



THE DEANNA KORY TEAM
transcending the ordinary



*The Deanna Kory Team
is dedicated to providing
the highest level of service
to all our clients.*

Our team is comprised of seasoned professionals who are highly skilled in the many facets of buying and selling real estate in New York. Together we focus on the needs of our clients, tailor an individual strategy to achieve their goals, and provide them with unsurpassed expertise in real estate marketing and negotiation. By offering the combined talents and strengths of our team members we are uniquely positioned to assist our clients in realizing their real estate goals.

Often, sellers believe that giving any broker the "exclusive right to sell" their property will result in all the marketing efforts required for the best possible results.



Unfortunately, this is not always the case. Despite good intentions and sincere efforts, some critical aspects of marketing may be omitted, leading to less than optimal results for the client. Realizing this, the Deanna Kory Team takes an innovative approach which we refer to as "inclusive marketing." The greatest exposure and highest sale price comes from a comprehensive strategy which includes all the marketing tools currently available, and a multi-faceted organization which can put the strategy to work for you.

When clients list their homes with us, they access a powerful network of real estate professionals throughout New York City, the entire metropolitan area, across the nation, and around the world. However, in this complex market, even an enormous network relies on the knowledge and sensitivity of those individuals who handle exclusives and present them to the community at large. We have gathered an exceptional group of people who do an extraordinary job working with our clients to achieve our mutual goals.

Inclusive Marketing

Where the Deanna Kory Team Excels

- **Creating a Strategy.** Listening to your needs and taking into account the unique features of your property, we create a tailored, detailed and comprehensive marketing plan.
- **Staging.** To ensure that your property 'shows' at its very best and is appealing to the widest possible number of purchasers we can, if necessary, stage your property. Ranging from major renovations, to hiring a consultant, and small fine-tuning, we will do it all for you.
- **Marketing Tools.** Our team's marketing materials are top quality and known for their creativity and uniqueness. We promote your property with only the most sophisticated tools possible and showcase it to its best advantage.
- **Co-brokering.** We immediately co-broke your property with the entire brokerage community. We will also target brokers who specialize in the appropriate market segment to engender wide interest from qualified buyers.
- **Print & Photo Advertising.** We advertise your property regularly in various high-circulation media, including both print and photo publications. Our selection of media venues is based on the style, location, price, and particular appeal of the property.
- **Internet Advertising.** Color photos, floor plans, and a description of your property will appear on our award-winning website, Corcoran.com, and on Deannakory.com, Deanna Kory's personal website. Email postcards will be sent regularly to thousands of brokers across Manhattan and Brooklyn.
- **Marketing Analysis.** Always striving to meet your needs, as well as keep you up-to-date with current market conditions, we provide written customer and marketing reports on a regular basis. If necessary, we also recommend further action to expedite the sale of your property.
- **Special Events.** We will organize regular open houses to promote your property within the brokerage community and to the public. Special events may also be planned to create additional exposure to the property.
- **Professional Presentation.** With twenty years of experience in the industry, our team of top-notch professionals is at its best when showing your property to brokers and potential purchasers.

Marketing

Creating Effective Marketing Tools

In a highly sophisticated real estate market sellers need the finest marketing tools to achieve the desired results. For this reason, we have orchestrated a comprehensive graphic design system to produce the most effective marketing materials in a timely fashion.



Staging Your Property

Properties can be made to look their best with only minor improvements. Money spent on such improvements is often recovered in multiples when the property is sold. Deanna and her team collaborate with a range of professionals to achieve outstanding results for you.

Photography

Our in-house photographer takes professional pictures of your property as soon as the exclusive agreement is signed.



Floor Plan

A floor plan is created, or an original plan is redrawn, using on-site measuring and digital drawing.

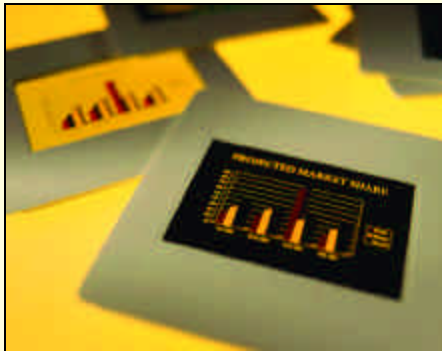


Web Site

Within a day after an exclusive agreement is signed, your property is displayed on the Corcoran Group web site as well as on Deanna's personal web site deannakory.com.

Creative Writing

A detailed and accurate description of your property is written for the brochure and web sites.



Graphic Design

A talented graphic artist, guided by imagination and skill, creates marketing materials that complement your property and clearly display its finest features.

Color Brochure

We create a beautifully-crafted, full-color brochure within 48 hours of signing an exclusive agreement.



Mailing

We create additional marketing pieces to display your property and mail them to several hundred addresses.

All marketing material are created entirely at our expense.

TOIS

Advertising

Our dedication is unflinching when it comes to achieving the widest exposure possible for our exclusive properties. This exposure includes advertising in highly circulated print and electronic media.



- **New York Times Classified Sunday Column Ads.** We advertise our exclusives and our open houses regularly in the Real Estate section of the New York Times. The Times' circulation reaches nearly one million readers in the New York metropolitan region. All our advertisements also appear on the Times' web site, an increasingly popular source of listings for buyers across the country.
- **New York Times Manhattan Homes.** Distributed every month as an insert to the Times, this handsome four-color publication has a circulation of over 300,000 plus a seasonal bonus distribution in the Hamptons and Palm Beach.



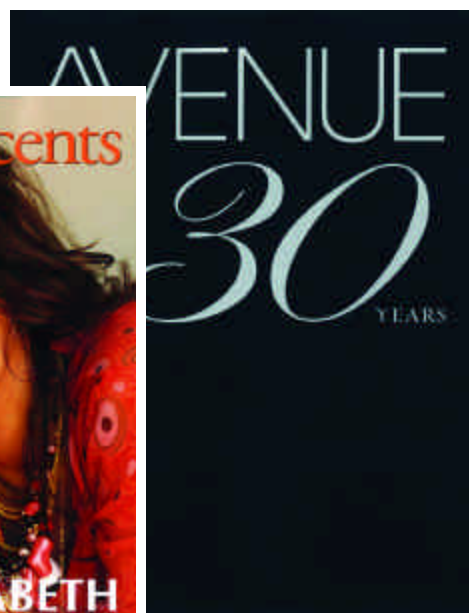
- **Avenue Magazine.** Focusing on the personalities and lifestyles of Manhattan's luxury class, this publication is distributed in New York City and also seasonally distributed in the Hamptons and Palm Beach.
- **Quest.** A sophisticated and prestigious publication that reaches more than 65,000 readers and where properties stand out and engender wide attention.

- **Corcoran Exceptional Properties.** Published every quarter and with a circulation of over 200,000, this beautiful brochure showcases properties that are listed with some of the company's top agents in New York, the Hamptons, and Palm Beach.

- **Homes of the Hamptons.** By advertising in "the" magazine of the Hamptons, our exclusive properties continue to be promoted to all the buyers who leave the city to summer in the Hamptons.

- **New York Times Sunday Luxury Homes Magazine.** Published seasonally, its circulation reaches upward of 2.6 million nationwide.

- **Corcoran.com.** All our properties are featured on Corcoran's award-winning web site, complete with description, full-color photos and floor plan. Corcoran.com attracts more than one million visitors from around the world per month.



Public Relations Campaign

The Deanna Kory Team is dedicated to achieving the widest possible exposure for each of our exclusive properties. We have found that a well-planned public relations campaign can be highly effective in bringing more attention and excitement to a property. Our team's combined marketing and public relations campaigns generate tremendous exposure for our exclusive properties. We work closely with the Corcoran Group's well-connected and highly-regarded public relations department to plan and implement several types of activities to further publicize our properties.



Deanna E. Kory and Barbara Corcoran



Deanna E. Kory and Teri Rogers of The New York Times

Press Releases. Through the Corcoran Group's public relations department we send press releases to promote our properties to the local and national media. When appropriate, we also pitch story ideas to highlight an important aspect of a property, such as unique architectural details or little-known historical significance. We often work to promote interest in one of our properties by commissioning a written history of the building or neighborhood and using it in a direct mail campaign, on our web site, or as the basis for other public relations activities.

Special Events. We regularly plan events that bring our properties to the attention of potential buyers, the brokerage community, and the media. We typically stage events on-site and, depending on the situation, we may organize a catered lunch for fellow brokers, evening cocktails for invited guests, or rsvp-only events such as an artistic performance or speaker with expertise in a topic of interest to the public.

Newsletter Articles. A featured article and/or photo and description of your property may also appear in at least one of the Deanna Kory Team's five quarterly newsletters, which include The Riverside Drive Report, The Condo Report, The Townhouse Edge, West End Avenue Review, and Deanna's seasonal newsletter, all of which are distributed to over 10,000 residents throughout Manhattan.

Media Coverage. Deanna Kory is often asked by the media to give her expert opinion on an array of issues relating to the real estate market. This frequent contact with the media presents us with additional opportunities to promote our exclusive properties while Deanna speaks authoritatively on Manhattan real estate.