

Client: Gary Brown, owner
Objective: Mail campaign to generate leads for multi-million estate home sale
Challenge: Showcase the superior value, space, security and construction/design of this western-based property to high-end estate buyers who were more familiar with Eastern Intracoastal area.

EXCERPT FROM CAMPAIGN'S SALES LETTER...

You are receiving this personal invitation from me because you are clearly someone who not only appreciates genuine quality - but also recognizes a phenomenal value when you see it...

That value I speak of? Only one of the most spectacular finds in the Ft Lauderdale area— and possibly all of Florida.

One that enriches your quality of life AND your investment portfolio...

ENJOY MORE VALUE...MORE LUXURY...THAN ANY OTHER ESTATE YOU'LL FIND IN THIS PRICE RANGE

It's a rare buyer who knows the difference between glitter...and genuine gold. If you are among them, we invite you to discover one of the finest-built, best equipped estates for the price, nestled into a secluded Ft. Lauderdale enclave shared by prominent executives, politicians and sports celebrities.

Fueled by the mantra that the details you cannot see are as important as those you can, the owner has spared no expense to build a home that does full justice to this beautiful waterfront point lot .



Master Bedroom Sitting Area



Two 500-gallons salt water Aquariums divide Kitchen from Great Room

LUXURIOUS WATERFRONT LIVING:

- Stunning 1.7 acre panoramic waterfront point lot
- Dramatic floor-to-ceiling 2-story impact glass great room
- 6-bedroom suites (with sitting rooms/balconies)
- Separate guest quarters with family room/kitchen and/or office with reception area
- Garage for 5 cars
- Two fireplaces
- Courtyard entrance with koi pond/fountain

AWARD-WINNING CONSTRUCTION AND DESIGN

- Solid marble and granite throughout
- Maintenance free coral rock exterior
- Mature, lit landscaping, conservatively valued at one-half million dollars

