

How to get closer to your Southwest Florida Property, without leaving St. Louis
A note from your neighbors Jerry and Elaine Ferguson

Dear Neighbor,

Like you, my wife Elaine and I own property in Southwest Florida. For years, we maintained our primary residence in St. Louis and traveled to our Naples, Florida home as much as possible. Last year, we decided to move to Naples permanently. That's why we're writing to you.

While we lived, worked and raised our family in St. Louis, we did our best to maintain and manage our Florida property and real estate interests. Because we were hundreds of miles away, we spent a lot of time on the phone, writing letters and trying to get information from the various local agencies and representatives we hired to help us. But because we weren't in the area and these representatives really didn't know us, they didn't give our needs much priority.

We wished we knew someone in the Naples, Marco and Bonita areas that we could trust, someone who had the tools, connections, experience, and the ability to personally look after our Florida property interests.

Consider us as “Friends on the ground” in Southwest Florida

As your former neighbors in St. Louis, and your current neighbors in Southwest Florida, we want to offer you the personal services we wished we'd had. As Coldwell Banker real estate agents, we come with the tools, connections and the highest level of professionalism necessary to oversee all of your real estate needs. Elaine and I are trustworthy, and because of our background and experience, we know a lot about what concerns you. We genuinely care about your goals and interests in Southwest Florida.

You own property in beautiful Southwest Florida – Enjoy it!

That's why we bought property here, isn't it the same for you? We want to enjoy it and not worry about it or have it become a burden. Elaine and I are here and ready to help make sure you get the most out of your Florida property investment – emotionally and financially.

If you want to sell your property but can't be in the area, don't hesitate to put it on the market. Elaine and I will handle all of the details, including:

- Valuating your property
- Listing it for sale, at a price you agree to
- Overseeing preparation of the property (cleaning, painting, landscaping, repairs)
- Conducting tours and screening prospects
- Gathering bids from only the most qualified buyers
- Advising you on the bids received
- Seeing the sale through to completion once a bid is accepted

If you are interested in buying a new home or property, but can't be in Southwest Florida for the period of time it normally takes to do so, count on Elaine and I to get all the groundwork done for you, including:

- Lining up several available homes that match your criteria and are in your price range
- Pre-screening homes to make sure there are no hidden problems
- Sending you pictures, features, history of sale, and community description for each home we find, plus any additional information you'll need in order to make an informed decision

We can also offer you assistance with:

- Leasing and managing property
- 1031 Exchanges
- Filing for Florida Homestead exemption, one you decide, like we did, to make Florida your permanent home
- Keeping you up-to-date with local market news, trends and shifts and letting you know how it all effects your property investment

Like you, we found something special in Southwest Florida. Our goal is to help you get the most out of your property with the least amount of worry.

Because we have so much in common with you – we're from St. Louis, we love our Florida home, we want to make the most of our investment in Florida, and we know the difficulties of trying to manage an investment when it's so far away – Elaine and I want to help you enjoy ownership of your Florida home with the least amount of worry and the least amount of work.

How do you want to spend your time in Florida?

Whenever Elaine and I came to our Florida home, our time here was precious. We didn't want to spend it solving problems that had crept up while we were away. You most likely feel the same. So let us do the running around, making the phone calls and overseeing anything that needs to be done. You go to the beach, go boating, fishing, play golf, play tennis, have some fun in the sun, and get some well-deserved relaxation.

And when you can't be in Florida, Elaine and I will be your eyes and ears – your trusted friends on the ground, watching out for your best interests.

Our contact information is below. Feel free to call us with any questions or concerns you might have regarding your Naples, Marco or Bonita property. We're ready to start working for your enjoyment today!

Sincerely,

Jerry & Elaine Ferguson
Coldwell Banker Residential Real Estate, Inc.
Office: 239-261-1551
Elaine Direct: 239-595-7804
Jerry Direct: 239-249-9700

p.s.: Would you like to know how much your Naples, Marco or Bonita property is worth? Call us at 239-249-9700 or send us an email: fergiforms@comcast.net. We'll be happy to give you a complimentary home evaluation.

p.p.s.: Next time you're in Florida, let us know. We'd love to meet you and show you what's new in our little piece of paradise!

THE FERGUSON TEAM
YOUR SHOW-ME CONNECTION
NAPLES, FLORIDA

Have recent real estate market reports left you feeling uncertain about the value of your Southwest Florida property?

Here's some local perspective from Jerry & Elaine Ferguson – “Your Show-Me Connection.”

Although there's been a lot of talk about the real estate “bubble” bursting, Elaine and I are here to tell you that the value of your Southwest Florida property is still strong.

The Southwest Florida real estate market is unique –that's great news for property owners!

Regardless of what happens to the market elsewhere, *people love Florida* – and it's not just the climate, the beaches, the water, the natural beauty, the sunsets or the year-round activities that draw them here. Florida's economy is growing steadily. State incentives have encouraged many businesses and institutions to move here. Southwest Florida in particular boasts modern medical facilities, colleges, universities, the finest hotels, restaurants and resorts, high-tech industrial parks and much more.

This is all great news for Southwest Florida property owners like you and us. We can rely on the value of our properties and use them as we see fit – as full-time homes, vacation get-aways, investment or rental properties, and yes, we can even sell them at a profit!

Whatever your plans are for your Southwest Florida property, Elaine and I have the professional tools and knowledge to assist you.

Our affiliation with Coldwell Banker allows us to offer you the highest quality real estate assistance truly unmatched by our competition. Our market advantage, modern listing tools and vast network of potential buyers ensure speedy and successful solutions to all of your real estate needs.

You can have complete confidence in us. We not only love what we do, but Elaine and I spent many years in St. Louis, and now that we're in Florida, we truly want to help you - our neighbors back home - get the most out of your Southwest Florida property. As your “eyes and ears on the ground” in Florida, we're available to answer any of your questions and concerns.

With the season quickly approaching, now is the time to explore your options in Florida. Call us today to learn more about current market conditions. We'll be glad to give you the personal attention and specific information you need to make the best decision about the future of your Florida real estate investments.

Sincerely,

Jerry & Elaine Ferguson
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Jerry Direct: 239-249-9700

p.s.: Do you want a true current market valuation on your Florida property? Call us at the numbers above or send an email to jerry.ferguson@floridamoves.com. We'll send you your personalized report, FREE!