



**SCHMITT  
REAL ESTATE CO.**

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Dear Stacy,

After meeting you in March on Summerland Key I was introduced to the merits of a Grand Estates' Auction. I have discovered since then, all luxury auction companies are not the same. It is hugely unfortunate that my seller never took my advice to call Grand Estates, but instead went to another luxury real estate auction company.

The auction company that he used made some disastrous errors, and as of now, the property remains unsold. I have now witnessed two luxury residential auction companies, and the differences are huge! For example, when Grand Estates did an auction on Summerland Key, every single person I spoke to throughout Florida was aware of the marketing efforts and the home to be auctioned. The marketing and promotional efforts done by Grand Estates were all encompassing. This other auction company did very little, except put a small sign in the yard. No one knew of the sale.

When Grand Estates held an open house the traffic was fantastic. I know because I held an open house next door to the home Grand Estates was auctioning and after clients would look at the auction home, naturally they would come next door and look at mine too. I had over 100 showings in a weekend. When this other company did the open house I held one down the street in which I had a total of 8 showings in a week.

On auction day Grand Estates had cars lined up and down the street. Grand Estates had 25 registered bidders there and I believe it! This other auction company had three buyers there on auction day. The saddest part is two of those three buyers are people that Grand Estates introduced to Summerland Key from the auction in March. Without your previous auction here on Summerland Key, I am not sure there would have been any bidders at this other auction!

It is such a shame that we didn't have the opportunity to work together on this property. As we both discussed this property could have produced magnificent results. It is twice as large and has twice the amount of water-frontage. The home that Grand Estates auctioned, sold for \$2.2 million, and this auction company couldn't get anyone to bid even as high as \$2 million despite it being twice the house.

It is unfortunate that this seller didn't go to Grand Estates. I was convinced of your superior service previously, but am even more so now. I am confident that we will sell a luxury property together; it's just a matter of time. I continue to believe that when it comes to auctioning luxurious real estate, Grand Estates Auction Company is the only company to consider!

Sincerely,

Lisa Ferringo  
Broker-Associate

Each Office Is Independently Owned and Operated.