



LISTING PROPOSAL

Provided by Deldi Ortegon Group

Powered by PLACE | Keller Williams

POWERED BY PLACE



INTRO - FROM THE DELDI ORTEGON GROUP

We are thrilled at the opportunity to represent your development. Our real estate technology company, PLACE, along with the backing of Goldman Sachs, will provide the resources necessary to bring this project to life.

Our extensive knowledge of the area makes us confident in our ability to showcase its potential to prospective buyers. With PLACE's cutting-edge platform and our extensive local contacts, we are sure to identify the right buyers for these upcoming homes.

Goldman Sachs' support provides us with financial stability and credibility, enabling us to approach significant projects with confidence and foresight. We are committed to finding visionary developers who can redefine the community and set new industry standards.

As a PLACE team, we are part of a network that has sold 20,000+ homes in the last year and spends \$12M+ annually on marketing & servicing listings. We understand the significance of transparent communication, collaboration, and integrity in fostering positive relationships between all stakeholders involved in such a significant project. Our collaborative approach ensures that the interests of the property, its investors, and the surrounding community are upheld with the utmost respect and consideration.

We are genuinely excited about showcasing this development, and would love the opportunity to discuss how we can make this vision a reality.

POWERED BY PLACE

Deldi Ortegon



Deldi Ortegon

Broker Associate
Expansion Partner

Carissa Ortegon



Carissa Ortegon

Co-Listing Agent
REALTOR®

Ben Kinney



Ben Kinney

Co-Founder
PLACE

Chris Suarez



Chris Suarez

Co-Founder
PLACE

OVERVIEW

Herein contains a proposal for what working with our team will look like. We have provided some examples of how we work and marketing assets that we can create for the property. It's a small portfolio of similar projects and a showcase of our capabilities to gain leverage and promote urgency in the market.

We hope to earn your trust, and partner on this great project.

POWERED BY **PLACE**



INTRO - TABLE OF CONTENTS

We propose a working
partnership to sell your
development.

POWERED BY PLACE

CONTENTS

How We Work

Discover and Learn

Capture and Curate

Create the Experience

Market and Amplify

Title & Lending Integration

Our Team

Our Partners

Proposal

Investment

Next Steps

HOW WE WORK

- **DISCOVER AND LEARN**

Your property has a story to tell and features that deserve to be noticed. Through our discovery phase, we will gather everything worth sharing about your property so that we can capture, brand and market your property.
- **CAPTURE AND CURATE**

Now that we know the intricacies of your property, we can capture and curate a gallery that helps tell the story of your property so buyers are attracted to the lifestyle and opportunity it offers.
- **CREATE THE EXPERIENCE**

We use the details from our discovery combined with stunning visuals to build an identity and a memorable consumer experience for your property. This includes custom branding, website and print materials.
- **MARKET AND AMPLIFY**

We work to promote your properties with a wide-ranging reach, building relationships with local agents, consumers and taking every opportunity to showcase your development.

DISCOVER AND LEARN

Discover and Learn

Capture and Curate

Create the Experience

Market and Amplify

At our discovery phase, we will take the time to understand every aspect of your property and identify its unique features and characteristics. We believe that every property has a story to tell, and we want to make sure that we capture it in the best way possible. By doing this, we can create a brand and marketing strategy that accurately represents your property and attracts the right audience. Our approach is tailored to each property, ensuring that we showcase its full potential and highlight what makes it stand out from the rest. We believe in creating marketing that not only looks amazing but also tells a story and connects with the audience on a personal level.

Deliverables

- + Structured Discovery
- + Conversation
- + Feature Questionnaire
- + Historical Storyline and Facts
- + Intensive Property Tour
- + In-Depth Market Analysis and Property Analysis

CAPTURE AND CURATE

Discover and Learn

Capture and Curate

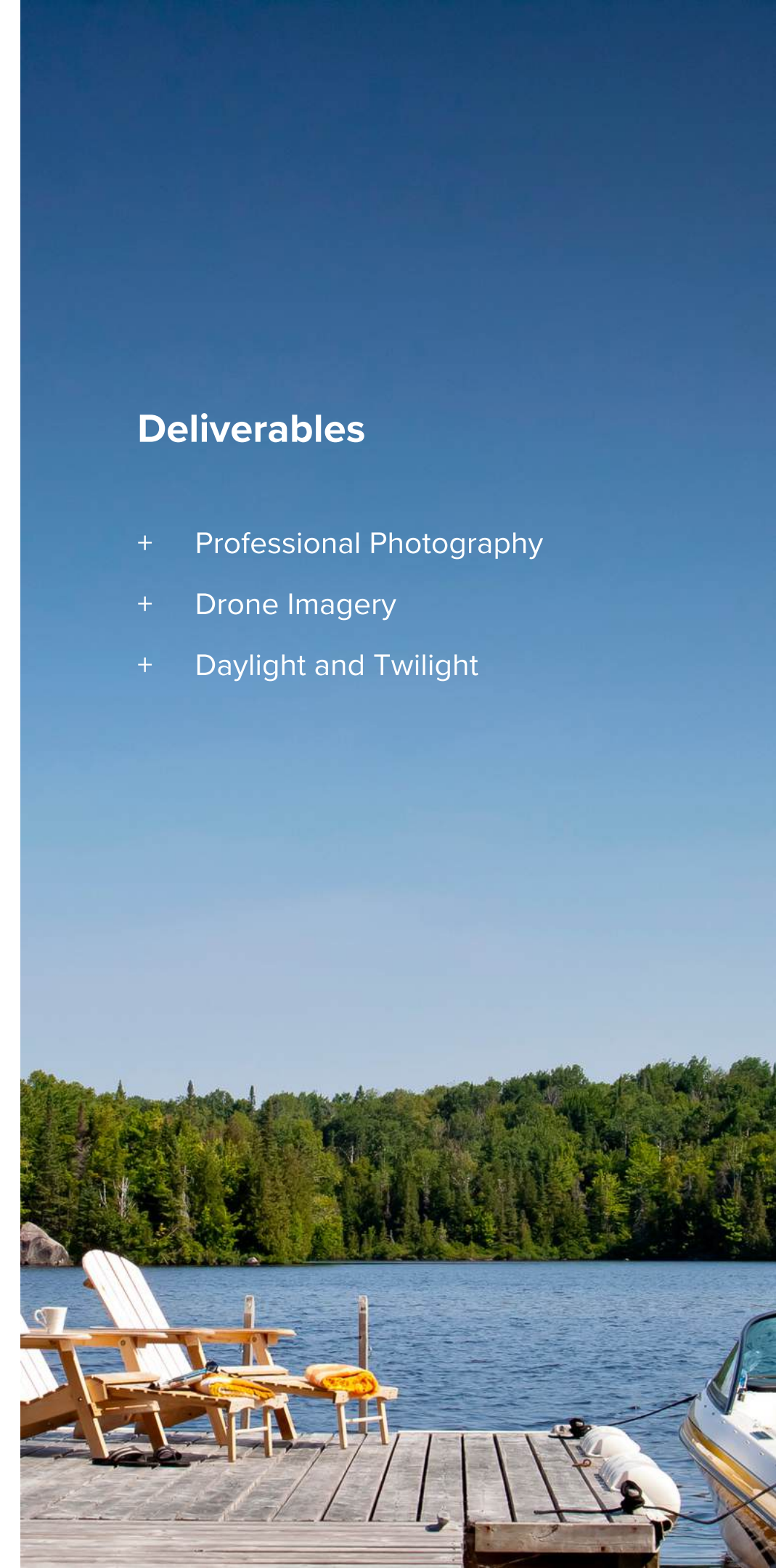
Create the Experience

Market and Amplify

We use industry leading professionals, hand selected for your unique development to capture the unique character and charm of your property and showcase it in a way that resonates with potential buyers. We'll curate a gallery of images that highlight the best features of your property and help tell the story of the lifestyle it will offer. From the layout and flow of the space to the color scheme and decor, we'll make sure every detail is captured and presented in a way that makes your property stand out. Our goal is to create a visual experience that inspires buyers and makes them fall in love with your property before they even step through the door.

Deliverables

- + Professional Photography
- + Drone Imagery
- + Daylight and Twilight





HOW WE WORK - CREATE THE EXPERIENCE

CREATE THE EXPERIENCE

Discover and Learn

Capture and Curate

Create the Experience

Market and Amplify

Our design approach focuses on creating a cohesive and meaningful experience for buyers. By leveraging the insights gained from our discovery process, we craft a custom branding strategy applied to every touchpoint of the consumer experience, from your website and social media presence to your signage and print materials. Our team of skilled designers and developers work closely with you to ensure that every detail is just right, resulting in a memorable and impactful consumer experience that sets your property apart.

Deliverables

- + Branded Listing and Logo Design
- + Property Website
- + Vanity URL
- + Custom Visuals for Print and
- + Digital Including Flyers, Large Format Signage, and Tailored Email Campaigns

POWERED BY PLACE

CUSTOM BRANDING

Our team will create a memorable and recognizable brand identity specific to your property.

View some of the other properties we've successfully branded with an identity experience:





HOW WE WORK - CREATE THE EXPERIENCE

CUSTOM SITE

We have a dedicated staff of over 20 designers with the talent to make a stunning website and marketing material for your properties.

We recommend getting a custom domain for the building, which can serve as the landing page and contact capture where all traffic is directed to from any marketing campaigns.

View examples below of websites our PLACE Partnership has created for other developments. Yours would be completely custom according to the content we select as a team!

Nantucket Shores

Huntley Square

West End Salida

The websites will be highly interactive, enhanced with AI, and designed to drive buyer leads to our automated platform which gives consumers real-time human interaction augmented by effective technology.

Our team excels at lead follow-up. The gold is in the follow-up!

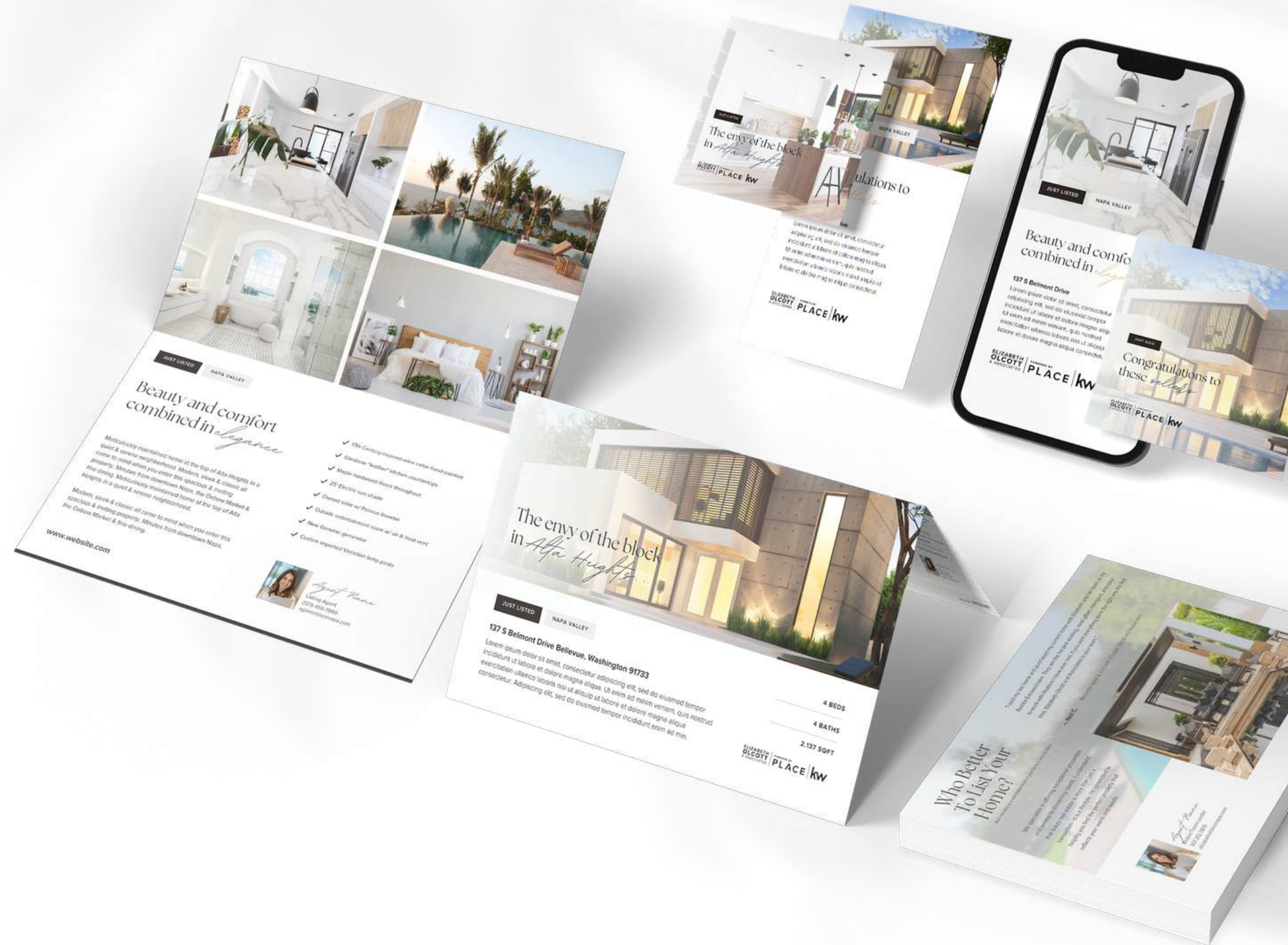
POWERED BY PLACE™



MATCHING PRINT & SOCIAL MEDIA CAMPAIGNS

All visual elements created for your property tell a cohesive story to ensure brand consistency and awareness across channels.

Drive more traffic to your listings, generate buyer and seller leads, and positive awareness by leveraging our sophisticated designs that are consistent across all consumer touchpoints.





HOW WE WORK - MARKET AND AMPLIFY

MARKET AND AMPLIFY

Discover and Learn

Capture and Curate

Create the Experience

Market and Amplify

Our scale enables us to expand our reach both locally and nationally. Our social media and email channels have a curated audience of 20,000+ top-producing agents inside and outside of our network, across all geographies. We create customized releases syndicated to a local and nationwide and international audience.

Deliverables

- + Paid Ad Placement
- + Press Release

POWERED BY PLACE

PARTNERED WITH GOLDMAN SACHS

In November 2021, Goldman Sachs invested \$100 million in PLACE, bringing the overall valuation of PLACE to \$1 billion.

PLACE's relationship with Goldman Sachs has solidified the value we deliver to stakeholders. It provides PLACE with unparalleled insights, data, and resources. This alliance is a testament to the confidence that influential investors have in PLACE leadership, team operators, and agents.

Whether it is a single-family starter home, high-end luxury property, rental investment, or real estate development, like yours, PLACE is committed to helping our agents guide their clients through their most powerful investments. Through our partnership with Goldman Sachs, PLACE has access to exclusive market insights and data that allow us to effectively strategize listings based on local, national, and international real estate trends in addition to broader economic conditions.

By leveraging local, national, and international real estate trends, as well as broader economic conditions, we can effectively strategize listings and provide their buyer, sellers, and investors with the most up-to-date information. Our commitment to providing our partners with the tools they need to succeed sets us apart in the industry and allows us to deliver exceptional expertise, service, and results.

POWERED BY PLACE™



PRESENCE AND VISIBILITY TO BE EVERYWHERE BUYERS ARE



AWARENESS

Designed to introduce your business to a wider audience, ensuring your message resonates with precision.



CONNECTION

Successful advertising needs to reach an expanded audience, but it also is about forging authentic relationships with new consumers.



CONVERSION

Transform interest into action - our tailored campaigns are built to drive not only clicks but meaningful interactions that lead to conversion.



RETARGET AND REMARKET

Unlock the potential of past interactions with precision retargeting. Don't let valuable leads slip through the cracks – our service specializes in reigniting interest among users who've shown engagement in the past.

GO TO THE TOP OF POPULAR SEARCH RESULTS WITH GOOGLE SEARCH ADS

With a larger budget than any single agent, we have spent hundreds of thousands perfecting headlines for high-performing ads designed to convert.



Ad - www.sellingsouthtexas.com/

Discover Luxury Living in the Heart of Texas

Your oasis awaits. Introducing an extraordinary, newly constructed luxury home steps from the heart of Texas.

View All the Photos

Experience what it's like to live here.
These images will leave you speechless.

Area and Lifestyle

Highly reviewed restaurants and the best shopping in the state just 5 min. away.

Property Features

See what this property and all of its structures have to offer.

About the Property

Learn about the land and all of its potential.

Ad - www.sellingsouthtexas.com/

Exceptional Design Meets Luxury Charm | Texas Living

Your oasis awaits. Introducing an extraordinary, newly constructed luxury home steps from the heart of Texas/

Ad - www.sellingsouthtexas.com/

The High End Experience of Texas | Coming Soon

Every aspect of this home has been thoughtfully designed, using top-of-the-line materials that exude a sense of timeless quality.

ASCEND ADVERTISING ALLOWS YOU TO REACH USERS DIRECTLY IN THEIR INBOXES.

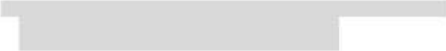
Gmail ads seamlessly blend into the user's inbox, resembling actual emails. This native format encourages users to interact with the ad content, as it feels like a natural part of their email experience.

☆	Deldi Ortegon Group	Ad	Now On the Market - Newly Built ...	2/15/25
☆	Deldi Ortegon Group	Ad	Your Home Awaits - This New Build...	2/15/25
☆	Deldi Ortegon Group	Ad	First Time Homebuyer? - Find your new home...	2/15/25



USE THE POWER OF MACHINE LEARNING TO TARGET “IN MARKET” BUYERS ON YOUTUBE.

Over 40% of global shoppers say they have purchased services and products they discovered on YouTube.



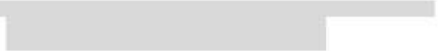


Discover Modern Living in the Heart of RGV

Every aspect of this home has been thoughtfully designed, using top-of-the-line materials that exude a sense of timeless quality.

Deldi Ortegon Group

 [Learn More](#)



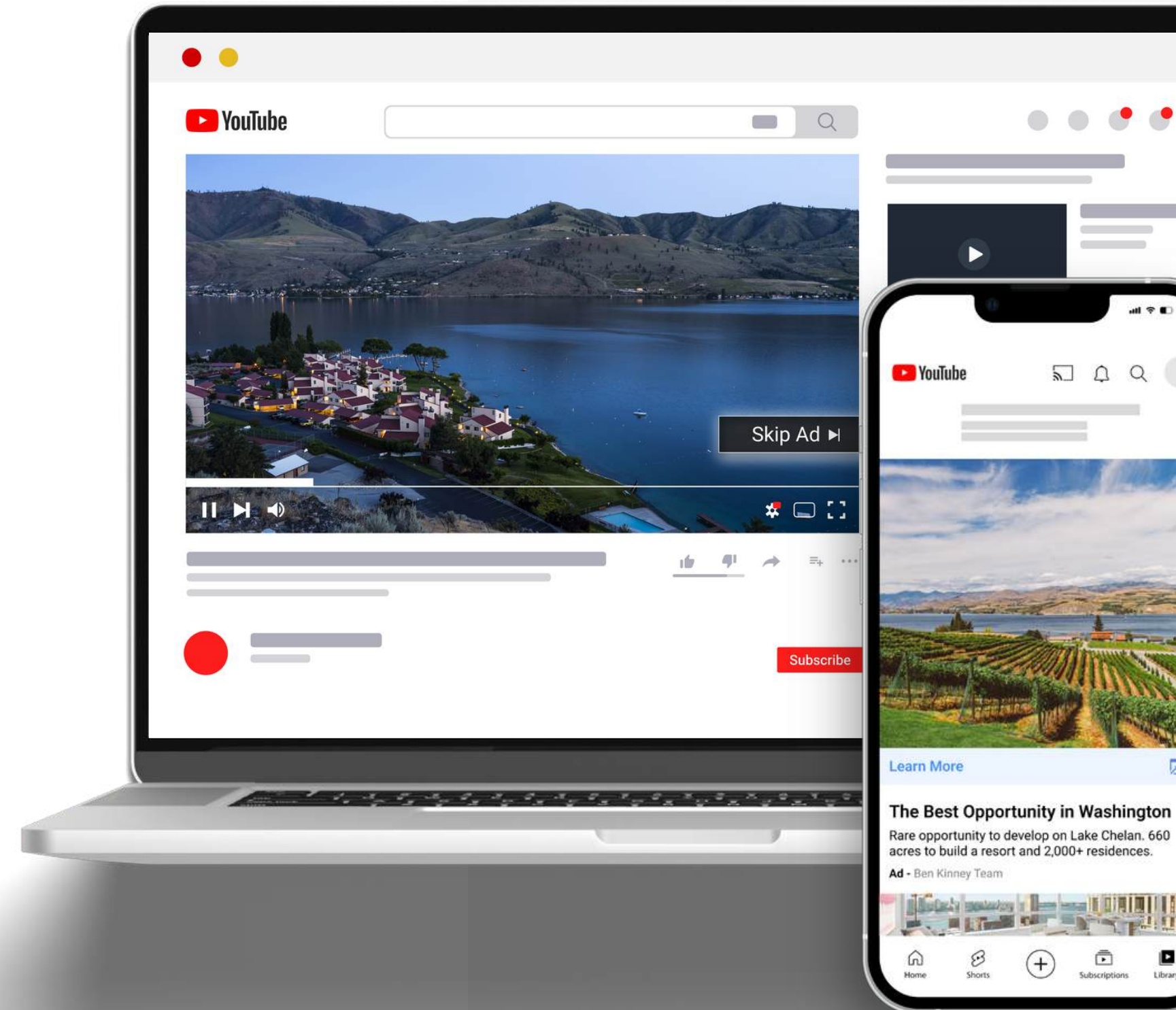


Exceptional Design Meets Luxury Charm | Texas Living

The perfect blend of contemporary and rustic elegance creates an ambiance that is inviting and sophisticated.

Deldi Ortegon Group

 [Learn More](#)





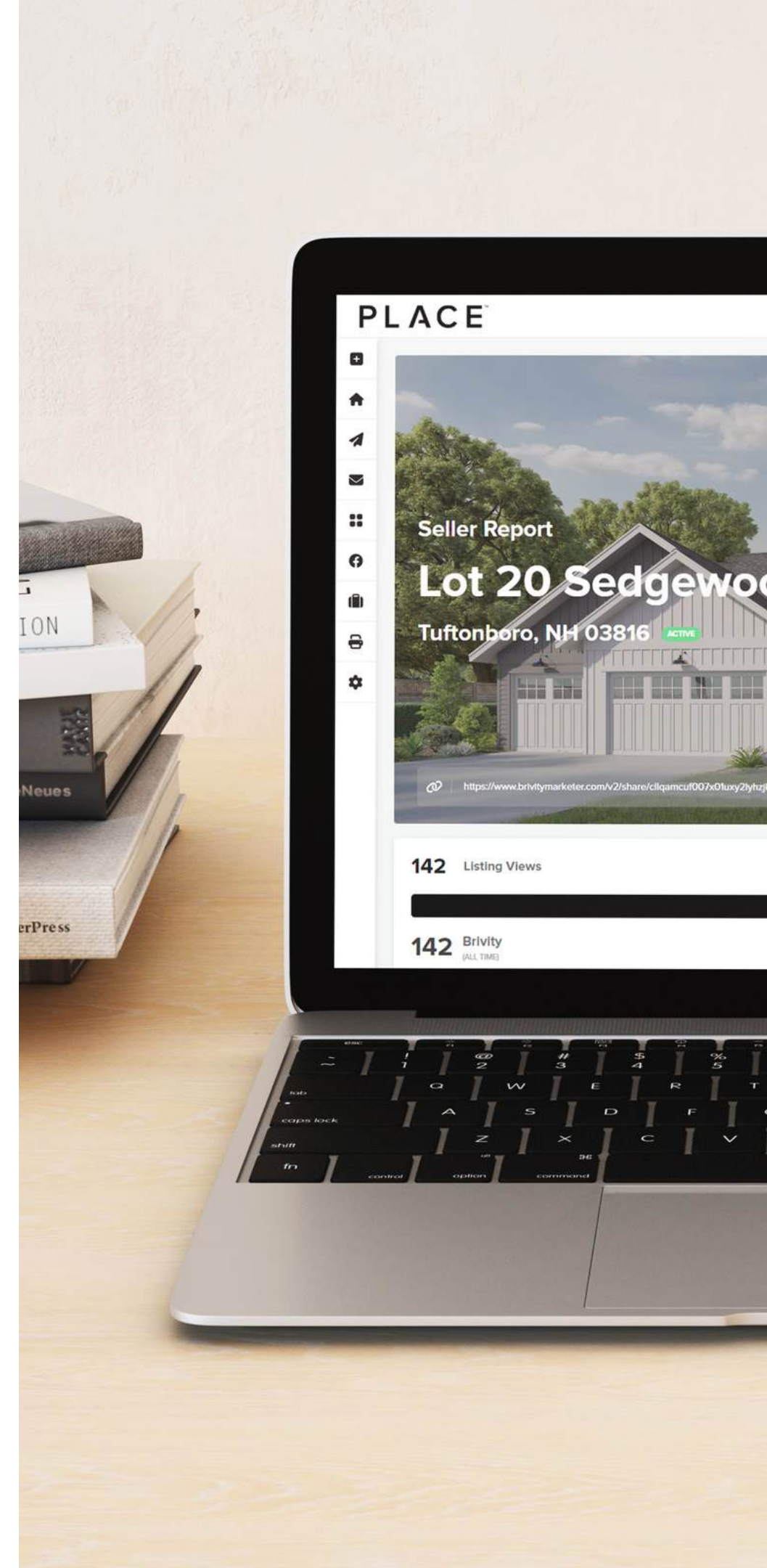
HOW WE WORK - MARKET AND AMPLIFY

SEE EVERYTHING WITH COMPLETE TRANSACTION TRANSPARENCY

Get 24 hour access to our client portal that shows you all the tasks we have completed, the places your property is being marketed and the feedback we have received on your property from agents and from buyers.

For the first time in real estate, you'll know what services you are getting from your listing team for the fees you are charged.

POWERED BY PLACE™



NOBODY DOES MORE TO MARKET YOUR PROPERTY

With access to superior marketing and design support, including video production, visual designers, website designers, and content specialists, the results prove our marketing plans are the best in the industry.

ONLINE

6,000,000+

Potential buyers visiting our network
of websites nationally last year

TRADITIONAL

\$12,000,000+

Spent on marketing and
servicing our listings anually

INTERNATIONAL

1,500,000+

International buyers visiting one
PLACE team's website last year

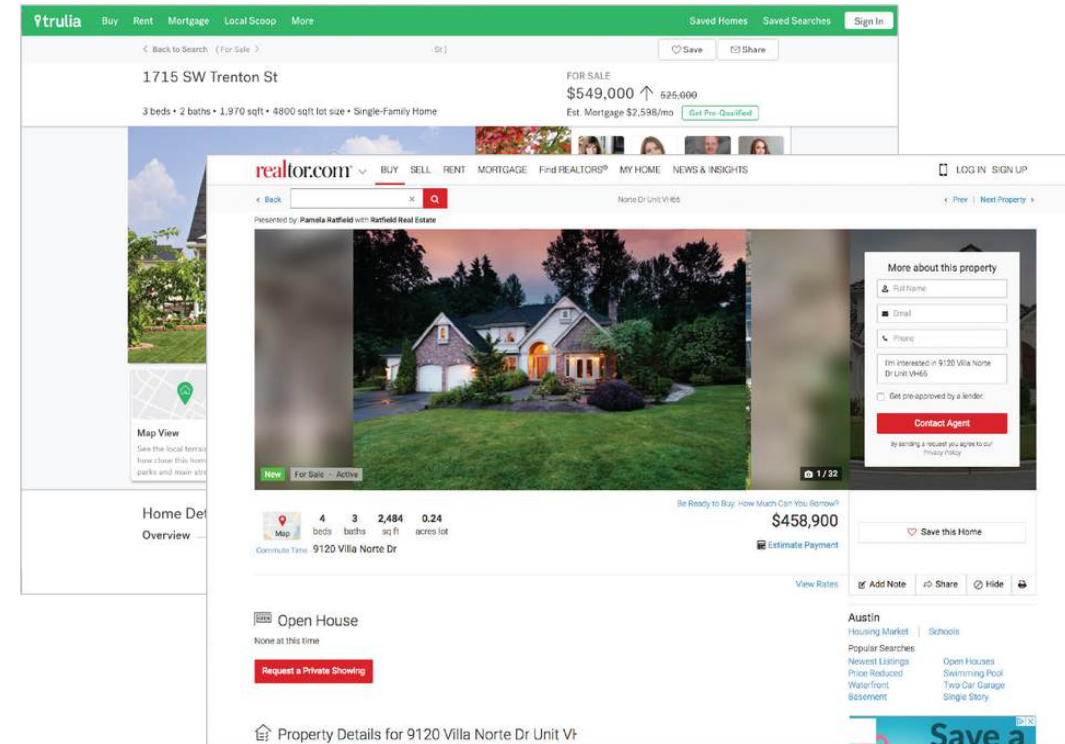
LISTING SYNDICATION

PLACE is a technology company, so we know how to reach the **97% of buyers who search online for property.**

The more places your property is marketed, the more buyers see your property, the faster it sells, period. We will market your listing with high-conversion content in multiple places, including our website, brokerage websites, property search portals, search engines, classified services and social media sites.

You won't find a team with a more aggressive internet marketing strategy. We have the team and the resources to advertise more, post more often and perform the extra steps that ensure your listing comes up fast.

POWERED BY **PLACE**



Your Listing, Marketed On

- + Brokerage Websites
- + Listing Portals
- + Search Engines
- + Classified Services
- + Social Media

kW
KELLERWILLIAMS.

 **COLDWELL BANKER**

CENTURY 21.

RE/MAX

Sotheby's

 **BERKSHIRE
HATHAWAY**
HomeServices

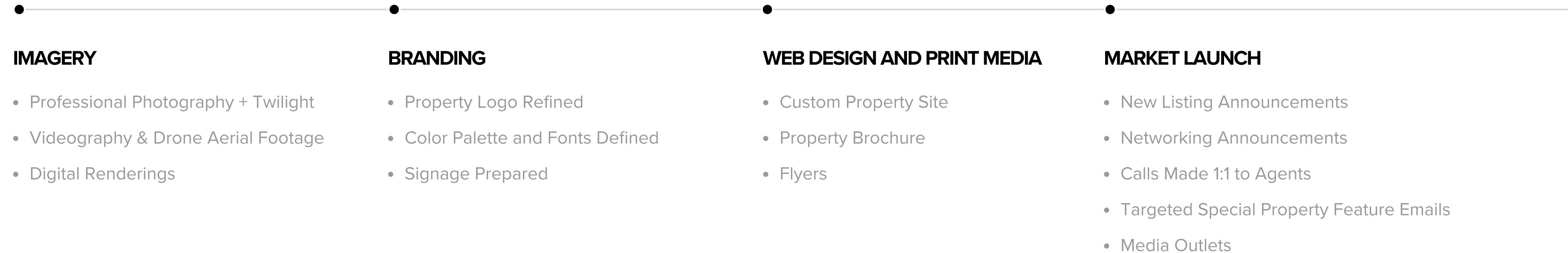
COMPASS

 **Redfin**
Powered by **Rocket**

exp
REALTY

AN OVERVIEW OF THE MARKETING TIMELINE

We don't wait for buyers to contact us. We actively email, text, and call thousands of local, national, and international buyers that might be interested in property just like yours.



TITLE INTEGRATION

To accompany our full-service brokerage, Blueprint Title serves as PLACE's national title and escrow provider. With industry-leading technology, and team members spread aournd the country, Blueprint is able to deliver both builder-friendly efficiency and world-class consumer service.

Closing should be about you and your buyer, so Blueprint can create a flexible signing experience that works for your timing and location.

POWERED BY PLACE™

- ## SINGLE POINT OF CONTACT

Your buyers don't need to meet new contacts at every turn. Blueprint works in the background making the builder, the agent, and the lender the star of the transaction.

- ## END-TO-END INTEGRATION

Blueprint and PLACE have integrated our technology, so your homebuyer has a one-stop purchase.

- ## FLEXIBLE CLOSING

Want to close in the new home? In your showroom? Blueprint is happy to create a closing experience that welcomes your buyer home.

BLUEPRINT

LENDING INTEGRATION

A Fannie, Freddie and Ginnie approved seller/servicer, Envoy Mortgage is a wholly owned subsidiary of PLACE. Our 17 year old independent mortgage bank is licensed in 48 states and the District of Columbia. Origination, processing and underwriting is handled in house by Envoy team members.

Experienced new home partner with the flexibility to deliver customized solutions to maximize developer profits.

POWERED BY PLACE™

- **MARKETING LEVERAGE**

Customized lending strategy to maximize sales in your market for your homes.

- **INTEGRATED SALES FUNNEL**

Real estate and finance seamlessly integrated to convert more buyers and create lending certainty.

- **PRODUCT, RATE AND PROGRAM OPTIONS**

Determine the best programs, rate options and incentives to drive sales.

ENVOY
M O R T G A G E

ENVOY'S TRACK RECORD

Envoy Mortgage is committed to giving our clients the best possible service and to make the home financing process as efficient, stress-free and pleasant as possible.

#1

Top Performer in the Nation for
Customer Satisfaction in Large
Division Mortgage Companies

52,819

Total customer reviews since
November of 2017

97.4%

Would recommend Envoy
Mortgage to friends and family

4.9/5

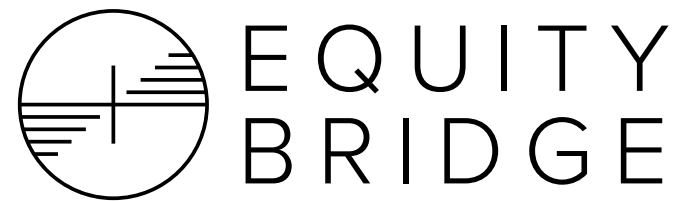
Average client
satisfaction rating

MARKETING LEVERAGE

Enhance your offering with Envoy's market aligned incentives and proprietary products.



**Save 1% on your 1st year
interest rate paid by Lender**



**Buy before you sell: Eliminate
sale contingencies**



**Expand buyer pool with self
employed and low credit product**

INTEGRATED SALES FUNNEL

- ✓ SALES AND FINANCING TECHNOLOGY INTEGRATION
- ✓ APPRAISAL, UNDERWRITING AND CLOSING CUSTOMIZED TO THE NEEDS OF THE PROJECT
- ✓ FULL PRE-APPROVAL AND CREDIT PACKAGE UPDATES
- ✓ REAL TIME LEAD AND TRANSACTION REPORTING

PRODUCT RATE AND PROGRAM OPTIONS

- ✓ LONG TERM LOCKS AND FORWARD INTEREST RATE COMMITMENT OPTIONS
- ✓ COMPETITIVE RATES MAXIMIZE CAPTURE AND MAINTAIN TRANSACTION CONTROL
- ✓ SELLER PAID BUY DOWN LOWERS START RATE BY AS MUCH AS 3%

OUR TEAM

Moving your home sale from contract to closing requires a minimum of 180 individual tasks. That's a lot of details that no single agent can effectively manage. Our team of professionals works collaboratively, across many different positions, each giving 100% attention to their area of expertise - for the same price as an individual agent.



Deldi Ortegon

Broker Associate
Expansion Partner



Carissa Ortegon

Co-Listing Agent
REALTOR®



Brooke Toreson

Transaction Manager
REALTOR®



Daniel Tracy

Operations Manager



Jonathan Pascua

Virtual Assistant



Jennifer Fadely

Coastal Bend Region
REALTOR®



Laura Miller

Coastal Bend Region
REALTOR®



Jake Mechin

LRGV | South Padre Island
REALTOR®



Jocelyn Pinera

REALTOR®



Jose A. Ramirez

REALTOR®



Vanessa Garza

REALTOR®



Krizia Ferrer

Success Manager



Ben Kinney

Co-Founder
PLACE



Chris Suarez

Co-Founder
PLACE



Abby Powell

Chief Marketing
Officer, PLACE



Josiah Ubben

Head of Design
PLACE



OUR PARTNERS - CONNECTIONS IN LUXURY

Proud to partner with some of the most prestigious names in real estate across the country.

All of these luxury teams are powered by PLACE and in my immediate network, not limited by brokerage boundaries, and unburdened by agency divisions.



JEFF YARBROUGH GROUP



With Daily Outreach to Top Agents Nationwide

- + Outbound Phone Calls
- + Emails
- + Texts
- + Digital Flyers
- + Print Flyers
- + National Networking Events



INVESTMENT - NEXT STEPS

INVESTMENT TO PARTNER WITH US

Estimated Listing Active Date

March 1st 2025

Listing Term

24 months

Broker Compensation

3.5% to Listing Agent

We recommend 2.5% to Buyer's Agent

6.0% AT CLOSING

POWERED BY PLACE™

OUR TEAM

- ✓ Database of over 30,000 buyers
- ✓ Each performing outreach to their network and buyers

BRANDING AND DESIGN AGENCY

- ✓ Property identity implemented across all digital and customer touchpoints (flyers, social media, email, property brochures)
- ✓ Custom Property Website

PROFESSIONAL MARKETING FIRM

- ✓ High-conversion content & internet marketing
- ✓ Social media marketing
- ✓ Retargeting and remarketing

Next Steps

1. Finalize Listing Price
2. Sign the Listing Agreement
3. Choose Start Date
4. Send the Executed Document

OUR PROMISE

We know you will be satisfied with our service - and if you aren't, we will make it right or cancel the contract. We stand behind our ability to get you the price your property is worth in the least amount of time possible. We look forward to successful collaboration.

Ready to get started?

