



PLANTATION MARKETING *Group* LLC

FAQ Sheet

1. What is the difference between PLANTATION MARKETING GROUP, LLC and a traditional marketing agency?

Answer: We specialize in marketing unique real estate to high net worth individuals. It's what we do 100% of the time. We make it our business to know every aspect of what triggers high net worth individuals to buy, particularly in this buyer's market.

We have three competitive advantages: First, PLANTATION MARKETING GROUP is one of the only full service marketing agencies that specializes in promoting high quality and unique property. Second, we have proven experience helping clients sell property in an extreme buyer's market. Third, under our contingency fee option, our fees are structured where they are not due until the property sells!

2. Isn't marketing the broker's responsibility?

Answer: Traditionally, marketing has been handled by real estate brokers as part of their listing. It is common to confuse sales and marketing. Unfortunately, given the massive amounts of listings in this extreme buyer's market and access to new information and technology, many brokers have found themselves without the energy, intellectual, and financial capital to give unique properties the attention required in this market. The old business model is not working. Without the correct branding, properties often become stereotyped with misinformation. It takes a sophisticated and detailed strategy to consistently sell properties. We step in and take over the marketing responsibilities, recapitalize it and allow brokers to focus on selling. Brokers still control the way the marketing materials are distributed. We give them the information the landowner deserves so they can focus on putting buyers in touch with sellers.

3. How long after I sign the agreement will PMG be able to start marketing my property?

Answer: Unfortunately, we are limited to the number of new properties that we can represent. The number of clients and properties that need assistance today, or yesterday, is almost limitless. It is a very time consuming process just getting a property ready to be unveiled to the market. The initial buyer reaction will forever brand a property, either positive or negative. The branding strategy and procedures were perfected over the course of a career of specializing in high quality property. It has to be done right the first time. PLANTATION MARKETING GROUP will give your property a start date as soon as your check and signed agreement are received. Current start dates are running seven to eight weeks from the effective date of the contract.

4. What are examples of some of PLANTATION MARKETING GROUP clients?

Answer:

Sophisticated Landowners: They are normally high net worth investors themselves and have bought and sold multiple large properties in the last few years. They are very familiar with the old methods of real estate sales and marketing but neither they, nor their traditional advisors, understand selling in an extreme buyer's market.

Discrete Landowners: These clients are high profile, long term owners who would otherwise prefer to sell their property with the least amount of publicity and highest amount of discretion possible. They want a full blown sales strategy but need to be able to go public with the sale if needed.

Sealed Bid Auctions: We have developed a proprietary sealed bid auction program specifically designed for unique, high quality properties. It capitalizes on the benefits of an auction but without the associated risks and negative stigma. We gave the Sugar Plum seller 16 bids and sold it for \$6,350 per acre and closed within 7 days of the contract!

Brokers: This includes companies such as Jon Kohler & Associates, LLC, which PMG handles 100% of its marketing and agents such as one of the top 1% of Tallahassee 2007 Realtors®. It also includes brokers that may have a few unique listings that are being lost in traditional selling methods. With the huge volume of properties for sale, they need specialized marketing to help sell their listings faster, extend their listing agreements and be able to make a sale for a higher amount.

Lenders: This often includes distressed properties where the lender may be in full or partial control but the lender does not want the property to be erroneously branded and mishandled in the market causing a reduction in the value of the asset and difficulty to sell later.

Developers: This includes owners of platted subdivisions as well as undeveloped land with development potential. PMG developed the wildly successful sales and marketing program at Centerville Conservation Community. This one development controls 47% of high end lot sales in all of North Florida. PMG has developed the marketing program for Bailey's Mill as well as Songbird.

5. Why do I need a specialty marketing agency to sell my property?

Answer: Absorption times are being measured now in years. Even great properties at a great value are lost in the information overload. Furthermore, the traditional real estate listing agreement does not compensate a broker for putting together more than a minor marketing program. There simply isn't enough time, energy or capital available for a broker to market high dollar unique properties under a standard listing agreement. Traditional marketing agencies typically aren't familiar enough with high quality real estate to know the issues that trigger high net worth individuals buy.

6. How much does it cost and how does the fee work with the real estate commission?

Answer: We have two options. First is a standard retainer and hourly rate which is commensurate with marketing agency rates in the region. We also offer a contingency fee with a nominal retainer and the balance payable as a percentage only at the time of the sale. The percentage is usually between three and four percent. This amount can be easily offset by an increase in the sales price and quicker absorption period. The real estate commissions are negotiated between you and the broker. PMG provides the marketing material. It is up to the broker to distribute the marketing materials and advertising in the best manner they see fit.

7. If I chose a Contingency Fee Option how long does the marketing agreement last?

Answer: We have two methods of compensation, traditional retainer or a contingency fee agreement. Under this option, other than a nominal deposit, we don't get paid until the property sells; however long that takes. We are essentially partners with you and the broker in the sales process and we "put our money where our mouth is." Therefore we have the highest level of incentive to do everything we can to have the property sell as fast as it can and continue to push the property, distribute the marketing materials in the best manner they see fit.