



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

McGuire Marketing is a nationally recognized leader in the marketing and advertising of luxury real estate developments.

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

We are continually incorporating new strategies and technologies to improve lead generation and lower cost, while always remaining true to our core storytelling values.

We operate as a network of specialists with principal offices in Sarasota, Ft. Lauderdale, and New England. 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.

website

branding

digital

video

print

email

direct mail

collateral

social



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.

Programmatic Digital Advertising Programmatic 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

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

program

PENDRY

WEST HOLLYWOOD



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:

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*

Pendry Residences

*Park City, UT
West Hollywood
Barbados
Raritan, NJ*

St. Regis Bal Harbour Resort & Residences

Bal Harbour, Florida

Fisher Island

Miami, Florida

Ka'apulehu

Maui, Hawaii

Reynolds Lake Oconee

Grenesboro, 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*

The Village at Tamarack

Tamarack, Idaho

Desert Mountain

Scottsdale, Arizona

The Boca Raton Hotel & Club

Boca Raton, Florida

Colleton River Plantation

Hilton Head, South Carolina

Tucker's Point Club

Bermuda

Casa de Campo

Dominican Republic

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

The Vintage Club

Indian Wells, California

Governor House

Coconut Grove, Florida



ST REGIS

BAL HARBOUR

THE RESIDENCES







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*





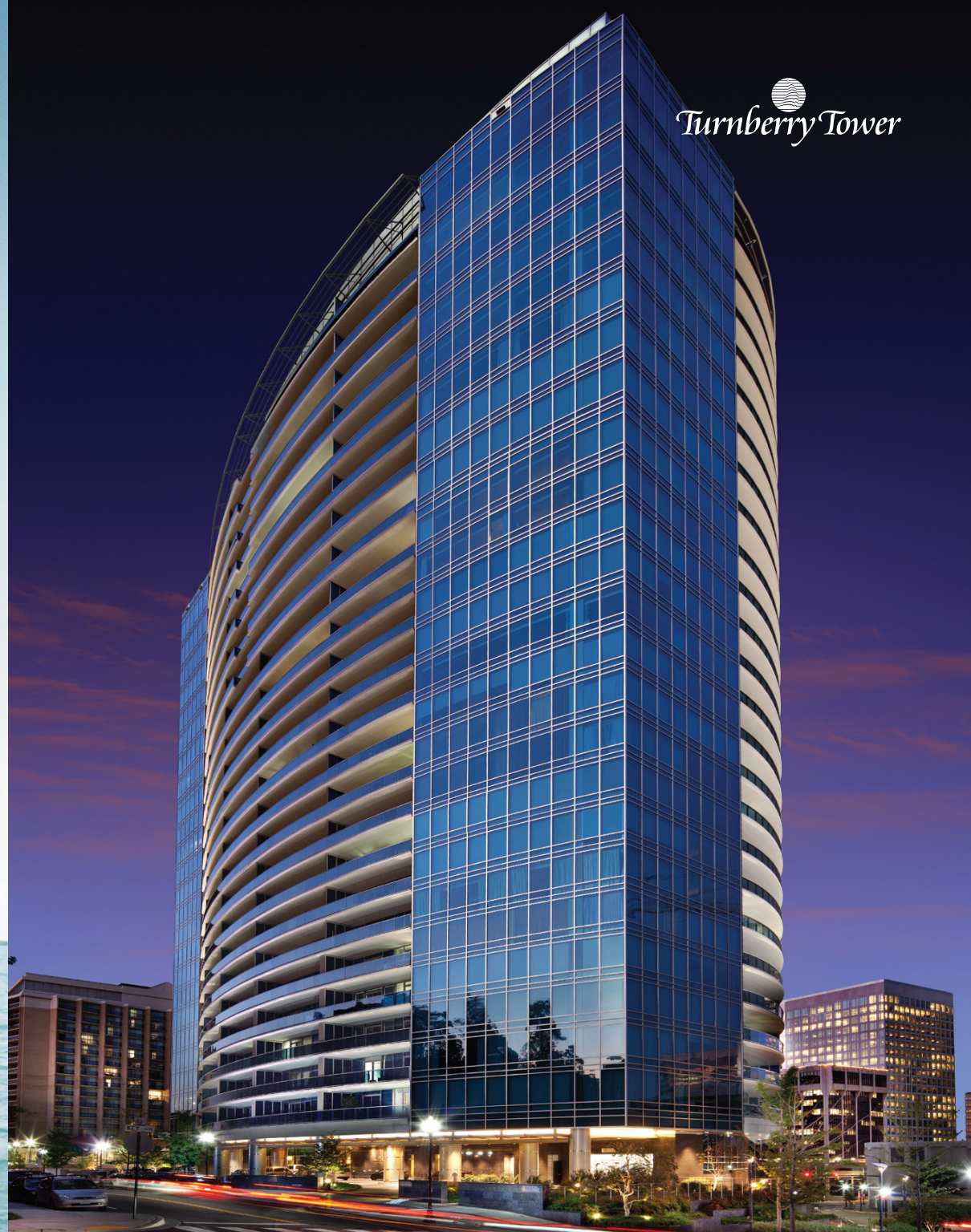
REGALIA
Limited Edition Living



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





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