

**Strengthen your reputation
in the global market
for luxury residential
properties. Be a visionary.
Jerry Marlow, MBA**

If you are a real estate broker
and you want to be
a stronger player
in the global market
for luxury residential properties,
my ideas, research skills,
writing ability
and presentation skills
can help you achieve that goal.
My writing can help you
gain a reputation
for market knowledge, insights
and savvy.

If you are willing
to be videotaped
interviewing market luminaries,
if you are willing
to give speeches
at industry conferences,
my work can help you
gain a reputation as a visionary
among developers, buyers
and sellers
of luxury residential properties.



If you lead a team
of real estate agents,
I can rewrite your
and your team members' profiles
so that visitors to your website
instantly feel that they are



part of the action that you
and your team make happen.

My writing can make visitors
to your site want to interact
with members of your team.
My writing can induce sellers,
buyers, investors, developers
and architects who visit your site
to say to themselves,
“I want these people
to sell for me—
to buy for me—
to invest for me—
to tell me what buyers want—
to collaborate with me!”

To elicit these responses,
we can evoke how you
and your team members

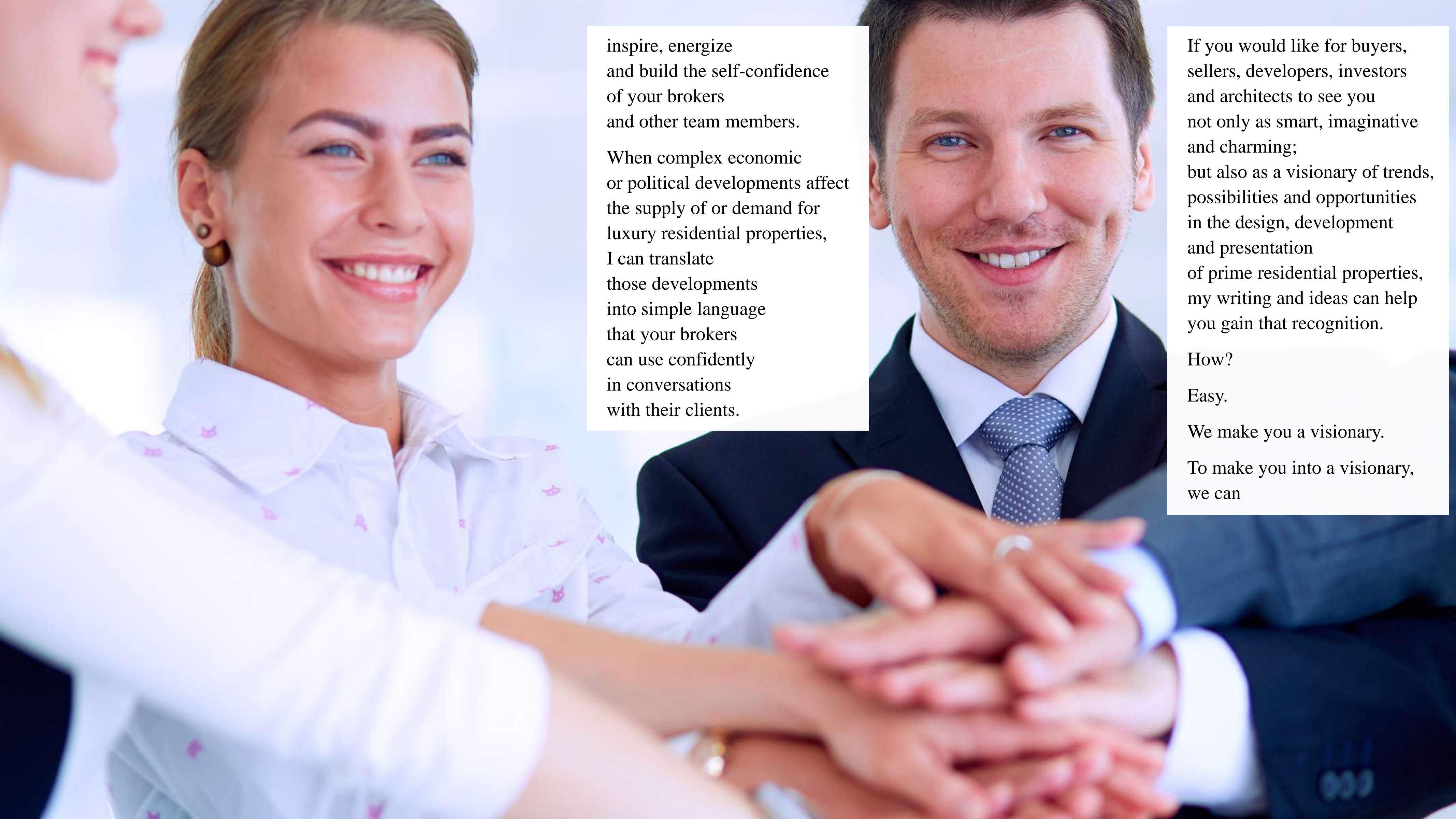


brand properties,
how you match properties
to the buyers for whom
the properties will have
the most value, how you create
extra value from intangibles
and how you achieve closing.

The writing can make clear
to site visitors
the monetary premium
that your creativity can produce.

Not only will my writing
inspire sellers, buyers,
developers and investors
to do more business with you,
it also will help you





inspire, energize
and build the self-confidence
of your brokers
and other team members.

When complex economic
or political developments affect
the supply of or demand for
luxury residential properties,
I can translate
those developments
into simple language
that your brokers
can use confidently
in conversations
with their clients.

If you would like for buyers,
sellers, developers, investors
and architects to see you
not only as smart, imaginative
and charming;
but also as a visionary of trends,
possibilities and opportunities
in the design, development
and presentation
of prime residential properties,
my writing and ideas can help
you gain that recognition.

How?

Easy.

We make you a visionary.

To make you into a visionary,
we can

get you into conversations
with leading thinkers and players
in the design, development,
engineering and financing
of luxury residential properties.

We can videotape
the conversations
and feature them
on your website.

We may be able
to get you into conversations
with leading thinkers
on wealth effects
and how having enough wealth



changes a buyer's conception of the purposes of a residence.

We may be able to get you into conversations with visionary thinkers about how the digital revolution is changing everything.

To help induce these luminaries to engage with you, I can do the background research necessary to make credible pitches to them.

For luminaries who agree to have you interview them, I can brief you on their accomplishments. I can develop questions for you to ask. During interviews, I can even sit at the keyboard of your teleprompter and, as the conversation evolves, suggest additional questions.

From the thinking and insights we gain from you talking to thought leaders, I can



write speeches
and create presentations
that make you a spokesperson
for the synthesis of your ideas
and insights and those
of the luminaries you interview.

I can work with your PR person
to find venues at which
you can give the speeches.
Your speeches and videos
can induce ultra-high net worth
people to rethink their concept
of a residence.

A developers' convention
would be a productive place
for you to give
a visionary speech.

We can redefine
a luxury residential property
as not just a comfortable
and luxurious place to live
and entertain, but also





as a creation that empowers a person to fully realize his or her aspirations and potential—both personally and professionally.

In short, with my help, you can redefine what a luxury residence is *and does*.

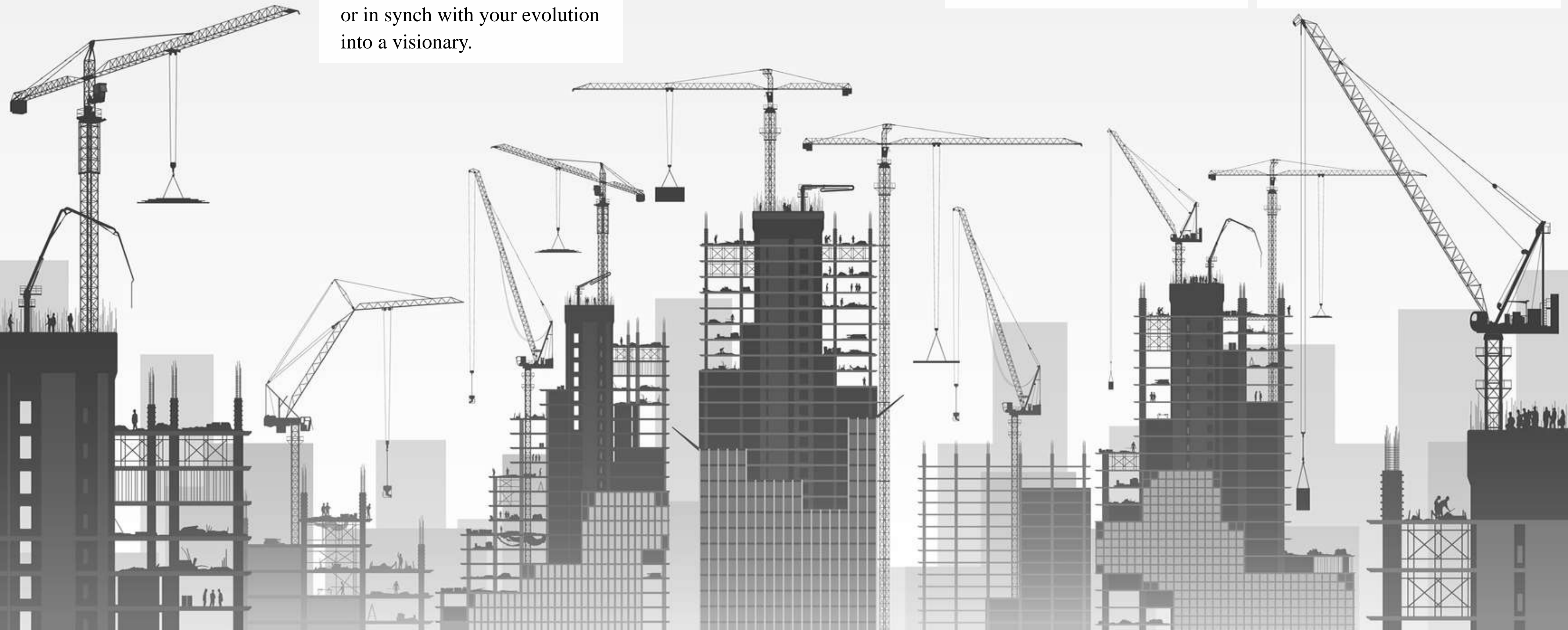
Through my research, writing and collaboration with you and your team, I can help you become *the visionary* who redefines luxury residential properties.

If you advise developers on how best to tailor properties to the evolving tastes and demands of the marketplace, I can beef up your pitch to developers—either with the capabilities you and your team have now or in synch with your evolution into a visionary.

I can slot your capabilities into developers' goals, concerns and decision criteria. I can translate your capabilities into increased return on investment for developers.

I can help you persuade developers that you and your team can help them intercept the changing goals and aspirations of people who buy multi-million dollar residences.

We can let developers understand that how the super wealthy think of a residence is about to change and you understand that change—in fact, you are helping make that change in thinking happen.



Beyond gaining you recognition as a valuable resource for developers, we also can figure out ways for you to become the go-to guy for hedge funds, venture capitalists and other investors who want to understand how to create properties that will fetch prices based—not on comps—but on the probability-weighted present value of potential future cash flows. (In stochastic investment models, greater uncertainty about the future often translates into higher probability-weighted present values.)



If grabbing these opportunities turns you on, let's talk.

I can write for you the same way I write for "Million Dollar Listing" celebrity brokers.

When a "Million Dollar Listing" broker gave a speech I wrote at a real estate conference, he got a standing ovation.

Let's make you a visionary and help change how the world thinks about luxury residential properties.

Let's get you a standing ovation.

More important, let's turbocharge your real estate machine. Let the power of my writing bring your and your team's performance to new heights.

Give me a call today:
(917) 817-8659

Or email:
jerrymarlow@jerrymarlow.com.

Writing and presentations that can strengthen your reputation in the global market for luxury residential properties. You can be a visionary!
Jerry Marlow

www.jerrymarlow.com