



DARLENE STREIT

SANTA FE REAL ESTATE PROPERTY



DISCOVER

*Something Special in the
Land of Enchantment*



DARLENE STREIT

SANTA FE REAL ESTATE PROPERTY



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**#1 Broker by sales volume in
Santa Fe and New Mexico**

2018 REAL Trends National Real Estate Publication¹

**In the top 0.5 % of
1.25 million U.S. Realtors®**

2018 REAL Trends National Real Estate Publication¹

**One of the Top 10 Sotheby's
International Realty Brokers · 2018**

of all company-owned SIR agencies nationwide

**Over \$140 million in closed
sales volume · Santa Fe 2018**

Santa Fe Association of Realtors MLS

**#1 Broker in volume sold for homes
over \$1 million · Santa Fe 2018**

Santa Fe Association of Realtors

¹ Based on 2017 Sales Volume

When you're looking
for the best outcome,
choose the very best.

**There are many reasons Darlene Streit is
the #1 broker in New Mexico, and 109th in
sales volume in the entire United States.**

It's more than simply her first class service and attention to the smallest detail, or her superb staff of industry professionals serving your needs with efficiency and excellence. Darlene has risen to the top of her field for the most important reason: she truly listens to the needs of her clients and facilitates solutions with exceptional ease, personal care, and unrivaled success.

What makes Darlene's achievements in the field of real estate even more noteworthy, is that virtually every other broker in the top 0.5 percent nationally is from a major metropolitan area – cities such as Los Angeles, New York, San Francisco or Miami. In comparison, Santa Fe has just over 80,000 residents.

Lauded for her innovative marketing solutions that combine "cutting edge technology with best-in-class customer service," she elevates real estate sales to both a science and an art.

Darlene invests more than a quarter million dollars a year in sophisticated, relevant, and targeted marketing efforts. Combined with her depth of experience, her extensive knowledge of the Santa Fe area, and her professional, responsive and personal care of her clients, it's not surprising she leads the field in sales.

You deserve the very best.

MARKETING INVESTMENTS

Successfully marketing homes and land requires a targeted strategy, utilizing many different media and communication channels to facilitate sales. In addition to Sotheby's International Realty's marketing, Darlene markets properties through websites, real estate publications, local media, videos, social media, direct mail and worldwide internet syndications. Her comprehensive marketing program is extensive and includes digital, print, and direct mail with an international reach. Darlene's sophisticated, targeted marketing efforts work for you 24 hours a day, selling your property worldwide.

Santa Fe Real Estate Showcase

Darlene's Exclusive Quarterly Magazine Showcasing Fine Properties

Hutton Broadcasting

In-Theatre, Radio and Online Advertising for Property Listings

DarleneStreit.com

Darlene's Luxury Home and Land Website

LuxuryHomes.com

Worldwide Exposure for Darlene's Luxury Home Listings

LuxuryRealEstate.com

International Luxury Home Listings for Online Property Exposure

Direct Mail Campaigns

Personalized Letters, Postcards and Mailings for Property Exposure

SantaFeRealEstateProperty.com

Darlene's Real Estate Website Showcasing Properties

SantaFeLuxuryHomesandLand.com SantaFeRealEstateExpert.com

Darlene's Additional Real Estate Websites

TourFactory.com

TourFactory's Online Virtual Home Tours for Property Exposure

LandsOfAmerica.com

Online Exposure for Darlene's Ranches, Acreage, and Home Listings

- Santa Fe Real Estate
- RealEstateInSantaFe

Vimeo / YouTube Online Property Videos

Adwerx.com

Powerful Digital Re-Targeting and Re-Marketing Tool for Property Exposure

Instagram.com

SantaFeLuxuryHomes
Social Media and Property Exposure

Facebook.com

SantaFeNewMexicoRealEstate
Social Media and Property Video Ads

Twitter.com/DarleneStreit

Social Media Outreach and Property Exposure

Santa Fe New Mexican

Luxury Home Display Advertising
Santa Fe, New Mexico

HOME Real Estate Guide

Northern New Mexico Home Guide
Santa Fe New Mexican

...and more!

We constantly implement new, effective ways to market your home

Contact Darlene today for an efficient, professional real estate experience: 505.920.8001 • dstreit@dstreit.com

Below is a partial representation of the \$250,000 per year that Darlene invests to sell her clients' homes. These marketing efforts are in addition to Sotheby's International Realty's marketing, and are constantly refined to utilize the most effective marketing strategies.



“Darlene Streit is a force of nature in the world of real estate. She’s very gifted at what she does, and in a market saturated with Realtors it was an absolute delight to work with such an organized, high-energy broker. Since results speak for themselves, here are mine: she managed the staging and sale of my home and sold it within a week. I cannot recommend her highly enough.” – Leigh O.

Q&A WITH DARLENE

A resident of Santa Fe since 1992, Darlene is extremely knowledgeable in every aspect of real estate sales and the Luxury Home Market. As the top producing broker in her region, Darlene brings excellence to customer service, and is superbly skilled in helping clients make the best-informed decisions, whether buying or selling.

How are you able to handle so many clients as well as you do?

I pride myself in giving personal attention to each and every one of my clients and in responding quickly to their questions and needs. That said, I couldn't handle all the details of transactions without the support of my very experienced, professional cadre of assistants who follow through and make sure every stage of the process is executed with care.

Do you only deal with luxury homes and properties?

I'm known for my expertise in the luxury market, but by no means does it stop there. I love working with clients in every price tier and I offer the same excellent service to everyone I work with.

As the #1 broker in Santa Fe, are you available to take on new clients?

Absolutely! I've assembled an extraordinarily effective team of wonderful, talented assistants who work with me to make the buying or selling process one of ease for my clients. Together, we oversee and track every deadline and detail so that your experience is smooth and the results successful.

What sets you apart in the field of real estate?

It's my passion to help my clients. Being available and listening every step of the way, guiding the process with decades of expertise, and quickly responding to questions and needs are all things clients express over and over again.

What's most important to you as far as what you do?

Honestly, it's seeing a client smile when we complete their transaction and how happy and satisfied they are with the outcome.

What can I expect working with you and your team?

My focus is on bringing the highest level of personal service to my clients. You'll find that my office and I are always accessible, and we're very knowledgeable in every facet of buying and selling. We manage every detail so that your stress is minimized and your overall satisfaction is maximized.



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FROM OUR CLIENTS

“We have sold one house and bought two houses with Darlene. She is beyond compare with other Realtors who have served us over the years. When issues arise, Darlene invariably has several suggested options for how to resolve the item in a way that both buyer and seller are satisfied. Over the years, it’s been clear that Darlene genuinely cares not only about her clients, but also about the party on the other side of the transaction. She and her staff never miss a detail, and in all three cases, they kept us aware of upcoming deadlines so everything for closing could be completed on time, and we closed on the date initially specified. Darlene knows every inch of Santa Fe and seems to have a knack for discerning what her clients want, even if they are not completely clear themselves. Without reservation, I highly recommend Darlene to anyone who wants to buy or sell a home.” – *Mary S.*

“My wife and I selected Darlene to assist us in the purchase of our new home in Santa Fe because we wanted someone with a proven track record of success in the area, great communication skills, and a thorough understanding of the local market. We received all of that, and much more. Darlene and her team were incredibly efficient, professional, client-motivated, and responsive. We also appreciated Darlene’s negotiation and problem-solving skills. It was a great pleasure working with Darlene, and we would highly recommend her to anyone looking for a home in this wonderful community.” – *Larry A.*



“The relocation process and the search for a new house can be one of the most stressful endeavors a family or individual can face. Darlene’s comprehensive grasp of the Santa Fe market makes the selection process smooth and easy. I especially appreciated her professional and organized approach to achieve our requirements and dreams. Emails and phone messages are returned promptly, appointments are punctual, and best of all she is a good listener. Darlene’s knowledge of the construction industry, local contractors, architects and designers further ‘smoothed out’ the transition. When all was said and done, I was glad that I had Darlene on my side.” – *Bruce G.*

“If you want the best real estate rep in Santa Fe, you want Darlene Streit. This is the Energizer Bunny of Santa Fe real estate. We recently closed escrow on a home Darlene found for us, and the experience was exceptional, start to finish. She is backed by a team of knowledgeable, experienced, can-do people. She is absolutely tireless, totally knowledgeable about the market and marketplace, and goes WAY over and above. We were out of state buyers, and Darlene worked to understand what we wanted. When we arrived there was a meticulously planned tour of possibilities tailored to what we had said we wanted. One was “it” and we’ll be moving in soon. She’s that good.” – *Pat R.*

“Darlene’s efforts in selling my home were the most effective, knowledgeable and clear, as well as implemented with precision. She runs a profoundly efficient and integrated business. She brought her many years of proficiency in all phases of real estate to create the best conclusion possible for the sale of my property. Darlene has developed an impressive team of professionals, who with her direction, provide excellent service. I see the speed of the sale as a testament to her understanding and knowledge of the present real estate market. If you are in the process of deciding who you want to represent your financial and emotional interests in property, either as a seller or a buyer, you will never go wrong utilizing the skills of Darlene Streit.” – *Joy G.*

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Sotheby’s

INTERNATIONAL REALTY

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