



*Your best resource for qualified prospects  
in this new digital age.*



website

McGuire Digital is a nationally recognized leader in the marketing and advertising of luxury real estate developments. Geographically, these projects span from Hawaii and California, throughout the Sun Belt, to Bermuda, the Caribbean, Mexico, Latin America and even Europe.

branding

digital

video

print

email

Branding and marketing real estate – estate homes, vacation villas, condominiums, condominium hotels, fractional residences, timeshares, homesites and commercial real estate – is the central focus of our firm.

direct mail

collateral

social

We work with the best and brightest in the field, gaining and giving great insight into the process. With an ever-changing marketplace and increasing number of communication channels, we are continually incorporating new strategies and technologies, while always remaining true to our core storytelling values.



We operate as a network of specialists with principal offices in Sarasota. For each project, we assemble custom teams best suited to handle the work. The result is lower costs to you and a quality of work and level of service that surpasses most large agencies.

We offer a comprehensive package of agency services that are available as part of a complete marketing program, or individually. Each client and community is unique, and you deserve a bespoke plan tailored to your specific needs and at your budget.





## SERVICES

**Website Design/Hosting/Analytics** Complete website design, programming, and hosting services. Formatted and tested for all device platforms, and for optimum loading and performance times. Our data-driven approach determines which metrics are most important and helps identify successes and inefficiencies, as well as drive future content and planning for improvements. With the advent of Mobile-first Indexing by Google, we know that the performance of your mobile site affects the search results of your desktop.

**Digital Advertising** Digital Advertising revolutionizes the traditional media buying process. When a customer visits a web page, an instant auction is held among interested advertisers. The maximum price an advertiser is willing to bid is preprogrammed, so the auction happens in milliseconds and the winner's ad posts in real-time. McGuire Marketing will programmatically place your message in the best locations, with improved audience accuracy and make ongoing adjustments to the campaign based on quantitative data.

**Email Marketing** Through the leveraging of social media platforms, we build an ever-expanding web to capture new prospects. Using highly targeted messages, frequent postings, friending and following and demographics from the website traffic data, we target Facebook and Instagram with an all-out assault for our clients.

**Social Media Marketing** We use email marketing with a customer-centric focus geared towards converting and retaining relationships. Our results-driven approach of messaging, call to action, lead capture, and conversion metrics give our clients the highest possible conversion rates and allow them to stay in front of prospects and buyers with ongoing updates and offers.

**Ad Words and Search Engine Optimization** We follow Search Engine Optimization best practices. Higher search rankings for the right keywords will drive higher quality and quantity of traffic to your website. Millions of consumers use Google daily, and our goal is to ensure that anyone doing a relevant search will find your website with an all-out assault for our clients.

**Print Advertising** We are specialists in print, from highly impactful two-page spreads and full-page ads down to quarter-page and smaller with a keen emphasis on the target market and messaging for the best ROI.

**Direct Mail** We create highly impactful pieces, ranging from two-sided oversized postcards to elaborate kits and boxes. Shipped and tracked by USPS or FedEx, and executed with precision mailing lists on budget.

**Collateral Materials** From oversized lifestyle brochures to custom boxes and kit-holders, fulfillment kits, rack brochures, quarter-scale floor plan brochures and custom invitations, we design premium pieces while always keeping the production process, deadlines and budget in mind

**Brand Standards** We will produce complete guidelines for all aspects of brand standards execution including logo design, usages, font treatments, color palettes (primary and secondary) and letterhead, envelopes and business cards.

**Marketing Plan and Budgeting** tailored and targeted marketing plans / budgets based on research and industry knowledge. Once executed, the plan is analyzed in real time with data analytics so that course corrections can be made in conjunction with updates to all creative channels, thus assuring the highest ROI.

**Media Buying** Forty-five years of planning, buying and leveraging the media. We know where, how large and how often to run print advertising and we leverage the media for best pricing, value added and first notice of remnant opportunities.

**Owner Referral/Founder Program** Create a sense of excitement and anticipation among owners and motivate them to refer new prospects among their friends, family members and business associates.

**Discovery Tour Program** Packages and invitations for prospect visits. Tours designed to enlighten, inform and pamper prospects, giving them the expectation and experience of the lifestyle at the community.

**City Blitz** Targeting gateway cities and those which have already yielded property sales to create a three-day sales and marketing blitz with these possible elements:

- Reception with existing property owners and guests
- Local social magazine VIP lists; co-sponsorship
- Possible broker associates
- Interviews with local media and national freelance writers in the city



# A WHO'S WHO OF REAL ESTATE DEVELOPMENTS

With over 45 years of real estate marketing successes, we know what it takes to find and energize top qualified prospects in this new digital age. McGuire has been instrumental in the successful branding, marketing and sales of literally billions of dollars of high quality residences for countless properties, among them:

Fisher Island  
*Miami, Florida*

Montage Residences  
*Palmetto Bluff, SC  
Kapalua Bay, HI  
Big Sky, MT  
Park City, UT  
Los Cabos, Mexico*

Sea Island  
*The Cloister, Georgia  
The Lodge, Georgia*

St. Regis Bal Harbour  
Resort & Residences  
*Bal Harbour, Florida*

The World of ResidenSea

Turnberry Tower  
*Washington, D.C.*

Ka'apulehu  
*Maui, Hawaii*

Reynolds Lake Oconee  
*Greensboro, Georgia*

The Residences at Mandarin Oriental  
*Boca Raton, Florida*

The Ritz-Carlton Clubs  
*Jupiter, Florida  
Aspen Highlands, Colorado  
Bachelor Gulch, Colorado  
St. Thomas, U.S.V.I.  
South Beach, Miami  
San Francisco, California*

Casa de Campo  
*Dominican Republic*

Desert Mountain  
*Scottsdale, Arizona*

The Boca Raton Hotel & Club  
*Boca Raton, Florida*

Colleton River Plantation  
*Hilton Head, South Carolina*

Tucker's Point Club  
*Bermuda*

610 Clematis  
*West Palm Beach, Florida*

Palm Beach Polo & Country Club  
*Wellington, Florida*

Lake Nona  
*Orlando, Florida*

Belfair  
*Hilton Head, South Carolina*

Isleworth  
*Orlando, Florida*

The Ocean Club  
*Key Biscayne, Florida*

Ford Plantation  
*Richmond Hill, Georgia*

Ill Villaggio  
*South Beach, Florida*

Fairmont Tamarack  
*Tamarack, Idaho*

The Vintage Club  
*Indian Wells, California*

Governor House  
*Coconut Grove, Florida*





**ST REGIS**

BAL HARBOUR  
THE RESIDENCES







REYNOLDS  
LAKE OCONEE



*Montage*  
PALMETTO BLUFF



McGuire is an agency which has a full understanding of the whole ownership business, the importance to leveraging the brand, identifying our customers, and lastly putting our marketing dollars to the most efficient use.

*Tina Necrason  
Senior Vice President, Residential  
Montage Residences and Pendry Residences*









REGALIA  
Limited Edition Living





Sea Island





  
THE RITZ-CARLTON CLUB®



  
*Turnberry Tower*





THE RITZ-CARLTON CLUB®  
ASPEN HIGHLANDS





THE RITZ-CARLTON GOLF CLUB & SPA®  
JUPITER

With great assistance from McGuire, we have recorded more than \$211 million in life-to-date sales ... I would seek to work with them again on my next project – whenever and wherever that may be.

*Rob Flaherty*  
*The Ritz-Carlton Golf Club & Spa, Jupiter*







TUCKER'S POINT CLUB  
— BERMUDA —





*610 Clematis*  
West Palm Beach



**BAP** Development

As far as I am concerned, McGuire Marketing allows us to  
differentiate ourselves, always with a sense of class and elegance  
that is unparalleled in the industry.

*Willy A. Bermello*  
*BAP Development*

*Commissioned art for campaign by Ruben Toledo*





McGuire understands the subtleties of the luxury residential/resort market and the necessity of successfully communicating lifestyle, rather than product by itself. He knows what he is doing as evidenced by the more than \$1 billion in sales generated at the communities which I have managed during his representation.

*John E. Riordan  
Fisher Island*







## CONTACT US

Sarasota Office  
305 205 5088

[jason@mcguiredigital.com](mailto:jason@mcguiredigital.com)





(877) 862-4878

3800 S. Tamiami Trail, Sarasota, FL 34239