

## Needed from/with Jim:

Is it possible to change address.

Sense of what could be, but more formal and tangible, incorporating the rendering we viewed into that vision with a place to start.

Creating a more tangible impression of what can be – using some of the ideas discussed that we can spend more time hashing out once decision is made, plus a plan I'm designing that may work to offer better vision without expense.

Discussion of price – while we all agree that many homes today are dated and are no longer what people want, there is a strong element of “big” falling into that category regardless of age. We have to choose wisely from the wealth tool and really target a luxury buyer dissatisfied with existing home inventory, and yearning for a magnificent home with extraordinary views, privacy, and the ability to customize to his/her exacting needs and wants. This buyer must also be willing to pay above market for the dream. We have to create that market. When that is achieved, we have a match. Let's make this irresistible.

The vision we create has to be far reaching, and the audience may just be beyond the rolodex of all our surrounding realtors, and in the hands of those online. No one reaches that target better than Coldwell Banker with its latest cutting edge tools that have proven results. The tools we have, whether in our Global Luxury marketing plan or the one we create using the wealth tools, surpass all of the competition.

Let's discuss! What would compel you to invest 10MM plus into 44 Prentice?

How will we present this to a buyer who doesn't have vision yet can afford and would be a proud owner if they could see what we saw last night as the sun set?

Vision is used quite a bit in this section it is our first impression from which we get only one chance.