

AGENT PROGRAM

# Condo.com Building Advisor

Exclusive Program Gets Agents  
**Listings and Sales in Buildings**

PROGRAM GUIDE

# We've made getting you listings, our business.

The Condo.com Building Advisor program has been upgraded and modified to a subscription-based product to help agents develop relationships with building residents and get listings.

There is **no referral fee**, just a low-monthly subscription to maintain the exclusive building marketing rights and access to a suite of high-impact, **branded tools to grow a profitable, hyper-local condo sales business.**

The **automated direct mail and email campaigns** provide residents with monthly branded postcards, real estate alerts and a dedicated resident website. The platform and campaigns run on their own, helping **agents “play offense” while they sleep.**

Building Advisors will have first access to the NFT or digital twin of their buildings in the future.

# Easily manage your building marketing campaign

Track and project resident engagement, prospect activity and sales commissions with a suite of interactive tools

TRACK PROJECTED  
INVESTMENT RETURNS &  
DIGITAL BUILDING VALUE

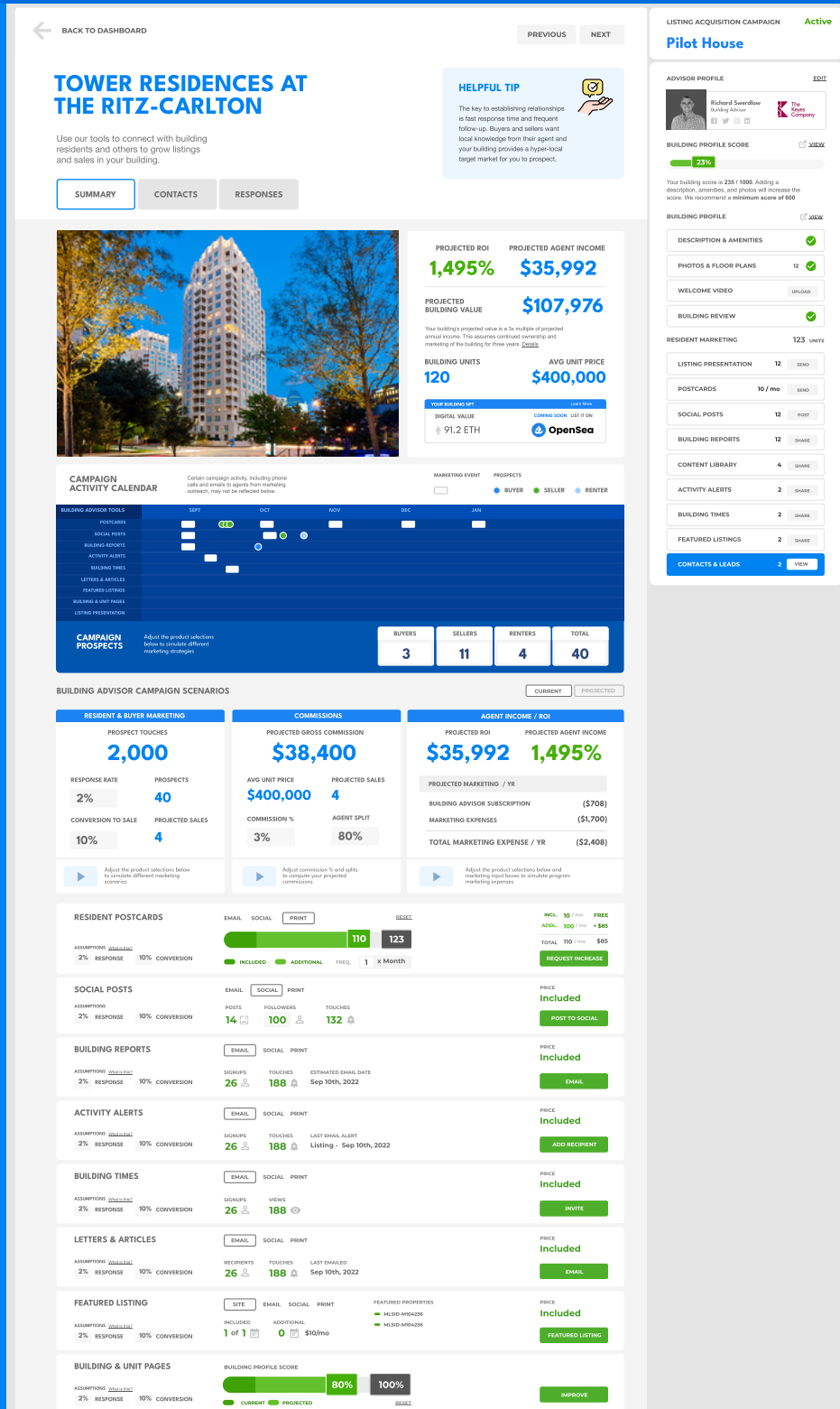
REALTIME CAMPAIGN  
EVENT CALENDAR SHOWS  
ACTIVITY AND PROSPECTS

ACTUAL AND PROJECTED  
CAMPAIGN PERFORMANCE  
ANALYSIS

VIEW AND INCREASE  
MARKETING REACH WITH  
EACH PROGRAM TOOL

MANAGE YOUR  
BUILDING'S PROFILE  
SCORE

INTUITIVE NAVIGATION  
AREA TRACKS  
CAMPAIGN ACTIVITY



# Manage your building page & content with easy to use curation tools

Add a custom description, amenities, views and building details to give your prospects and clients the complete picture of your building

[← BACK TO DASHBOARD](#)

[PREVIOUS](#)
[NEXT](#)

DESCRIPTION & AMENITIES

**An enhanced description and amenity list accurately showcases your building to buyers and sellers**

HELPFUL TIP

A unique building description will bring more search traffic and leads to your page. We recommend a minimum of 300 words, but the longer the better for best results.

Pilot House

3100 NE 48th St  
Fort Lauderdale, FL 33308

Building Description

BUILDING NAME

Pilot House

DESCRIPTION

Pilot House is a tranquil, waterfront and pet-friendly condominium located in sunny and desirable Fort Lauderdale. Situated along the Intracoastal Waterway, the spacious units enjoy dramatic water views, large balconies, open floor plans and impact doors and windows. Residents enjoy private boat dockage for vessels up to 60' and resort-style amenities including waterfront heated pool, clubroom, outdoor grills, picnic area, upgraded fitness center, lush landscaping, fountains and decorative ponds. Pilot House is close to Fort Lauderdale's famous beach, airport, theater, downtown, shopping, dining and entertainment options. With breath-taking views, convenient location and great value, Pilot House has it all!

💡 Curation Tips

SAVE

LISTING ACQUISITION CAMPAIGN Active

Tower Residences

ADVISOR PROFILE [EDIT](#)

Richard Swerdlow  
Building Advisor

BUILDING PROFILE SCORE [VIEW](#)

23%

Your building score is 235 / 1000. Adding a description, amenities, and photos will increase the score. We recommend a minimum score of 600.

BUILDING PROFILE [VIEW](#)

DESCRIPTION & AMENITIES ✓

PHOTOS & FLOOR PLANS 12 ✓

WELCOME VIDEO UPLOAD

BUILDING REVIEW ✓

RESIDENT MARKETING 123 UNITS

LISTING PRESENTATION 12 SEND

POSTCARDS 10 / mo SEND

SOCIAL POSTS 12 POST

BUILDING REPORTS 12 SHARE

CONTENT LIBRARY 4 SHARE

ACTIVITY ALERTS 2 SHARE

BUILDING TIMES 2 SHARE

FEATURED LISTINGS 2 SHARE

CONTACTS & LEADS 2 VIEW

SAVE UPDATES IN DRAFT OR  
LIVE MODE

VIEW PRIOR UPDATES WITH  
VERSION TRACKING

SAVE BUILDING UPDATES AND  
PUBLISH AT EVERY STEP



## PHOTOS & FLOOR PLANS

# Easily add photos and floor plans for increased engagement and lead generation

Take photos with your phone or hire a professional and watch traffic and leads increase

← BACK TO DASHBOARD

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PHOTOS & FLOOR PLANS

Add photos & floor plans for greater buyer and seller engagement

HELPFUL TIP

Exterior photos of the building are easy to do yourself on your mobile phone or you can hire a photographer. Visit another listing in the building to get interior and amenity photos.

PILOT HOUSEUpdated 09-23-2022 (59)Published 03-16-2022 (58)SCOREPREVIEWVIEW LIVEUPDATEPUBLISH

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PHOTOS

DRAG TO MOVE

The Pilot House

DRAG TO MOVE

Canal View

DRAG TO MOVE

View from the Water

DRAG TO MOVE

Entrance

DRAG TO MOVE

Waterfront Pool Deck

DRAG TO MOVE

Exterior

DRAG TO MOVE

Exterior

ADD PHOTOS

Allow Delete

SAVE

FLOOR PLANS

ADD FLOOR PLANS

LISTING ACQUISITION CAMPAIGNActive

Tower Residences

ADVISOR PROFILE

Richard Swerdlow

Building Advisor

BUILDING PROFILE SCORE

25%

Your building score is 235 / 1000. Adding a description, amenities, and photos will increase the score. We recommend a minimum score of 600

BUILDING PROFILE

DESCRIPTION & AMENITIES

PHOTOS & FLOOR PLANS12

WELCOME VIDEO

BUILDING REVIEW

RESIDENT MARKETING123 UNITS

LISTING PRESENTATION12

POSTCARDS10 / mo

SOCIAL POSTS12

BUILDING REPORTS12

CONTENT LIBRARY4

ACTIVITY ALERTS2

BUILDING TIMES2

FEATURED LISTINGS2

CONTACTS & LEADS2

DISCLAIMER PREVENTS  
COPYRIGHT ISSUES

EASILY ORDER IMAGES FOR  
CONSUMER DISPLAY

SAVE IMAGE UPDATES AT  
EVERY STEP

Exclusive exposure on the leading condo website helps agents capture leads and win listing engagements in their buildings.

## UNIT AND ACTIVE LISTING COUNTS

**LARGE IMAGE  
CAROUSEL**

## AGENT BRANDING & CONTACT INFORMATION

**BRANDED FORM FOR  
PHONE AND FORM  
FILL LEADS**

## SIGN-UPS FOR BRANDED BUILDING REPORTS INCREASE MARKETING REACH

## CUSTOM BUILDING VIDEO PLAYER

## FEATURE RICH BUILDING DESCRIPTION

DEVELOPER, ARCHITECT  
AND YEAR BUILT

### COMPREHENSIVE BUILDING AMENITIES SELECTED FROM DATABASE LIST

## ASSOCIATION INFORMATION

## ACTIVE LISTINGS AND RECENT SALES DATA

## For Sale

For Rent

Just Sold

## 2 Units with Studios For Sale at W South Beach

Unit	Beds	Baths	Price	Sq Ft	\$ / Sq Ft	List Date
------	------	-------	-------	-------	------------	-----------

WELCOME VIDEO

# Easily engage visitors to your building page with a custom video

Videos are a great way to increase traffic and to show prospects you are the exclusive Building Advisor

YOUTUBE VIDEO  
UPLOAD TOOL

[← BACK TO DASHBOARD](#)[PREVIOUS](#)[NEXT →](#)


WELCOME VIDEO

## Add a video to showcase your building to buyers & sellers

Buyers, sellers and search engines love video. Discuss the benefits of living in the building in an honest and authentic way and you will get listings.

YOUTUBE VIDEO URL


ADD YOUR VIDEO

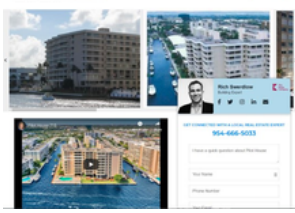


Currently only supporting Youtube hosted videos. More sources launching soon.

HELPFUL TIP

A video of the building or neighborhood will bring more traffic and leads to your page. It is easy to do yourself on your mobile phone or you can have hire a videographer.







LISTING ACQUISITION CAMPAIGN Active

Tower Residences

ADVISOR PROFILE [EDIT](#)



**Richard Swardlow**  
Building Advisor  


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LISTING PRESENTATION 12 [SEND](#)

POSTCARDS 10 / mo [SEND](#)

SOCIAL POSTS 12 [POST](#)

BUILDING REPORTS 12 [SHARE](#)

CONTENT LIBRARY 4 [SHARE](#)

ACTIVITY ALERTS 2 [SHARE](#)

BUILDING TIMES 2 [SHARE](#)

FEATURED LISTINGS 2 [SHARE](#)

CONTACTS & LEADS 2 [VIEW](#)

ADD AND UPDATE  
VIDEOS IN REAL TIME

[← BACK TO DASHBOARD](#)[PREVIOUS](#)[NEXT →](#)


WELCOME VIDEO

## Add a video to showcase your building to buyers and sellers

Buyers, sellers and search engines love video. Discuss the benefits of living in the building in an honest and authentic way and you will get listings. A video of the building, unit or neighborhood is easy to do yourself or you can have a professional video produced.


YOUTUBE VIDEO URL


UPDATE VIDEO



HELPFUL TIP

A video of the building or neighborhood will bring more traffic and leads to your page. It is easy to do yourself on your mobile phone or you can have hire a videographer.







CURRENT VIDEO [BUILDING REVIEW](#)

LISTING ACQUISITION CAMPAIGN Active

Tower Residences

ADVISOR PROFILE [EDIT](#)



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CONTACTS & LEADS 2 [VIEW](#)

# Add a 5-star review to promote your building to potential prospects

Authentic reviews of the building demonstrate your knowledge and experience to buyers and sellers

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## BUILDING REVIEW

### Add a building review to showcase your local knowledge

The most important thing to buyers and sellers is local knowledge. Your building is a hyper-local community where you can serve hundreds of prospective clients. Reviews are an easy way to show your expertise.

#### BUILDING REVIEW

Review for Pilot House Portafino

Centrally located in world-famous Ft. Lauderdale, Pilot House is a unique building with only 116 spacious water-front units. The large residences (1,200 - 3,000 square feet) feature expansive balconies, open floor plans and impact doors and windows. Enjoy resort-style living with boat dockage (up to 60' vessel), waterfront heated pool, fitness center, clubroom, community bar-b-q area with seating and courtyard fountains. The building is secure with covered parking, doorman and on-site management and is close to the airport, fine dining and shopping. Tremendous value with priceless views!

UPDATE REVIEW

#### BUILDING RATING

Amenities	☆☆☆☆☆
Location	☆☆☆☆☆
Price	☆☆☆☆☆
Management	☆☆☆☆☆
Community	☆☆☆☆☆

HELPFUL TIP

Provide a 5-star rating and your unique building insight. Write about amenities, management, proximity to schools, shopping and other points of interest.

LISTING ACQUISITION CAMPAIGN

Active

Tower Residences

ADVISOR PROFILE

EDIT

Richard Swerdlow  
Building Advisor

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BUILDING PROFILE

VIEW

DESCRIPTION & AMENITIES

✓

PHOTOS & FLOOR PLANS

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✓

WELCOME VIDEO

UPLOAD

BUILDING REVIEW

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RESIDENT MARKETING

123 UNITS

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4

SHARE

ACTIVITY ALERTS

2

SHARE

BUILDING TIMES

2

SHARE

FEATURED LISTINGS

2

SHARE

CONTACTS & LEADS

2

VIEW

EASY UPLOAD AND UPDATE PROCESS

SIMPLE RATING TOOL FOR TOP BUILDING FEATURES

## RESIDENT POSTCARDS

# Automated monthly postcard mailings puts your brand and message in front of the entire building

Branded postcards develop long-term relationships with residents for on-going campaigns

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POSTCARDS

### Automated postcards sent to building residents will get you listings!

Your branded postcards are a great way to develop relationships with building residents. Easily grow the opportunity to provide valuations and other building information to prospective sellers.

POSTCARD TEMPLATE

CUSTOMIZE POSTCARD

Richard Swerdlow

Condo.com

rich@condo.com

(954) 401 5100

YOUR COPY WILL BE SENT TO

7500 SW 176TH ST

Suite 302

Miami, FL 33157

CHANGE PHOTO

CHANGE LOGO

POSTCARD APPROVAL

APPROVED

08/22/22 4:32 PM EST

1 / 1

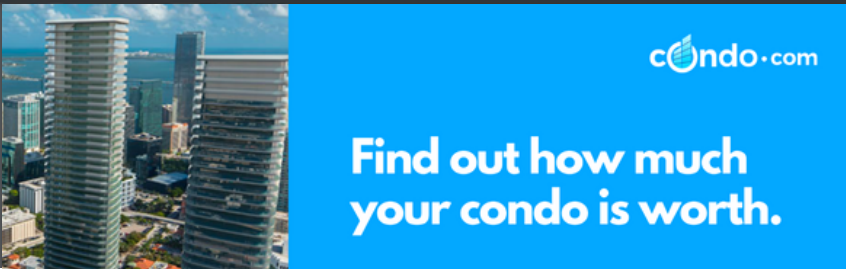
100%

+

-

🖨

📄



RESIDENT REACH

10

INCLUDED

10 / mo

FREE

ADDITIONAL

100 / mo

+\$85

TOTAL

110 / mo

\$85

CAMPAIGN REACH

10

PER MONTH

123

UNITS

ESTIMATED MAIL DATE

Sep 10th, 2022

NEXT MAIL DATE

Oct 10th, 2022

FREQUENCY

2

x Month

Included

FREE

CAMPAIGN STATUS

START CAMPAIGN


LISTING ACQUISITION CAMPAIGN

Active

### Tower Residences

ADVISOR PROFILE


EDIT



Richard Swerdlow

Building Advisor

[f](#) [t](#) [i](#) [i](#)



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BUILDING REVIEW

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CONTENT LIBRARY

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SHARE

ACTIVITY ALERTS

2

SHARE

BUILDING TIMES

2

SHARE

FEATURED LISTINGS

2

SHARE

CONTACTS & LEADS

2

VIEW

CUSTOM TOOLS FOR  
EASY DESIGN UPDATES

QUANTITY AND FREQUENCY  
ADJUSTMENTS TO INCREASE  
RESIDENT ENGAGEMENT

MAIL STATUS TO  
TRACK DELIVERY

# SAMPLE RESIDENT POSTCARDS

Postcards are sent every month on your behalf to a percentage of building residents. The program includes mailing to the entire building over a 12-month term.

PROMINENT AGENT  
AND BROKERAGE  
BRANDING



This postcard features a large image of a modern high-rise building on the left. The right side has a blue background with white text. At the top right is the 'condo.com' logo. The main headline reads 'Find out how much your condo is worth.' Below this, it says 'View Sales, Leases, Listings & Price Changes In Your Building.' A QR code is positioned to the left of a green box containing the text 'SCAN QR CODE OR ENTER E-4087 ON B.CONDO.COM'. At the bottom left is 'The Keyes Company' logo. At the bottom center is the name 'Banu Enes' with email 'benes@banuenes.com' and phone 'Call or Txt (951)555-2323'. At the bottom right is a circular portrait of Banu Enes.

condo.com

## Find out how much your condo is worth.

View Sales, Leases, Listings & Price Changes In Your Building.

SCAN QR CODE OR ENTER  
E-4087  
ON B.CONDO.COM

**The Keyes Company**

**Banu Enes**  
benes@banuenes.com  
Call or Txt (951)555-2323

CONDO VALUATION  
POSTCARDS GET  
GREAT RESPONSE

QR CODE & LINK TO  
BRANDED RESIDENT  
WEBSITE

YOUR BUILDING ADVISOR

**Banu Enes**  
benes@banuenes.com  
Call or Txt (951)555-2323



## Never miss another sale, lease or price change in your building.

condo.com

- ☐ Recent sales impact the value of your condo
- ☐ Recent leases guide rental pricing
- ☐ Price changes show your building's real estate activity



QR CODE & LINK TO  
BRANDED RESIDENT  
WEBSITE



Your return address is automatically printed in this position

FIRST-CLASS  
MAIL  
US POSTAGE  
PAID

RECIPIENT NAME  
AND FULL ADDRESS  
ARE PRINTED HERE

2.375" x 4" Ink-Free Zone

No artwork can be placed within this red area.

POSTCARDS SENT  
EVERY MONTH ON  
YOUR BEHALF

AUTOMATED ALERTS  
SENT IN REAL TIME TO  
RESPONDING RESIDENTS



# A library of social media content to build your brand as the advisor

Easily post branded content to all your social networks to create awareness and lead generation

CUSTOM BRANDED CONTENT FOR ALL SOCIAL MEDIA NETWORKS

EASILY SELECT POSTS FROM A GROWING LIBRARY OF CONTENT

[BACK TO DASHBOARD](#)

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SOCIAL POSTS

## Post ready-made content to social & grow your brand as the exclusive Building Advisor

Post about your exclusive role, share recent transactions or publish monthly building reports to stay top of mind and generate traffic and leads. Select from our templates for Facebook, Instagram and LinkedIn.

Instagram Post

Welcome

Select

Instagram Post

Welcome

Select

Instagram Post

Welcome

Select

Instagram Post

Welcome

Select

**HELPFUL TIP**

Easily post a welcome message, your monthly building report, a just listed or sold announcement, free buyer's guide or other building-specific templates. For best results, post 1-2x per week to each of your social channels

LISTING ACQUISITION CAMPAIGN **Active**

### Tower Residences

ADVISOR PROFILE [EDIT](#)

Richard Swerdlow  
Building Advisor  
The Keyes Company

BUILDING PROFILE SCORE [VIEW](#)

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BUILDING PROFILE [VIEW](#)

DESCRIPTION & AMENITIES ☒

PHOTOS & FLOOR PLANS 12 ☒

WELCOME VIDEO [UPLOAD](#)

BUILDING REVIEW ☒

RESIDENT MARKETING 123 UNITS

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BUILDING TIMES 2 [SHARE](#)

FEATURED LISTINGS 2 [SHARE](#)

[CONTACTS & LEADS](#) [VIEW](#)

UPDATE CONTENT MESSAGING AND IMAGES IN REAL TIME

1-CLICK POST TO YOUR SOCIAL CHANNEL

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RESIDENT MARKETING

## Post ready-made content to social & grow your brand as the exclusive Building Advisor

Post about your exclusive role, share recent transactions or publish monthly building reports to stay top of mind and generate traffic and leads. Select from our templates for Facebook, Instagram and LinkedIn.

CUSTOMIZE YOUR INSTAGRAM POST

SENTENCE 1

Unit ## was just listed for \$##k.

SENTENCE 2

Listing won't be on the market for long!

CHOOSE IMAGE

PREVIEW YOUR INSTAGRAM POST

Unit ## was just listed for \$##k.

Listing won't be on the market for long!

Richard Swerdlow  
Pilot House  
EXCLUSIVE BUILDING ADVISOR  
The Keyes Company

IN PARTNERSHIP WITH ccondo.com

[POST TO INSTAGRAM](#)

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[CONTACTS & LEADS](#) [VIEW](#)

## BUILDING REPORT

# A branded building report to send to prospects every month

Easily share the branded report as another tool to win more business

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### RESIDENT MARKETING

## Share branded building reports to stay in front of buyers and sellers

Custom-branded reports keep you top of mind with building residents and buyers to grow listings and sales in the building.


PILOT HOUSE BUILDING REPORT SEP 2022

**CUSTOM MESSAGE**

Hi there. As the Condo.com Building Advisor, I can get your unit sold fast. Get in touch with me to find out how much your condo is worth.

UPDATE MESSAGE

**VIEW**



OCTOBER 2022

## BUILDING REPORT

# The Pilot House

DISTRIBUTION

42

FREQUENCY

REALTIME UPDATES


DOWNLOAD

EMAIL


LISTING ACQUISITION CAMPAIGN **Active**

### Tower Residences

**ADVISOR PROFILE** [EDIT](#)



Richard Swerdlow  
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WELCOME VIDEO	UPLOAD
BUILDING REVIEW	✓

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FEATURED LISTINGS	2	SHARE
CONTACTS & LEADS	2	VIEW

ADD A CUSTOM MESSAGE  
FOR BEST RESULTS

EASILY TRACK &  
MANAGE DISTRIBUTION

TOOLS TO SHARE  
WITH PROSPECTS



BUILDING REPORT

# SAMPLE BUILDING REPORT

CUSTOM BRANDED  
MONTHLY REPORTS

ACTIVE LISTINGS FOR SALE  
AND RENT

NEIGHBORHOOD MARKET  
DATA AND COMPS

RECENT BUILDING SALES

CUSTOMIZED  
WELCOME MESSAGE



OCTOBER 2022

BUILDING REPORT

## The Pilot House



## For Sale

5

AVAILABLE  
UNITS

80

AVERAGE DAYS  
ON MARKET

MARKET COMP

BUILDING

ZIP

AVERAGE SALE  
PRICE

**\$474K** **-22%** **\$577K**

AVERAGE PRICE  
PER SQ.FT.

**\$508** **+2.4%** **\$496**

UNIT	BD	BA	PRICE	SQ.FT.	\$ / SQ.FT.	LIST DATE
1105	3	2	\$525,000	1,933	\$508	09/01/22
2905	3	2	\$518,000	1,933	\$502	08/15/22
2301	2	2	\$489,000	1,720	\$496	07/12/22
1805	2	1	\$432,000	1,550	\$475	06/22/22
1002	2	1	\$399,000	1,550	\$468	06/20/22

# A branded resident website with comprehensive real estate information

A compelling building landing page to share with residents from your direct mail and email campaigns.

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## BUILDING TIMES

### Share the branded Building Times with residents to build community and grow your listings

Provide residents with access to the custom branded Building Times, keeping them up to date on real estate and community activities. Create long-lasting relationships to grow listings and sales.

#### HELPFUL TIP

Share a link to your custom branded website where building residents can see real-time real estate activity and building data. This is a great tool for you and potential sellers to understand comps and values.

PILOT HOUSE BUILDING TIMES

SEP 2022

VIEW

BUILDING TIMES

lv condo.com

Enter Building Name

LOGIN

JOIN

PILOT HOUSE

BUILDING TIMES

UNITS FOR SALE

2

Avg LIST PRICE

\$1.15M

12 MONTH SALES

10

Avg. DAYS ON MARKET

69

SEPTEMBER 20TH 2022

DATA UPDATED WEEKLY - PRIOR MONTH COMPARISON

Navigation

REAL ESTATE

EVENTS

NOTICES

FOR SALE

FOR SALE

FOR RENT

RECENTLY SOLD

RECENTLY LEASED

Unit	Bd / Ba	Price	Sq Ft	\$ / Sq Ft	Date
215	2 / 2.5	\$1,254	2,702	\$463	05/28/22
301	3 / 3	\$1,054	2,550	\$412	03/07/22

FOR RENT

BUILDING ADVISOR

Richard Swerdlow

lvcondo.com

ACCESS

42

FREQUENCY

REALTIME UPDATES

SHARE

LISTING ACQUISITION CAMPAIGN

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FEATURED LISTINGS

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CONTACTS & LEADS

2

VIEW

EASILY TRACK & MANAGE DISTRIBUTION

COMPREHENSIVE REAL ESTATE DATA FOR THE BUILDING

TOOLS TO SHARE WITH PROSPECTS

# SAMPLE RESIDENT WEBSITE

LIVE TICKER OF KEY REAL  
ESTATE DATA POINTS

ACTIVE UNIT LISTINGS AND  
PRICING DATA

RECENT SALES AND  
LEASE DATA

BUILDING TIMES by **condo.com**

[LOGIN](#)
[JOIN](#)

UNITS FOR SALE **2**
AVG. LIST PRICE **\$1.15M**
12 MONTH SALES **10**
**\$5.62 M**
AVG. DAYS ON MARKET **69**

SEPTEMBER 19TH 2022
DATA UPDATED WEEKLY - PRIOR MONTH COMPARISON

Navigation

- REAL ESTATE
- EVENTS
- NOTICES
- FOR SALE
- SERVICES
- MY ENTRIES

INVITE YOUR NEIGHBORS

FOR SALE
FOR RENT
RECENTLY SOLD
RECENTLY LEASED

### FOR SALE

Unit	Bd / Ba	Price	Sq Ft	\$ / Sq Ft	Date
<b>715</b>	2 / 2.5	\$1.25M	2,702	\$463	05/28/22
<b>301</b>	3 / 3	\$1.05M	2,550	\$412	03/07/22

### FOR RENT

Unit	Bd / Ba	Price	Sq Ft	\$ / Sq Ft	Date
Not found					

### RECENTLY SOLD

Unit	Bd / Ba	Price	Sq Ft	\$ / Sq Ft	Date
315	2 / 2	\$365K	1,500	\$243	10/04/04
518	2 / 2	\$689K	1,570	\$439	06/25/22
518	2 / 2	\$550K	1,570	\$350	05/01/22
807	2 / 2	\$535K	1,177	\$455	04/25/22
301	3 / 3	\$1.00M	2,550	\$394	04/14/22
508	2 / 2	\$440K	1,176	\$374	04/06/22
606	2 / 2	\$489K	1,276	\$383	04/12/22
01-0	2 / 2	\$415K	1,180	\$352	02/22/22

### RECENTLY LEASED

Unit	Bd / Ba	Price	Sq Ft	\$ / Sq Ft	Date
306	3 / 3	\$5K	2,279	\$2	07/12/21

BUILDING ADVISOR

Richard Swerdlow  
Condo.com  
[MESSAGE ME](#)

Disclaimer: This website is independently operated by Condo.com and is not affiliated with the developer or management company for the building. The information provided is from a variety of data sources. Please connect with an attorney or licensed real estate professional before completing a real estate transaction. Condo.com does not assert any rights to the building name.

[HOME](#)
[SERVICES](#)
[FAQ](#)

# A library of personalized letters and articles to send to prospects

Additional tools to post to social, email and mail residents to establish yourself as the go-to building advisor and get listings

[← BACK TO DASHBOARD](#)

[PREVIOUS](#)
[NEXT](#)

## CONTENT LIBRARY

### Introduce yourself & help educate prospective buyers, residents and property managers

Select content from our library and update it as you see fit to send to buyers, sellers, agents and property managers. New condo legislation and condo financing programs are confusing for buyers and sellers and you have a great opportunity to become a trusted advisor and capture business in the building.

LETTER

BUYER INTRODUCTION

LETTER

SELLER INTRODUCTION

LETTER

PROPERTY MANAGER INTRODUCTION


ARTICLE

NEW FLORIDA CONDO LEGISLATION

LETTER - BUYER INTRODUCTION

COPY HTML CONTENT

COPY TEXT CONTENT



Dear [NAME]

It is with great pleasure to announce that I have been designated as the exclusive Building Advisor by Condo.com for Tower Residences at The Ritz-Carlton. The designation is based on my proven track record, integrity, insight and experience in the building.

Purchasing condominiums can be challenging, however, my history with property management, loan and Board approvals, building maintenance and amenities results in happy Buyers and numerous repeat customers.

Now is a great time to buy due to historically low interest rates and greater affordability than single family homes. Tower Residences at The Ritz-Carlton offers tremendous value, low association fees, great location, incredible amenities, friendly community and security. My goal is to help you save time and money. I am happy to answer any questions you have and

COPY TEXT

COPY HTML


EMAIL

LISTING ACQUISITION CAMPAIGN


Active

Tower Residences

ADVISOR PROFILE



Richard Swerdlow  
Building Advisor



BUILDING PROFILE SCORE

23%

Your building score is 235 / 1000. Adding a description, amenities, and photos will increase the score. We recommend a minimum score of 600

BUILDING PROFILE

DESCRIPTION & AMENITIES

PHOTOS & FLOOR PLANS

WELCOME VIDEO

BUILDING REVIEW

RESIDENT MARKETING

123 UNITS

LISTING PRESENTATION

POSTCARDS

SOCIAL POSTS

BUILDING REPORTS

CONTENT LIBRARY

ACTIVITY ALERTS

BUILDING TIMES

FEATURED LISTINGS

CONTACTS & LEADS

CO-BRANDED CUSTOM  
LETTERS & ARTICLES

EASILY EDIT AND UPDATE

TOOLS TO COPY AND  
SHARE WITH PROSPECTS

## ACTIVITY ALERTS

# Branded alerts sent to residents and prospects on your behalf

Automated alerts of sales, leases, listings and price changes are sent to subscribers daily to keep you top of mind as the exclusive building advisor

[← BACK TO DASHBOARD](#)

PREVIOUS

NEXT

ACTIVITY ALERTS

### Automated real estate activity alerts sent to residents will get you listings

Our listing acquisition campaign automatically emails residents that have requested a free valuation or other building information. You can add up to 3 emails at a time for residents or other clients you would like to receive activity alerts for your building.

BUILDING ALERTS

RECIPIENTS


SALE ALERT - 09/1/22

LISTING ALERT - 09/1/22

PRICE CHANGE ALERT - 09/1/22

PILOT HOUSE ACTIVITY - SALE ALERT - 09/1/22

VIEW



SIGNUPS  
42

ALERTS SENT  
435

FREQUENCY  
DAILY


DOWNLOAD

ADD A RECIPIENT

LISTING ACQUISITION CAMPAIGN Active

### Tower Residences


ADVISOR PROFILE EDIT



Richard Swerdlow

Building Advisor

[f](#) [t](#) [i](#) [in](#)



BUILDING PROFILE SCORE VIEW

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BUILDING PROFILE VIEW

DESCRIPTION & AMENITIES ✓

PHOTOS & FLOOR PLANS 12 ✓

WELCOME VIDEO UPLOAD

BUILDING REVIEW ✓

RESIDENT MARKETING 123 UNITS

LISTING PRESENTATION 12 SEND

POSTCARDS 10 / mo SEND

SOCIAL POSTS 12 POST

BUILDING REPORTS 12 SHARE

CONTENT LIBRARY 4 SHARE

ACTIVITY ALERTS 2 SHARE

BUILDING TIMES 2 SHARE

FEATURED LISTINGS 2 SHARE

CONTACTS & LEADS 2 VIEW

GROWING DATABASE OF  
ALERTS AND RECIPIENTS

EASILY TRACK & MANAGE  
DISTRIBUTION

TOOLS TO EASILY ADD  
ADDITIONAL ALERT  
RECIPIENTS

## ACTIVITY ALERTS

# SAMPLE REAL ESTATE ACTIVITY ALERTS

Automated alerts of sales, leases, listings and price changes are sent to subscribers daily to keep you top of mind as the exclusive building advisor

REAL TIME ALERTS SENT AS  
BUILDING REAL ESTATE  
ACTIVITY IS RECORDED

AUTOMATED ALERTS OF  
SALES, LEASES, LISTINGS AND  
PRICE CHANGES

BRANDED ALERTS WITH AGENT  
AND BROKER CONTACT  
DETAILS



## BRICKELL HEIGHTS Recent Sale Alert



Unit 504 in Pilot House sold on  
June 10th, 2022 for \$770,000

### SALE INFORMATION

Unit 504

### SALE PRICE

\$770,000

### SALE PRICE / SQ FT

\$650

### AVG PRICE / SQ FT IN BUILDING

\$625

### DAYS ON MARKET

94 days

### AVG DAYS ON MARKET IN BUILDING

120 days



### YOUR BUILDING ADVISOR

**Banu Enes**

Banu Enes Realty Inc.

banu@banuenes.com

(305) 555-2343



## FEATURED LISTINGS

# Unlimited featured listings for your seller clients

Feature your listings in the building with one-click

← BACK TO DASHBOARD

PREVIOUS

NEXT

### FEATURED LISTINGS

## Easily feature your listings to capture more traffic and leads

Our program includes the ability to feature listings in your building and is a great way to differentiate yourself when working with potential sellers.

### HELPFUL TIP

Leverage your role as the exclusive Building Advisor and your ability to feature your client's property on Condo.com to get listings. Add the listing into the MLS and then select your listing below to feature.



PILOT HOUSE LISTINGS - 09/1/22

VIEW



PILOT HOUSE  
**Unit 715**  
UNIT PRICE  
**\$1,230,000**

BUILDING PROFILE  
**3 Beds 2.5 Baths 2,400 sq.ft.**

LISTING AGENT  
Richard Swerdlow  
Condo.com  
rich@condo.com  
(954) 401 5100

LISTING DATE  
SEPTEMBER 1ST, 2022  
MLS ID  
MLS-323332233

☐ SELECT



PILOT HOUSE  
**Unit 715**  
UNIT PRICE  
**\$1,230,000**

BUILDING PROFILE  
**3 Beds 2.5 Baths 2,400 sq.ft.**

LISTING AGENT  
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Condo.com  
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(954) 401 5100

LISTING DATE  
SEPTEMBER 1ST, 2022  
MLS ID  
MLS-323332233

☒ FEATURED



PILOT HOUSE  
**Unit 715**

LISTING AGENT  
Richard Swerdlow

LISTING DATE  
SEPTEMBER 1ST, 2022

INCLUDED

**UNLIMITED**

TOTAL FEATURED

**1**

SELECTED LISTINGS

**1** LISTING

FEATURE MY LISTINGS

LISTING ACQUISITION CAMPAIGN

Active

## Tower Residences

ADVISOR PROFILE

EDIT



Richard Swerdlow  
Building Advisor

f t i

The  
Keyes  
Company

BUILDING PROFILE SCORE

VIEW

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Your building score is **235 / 1000**. Adding a description, amenities, and photos will increase the score. We recommend a minimum score of 600

BUILDING PROFILE

VIEW

DESCRIPTION & AMENITIES

☒

PHOTOS & FLOOR PLANS

12 ☒

WELCOME VIDEO

UPLOAD

BUILDING REVIEW

☒

RESIDENT MARKETING

123 UNITS

LISTING PRESENTATION

12 SEND

POSTCARDS

10 / mo SEND

SOCIAL POSTS

12 POST

BUILDING REPORTS

12 SHARE

CONTENT LIBRARY

4 SHARE

ACTIVITY ALERTS

2 SHARE

BUILDING TIMES

2 SHARE

FEATURED LISTINGS

2 SHARE

CONTACTS & LEADS

2 VIEW

UNLIMITED FEATURED  
BUILDING LISTINGS TO GET  
MORE LEADS

VIEW ALL ACTIVE  
LISTINGS IN THE BUILDING

EASILY SELECT AND  
FEATURE YOUR LISTING

# AGENTS GET

A turn-key building marketing and listing acquisition platform, a competitive advantage in the fast-growing condo niche and program exclusivity.

- 1 More listings and closings in condo buildings
- 2 Campaign management tools to easily accelerate resident engagement and listings
- 3 Automated postcards and email alerts sent to prospects
- 4 Exclusive marketing rights to lock out competing agents from your buildings

Buildings start at just

**\$49** / month

No commitment, cancel at any time.

## Program Terms

Buildings are available on a month-to-month basis with a 10% discount for annual activations.

There is a one-time setup fee that covers fulfillment and basic curation costs for the program. The setup fee is per transaction, not per building.

Visit **advisor.condo.com** to see the program demo and select your buildings

**To Get Started or Ask Questions**  
send an email to [advisor@condo.com](mailto:advisor@condo.com)