



**BERKSHIRE HATHAWAY**  
HomeServices  
Florida Realty

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**IslePointe**  
THE ISLEPOINTE GROUP



**Mary Currie**  
Broker Associate  
Sales & Marketing  
407-492-1811  
Lic#: BK3107294



**Beau Currie**  
Sales Associate  
Technology & Marketing  
407-234-1414  
Lic#: SL3531014

“Local Roots. Global Reach.”

[islepointe.com](http://islepointe.com)



The IslePointe Group is founded on Knowledge, Experience, Technology, Integrity, and Trust.



We would be honored for the opportunity to share our vision and marketing plan for your next Real Estate move.

Beau and Mary Currie



## Meet Mary

Broker Associate License #: BK3107294

- Longtime Floridian and SW Orlando/Windermere Resident
- Penn State University
- 17 years Real Estate Experience
- Full Brokers License Since 2008
- Proudly Worked as a Berkshire Hathaway HomeServices Broker Associate for 8 years
- Established a SW Orlando/Windermere Neighborhood Centric Marketing Program with over 2900 monthly recipients
- Dedicated Websites for Featured/Focus Neighborhoods (i.e. Waterford Pointe - [www.waterfordponite.homes](http://www.waterfordponite.homes) )
- Personally Purchased/Sold/Owned Multiple Properties in SW Orlando and Windermere, up to 7 Figures. We know what you need and expect from your Realtor
- Landlord/Rental Property Owner Experienced
- Love Florida and The Windermere Lifestyle
- Let's Get to Work on Your RE Wants/Needs/Goals!



Mary Currie  
Broker Associate - Sales & Marketing

Call/Text: 407-492-1811  
email 1: [mary@islepointe.com](mailto:mary@islepointe.com)  
email 2: [marycurrie@bhhsfloridarealty.net](mailto:marycurrie@bhhsfloridarealty.net)

Zoom or in Person Meetings Available.

- We Build Custom "Your Home" Websites.
- We Produce Custom "Your Home" Videos.
- We Shoot Premium Aerial Photography.
- We Present the Best Version of Your Home.
- We professionally represent the interests of you and your family, with trust and integrity.



BERKSHIRE HATHAWAY  
HomeServices  
Florida Realty



Beau Currie  
Sales Associate  
Technology & Marketing

## Meet Beau

Sales Associate License #: SL3531014

Call/Text: 407-234-1414  
email 1: [beau@islepointe.com](mailto:beau@islepointe.com)  
email 2: [beaucurrie@bhhsfloridarealty.net](mailto:beaucurrie@bhhsfloridarealty.net)

Zoom or in Person Meetings Available.

- FAA Licensed UAS Pilot.
- We Build Custom "Your Home" Websites.
- We Produce Custom "Your Home" Videos.
- We Shoot Premium Aerial Photography.
- We Present the Best Version of Your Home.
- We professionally represent the interests of you and your family, with trust and integrity.

- Lifelong Floridian and SW Orlando/Windermere Resident
- Studied Real Estate at the University of Florida
- RE Appraisal, RE Markets, Building Construction, RE Tax Advantages
- Experienced Executive Who Managed Sales Teams, Employees, Bank Relations, Finance, Marketing/Advertising, Taxes, and Government Regulations
- Owned and managed a Technology Company for 30+ Years
- Two Time Real Estate License Holder
- Personally Bought/Sold/Owned Multiple Properties in SW Orlando and Windermere, up to 7 Figures. We know what you need and expect from your Realtor
- Landlord/Rental Property Owner Experienced
- Business Lease and Commercial Build-out Experience
- Professional Graphic Artist
- Professional Web Developer
- FAA Certified UAS (Drone) Pilot
- A Lifetime of Building Personal and Professional
- Long Term Relationships
- Let's Get to Work on Your RE Wants/Needs/Goals!

Leveraging Technology  
to "Your Advantage".



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## "Local Roots. Global Reach."

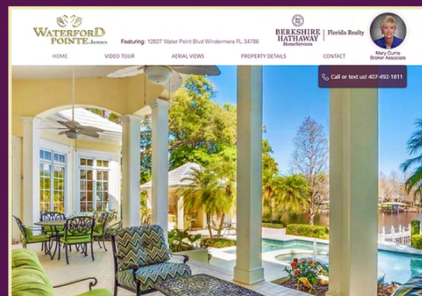
Creating Maximum Market Awareness. In-House Skills and Solutions.

- Broker Knowledge/17yrs Experience & Trust.
- IslePointe Exclusive Showcasing Services.  
In-House Premium Aerial Photography.  
In-House Web Developer & Graphic Artist.  
In-House Leverage of Digital Technologies.
- Berkshire Hathaway HomeServices Benefits  
In-House Title Company. (Florida Title)  
In-House Mortgage Broker. (Prosperity)  
In-House Insurance. (HomeServices)
- Global Marketing/Listing Language Translations.
- Global Currency Conversions.
- Relationship & Technology Marketing That Gives Your Home an Advantage.
- The Global Brand and Marketing Power of Berkshire Hathaway Home Services.

## We Digitally Launch Your Home to the World



Premium Aerial Photography



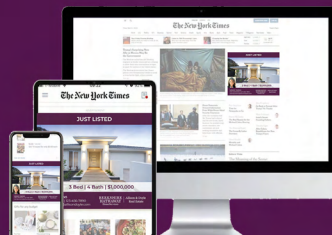
Professional Custom Websites



**BERKSHIRE HATHAWAY** Florida Realty  
HomeServices

High End Luxury Marketing

[www.islepointe.com](http://www.islepointe.com)



# YOUR TRUSTED REAL ESTATE ADVISOR

FOR YOU. FOR LIFE.

At Berkshire Hathaway HomeServices Florida Realty, we're not just here to help you sell your home or help you buy your next one. We're here to help you every step of the way - and beyond.

As a FOREVER Agent and our ecosystem of real estate services, we are committed to providing you an experience that goes beyond the sale. Your best interest is our highest priority.

Relationships matter - It's good to know there's a name you can trust. We are committed to your success and we understand the complex real estate journey from beginning to end. That's more than real estate - That's HomeServices.



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**TRUST IS OUR HERITAGE**

**WHY TRUST THE PURCHASE OR SALE OF A LUXURY HOME TO ANYONE ELSE?**

With our expertise in the more rarefied echelons of real estate, we have access to exclusive properties that rise above the rest - and the acumen to bring the right buyer to your doorstep. To find a sales professional to list or help you find your next home go to [berkshirehathawayhs.com](http://berkshirehathawayhs.com)

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**BERKSHIRE HATHAWAY**  
HomeServices

**LUXURY**  
COLLECTION



**BERKSHIRE HATHAWAY**  
HomeServices  
Florida Realty

**IslePointe**  
THE ISLEPOINTS GROUP

# LUXURY COLLECTION MARKETING

**When you've got it all,  
you need a place  
to get away from it all.**

When you're ready to turn your dreams into your reality, you're ready to meet a network Forever Agent<sup>SM</sup> at Berkshire Hathaway HomeServices Florida Realty. Find your Forever Agent<sup>SM</sup> at [BerkshireHathawayHS.com](https://www.BerkshireHathawayHS.com)



For Life



**BERKSHIRE HATHAWAY**  
HomeServices  
Florida Realty

**IslePointe**  
THE ISLEPOINTE GROUP

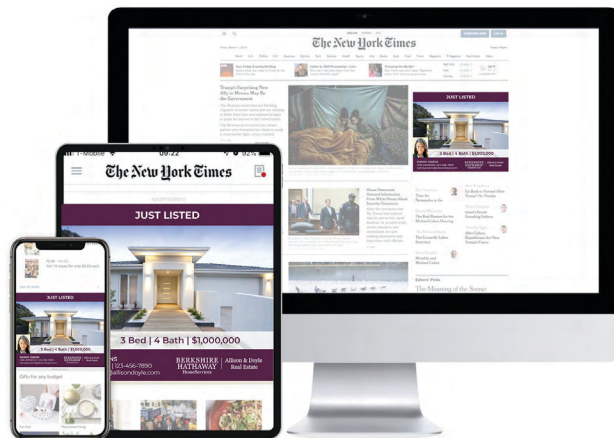
401 Main Street Ste. B Windermere, FL 34786

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# Berkshire Hathaway HomeServices Automated Listing Program

The Berkshire Hathaway HomeServices Automated Listing Program powered by CHALK Digital, combines the network's existing marketing platform with CHALK's innovative technology to automate digital branding and listing ads.



Berkshire Hathaway HomeServices Automated Listing Program powered by CHALK. The program combines the network's existing marketing platform with CHALK's innovative technology to automate digital branding and listing ads.

## Here's how it works:

- New listings will automatically receive a listing ad campaign approximately 24 hours after CHALK receives the data feed from Berkshire Hathaway HomeServices.
- Ads will be shown to potential homebuyers within a 15-mile radius of the listing on social media, premium websites and mobile devices.
- Potential buyers and sellers who visit a network agent's webpage on [www.berkshirehathawayhs.com](http://www.berkshirehathawayhs.com) will be automatically retargeted with an ad that appears on the social media platforms and premium websites subsequently visited by the potential client.
- The retargeted ads are executed automatically, ensuring all network agents receive retargeting from their personal landing pages, if the agent's personal landing page is not available the consumer will be directed to the listing's landing page.
- Consumers who click on listing ads will be sent to the listing detail page on [www.berkshirehathawayhs.com](http://www.berkshirehathawayhs.com) branded with the listing agent's information and customized with property photos and listing details.



**BERKSHIRE HATHAWAY**  
HomeServices  
Florida Realty

**IslePointe**  
THE ISLEPOINTE GROUP

# PRESENTING YOUR HOME TO THE WORLD

LISTING SYNDICATION STRATEGY

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Not all real estate sites are created equal. When millions of consumers spoke, we listened. Enhanced advertising and data feeds maximize the exposure of our properties on the most popular real estate sites and apps.

We reach over  
100 million viewers  
each month.

Our properties are  
marketed on the top  
real estate websites and  
mobile platforms.



**BERKSHIRE  
HATHAWAY** | Florida  
HomeServices Realty

[www.BHHSFloridaRealty.com](http://www.BHHSFloridaRealty.com)



**BERKSHIRE  
HATHAWAY**  
HomeServices

29 Million visitors to [www.BerkshireHathawayHS.com](http://www.BerkshireHathawayHS.com)

**realtor.com**<sup>®</sup>

100 Million unique visitors each month

 **Homes.com**

5 Million visitors each month

 **Zillow**<sup>®</sup>

36 Million visitors each month

 **trulia**

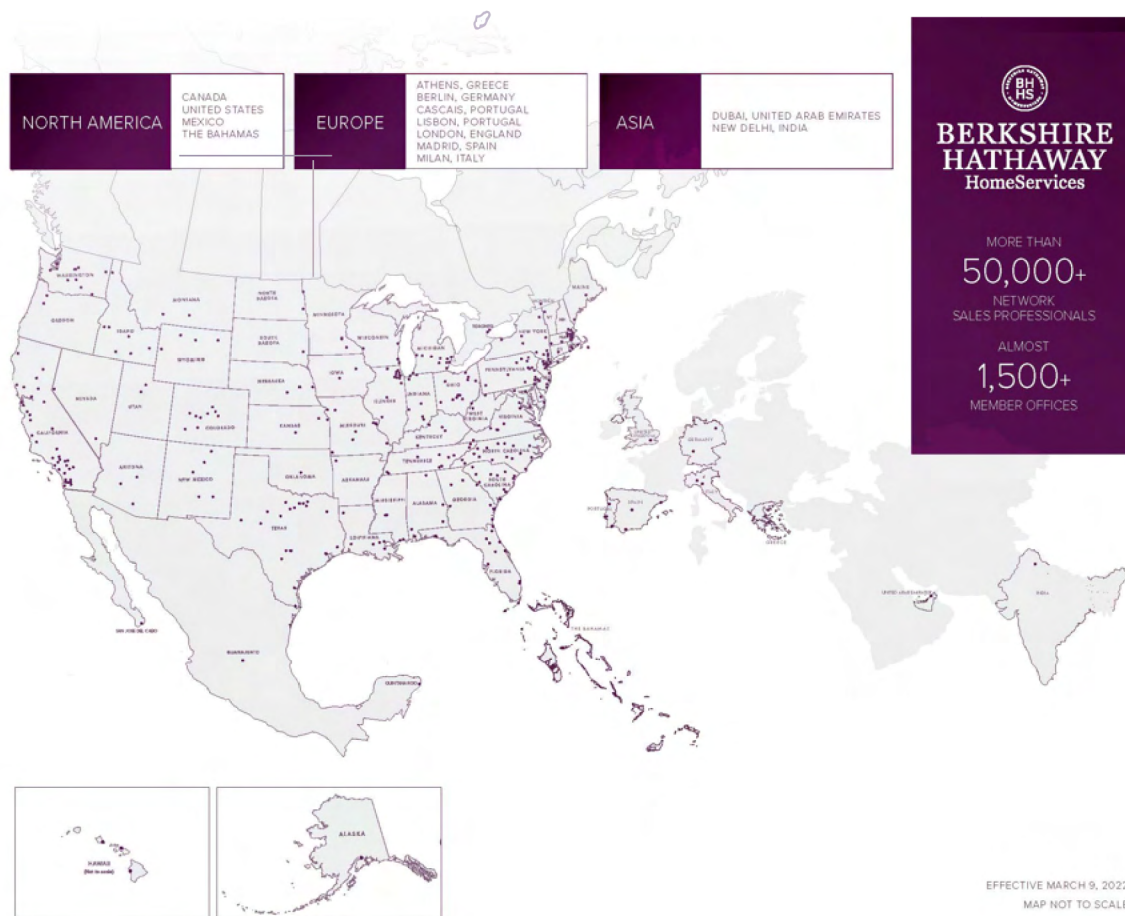
23 Million visitors each month



**BERKSHIRE  
HATHAWAY**  
HomeServices  
Florida Realty

# A POWERFUL BROKER NETWORK

Excellence inspires excellence. With our growing global broker network, we bring customers together. Your buyer could come from one of the 50,000 Network Sales Professionals.



Map subject to change along with the rapid growth of the network.



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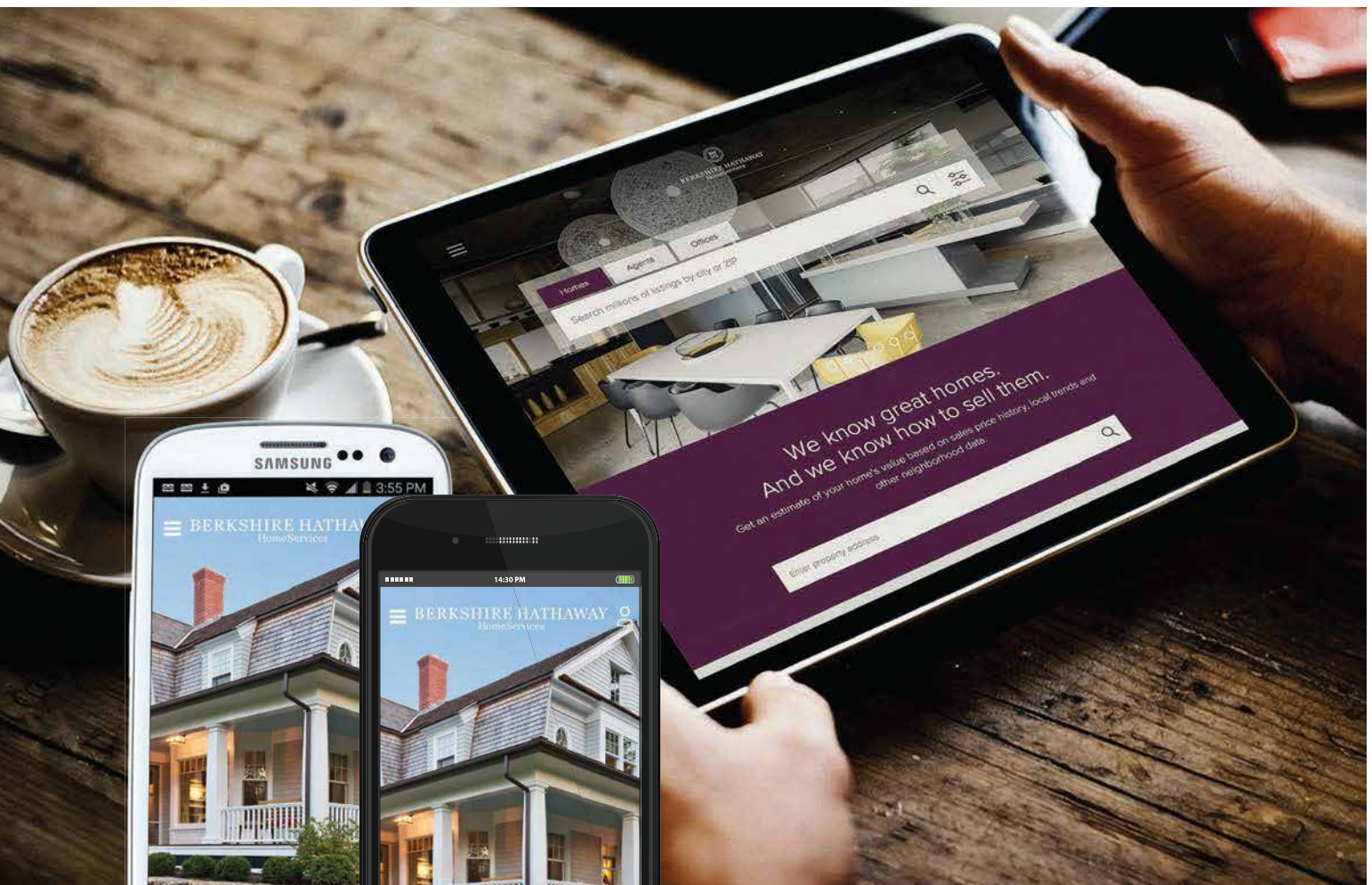
# MOVING AT THE SPEED OF MOBILE

According to NAR, 79% of homebuyers use mobile devices to search for homes.

BHHS.com and BHHSFloridaRealty.com have embraced using a responsive design framework due to the continual increase in visits from mobile devices and smart phone users, domestically and internationally.

Our sites deliver a consistent experience for mobile, tablet, and desktop users.

Consumers can locate your home, including all of its features, photos, and videos and learn about the local lifestyle amenities. With more access to the best tools in the industry, our Sales Professionals are good to know.



**BERKSHIRE  
HATHAWAY**  
HomeServices  
Florida Realty

# MARKETING AND SOCIAL CONNECTIONS

We will share all of the features and benefits of your home using eCards, flyers, and digital brochures to Berkshire Hathaway HomeServices Sales Professionals and thousands of members of our local Realtor® Associations.

Our social media connections effectively target a wide audience of potential buyers, find new customers, and expand your exposure.



What is the difference between selling and having your home professionally marketed?

**BERKSHIRE HATHAWAY HOME SERVICES**

[[Use this area to write a personalized message about the subject of your email, about yourself, your company or anything you feel like!]]



Berkshire Hathaway HomeServices Allison & Doyle REALTORS  
**Berkshire Hathaway HomeServices Global**  
 Sales Professional  
 (855) 422-9052  
 BHHSsupport@BHSFranchise.com  
 www.BHHS.com

**JUST SOLD**

**JUST LISTED**

**12345 Stratmore Circle  
 Westbury Lakes, US 98765**

Designed to capture the natural beauty of this prime location within the shores of Westbury Lakes, this exquisite property features golf course, orange grove and panoramic views in every direction. Careful sweeping architectural lines provide for several walls of glass that open unobstructed to the magnificent, expansive paradise where the outdoor environment is enjoyed year-round. Located just minutes from Westbury Lake Village for schools, shopping and entertainment.

**Bedrooms: 0  
 Bathrooms: 0  
 Square Footage: 6,000  
 Year Built: 2009  
 Offered at \$0,000,000  
 MLS# 123456**

**Berkshire Hathaway HomeServices  
 Berkshire Hathaway HomeServices  
 Sales Professional  
 (855) 794-7900  
 www.bhhs.com**

**Berkshire Hathaway HomeServices  
 Berkshire Hathaway HomeServices  
 Sales Professional  
 (854) 693-0100  
 BHHSsupport@BHSFranchise.com**

**LUXURY COLLECTION**

**JUST LISTED**

**12345 Stratmore Circle  
 Westbury Lakes**

Large open floor plan, contemporary architectural details, finished basement, large pool, outdoor kitchen, all done in high-end finishes. This is a rare find in Westbury Lakes. Beautiful work finished, excellent location, just minutes from office, shopping, dining, entertainment, and more. Don't miss this one!

**US born architect, designer, and interior decorator with 20+ years of experience. This is a rare find in Westbury Lakes. Beautiful work finished, excellent location, just minutes from office, shopping, dining, entertainment, and more. Don't miss this one!**

**Bedrooms: 3  
 Bathrooms: 4 Full, 2 Half  
 6,500 sq. ft. on 1.5 acres  
 Year Built: 2009  
 Offered at \$999,999.000  
 MLS# 123456789**

**Berkshire Hathaway Home Services Florida Realty**  
 President/Chief Executive Officer  
 Robert Johnson  
 (855) 456-7890  
 www.bhhs.com

**BERKSHIRE HATHAWAY HomeServices Florida Realty**

**SOLD**



**BERKSHIRE  
HATHAWAY**  
HomeServices

Florida Realty



Mary Currie  
Broker Associate



Beau Currie  
Sales Associate

**IslePointe**

A member of the franchise system of BHW Affiliates, LLC

We reach over 100 Million viewers each month.

Our properties are marketed on the top websites, mobile platforms, and printed media around the world.



UNIQUE HOMES

PRESTIGE

duPont REGISTRY  
A BUYERS GALLERY OF FINE HOMES

NETJETS

WALL STREET JOURNAL

MANSION GLOBAL

PENTA



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