

# DARLENE L. STREIT

SANTA FE REAL ESTATE PROPERTY

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## MY MARKETING

“How I stay the #1 Broker in Santa Fe  
while providing Exceptional Personal Service”



Darlene is the #1 broker in Santa Fe County by almost 300% more than the next closest residential sold volume and has sold many of her own listings year to date for 2017. She has sold 180% more volume than the next closest sold volume and 269% more units than the next closest number of units sold for homes above \$1,000,000 and for that reason, she sees many more clients capable of buying your home. She has consistently been the top producing agent in Santa Fe over the last six years.

Darlene has the distinct honor of being the only Sotheby's International Realty agent nationwide to be honored in both Sales Volume and Number of Sides by REAL Trends:

REAL Trends\* - One of 29 Brokers Nationwide to place in 2 categories

REAL Trends\* Top 200 Nationwide - Sales Volume

REAL Trends\* Top 200 Nationwide - Number of Sides

How does she do it... Darlene manages her business office in order to provide first class personalized services to her clients. The operation is supported by a superb staff that makes it possible to provide the type of service Darlene would expect for herself. The following support personnel are in addition to Sotheby's International Realty staff.

3 Broker Assistants

2 Open House Specialist

1 Office Administrator

1 Administrative Assistant

1 Transaction Coordinator

1 Assistant Transaction Coordinator

1 Graphic Design/Internet Specialist

1 Marketing Administrator

In addition to excellent assistants, the marketing budget for homes and leads to get her clients home's sold exceeds \$250,000/Year and includes more than 7 websites. The tremendous support staff and marketing allows Darlene to help her clients “*Buy or Sell Something Special in the Land of Enchantment.*”

\*Real Trends 2016

All stats other than Real Trends are based on Santa Fe Association of Relators MLS for 2017



The following are Darlene's rankings from the Santa Fe Multiple Listing Service  
Year End 2107:

#1 Agent in volume of residential homes sold: **295% more** than the next closest sold volume - helped 120 buyers and homeowners

#1 Agent in volume of residential homes sold from \$250,000 - \$1,000,000: **200% more** than the next closest sold volume

#1 Agent in residential volume sold from \$1,000,000 and above: **180% more** than the next closest sold volume

#1 Agent in residential units sold from \$1,000,000 and above: **269% more** units sold than the next closest number of units


What makes Darlene really different in the industry and gives her the ability to serve many clients more effectively while provide the quality service she would expect for herself?


1. Communication with her clients and her problem solving skills are second to none.
2. She is a broker with Sotheby's International Realty and invests services for her clients...well beyond what Sotheby's provides.
3. Her expansive marketing means much more is invested in internet and lead generation...approximately \$250,000 per year. Then in addition, she utilizes all avenues provided by Sotheby's.
4. She has 10 assistants to make sure that everything is handled professionally, timely and in a personal manner. The assistants allow her to provide personal services to her clients. Your phone calls will be answered by a knowledgeable assistant in Darlene's office.
5. Darlene has many listings and is able to give first class attention to all of her clients due to the personnel in her organization. As a result of her listings, Darlene meets and works with more clients and has many more opportunities to find a qualified buyer for your home. She knows the current market inventory and will help you find the home that meets your needs.

A Home Internet Marketing Plan requires many different levels of marketing to support the sales of our listings. Darlene's internet marketing program is extensive and includes a local and international market reach. The following avenues are given in addition to the Sotheby's International Realty's platform for home sales and luxury home marketing.

The following is a partial list of the investments that Darlene makes to facilitate getting her client's homes sold. These marketing investments are in addition to Sotheby's International Realty's marketing and they are constantly being updated as the most effective marketing strategies change. Most positions below are paid and upgraded positions.

- ✓ Zillow - We are in the top lead generation positions for buyers in 87501, 87505, 87506 & 87507 
- ✓ Trulia - Paid positioning through Zillow 
- ✓ Point2Homes 
- ✓ Homes.com 
- ✓ Craigslist 
- ✓ Syndication - Literally thousands of syndicated sites through ListHub and Sotheby's
- ✓ Darlene Streit Special Luxury Home Site - DarleneStreit.com
- ✓ My Luxury Home Listings in Santa Fe, New Mexico - [www.SantaFeRealEstateProperty.com/my-luxury-properties](http://www.SantaFeRealEstateProperty.com/my-luxury-properties)
- ✓ [Santa Fe Luxury Homes and Land](#) – Darlene Streit 
- ✓ Luxury Real Estate.com 
- ✓ Luxury Homes.com worldwide exposure for Luxury Homes 
- ✓ You Tube Channel - RealEstateInSantaFe 
- ✓ Santa Fe Real Estate Expert Website – [SantaFeRealEstateExpert.com](http://SantaFeRealEstateExpert.com)
- ✓ Video Channel on Vimeo – Santa Fe Real Estate 
- ✓ All Luxury Home Listings in Santa Fe, New Mexico - [www.SantaFeRealEstateProperty.com/luxury-homes/](http://www.SantaFeRealEstateProperty.com/luxury-homes/)
- ✓ TourFactory – Sample tour: [www.tourfactory.com/1794568](http://www.tourfactory.com/1794568) 
- ✓ Santa Fe Showcase Magazine 
- ✓ Proxio Pro – International Broker to Broker Network 
- ✓ FaceBook - Twitter - Craig's List

- ✓ CGI-Next - Google AdWords, Facebook and Instagram Campaigns Retargeting - ReMarketing Campaigns 

- ✓ SmartZip - Next generation Predictive Marketing Campaigns 

- ✓ AdWerx – Powerful Retargeting and Re-marketing Tool Adwerx - As an example, the ad below has been viewed 135,300 times from January 1 to September, 2017 ! This ad follows prospects that have visited our website.



- ✓ Lands of America  Lands of America™

- ✓ HOME - Santa Fe Real Estate Guide



- ✓ Santa Fe New Mexican Newspaper

**Sotheby's**  
INTERNATIONAL REALTY

**DARLENE STREIT GROUP**  
SANTA FE REAL ESTATE PROPERTY

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<p><b>SPECTACULAR VIEWS—NEAR CENTER</b></p>  <p><b>3000 HILL CREST</b> \$1,550,000 This remodeled contemporary on one private acre has an open-concept kitchen, dining room, and living room with Sargis de Cristo granite and a deck. The master bedroom features a granite suite. #108 20540052</p>	<p><b>PRICE REDUCED—MOTIVATED SELLER</b></p>  <p><b>41 VIOLET CIRCLE</b> \$1,495,000 Expansive Sargis de Cristo and James Mountain views abound from this beautifully designed Las Campanas home. Manufacture and move-in ready. Built contemporary juxtaposed with traditional Santa Fe style. #108 20540423</p>	<p><b>SALVA TIERRA</b></p>  <p><b>7 CHOLLA</b> \$1,345,000 Completely remodeled, this 6,334-square-foot single-level home on 2.65 acres in Salva Tierra has three bedrooms, four baths, an office, a media room, a spacious kitchen, a three-car garage, and views. #108 20190360</p>
<p><b>SOUTH CAPITAL</b></p>  <p><b>1100 GALISTEO</b> \$1,240,000 Only minutes from the Plaza in the South Capital neighborhood, this superior three-bedroom residence and bedroom parlorhouse offers privacy, comfort, and a relaxing hot tub and swimming pool. #108 20140472</p>	<p><b>CASAS DE SAN JUAN</b></p>  <p><b>221 AVENIDA DE LAS CASAS</b> \$899,000 Incredible views from this perfectly located condo in the gated Casas de San Juan subdivision. Large open living and outdoor space, perfect for entertaining. Beautiful landscaped with views of the Sargis de Cristo Mountains. #108 20140427</p>	<p><b>HEART OF THE EASTSIDE</b></p>  <p><b>600 GARCIA</b> \$795,000 In the pursuit of renovations... will be a lovely 2 bedrooms, 2 bath home with a new bathroom addition. Great parking and centrally located. Home has a basement for stacks needed, extra storage in the heart of the Catoble. #108 20320604</p>

SOMETHING SPECIAL IN THE LAND OF ENCHANTMENT