



DEFORTUNA

COMPANY OVERVIEW

- Founded in 1983 by the Defortuna Family
- One of South Florida's largest independently owned real estate companies
- Recognized as a leader in high-end luxury real estate in the US, Europe and Latin America
- Strong sales presence in South Florida throughout the firm's well established 8 branches
- Over 2 billion in sales per year
- 1,000 associated Realtors®
- In-house marketing department
- Influential international, national and local network
- Strong web presence
- Knowledge and expertise of local markets
- Positive, team-spirited and supporting work environment
- Best American & Best Floridian Real Estate Agency by Bentley International Property Awards
- Member of Who's Who in Luxury Real Estate since 2003

DIVISIONS

Fortune International Realty's philosophy is to consistently strive for excellence. As a result two distinct divisions were created to optimize the services rendered by the firm.

Residential Division

Fortune International Realty Residential Division was created to offer personalized real estate services to affluent clients looking for a second home or to relocate to Miami. Throughout the years, the division has acquired a solid understanding of the Florida market and has been able to provide its clients with the expertise required to successfully conduct and close their real estate transactions. Today Fortune is one of the most highly respected real estate firms in South Florida.

- Providing professional and personalized service to affluent clients for almost 30 years
- Knowledge and expertise of local markets throughout South Florida
- Specializing in waterfront and luxury properties
- Focusing on condominiums and single family homes



Commercial Division

Fortune Commercial Division associates have the experience and expertise required to handle complex transactions. The firm has the ability of structuring transactions taking into consideration legal, accounting and immigration issues due to partnerships with specialists in those specific fields. In addition, Fortune counts with CCIM commercial certified investment members to analyze investments properties and the tools for in depth demographic, aerials and psychographic analysis. Loopnet, one of the most advanced web based software in the industry, is available to all commercial associates.

Specializing in several business opportunities such as:

- Income Producing Properties
- Shopping Centers
- Office Buildings
- Hotels
- Triple Net Properties
- Development Sites
- Warehouses
- Business Brokerage
- Marinas



SERVICES

Fortune International Realty strives to offer its clients first class service and to obtain the best results. Fortune obtains maximum client satisfaction by providing the following additional services.

Financing Services

Financing services are provided to our clients by a team of industry professionals with a track record of success and a keen understanding of the mortgage market dynamics. Our financing team counts with resources and the origination experience required to complete a successful end loan strategy.

- Loan qualification process support
- Financial & risk analysis
- Strong banking network
- Continuous sourcing of new lenders
- Identifying new programs
- Investment strategies consultation
- Commercial & construction loans offering



Property Management

Fortune International Realty has a property management division to meet client's needs. Fortune offers an effective and professional team to overview their investments in the South Florida Market. Fortune offers three packages of services to accommodate different client's needs. A wide variety of property management services are included in each package.

Main services include:

- Rent Process Coordination
- Rent Collection
- Bill Payments
- Repair Estimates
- Activity Reports

Packages:

- Basic
- Luxury
- Premium



FORTUNE EXCLUSIVE MARKETING ADVANTAGES

Fortune's in-house marketing department is one of the key success elements of the company. The department is made up of marketing specialists, real estate professionals, graphic designers, copywriters, social media specialists and media acquisition professionals that together with your agent develop creative and highly targeted marketing strategies customized for your property.

1

Custom Designed Marketing Products

- Professionally designed and written property brochures to highlight the unique features of each property
- Strong visuals
- Professional photography available to upscale properties
- High quality printing options
- Highly targeted direct mail campaigns



Products

- Property brochures with customized sizes and formats
- Print media ads
- Postcards & e-cards
- Flyers & e-flyers
- Web banners and featured property flash modules

2

Fortune Showcase Magazine

Exclusive publication distributed to Fortune's database of clients and brokers:

- Fortune's exclusive VIP mailing lists
- Fortune associates and their client databases
- Inserted in selected print publications around South Florida
- Digital version to be distributed to Fortune's database of local and international brokers

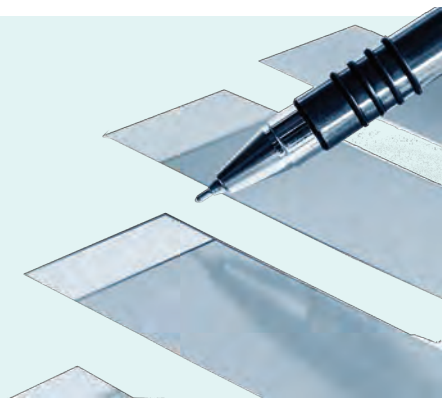


FORTUNE EXCLUSIVE MARKETING ADVANTAGES

3

Market Research & Follow up

- Comprehensive market research and reports of each property
- Follow up of each listing activity to provide effective and expert advice
- Weekly office meetings to discuss new listings, local information, community projects, and marketing efforts results.
- Knowledgeable and experienced sales managers available to assist each Fortune associate in successfully marketing your property



4

Fortune's Global Reach

- Fortune's private database of clients and brokers in the US and key countries in Latin America, Europe, Middle East and Asia
- Continuous activity with International connections through Fortune International's road shows
- International team of associates with connections worldwide maximize exposure of all Fortune listings
- Global broker reciprocity program through Fortune's exclusive membership in Who's Who in Real Estate



5

Effective Web Exposure

- Dual online positioning strategy
- All Fortune listings above \$500,000 are included in LuxuryRealEstate.com, official website of Who's Who is Luxury Real Estate
- Draw traffic from main search engines through Reator.com Enhance program
- Social media exposure through Fortune social media networks
- iPad and iPhone applications to search current condos for sale or rent



MARKETING STRATEGY

A week is all we need for worldwide exposure*

Fortune's marketing team has optimized a series of activities that have proven to bring the best results. Taking into consideration the distinctiveness of each client and property, your Realtor® will decide on the following steps:

1 Preliminary

1. Accurate evaluation and comparative market analysis of the property (CMA)
2. Pricing strategy and targeted advertising campaign to be presented to client
3. Arrange for high resolution images of the property and virtual tour when appropriate

2 Execution

1. Input property in the MLS ensuring the immediate distribution to the entire broker community
2. Production of high quality marketing products designed to highlight property's best features:
 - a. Postcards for direct mail campaigns
 - b. Property brochures for selected clients and brokers
 - c. Flyers for personal distribution and internal distribution programs
 - d. e-campaigns to target brokers and internal distribution programs
3. Social media marketing plan: exposure of property in all Fortune social media platforms
4. Print and web advertising according to campaign
5. Present property in office and marketing meetings
6. Strategic preparation recommendations of the property to highlight selling features
7. Hold Open Houses and Brokers' Open according to campaign
8. Promote relationships with brokers in the area

3 Follow up

1. Coordinate all showings and follow up with potential buyers
2. Weekly showings report to seller and comprehensive results evaluation
3. Comprehensive evaluation of results
 - a. Continue activities or propose changes
4. Presentation of all offers

4 Closing

1. Verify buyer's financial qualification
2. Conduct negotiation with buyer
3. Coordinate inspections and appraisals
4. Supervise contracts & other legal documents
5. Prepare for and attend closing

*Number of days may vary according to property value, condition and marketing plan. Your Realtor® will discuss with you a marketing plan that best fits your property.

FORTUNE DEVELOPMENT DIVISION

MET I



“Extraordinary Local knowledge...
specific professional abilities...”

ICON



With the enormous growth in new development experienced in the last few years, Miami has become a national center for top of the line condominium and town home living. Luxury, prestige, location and views are offered in abundance.

The pre-construction market is the most explosive sector in South Florida, representing a unique position in the national real estate market. Time sensitive and very competitive it requires extraordinary local knowledge coupled with specific professional abilities.

Fortune has propelled itself to the forefront of this market by fulfilling obligations to both buyers and developers. One key factor that differentiates Fortune from the competition is their Development Sales Group, the resource every developer needs. This division is responsible for the sales and marketing of new projects on an exclusive basis. Whether a client needs the right site for a project, or the right project for a site, Fortune provides the knowledge, expertise and contacts necessary to achieve success. Fortune does the research, supports the client's architects and attorneys, gets them through planning and zoning, selects and supervises the sales and marketing team, delivers the customers and takes the client through the final contracts and closings.

Services include building concept and design consulting, marketing budget formulation and follow-up, procurement of advertising and promotion, budget and performance evaluation, sales staff formation and deployment and sales and pricing strategy.

INFINITY





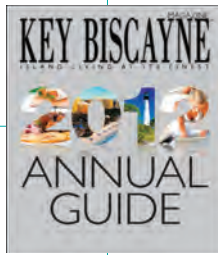






MARINA BLUE



PRINT ADVERTISING OPPORTUNITIES

Your Realtor® will advise you on the best media placing for your property according to property value, budget and market conditions. Fortune's media placement include the following publications:

Magazines

				
AVENTURA MAGAZINE	BRICKELL MAGAZINE	KEY BISCAIYNE MAGAZINE	MIAMI MAGAZINE	HOME MIAMI
				
LUXURY FLORIDA HOMES	OCEAN DRIVE	MIAMI UPDATE	WESTON LIFESTYLES	

Newspapers

					
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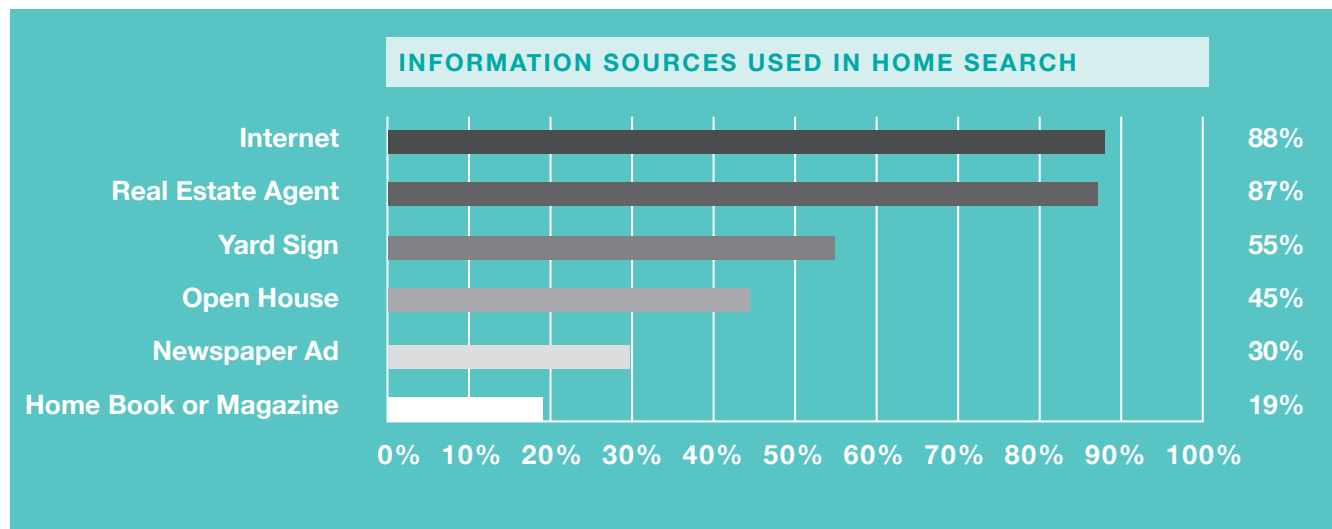
Fortune's membership with Who's Who in Luxury Real Estate, provides every agent with prime advertising positioning in various publications:

				
LUXURY REAL ESTATE MAGAZINE	WALL STREET JOURNAL	UNIQUE HOMES	FINANCIAL TIMES	DUPONT REGISTRY

WEB PRESENCE

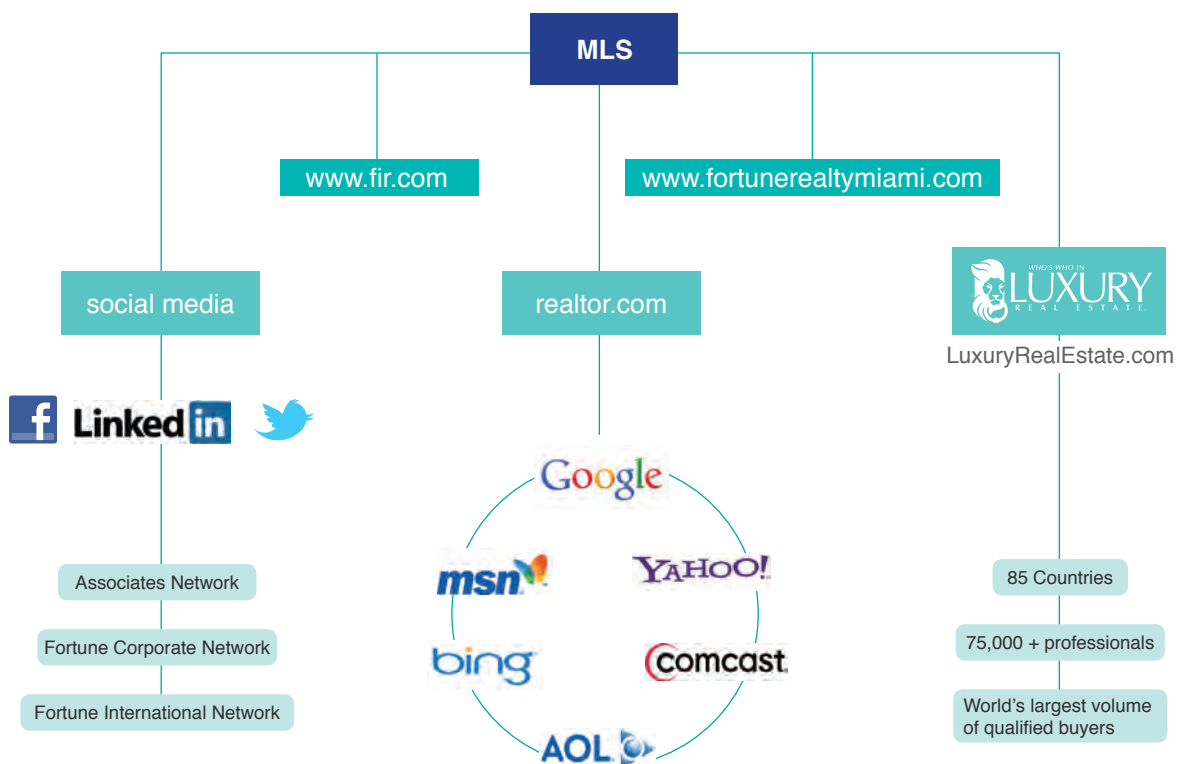
About Home Buyers and the Web:

- They use the Internet to search for a home more than any other media
- They say the two most important features are photos and detailed descriptions
- They are nearly 5 times more likely to find the home they purchase online rather than in printed media



Source: 2011 National Association of REALTORS® Profile of Home Buyers and Sellers

WEB EXPOSURE OF FORTUNE LISTINGS



WEB PRESENCE

FORTUNE DUAL ONLINE POSITIONING

www.fir.com



www.fortunerealtymiami.com



- Company's websites (www.fir.com / www.fortunerealtymiami.com) present a comprehensive and user friendly web search of available properties prioritizing Fortune listings
- Solid lead capture and follow up system through an integrated lead management system
- Detailed information on all Fortune's listings, including up to 36 photos and virtual tours
- Optimized search functions
- Follow up systems for all web based inquiries
- Fortune's listings prioritized in all search functions
- Properties listed in pricing descending order
- Average load time: 1.6sec. Faster than 62% of all sites

(Source: Alexa.com)

Fortune Social Media Planing & exposure though Fortune's Facebook, Twitter & LinkedIn networks.

- Over 2,200 Facebook followers and growing (March 2012)
- Featured properties, open houses and other residential promotions are posted in Fortune's social media platforms
- Fortune network of local and international associates joins Fortune's corporate efforts to maximize the viral exposure of all communications
- Solid and active business connections through Fortune's LinkedIn network



WEB PRESENCE

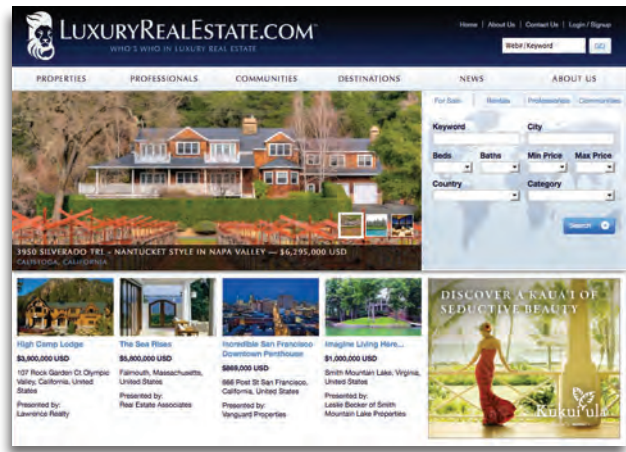
www.luxuryrealestate.com

Official Website Of Who's Who In Luxury Real Estate



- World's largest inventory of luxury properties
- World's largest volume of qualified buyers
- Ranked #1 in searches for "luxury real estate" (as well as other similar terms) on popular search engines such as Google™, Yahoo!®, and MSN®
- Over 70,000 professionals in 85 countries
- Most visited luxury real estate website in the world according to Alexa ranking with over 1.8 million hits daily
- A "Forbes Favorite" by Forbes magazine for 8 consecutive years
- Members sell homes for record prices and handle transactions of incredible complexity and magnitude with complete discretion

(May 2011)

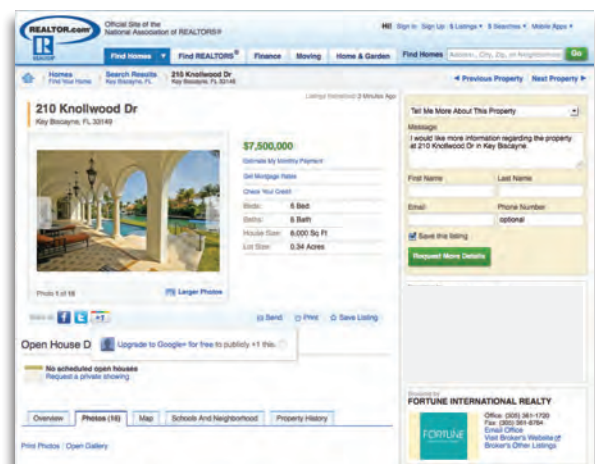


www.realtor.com



- All Fortune listings (excluding rentals) receive maximum exposure through the Realtor.com enhance program and benefit from its accurate lead capture and follow up system
- Draws traffic from Google™, Facebook®, Yahoo!®, MSN®, AOL®, Bing™, Comcast®, Craigslist™ & Ask®
- Higher brand awareness than any other competitive site
- 73% more visits (50,000,000 visits in September 2011 than the next closest competitor (Zillow.com))
- Users spend more time on REALTOR.com® than any competing website (over 216,000,000 Oct. 2011)
- Over 800,000 international unique visitors
- REALTOR.com® Mobile Apps have been downloaded over 7 million times and downloads continue to grow rapidly

(source: 2010-2011 comScore Media Matrix report)



POWERFUL FORTUNE NETWORK

LOCAL & FORTUNE NETWORK

- 8 Locations around South Florida
 - Successful internal communication systems. Some of our activities include:
 1. Internal newsletters
 2. Property e-flyers
 3. Weekly marketing & sales meetings
-

NATIONAL NETWORK

Through strategic alliances, Fortune has significantly expanded its global influence and activity:

- Member of Luxury Real Estate
 1. A network of 5,901 offices & 96,135 sales associates throughout the United States.
 - Fortune National database includes:
 1. Sotheby's Network
 2. Christie's Network
 3. Leading Estates of the World Network
-

INTERNATIONAL NETWORK

Fortune's own International Network counts with over 1.250 real estate firms in Latin America, Europe, Middle East and Asia. Main markets include:

Argentina	Brazil	Canada	Colombia
France	Italy	Mexico	Russia
Spain	Venezuela	UK	United Arab Emirates

Member of Who's Who in Luxury Real Estate:

An international network of real estate professionals representing the finest residential luxury estates and property brokerages in the world. Each member has been recognized as a leader in the marketing of distinctive and luxury properties, committed to high performance, professionalism, and quality service.

- Over 70,000 professionals in more than 85 countries
- Network of brokers in more than 60 countries
- Partnerships with top national and international companies that provide superior real estate related services in the luxury market

(May 2011)



Member of Leading International Real Estate Agents and Developers:

Membership offered only to companies deemed to have high quality advertising, PR and marketing skills. Based in the UK, the network is composed of more than 50 companies in 18 countries, especially in Europe.



FORTUNE
INTERNATIONAL REALTY