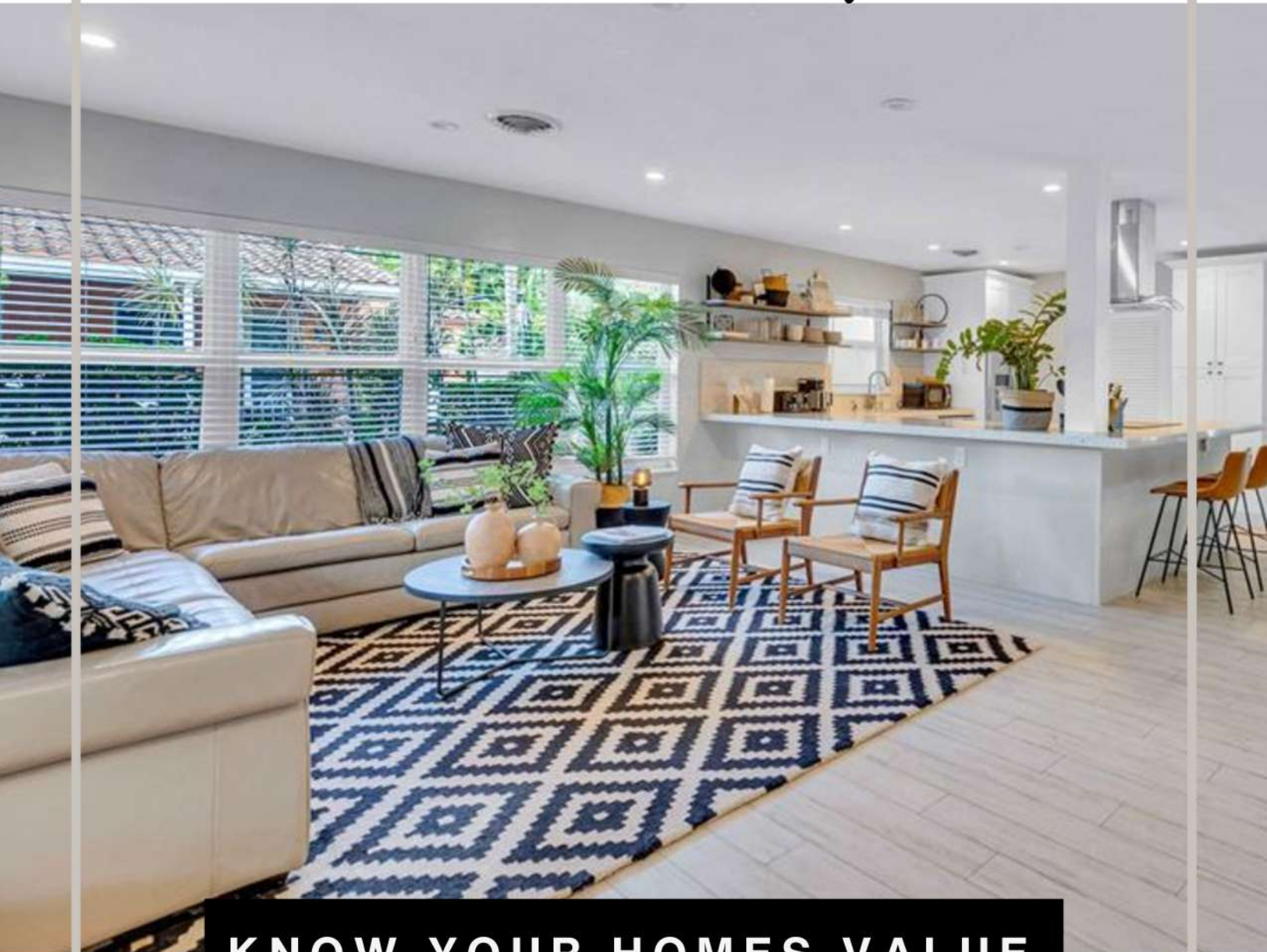


# COMPARATIVE *market analysis*



**KNOW YOUR HOMES VALUE**

**ALEX BRUNO TEAM**

*#1 REAL ESTATE AGENT IN HOLLYWOOD 10 YEARS IN A ROW*

# Thank you

Dear Homeowner,

Thank you for welcoming me into your home and giving me the opportunity to discuss the exclusive listing of your property. It is truly an honor to meet you and explore the possibilities of working together to achieve your real estate goals.

In the pages to follow, you will find a comprehensive introduction to me and my professional accomplishments as Hollywood's leading real estate agent for the past decade. You'll also discover detailed insights into the current market, the value of your property, and my proven strategies for securing top-dollar results.

Selling a home is a significant milestone, and I am committed to making this process as seamless and rewarding as possible for you. My approach is tailored to highlight the unique qualities of your property while leveraging my expertise and network to attract the perfect buyers.

Please feel free to reach out with any questions as you review this presentation. I look forward to partnering with you on this exciting journey and ensuring the successful sale of your home.

Warm regards,

*Alex Bruno*



# MEET ALEX BRUNO

“THE SELLING MACHING”

With over 20 years of experience in the South Florida real estate market, Alex stands as a pillar of excellence and dedication. Ranked in the Top 1% of producers nationwide for RE/MAX and recognized as the #1 agent in Hollywood, he continues to set the standard for excellence in real estate. His achievements include the prestigious RE/MAX Lifetime Achievement Award and Diamond Producer honors, solidifying his position as a leader in the industry.

As a tri-lingual real estate professional fluent in English, Spanish, and Portuguese, Alex brings a unique ability to connect with diverse clients. Specializing in luxury homes, short sales, new construction, and international investments, he has built a strong network of homebuyers, sellers, and investors both locally and internationally. His commitment to excellence extends to working with renowned institutions like Fannie Mae and Freddie Mac and holding the esteemed Certified Distressed Property Expert (CDPE) designation.



Alex's passion for real estate goes hand-in-hand with his love for South Florida. Serving communities across Broward and Miami-Dade counties—including Hollywood, Miami Beach, Aventura, and Davie—his mission is to ensure every client's complete satisfaction. Whether assisting first-time buyers, seasoned investors, or families relocating, Alex's expertise, dedication, and personalized service consistently deliver exceptional results.

Beyond real estate, Alex is an advocate for community development, historic preservation, and supporting the Children's Miracle Network. When he's not helping clients, he enjoys scuba diving, traveling, and exploring South Florida's vibrant lifestyle.



## CONTACT DETAILS



Our City **Hollywood**  
We Connect Communities | March 2020

**ALEX BRUNO**  
RE/MAX  
5 Star Realty  
The #1 Residential Agent in Hollywood  
5 Years in a Row  
Experience • Knowledge  
Integrity • Hardwork  
@AlexBruno

OurCityMedia.com

... that people work him out and want him to get their house and they're never late for ground the most they plan to bid.

Bruno said, "It's so important when you should handle with someone and understand they are giving you the best to have house and across to their house."

The advice to not be just another real estate broker but to be the best at what he does. He's committed to luxury properties.

“Owning my own office was my dream. I always wanted to **SHINE;** to be an example for people. **I'M A PROUD AMERICAN** and am so glad to get here what I couldn't where I was born”

**THE AMERICAN DREAM**

Alex Bruno is the epitome of the American Dream. Arriving in the United States from Longang in 2005, he lives by the promise that everything can be done if you work hard.

After owning a business in Miami Beach, Florida, then a gift shop in a hotel for 15 years, he decided to become a REALTOR. From day one, he has put his heart into his business, the people he serves and the community he's a part of.

With a background in interior design, he's always had a passion for real estate, particularly staging properties. In fact, this is one of the complimentary services he offers his clients - advice on how to place furniture or what color to paint a room to help bring their top dollar.

He's in the top 1% of producers in the nation and the owner of Florida's RE/MAX, was awarded the Diamond Producer award in 2018, and has been the No. 1 Agent in Hollywood five years running. He's helping his own homeowners and others to meet that dream today.

He believes in what he does. Whether it's selling homes through each step of the process or giving a hand to someone going through a hardship, people don't forget when you help them. That business comes back to you."

It's helped people going through divorce, as well as a family who had to quit their job as they could move closer to St. Jude's where their child was receiving treatment.

Every home and every client he works with is a new adventure. Whether a \$2 million listing or \$500,000 funds, he treats them all equally. He's proud of the fact that he's made a difference.

Shaw Real Estate - 24

Presented by Alex Bruno

**Hd** home by design magazine

DECOR | GARDEN | TRAVEL  
October | November | 2019

**CREATIVE RENOVATIONS**  
unexpected residential transformations

A GR From  
**Alex Bruno**  
(954) 673-7739  
alex.bruno@earthlink.net  
AlexBrunoTeam.com  
RE/MAX Executive Realty

Our City **Hollywood**  
JULY 2022 WE CONNECT COMMUNITIES™

**RE/MAX 5 STAR REALTY**

**ALEX BRUNO**

Our City BEST OF HOLLYWOOD 2021

#1 Real Estate Agent in Hollywood  
7 YEARS IN A ROW!

FEATURED ON PAGE 17

OURCITYMEDIA.COM

FEATURE

Determined to make a better life for himself in the United States, Realtor® Alex Bruno faced many challenges along the way.

Coming to America

**A Journey to Citizenship**

12 | Alex Bruno

Our City **Hollywood**  
Your Community News Magazine January 2018

**RE/MAX 5 STAR REALTY**

**Alex Bruno & John DeMarco Expand to 2nd Location**  
**COMING SOON RE/MAX 5 STAR REALTY**  
into The Heart of Downtown Hollywood  
Feature Story Page 19

**ALEX BRUNO**

Our City BEST OF HOLLYWOOD 2021

#1 Real Estate Agent in Hollywood  
7 YEARS IN A ROW!

Special thanks to all my clients for their faith in me. Your trust has made me the #1 agent for seven years in a row in Hollywood. As the recipient of the highest RE/MAX award, the "RE/MAX CIRCLE OF LEGENDS", you can be confident you are in good hands. Having been a part of this community as a Real Estate Agent and a resident, you can be sure that I will always be up on current market trends to represent my clients in the best way possible. No matter the market conditions, I provide thorough knowledge, integrity, and compassion and continue to remain #1. Additionally, I like to give back from my success. As a portion of my commissions donated to the Children's Miracle Network, I am humbled to serve the Hollywood community and strive to be the best realtor for all your real estate needs!

— Alex Bruno

According to the Southeast Florida MLS, Alex Bruno is currently the #9 Top Realtor in Broward County!

**RE/MAX 5 Star Realty**  
4881 Hollywood Boulevard  
8888 Hollywood Blvd  
Hollywood, FL 33021  
954-273-7778  
alex.bruno@earthlink.net  
www.alexbrunorealty.com

Presented by Alex Bruno

**Hd** home by design magazine

August | September | 2019

**DECORATING WITH COLOR**  
creating the perfect palette

A GR From  
**Alex Bruno**  
(954) 673-7739  
alex.bruno@earthlink.net  
AlexBrunoTeam.com  
RE/MAX Executive Realty

# GIVING BACK



For 20 years, I've donated a portion of every commission I earn to the Children's Miracle Network. Since 1992, RE/MAX has contributed over \$170 million to transform children's health and shape a brighter future.



**Hollywood Historical Society**  
Proud Board Member  
20+ Years



**Hollywood Lakes Civic Association**  
Proud Board Member  
12+ Years



Proudly supporting the Hollywood Women's Club in honor of my mother, whose strength and inspiration drive my commitment to empowering women to lead, inspire, and create meaningful change in our community.

# ACHIEVEMENTS



**RE/MAX**  
CIRCLE OF LEGENDS



**RE/MAX**  
HALL OF FAME



**RE/MAX**  
LIFETIME ACHIEVEMENT



**PLATINUM CLUB**  
TEAM



**PINNACLE CLUB**  
TEAM



**CHAIRMAN'S CLUB**  
TEAM

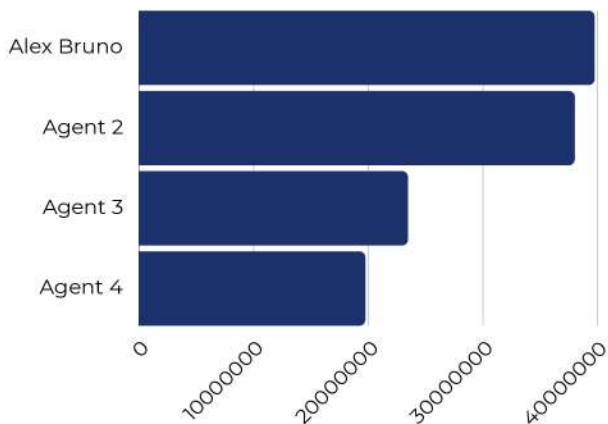


**100% CLUB**  
TEAM

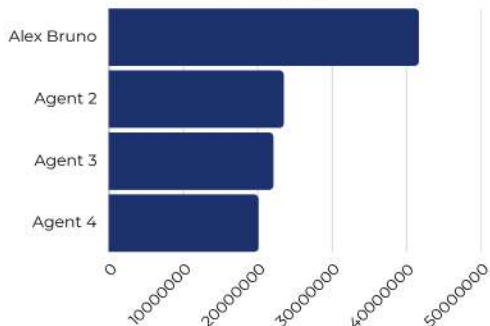


**“As the #1 agent, my success reflects the dreams I’ve helped fulfill for my clients. Thank you for allowing me to turn your real estate goals into reality.”**

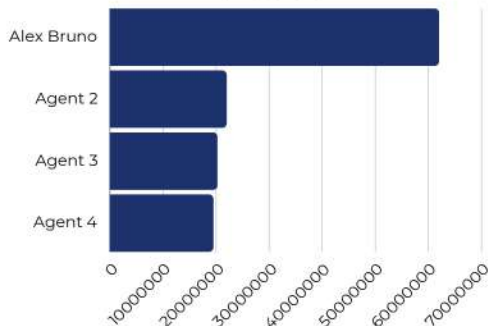
**2024**



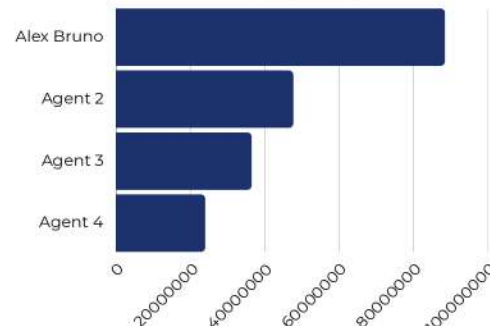
**2023**



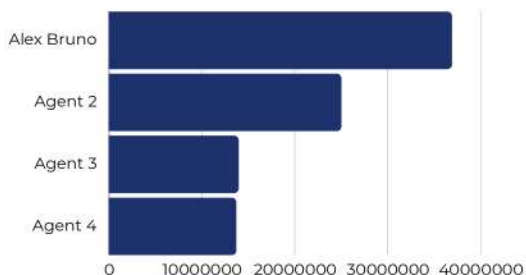
**2022**



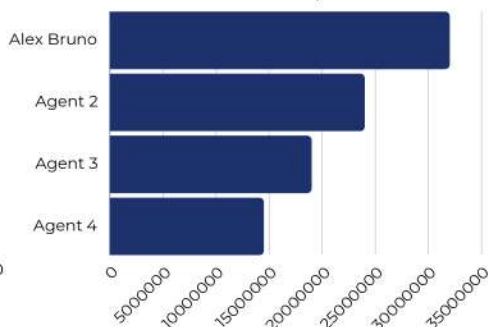
**2021**



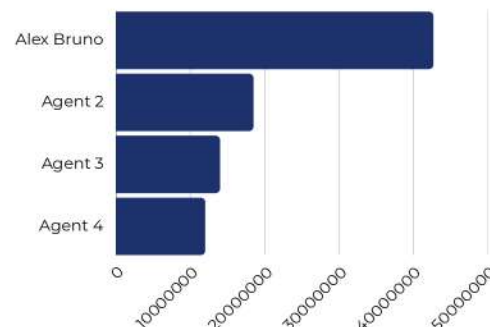
**2020**



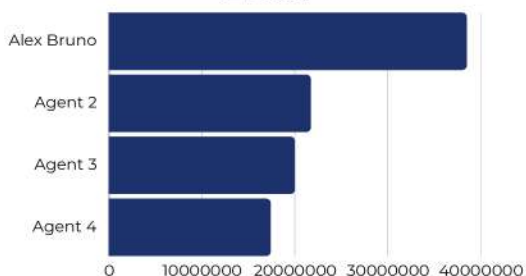
**2019**



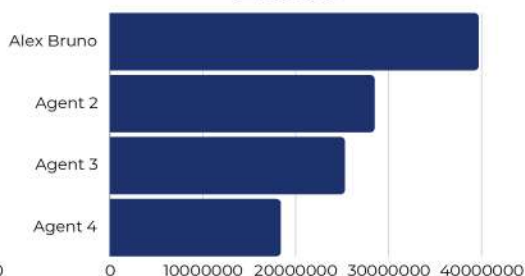
**2018**



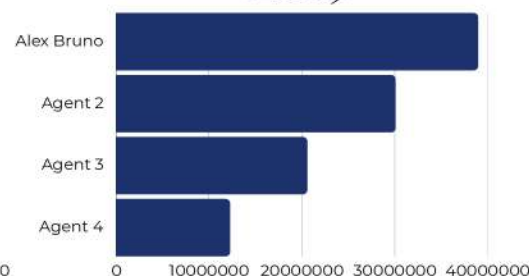
**2017**



**2016**



**2015**



# MARKETING STRATEGY

While not every home benefits from print marketing, certain properties require it to reach the right audience effectively. As a top agent, I've built my brand by strategically marketing both myself and the properties I represent. This approach has not only positioned me as a trusted name in the industry but also allowed me to connect buyers with my sellers' homes seamlessly. By leveraging a strong personal brand, I've created opportunities to deliver exceptional results for my clients.

**VOTED BEST AGENT OWNER BY THE READERS OF OUR CITY HOLLYWOOD**

**GREAT TIME TO SELL YOUR PROPERTY!!!**  
**CALL ME TODAY!!!**  
**954-673-7739**

**LOW INVENTORY!**

**KQV/MIA 5 Star Realty**

**"May the silence of this time teach us to listen..."**

**WITH TWO LOCATIONS!**

**Do not settle for less... when 95% can get the BEST!**

**ALEX BRUNO**  
**The Selling Machine**  
**Owner / Agent**

**RECORD PRICES!**

**ALEX BRUNO**  
**Owner / Agent**

**954-673-7739**

**1 AGENT IN HOLLYWOOD FOR 5 YEARS IN A ROW!**

**www.AlexBrunoTeam.com**

**ALEX BRUNO**  
**(954) 673-7739**

**RE/MAX 5 STAR REALTY**

**ALEX BRUNO**  
**The Selling Machine**

**GREAT TIME TO SELL YOUR PROPERTY!!!**

**LOW INVENTORY!**

**CALL ME TODAY!!!**  
**954-673-7739**

**RE/MAX 5 STAR REALTY**

**954-673-7739**

**WWW.ALEXBRUNOTEAM.COM**

**NOW IS THE BEST TIME TO SELL YOUR PROPERTY!**

**We have matched record-setting prices in our neighborhood LOW INVENTORY GREAT TIME TO LIST!!!**

**We Have 3 Offices in Hollywood Downtown and Hollywood Hills**

**Many thanks to all for your continuous support in 2021. Making everyone a Happy Holiday Season and a Healthy, Joyous 2022 New Year!**

**RE/MAX 5 STAR REALTY**

**954-673-7739**

**WWW.ALEXBRUNOTEAM.COM**

**ALEX BRUNO**  
**The Selling Machine**



# PRICING YOUR HOME RIGHT

Setting the right price from the start is essential to attracting fair offers and ensuring a timely sale. Overpricing can deter buyers or raise concerns about the property, while underpricing might lead to a quick sale but leave money on the table. Pricing strategically ensures you achieve the best possible value while appealing to serious buyers.

- ✓ UNDERSTAND THE LOCAL MARKET TRENDS
- ✓ SET A COMPETITIVE AND REALISTIC LISTING PRICE
- ✓ CONSIDER YOUR PROPERTY'S UNIQUE FEATURES
- ✓ CONSIDER PRICING STRATEGIES TO BEAT COMPARABLE PROPERTIES



# GLOBAL AND NATIONAL REACH

Your property will gain unparalleled U.S. and global exposure through MLS syndication. MIAMI MLS shares listings via RPR with over 260 MLSs nationwide, ensuring your property reaches a vast audience. Additionally, your listing will be marketed in 19 different languages, so wherever buyers are located, they can access details about your property in their native language. This broad reach increases the chances of finding the perfect buyer, no matter where they're from!



# PREPARING YOUR HOME

## FIRST IMPRESSIONS

The first thing that potential buyers will notice when they visit your home is its curb appeal. The exterior of your home should be well-maintained, with clean landscaping, a well-manicured lawn, and an attractive front door. Make sure that any visible repairs or touch-ups have been made to the outside of your home, including the roof, gutters, and windows.

## CLEANLINESS

A clean home is a must when preparing your home for sale. Potential buyers will be looking at every detail of your home, so it's important to make sure that it is spotless. This includes everything from the floors to the ceiling, and everything in between. Pay attention to details like wiping down baseboards, cleaning out closets, and dusting light fixtures. Also, make sure that your home smells fresh and inviting.

## REPAIRS

Before putting your home on the market, it's important to make any necessary repairs. Potential buyers will be looking for a home that is move-in ready, so it's important to fix any issues that might turn them off. This includes things like leaky faucets, broken tiles, and malfunctioning appliances. It's also important to address any major structural issues, like a cracked foundation or a leaky roof, before putting your home on the market.

# PROFESSIONAL PHOTOGRAPHY

We recognize the importance of professional photography and utilize the services of experienced professionals to capture stunning visuals that highlight the best features of each property. These visuals are used in various marketing materials, such as online listings, social media posts, and print advertisements, and are designed to attract the attention of potential buyers.



## HOMES WITH PROFESSIONAL PHOTOGRAPHY...

Sell 32% faster than homes with amateur photography

Have a 50% higher asking price per sq ft

Homes with aerial photos sell 68% faster than without

# STAGING TIPS

## EXTERIOR



### HOME EXTERIOR

- Power wash the siding and windows
- Inspect the roof and make repairs as needed
- Repair cracks in the driveway and sidewalks
- Sweep walkways, patio, decks, steps and porches
- Repair and repaint fences, decks, windows, shutters and screen doors
- Clean and repair the gutters and downspouts

### YARD MAINTENANCE

- Mow, water and fertilize the lawn
- Trim shrubs and trees and rake the leaves
- Remove fallen limbs
- Clean out flower beds and plant seasonal flowers
- Add fresh mulch to garden beds

### FINAL TOUCHES

- Add a doormat to your entrance
- Add potted plants around doorway
- Clean hardware on front door, outside lighting and fixtures
- Add visible house numbers

## INTERIOR



### FRESHEN & CLEAN

- Paint interior walls neutral colors
- Repair cracks and holes in the walls
- Clean hardwood floors, carpeting, and windows
- Clean light fixtures and ceiling fans
- Clean bathroom tub/shower, sink, fixtures and walls
- Clean kitchen sink, cabinets, ceiling and appliances
- Clean out and organize closets and storage spaces

### DECLUTTER

- Remove excess and oversized furniture
- Remove extra appliances and decorations from countertops in kitchens, bathrooms and dressers
- Remove mail, magazines and newspapers from all surfaces

### DE-PERSONALIZE

- Remove family photos, personal collections and medications
- Remove toys and pet items
- Clear refrigerator completely of messages, photos and magnets

# CLIENT TESTIMONIALS

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WHAT OUR CLIENTS HAVE BEEN SAYING

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## STEPHEN GROH



Alex Bruno recently completed the sale and purchase of 2 of my properties. He had originally come to me with very high recommendations from friends and colleagues. I can only say that Alex did not disappoint. His professionalism, honesty, and high integrity were apparent throughout the entire process. Alex is the highest standard within the real estate business. I would highly recommend Alex Bruno for all of your real estate needs.

## JOSE MACIEL



It was a great pleasure to work with Alex on the sale of our condo in Hollywood Florida. He came highly recommended, and from the initial meeting we knew we were in great hands. Alex sold the condo at a higher price than we expected under difficult current market conditions. Alex was always immediately reachable and very responsive. We would highly recommend Alex.

## GLADYS ROSE



Alex was instrumental in handling the sale of my parents condo. He was my eyes and ears since the condo was vacant and I do not live in the area. Any problems or issues he would notify me immediately. When I think of Alex, I think about the most patient person I have ever encountered. Professional, honest, always available, great listener and supportive. Thank you Alex and your team for a job well done from start to finish.

## JEREMY ROWAN



I have worked with Alex Bruno for over ten years. He is simply the best realtor in South Florida. He has worked as both a buyer's and seller's agent for our family and always got us a fair price for our purchases and super price for our sales. He recently sold our house in Hollywood to a couple with two children at a top price. I hope the new owners can enjoy the friendly neighborhood, house and pool as much as we did.

## JERI PAPPAS



Alex is a 5-Star Agent. Professional, Experienced, Excellent skills in communications, detailing for creating listing images with amazing ideas, and personable-patient-supportive to his clients. Had an acceptable, pre-qualified buyer in only two days. Referred me to a GREAT attorney too. THANK YOU ALEX. You are one of a kind special.

## ED VERRET






Outstanding service with a professional and personal touch. Alex found the perfect buyer for our family home. His in-depth experience was invaluable in navigating the process and addressing our concerns. He and his office stayed in constant contact with us ensuring an extremely positive experience. We expected amazing service based on his reputation and we received so much more.

# 2024 RE/MAX® vs. THE INDUSTRY

Choose the brand with outstanding agents, leading brand awareness and an unmatched global presence.

## NATIONAL, FULL-SERVICE BROKERAGE BRANDS

	TRANSACTION SIDES PER U.S. AGENT (LARGE BROKERAGES) <sup>1</sup>	U.S. TRANSACTION SIDES <sup>2</sup>	U.S. BRAND AWARENESS (UNAIDED) <sup>3</sup>	COUNTRIES & TERRITORIES	OFFICES WORLDWIDE	AGENTS WORLDWIDE
	11.8	629,373	36.4%	110+	9,022	144,835
	8.6	N/A	0.1%	5	500	8,000
	6.1	71,935	1.6%	39	2,400	43,400
	6.0	177,716	3.2%	1	500	29,744
	5.8	N/A	7.3%	13	1,600	51,000
	5.6	N/A	14.5%	59	1,100	189,000
	5.3	112,582	3.3%	84	1,100	26,600
	5.0	486,273	21.2%	40	2,900	101,000
	5.0	233,374	30.9%	84	12,000	135,000
	5.0	59,782	2.2%	6	400	12,000
	4.8	355,052	1.6%	24	N/A	90,000
	2.6	N/A	0.1%	1	200	26,000
	N/A	46,549	11.4%	2	55	N/A
	N/A	N/A	1.6%	1	500	14,000
	N/A	N/A	0.5%	20	400	19,000

N/A = Data not publicly available.



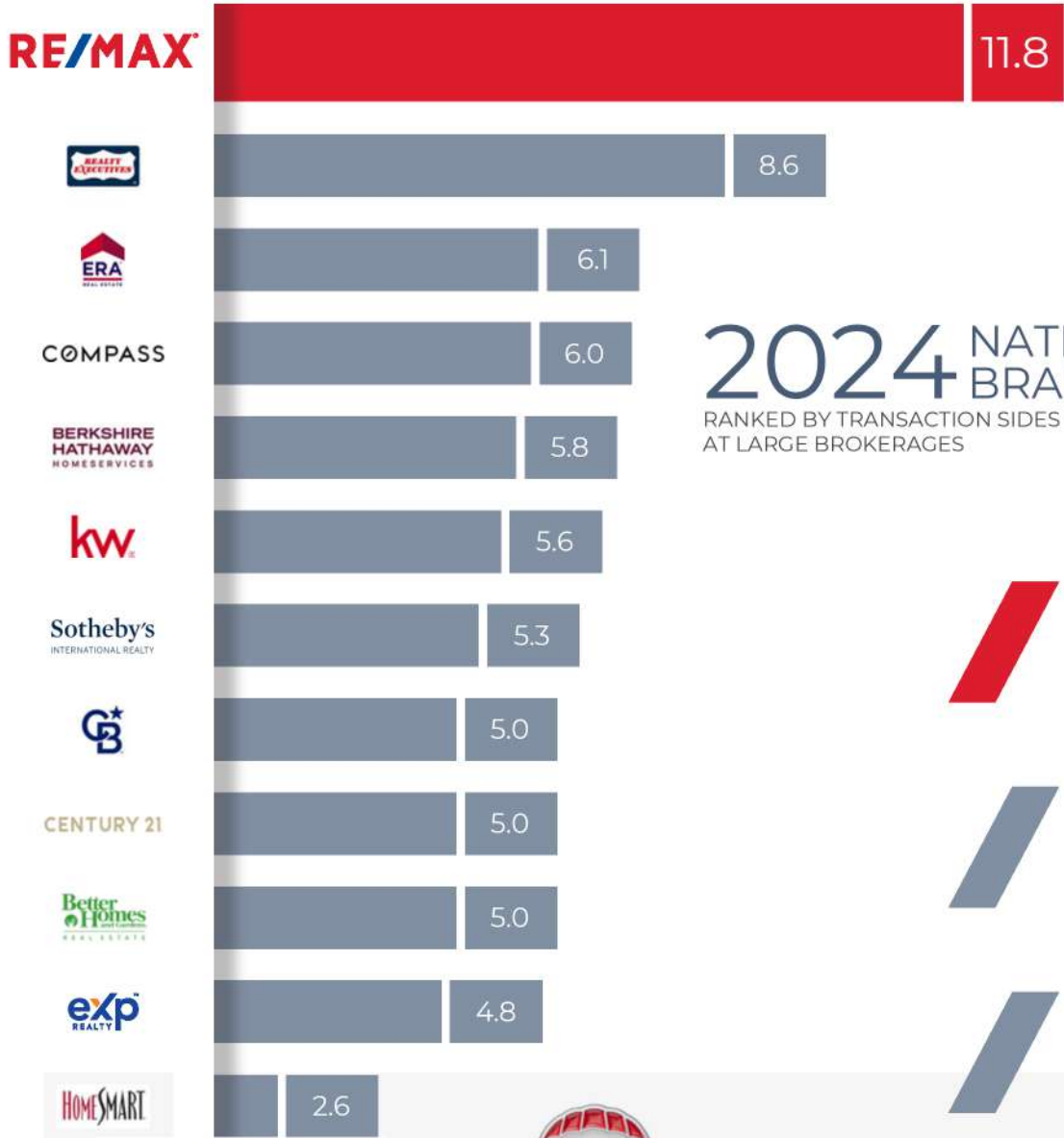
## Unstoppable Starts Here

Data is full-year or as of year-end 2023, as applicable. Except as noted, Coldwell Banker, Century 21, ERA, Sotheby's and Better Homes and Gardens data is as reported by Anywhere Real Estate Inc. on SEC 10-K, Annual Report for 2023; other competitor data is from company websites and industry reports. <sup>1</sup>Transaction sides per agent calculated by RE/MAX based on data from 2024 RealTrends Verified Best Brokerages, citing 2023 transaction sides for the 1,327 participating U.S. brokerages that closed 500 transaction sides, excluding 65 who did not report or publish active licenses. Coldwell Banker includes Anywhere Advisors Group. For the following competitors, averages were calculated by RE/MAX based on the 2024 RISMedia Power Broker Top 1,000, citing 2023 totals for residential transaction sides and agents for the 1,000 largest participating U.S. brokerages ranked by sales volume: Compass. <sup>2</sup>Totals for Sotheby's, Coldwell Banker, Century 21, ERA, Better Homes & Gardens and RE/MAX include commercial transactions. <sup>3</sup>MMR Strategy Group study of unaided awareness among buyers, sellers, and those planning to buy or sell; asked, when they think of real estate brands, which ones come to mind? ©2024 RE/MAX, LLC. Each Office Independently Owned and Operated. 24\_310



# Agent Productivity By Brand

Among national U.S. brands, RE/MAX® agents average more sales than agents at other large brokerages.



**2024 NATIONAL BRANDS**  
RANKED BY TRANSACTION SIDES PER AGENT AT LARGE BROKERAGES

Unstoppable Starts Here



Transaction sides per agent calculated by RE/MAX based on data from 2024 RealTrends Verified Best Brokerages, citing 2023 transaction sides for the 1,327 participating U.S. brokerages that closed 500 transaction sides, excluding 65 who did not report or publish active licensees. Coldwell Banker includes Anywhere Advisors Group. For the following competitors, averages were calculated by RE/MAX based on the 2024 RISMedia Power Broker Top 1,000, citing 2023 totals for residential transaction sides and agents for the 1,000 largest participating U.S. brokerages ranked by sales volume: Compass. ©2024 RE/MAX, LLC. Each Office Independently Owned and Operated. 24\_310



# OUR PROMISE TO YOU

Choosing us as your real estate team means you'll have a dedicated and experienced team working to help you sell your property for the best price. We provide personalized service, expert advice, and a commitment to your satisfaction.

- ✓ HONESTY AND TRANSPARENCY
- ✓ COMMUNICATION AND RESPONSIVENESS
- ✓ PROFESSIONALISM AND EXPERTISE
- ✓ DILIGENCE AND ATTENTION TO DETAIL
- ✓ 5 STAR SERVICE AND SUPPORT

📱 **Ready to sell your home?**

Simply scan the QR code to access valuable resources, current listings, and an insight into how I get homes sold for top dollar.



