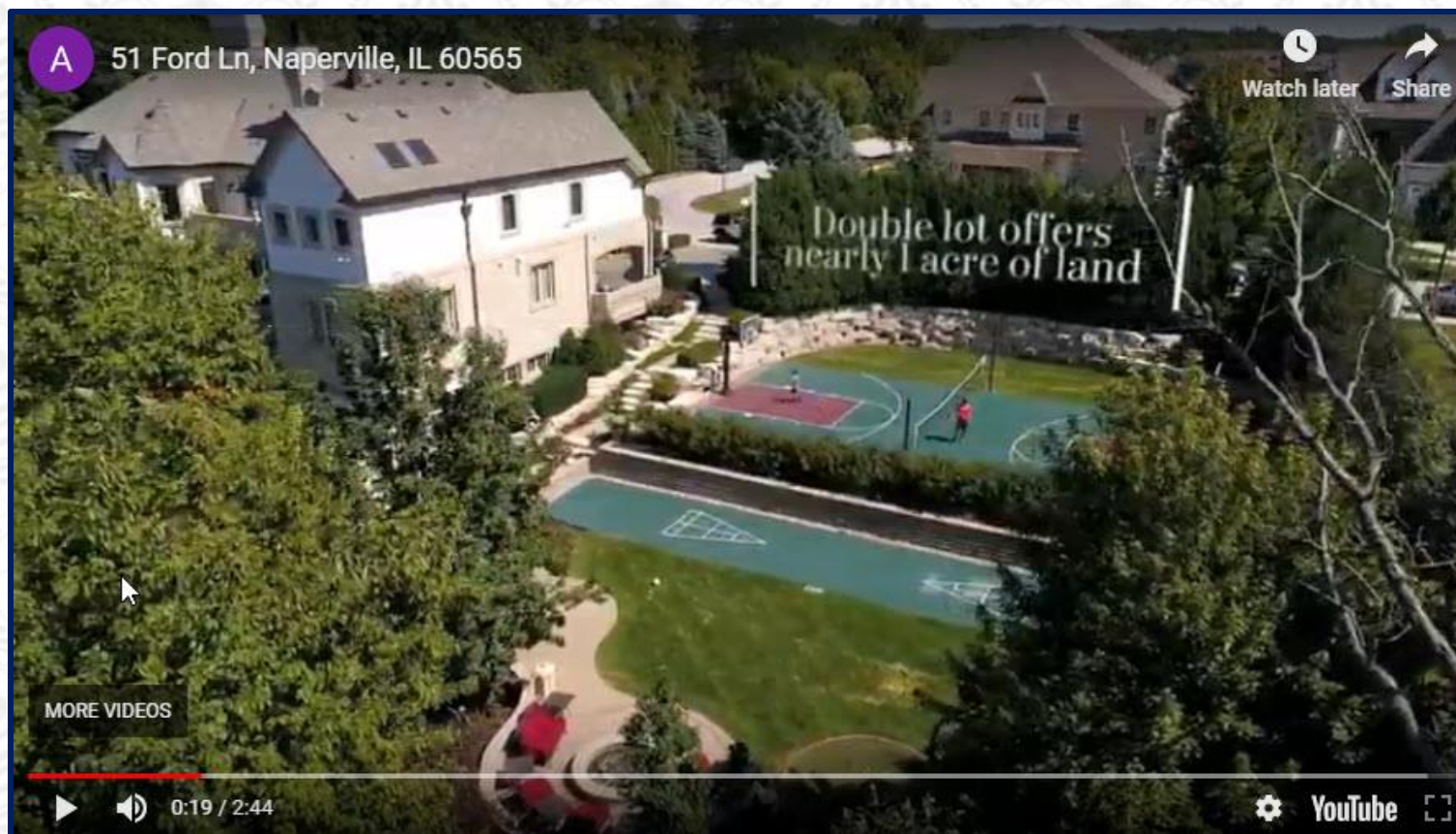
Best Features



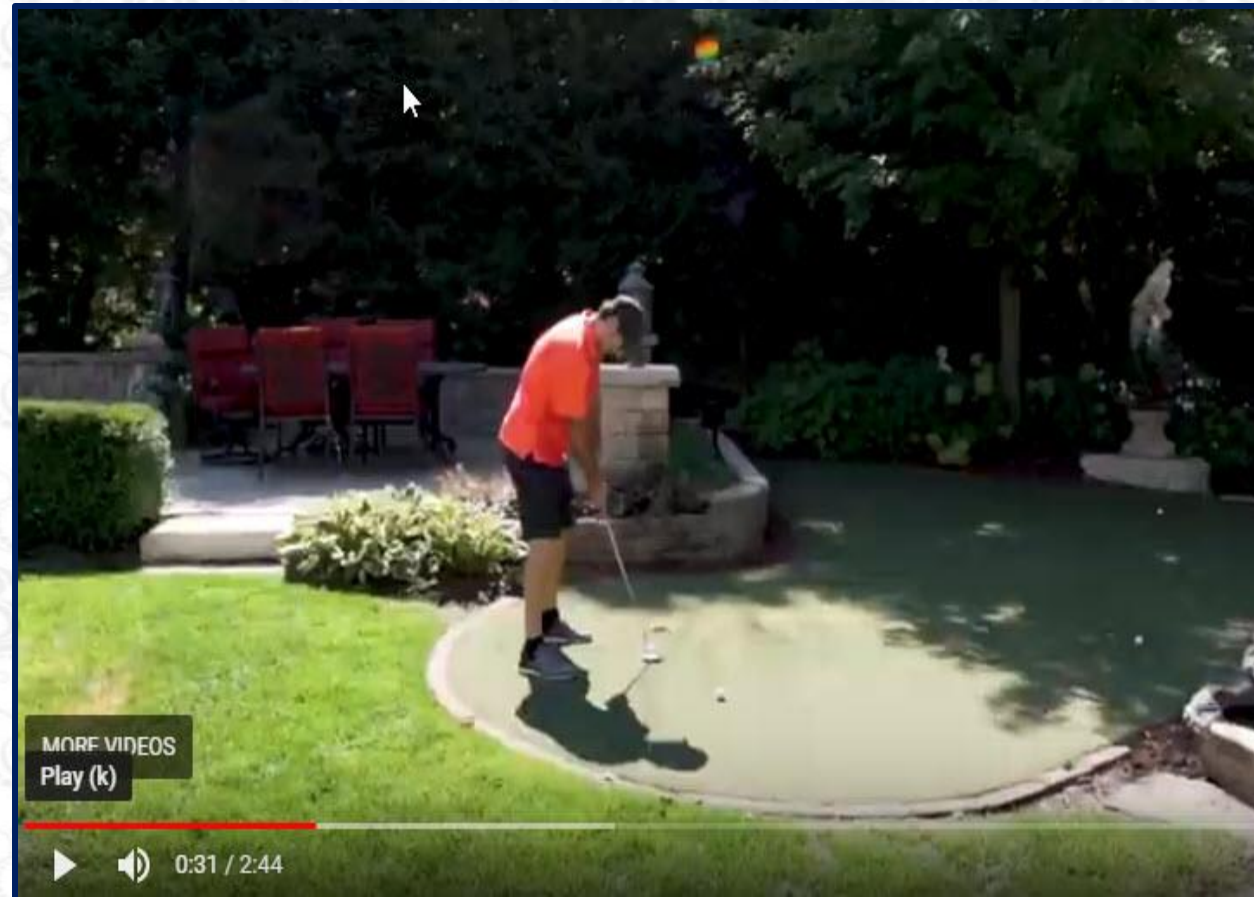
Best Features



Best Features



Best Features



Best Features



“Stand Out Marketing”

ATTN: Broker/Manager of Conlon: A Real Estate Company

Office ID#: 24592

Agent ID#: 259416

Listing Agent: Michael LaFido

For the property located at: 225 Lake ST

Notification of Listing Change

Listing Number: 09111791

Dear Broker/Manager:

We appreciate your cooperation in maintaining the integrity of the information contained in the database.

The Rules and Regulations Department has made the following change(s) to your listing:

Virtual Tour:

*(People are not allowed in virtual tours. The tour has been **deleted**. <https://youtu.be/9zfRjcjKscQ>)*

No Action is required; this is for your records.

MRED would like to thank you for your continued support of, and compliance with, our Rules and Regulations. Please understand that our interest is focused on providing you and your agents with the most accurate and complete listing information. An accurate and complete database allows you and your agents to find the best property for your buyers, and insures the best comparable data for your sellers.



301



River Forest Express

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



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ThePalaceRoyale.com

The Making Of A “Lifestyle” Video



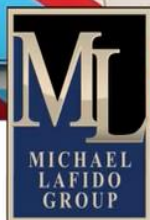
Video Shoot



“Behind The Scenes”



“Behind The Scenes Helicopter Shoot”



Phone: (630) 674-3488
Mike@LuxeChicagolandHomes.com
LuxeChicagolandHomes.com

Michael LaFido

The Making Of A “Lifestyle” Video



“State Of Luxury Real Estate Address”



Do You See An Opportunity?



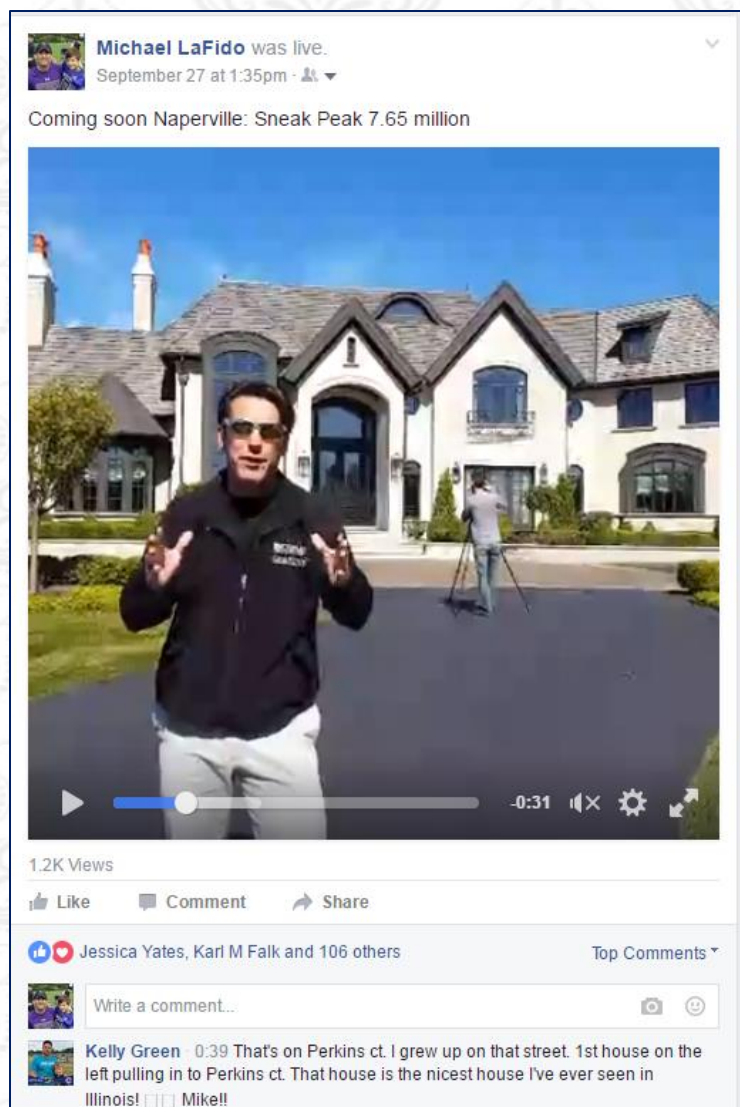
Twister Themed Bathroom



The Twister Themed Bathroom



Facebook Live “Lifestyle Film”



Reviews



Case Study On Website/Blog

- How we sold the Train House for over \$2 million



Marketing- How We Sold The Train House For Over \$2 Million



If you're considering selling your home in a buyers market, you need to have an open mind to new marketing strategies. Today I wanted to give you an example of some of the marketing strategies we used to sell the Train House in River Forest. As a seller, it's important that you check your ego at the door and follow what the market research suggests you do to help sell for top



Lifestyle Vs. History Case Study



LUXE
LUXURY LISTING
SPECIALIST

HISTORIC HOME
BEFORE AND AFTER

STAGING BUDGET \$200 IMPROVEMENT BUDGET \$350



“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.

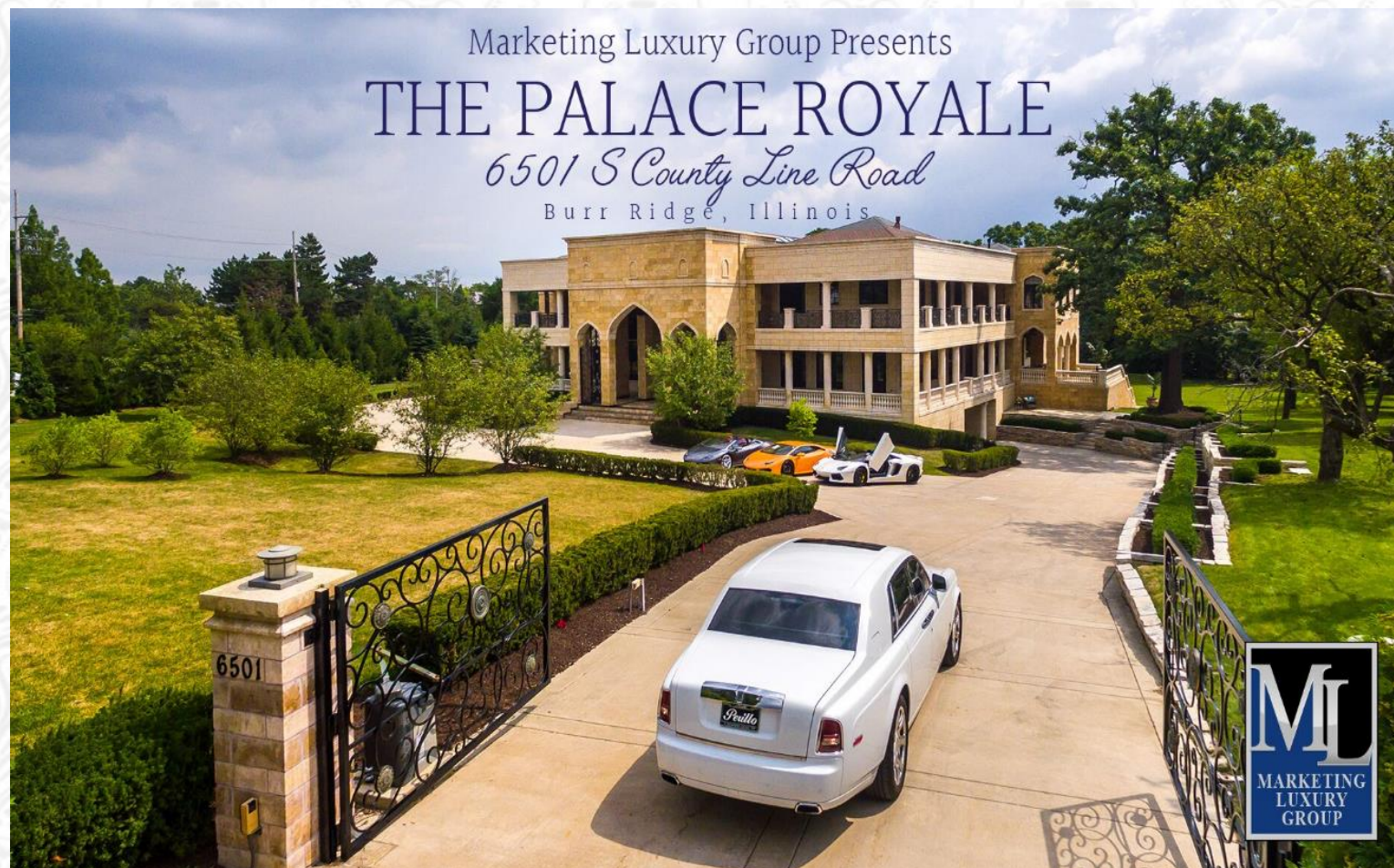
By AMIE SCHAEZNER (Patch Staff)
May 19, 2015 P

Share      Comments



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

Lifestyle Films



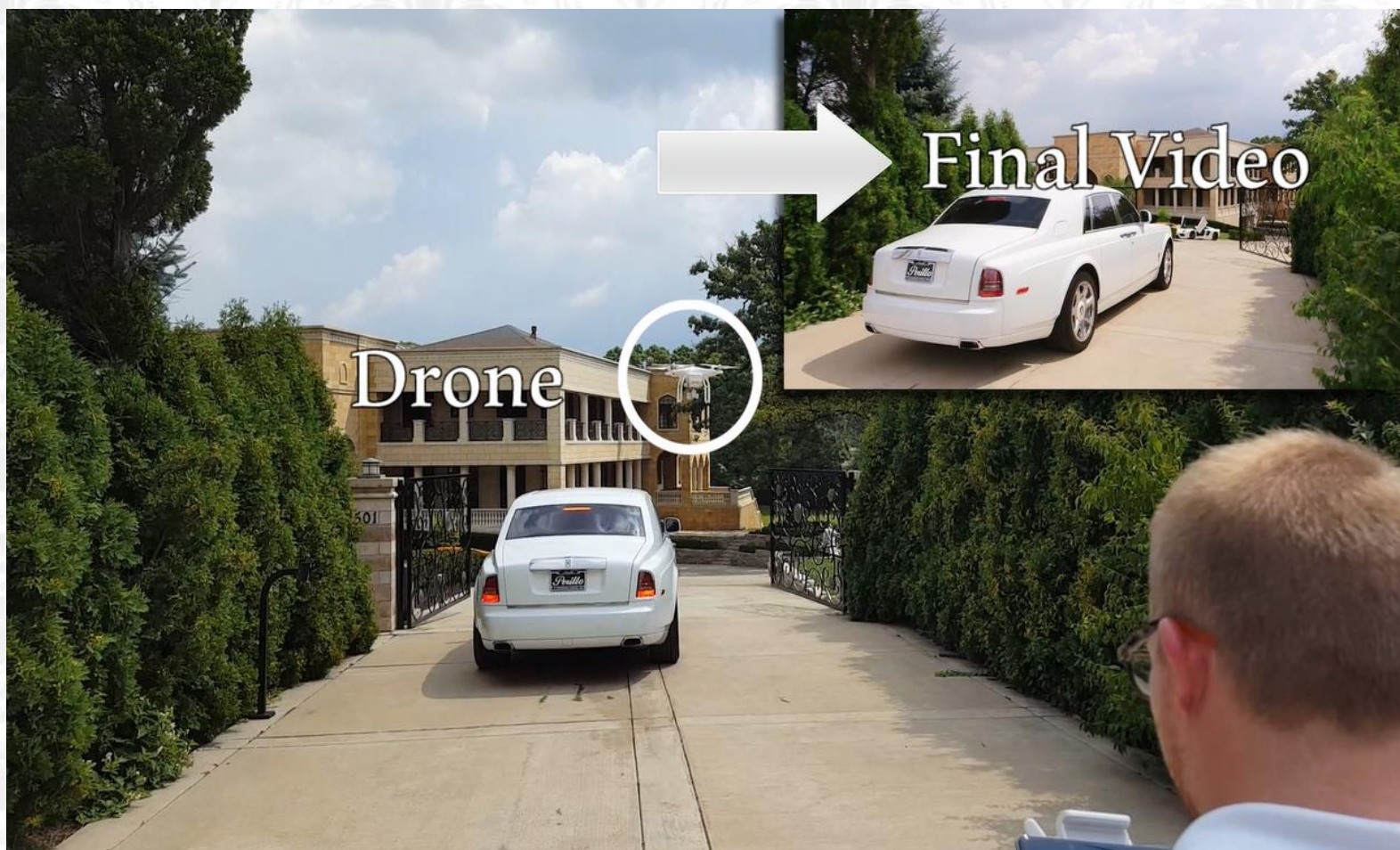
“Behind The Scenes”



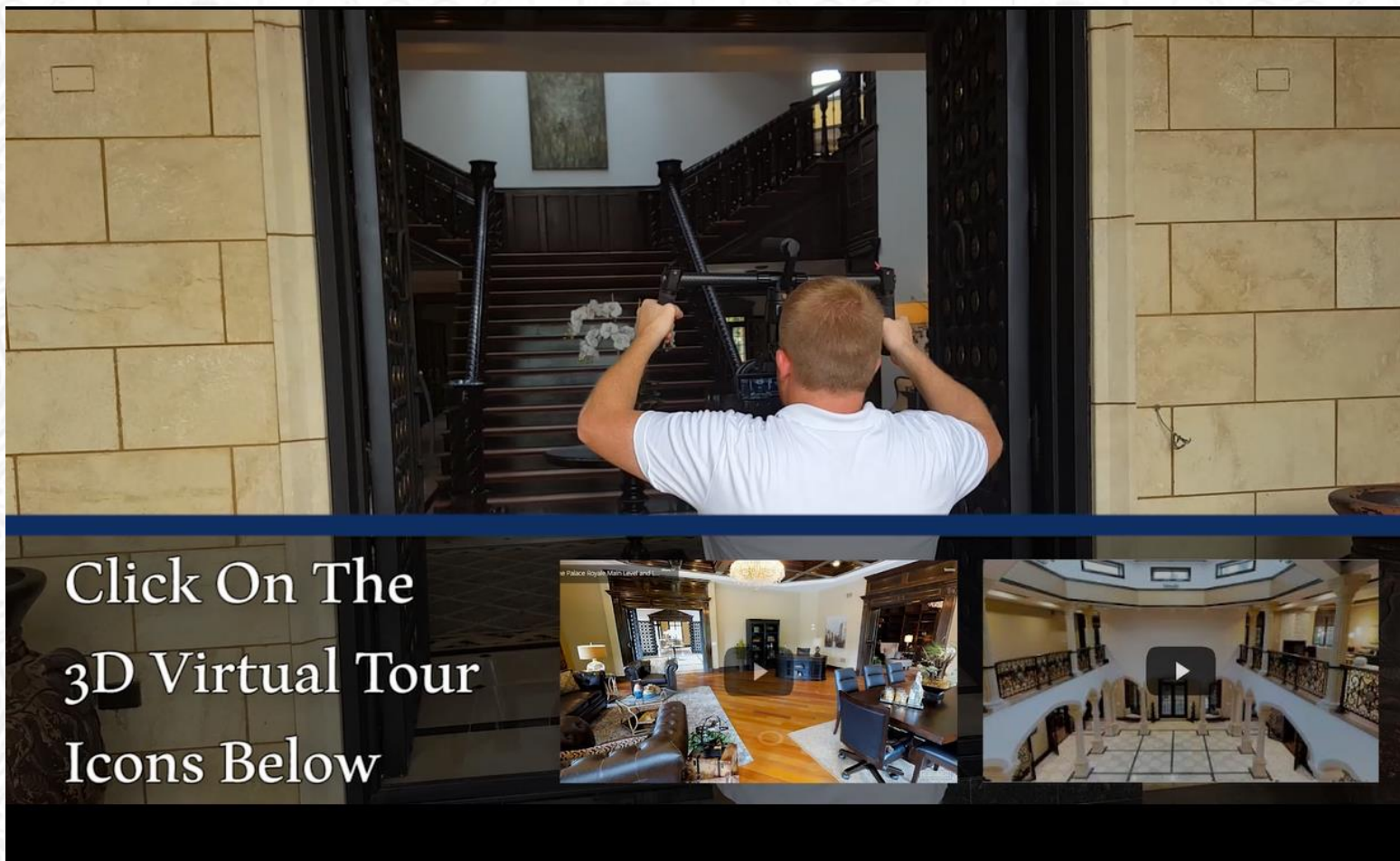
“Moscow Mule Behind The Scenes”



“Behind The Scenes-The Palace”



“Behind The Scenes”



Click On The
3D Virtual Tour
Icons Below

“Unique Scenes”



Unique Ways To Highlight The Kitchen



Boost Your Video

Boost Post

OVERVIEW

EDIT PROMOTION

You are targeting **men and women, ages 33 - 65+** who live in **1 location**.

Show full summary

This promotion will run for **7 days**.

Your total budget for this promotion is **\$40.00**.

1,134

Engagements

2,261

People Reached [?]

\$40.00

Total Spend [?]

Actions

People

Countries

Video Views

1,134

Add Budget


\$30.00

Add Budget

Adding \$30.00 to your budget will increase your reach to an estimated 16000 - 43000 people. Your new total budget will be \$70.00

Marketing- How We Sold the Train House for Over \$2 Million

If you're considering selling your home in a buyers market, you need to have an open mind to new marketing strategies. Today I wanted to give you an example of some of the marketing strategies we used to sell the Train House in River Forest. As a seller, it's important that you check your ego at the door and follow what the market research suggests you do to help sell for top dollar. We were happy to work with this homeowner on the Train House because she was open to the cutting-edge ideas we came up with to sell the home, like making lifestyle videos and taking helicopter shots of the property. To find out what else we did to sell the Train House, watch this short video.
<http://www.suburbanrealestate.tv/.../how-did-we-sell-train-ho...>



1 Like

Like

Comment

Share

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LUXE
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Facebook Live “Sold”



Action Steps



- Get Your First “Lifestyle” Video Created
- Look For Opportunities To Leverage
- Show Off Your Work In A Unique Way
- Facebook “Live” Video (Coming Soon or Video Shoot)
- Case Studies

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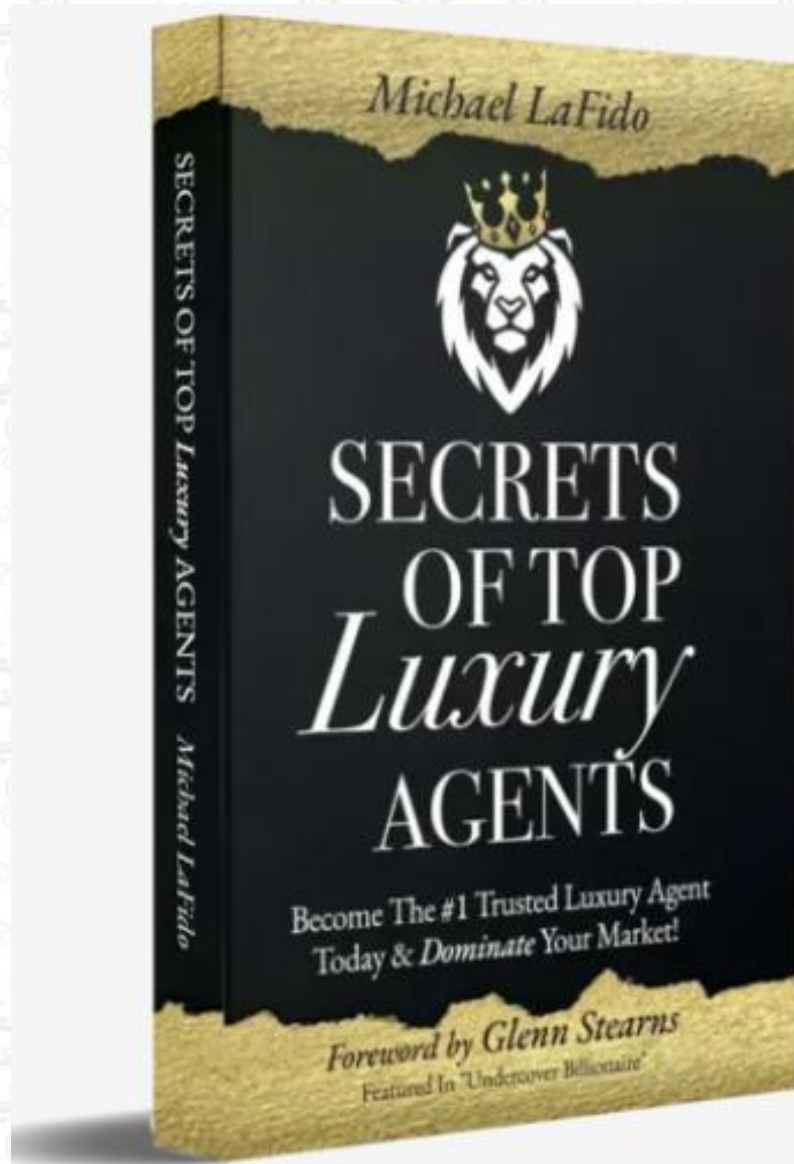


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Who Would Like This Book For Free



As Seen On



CRAIN'S
CHICAGO BUSINESS



G R O U P



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