



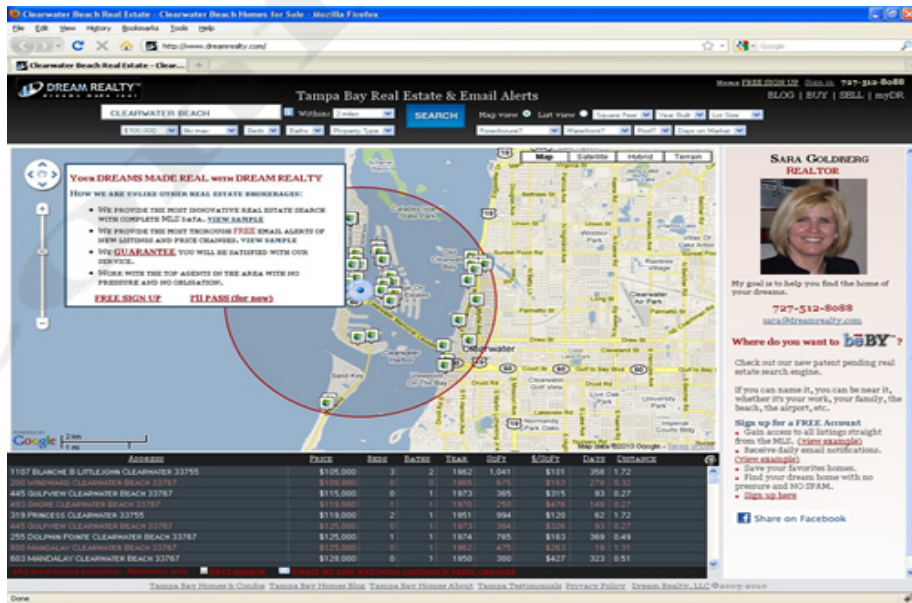
FLORIDA REALTORS® – Ready to go High Tech – FOR REAL??

Dream Realty charges **extremely** low fees while providing exceptional web presence and services for experienced Agents!

Seriously: How exciting would it be to have the following?

1. Be totally independent and work out of your home.
2. Have an awesome lead-generating website that requires **zero work on your part.** Set your own contact info, starting search city, headlines and title. Create your own promotional spiel that goes under your picture.

This is the www.DreamRealty.com home page. **It is a showcase for our patent pending beBY™ real estate search engine.** Potential clients/web users simply enter where they want to “be by” and within what distance.



We are continually adding new features and updating our very easy to use, high-tech websites.

www.DreamRealty.com is the best and easiest to use real estate website I've ever used. Try it – it's really good!
Diane Klein – Broker, Klein Team Realty

3. Be on the home page of our Listing Book™ type website without “Listing Book” and other advertising all over it.
4. Receive exceptional reporting of your “client’s” activities on your site. How long was their session? What was their search criteria? Which searches did they save? Which properties did they click on? Which properties did they save? and more...
5. A monthly custom newsletter with very little work on your part. You simply select which properties you want in the letter. (see sample below)
6. Daily emails of new listings and price changes from you that go out to your buyers and link to your Dream Realty website. (see sample below)
7. Go paperless with a Broker that is a technology expert.

Working with Shel is really a pleasure. He always makes himself very accessible, providing great insight. And, when it comes to technology, he is surprisingly brilliant.
Gary Butki – Broker, Dream Realty

8. Be part of an expanding, forward thinking brokerage that donates 3% of revenue to charitable causes.

9. All for only \$50 per month and \$250 per transaction . (see below for additional benefits).

Dream Realty is now signing up experienced agents and providing all of the above and much more!

10. [Click here](#) for the Dream Realty Agent requirements application and Policy Manual.

Our goal is to significantly help our Agents attain maximum success along with maximum freedom

Read on for Details...

By running our brokerage totally on the internet, we have eliminated the need for a brokerage office. Believe me; you do not need an office. We have yet to lose due to no office. We often meet at the first property to show. We have a great relationship with a mortgage broker that offers their conference room, but we have yet to take them up on it.

With our technical expertise, www.ClearwaterDreaming.com is the top ranked Clearwater Real Estate website for both GOOGLE and Bing. We definitely get more leads than we can handle.

We charge 25% at closing for the leads we refer from www.ClearwaterDreaming.com and www.TampaDreaming.com.

We charge 0% for any leads from www.DreamRealty.com.

When potential clients arrive at DreamRealty.com, one of our Agents is displayed on the home page. (see above). Agents are displayed at random. If the “client” signs up, whichever agent that was displayed will get the lead – **FOR FREE**.

If you have directed the “client” to **yourname.DreamRealty.com**, your profile will be displayed and you will, of course, get the lead.

Check the web address of this Dream Realty Agent.
GaryButki.DreamRealty.com. The site totally appears like his website.

The screenshot shows the Dream Realty website interface. At the top, there's a navigation bar with 'Tampa Bay Real Estate & Email Alerts' and contact information for Gary Butki. Below this is a search bar with 'CLEARWATER BEACH' entered and a 'SEARCH' button. A map of Clearwater Beach is displayed, showing various property listings marked with icons. To the right of the map is a profile for Gary Butki, Realtor, with a photo and contact details. Below the map is a table of property listings.

ADDRESS	PRICE	BECS	BATHS	YEAR	SoPt	\$/SoPt	DAYS	DISTANCE
200 WINDWARD CLEARWATER BEACH 33767	\$109,900	0	0	1965	675	\$163	286	0.32
445 GULFVIEW CLEARWATER BEACH 33767	\$115,000	0	1	1973	365	\$315	101	0.27
319 PRINCESS CLEARWATER 33795	\$118,000	2	1	1961	994	\$120	70	1.72
483 SHORE CLEARWATER BEACH 33767	\$119,000	1	1	1970	250	\$476	157	0.27
445 GULFVIEW CLEARWATER BEACH 33767	\$125,000	0	1	1973	384	\$326	101	0.27
880 MANDALAY CLEARWATER BEACH 33767	\$125,000	0	1	1962	475	\$263	27	1.31
603 MANDALAY CLEARWATER BEACH 33767	\$128,000	0	1	1950	300	\$427	351	0.51
31 ISLAND CLEARWATER BEACH 33767	\$129,000	1	1	1962	895	\$130	16	0.47
200 WINDWARD CLEARWATER BEACH 33767	\$129,000	0	0	1965	0	\$0	564	0.32

Your Dream Realty Profile Page

When potential clients click on your face or name from your home page, they are directed to your customizable profile page. It includes your profile info, your listings, a promotional blurb of unlimited length and a promotional video (Alec Baldwin video just a placeholder. Your profile can be customized without a video).

You can easily customize these portions (noted in red) of your page:

The screenshot shows a web browser displaying the profile page for Gary Butki, a Realtor at Tampa Bay Real Estate. The page layout includes a navigation menu at the top with links for HOME, BUYING, SELLING, SEARCHING, SERVICES, and CONTACT US. The main content area is divided into two columns. The left column features a video player with a placeholder image of Alec Baldwin and a red 'Change Video' link below it. The right column contains a profile picture with a red 'Change Image' link, contact information including phone and email, and social media sharing options. Below the video is a table titled 'MY LISTINGS' with columns for Address, Price, Beds, Baths, Year, SqFt, and 9/SqFt. A single listing is shown for 1111 GULFSTREAM KARASOTA, 34220, priced at \$900,000. A red 'Change Listings' link is positioned below the table. The footer contains various links and copyright information.

Address	Price	Beds	Baths	Year	SqFt	9/SqFt
1111 GULFSTREAM KARASOTA 34220	\$900,000	3	4	1974	3154	5285

Common ways of directing potential clients to yourname.DreamRealty.com:

a. Search Engine pay per click advertising. This can be a very effective way to get targeted traffic.

There are a number of companies out there that will create a lead-generating website for you and manage a pay per click campaign. They will charge you thousands.

DreamRealty.com is at least as good as any lead-generating website I've seen and there is no setup fee; we only charge \$50/month and that includes our brokerage fee!

b. Newsletters. We provide a custom newsletter that you can use.

c. Links embedded in your email signature.

d. Links embedded on your blog or website. You can easily link from your current blog or website to your homepage of DreamRealty.com.

e. Facebook pay per click advertising.

f. Your FaceBook, LinkedIn and other social network profiles.

Along with the above website, you will have the email address yourname@DreamRealty.com.

MLS Detail Page

When one of your “leads/clients” clicks for details, which they can do from the Dream Realty home page, from your newsletter, from a direct link to the property or from your daily email updates, this is the page they will see. Your image, contact info and spiel will appear on the right.

DREAM REALTY
ESTABLISHED 1981

Home Sales In 2010: 139

Clearwater Real Estate
1-727-312-8088

BUYING SELLING SEARCHING SERVICES LEASE CONDOR CONTACT US

1010 Eldorado Ave, Clearwater Beach, FL 33767 \$5,000,000

PROPERTY TYPE: Single Family
BEDS: 5
BATHS: 5-6
BLT FT: 674
LOT SQ FT: 6.14
YEAR BUILT: 2009
LOT SIZE: 6.14 ACRES
HIGHWAY: 724/8000
COUNTY: Pinellas
NEIGHBORHOOD: Mandalay

CONSTRUCTION: Block
HEATED POOL: Heated Hot
POOL: Tub/Spa/Heated Pool/In Ground/Other
WATER TYPE: Gulf/Ocean
GARAGE: 3+ Car Garage
PERMITS: No
STATUS: Active
TYPE: Single
SOURCE: Clearwater

Click Here for Virtual Tour
Click here for Blue Book® listing tour

Situated in the upscale Carlton neighborhood of Clearwater Beach, this European styled 5,412 sq. ft. estate features the finest of materials and finishes. Total block construction, Anderson Impact Casement windows/doors, travertine foam insulation, CAT 5 wiring, recess lighting and surround sound and self-cleaning salt system pool make this house a fortress. Breathtaking view of the sugar sand and Gulf. The media room is wired for surround sound and a jumbotron wet bar is located in the room with a refrigerator and 1/2 bath. This floor also houses the stunning great room with a 1,000 bottle wine cell and marble finished fireplace, a gorgeous gourmet kitchen with White Pew. Range and Sub-Zero Refrigerator. A wood paneled elevator and a professionally crafted wood stair case lead to the 2nd floor. The elegant master suite sweeps the entire Gulf front. Large arched glass doors to a private 2 room retreat with a morning kitchen, massive walk-in closet and spa like bath w/ tub/shower, double walk around shower with rain head & bodybars facilities. The second level also features 3 separate bedrooms, also with similar amenities. The ground level is home to a gear garage and a large pool.

Waterfront Type
 • Gulf/Ocean

Waterfront Extras
 • Seawall - Concrete

Interior Description
 • Cathedral/Vaulted Ceiling
 • Ceiling Fan(s)
 • Insulation(s)
 • Tumbled Ceilings
 • Walk-In Closet

Kitchen
 • Closet Pantry
 • Breakfast/Smearbar
 • Walk-In Pantry

Floors
 • Marble
 • Wall-to-Wall Carpet
 • Wood

Appliances
 • Dishwasher
 • Dryer
 • Exhaust Fan
 • Microwave
 • Range Hood
 • Refrigerator
 • Washer

Community Features
 • High Optical

Pinellas County
 • Mill/Passing Tax Exempt
 • Tax Collector's Office
 • School's Website

Listing Info
 • Listing Date: 2010-01-03
 • Last Modified: 2010-01-08

Waterfront Type
 • Golf/Ocean

Kitchen
 • Closet Pantry
 • Breakfast/Smearbar
 • Walk-In Pantry

Floors
 • Marble
 • Wall-to-Wall Carpet
 • Wood

Appliances
 • Dishwasher
 • Dryer
 • Exhaust Fan
 • Microwave
 • Range Hood
 • Refrigerator
 • Washer

Community Features
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Map | **Location** | **Map**

YOUR THIS HOME
 Schedule a [no-obligation](#) tour of this home.

SHARE
 • Add to Favorites
 • Bookmark It
 • Print Page
 • Facebook
 • Email a Friend
 • Directions

QUESTIONS
 Contact us 24 hours per day. We specialize in highly personalized service.

Sara Goldberg
Realtor
 My purpose is to help people find the home that is right for them, which makes them happy.
 • Phone: 727-312-8088
 • Email: sara@dreamrealtys.com

Street View | Show Full Comp. | Interest Rates | Mortgage Calculator | Schools

1010 Eldorado Ave, Clearwater, FL, United States
 Estimate & Location

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Data is updated as of 01/15/2010

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 Dream Realty, LLC is a Florida Real Estate Corporation, specializing in Clearwater, Red Hills, and Clearwater Beach Real Estate
 Sara Goldberg, Broker, 727-312-8088 sara@dreamrealtys.com | 727-312-8088 | Dream Realty

Daily New Listings & Price Changes

All of your leads will receive an email each day with the new listings that meet their criteria. And, an email each day with the price changes that meet their criteria.

If they click the “log in” link on the email, they will automatically be logged in to DreamRealty.com and have access to their profile, saved searches and favorite homes.

They will easily be able to modify their searches themselves. **Everything is designed to be automated, requiring very minimal work from you.**

New Property Listings From Dream Realty [Trash](#) | [X](#)


Dream Realty to me [show details](#) May 11 (7 c)

This email is intended for bill, who signed up on www.ClearwaterDreaming.com on February 22, 2010. To stop these emails, [click here](#) or reply to this email with UNSUBSCRIBE in the subject.


Sheldon Goldberg - Broker 727-512-6030 | [Email Shel](#)

Please let me know if you have questions about any of these homes or if you would like to schedule a showing. To edit your search, save favorites, or take advantage of our other research tools, [click here](#) to automatically login to your account.


Here are today's new listings for your search- BILL - 2010-02-22

[1486 CLEVELAND ST, CLEARWATER](#) **Price: \$40,000** **SHORT SALE**
Bedrooms: **3** Bathrooms: **1**
Square Feet: **936** \$/SqFt: **\$43**

Cute bungalow near Crest Lake Park with great walking path, lake, playground and dog park. Only a couple miles from beaches and downtown Clearwater! Has new A/C. Needs some clean up but has tons of potential! All terms subject to lender written approval.

[Home Details](#) | [6 Photo\(s\)](#) | [Map / Directions](#) | [Schedule Showing](#)

[2915 LICHEN LN, CLEARWATER](#) **Price: \$52,000** **SHORT SALE**
Bedrooms: **2** Bathrooms: **1**
Square Feet: **852** \$/SqFt: **\$61**

Location, location is number 1 reason why sellers loved the property. Foliage, mature trees are surrounding this property. Colors and layout is splendid. Garage is split with another owner. Washer/Dryer hookups in garage. Pool, Tennis Courts and great scenic walking for residents.

[Home Details](#) | [9 Photo\(s\)](#) | [Map / Directions](#) | [Schedule Showing](#)

[2465 NORTHSIDE DR, CLEARWATER](#) **Price: \$59,900**
Bedrooms: **2** Bathrooms: **2**
Square Feet: **935** \$/SqFt: **\$64**

Excellent Location!!! Close to everything yet secluded in a great 55+ neighborhood walking distance to bus lines and close to major

Newsletters

Here is a typical newsletter that we send at least once a month to our leads/clients. When properties are clicked on, the client is directed to the DreamRealty.com MLS detail page with your contact info on the right side.

[Back to Inbox](#) [Archive](#) [Report spam](#) [Delete](#) [Move to](#) [Labels](#) [More actions](#)

Clearwater Real Estate - Best Deals & Bank Owned [Inbox](#) | X

★ **Dream Realty** to me [show details](#) 4:54 PM (0 minutes ago) [Reply](#)

DREAM REALTY™ **Best Deals & Bank Owned Properties**
dreams made real

This newsletter is intended for Emily, who signed up on [www.CleanwaterDreaming.com](#) on. To stop these newsletters, [click here](#) or reply to this email with UNSUBSCRIBE in the subject.

Sheldon Goldberg - Broker 727-512-6030 | [Email Shel](#)

Dear Emily,

Hope you are enjoying the beautiful Spring weather - no matter where you are. And as you can imagine, with all of this sunny weather, real estate has surely been busy down here.

Actually, according to MSNBC.com this morning, sales have been very busy throughout the entire country: **"Sales of existing homes surged 6.8 percent in March, more than expected."** Prices have gone up as well. They are up 4% in March from February. [Click here for full article.](#)

As usual, we continue to heavily research the best deals out there. Click on any listed below for complete details. Most of these properties are in some stage of foreclosure. Consequently, these prices are really, really good. But, that doesn't mean that we can't negotiate them to be even better....

Let us know how we can help you find your dream home. As: that is what we do :-)

Best wishes,
Sara 727-512-8088
Shel 712-512-6030

[707 Jefferson Ave, Clearwater](#)

Price: \$114,900 **SHORT SALE**
Bedrooms: **4** Bathrooms: **2**
Square Feet: **1701** \$/SqFt: **\$68**

HISTORIC HOME WHICH HAS BEEN UPDATED THROUGHOUT. HOME IS IN GOOD CONDITION AND READY FOR NEW OWNER. ORIGINAL WOOD FLOORS IN SOME AREAS. SPLIT BEDROOM PLAN. MULTIPLE LEVELS FOR ROOMS ADDS TO THE OLD CLEARWATER CHARM OF THIS PROPERTY. DON'T MISS THIS OPPORTUNITY FOR A BELOW MARKET BUY OF THIS 4 BEDROOM 2 BATH HOME WITH OVER 1700 SQ. FT. OF LIVING SPACE. SHOULD BE CONSIDERED A FIXER UP...

[Home Details](#) | [8 Photos](#) | [Map / Directions](#) | [Schedule Showing](#)

[31 Island Way, Clearwater Beach](#)

Price: \$225,000
Bedrooms: **2** Bathrooms: **2**
Square Feet: **1420** \$/SqFt: **\$158**

Open Water views from this spacious end unit. Complete remodel in 2010. The best of everything! No expense spared. Brand new kitchen and bathrooms, top level granite counters throughout, high end stainless appliances with warranties, new fixtures, new texture & paint, new blinds, polished travertine flooring, new carpet/padding, new baseboards. Lots of customization, ALL HIGH END! Amenities l...

[Home Details](#) | [12 Photos](#) | [Map / Directions](#) | [Schedule Showing](#)

[1211 Cumberland Avenue, Tampa](#)

Price: \$238,000
Bedrooms: **2** Bathrooms: **2**
Square Feet: **1346** \$/SqFt: **\$177**

Experience urban luxury in this beautiful home with panoramic views of Tampa Bay, downtown Tampa, Harbour Island, cruise ships, and fireworks! Centrally located across the street from Channelside dining and entertainment, the Florida Aquarium, and St. Pete Times Forum. Trolley to cultural attractions and entertainment in downtown

Dream Realty BLOG

As a Dream Realty agent, you will have the authority to write articles for our BLOG. Embedded in your article will be a link to your version of the DreamRealty.com home page.

You can also post comments to blog entries and include a link to your home page and your email address.

We welcome and encourage informative blog entries, as we have discovered by survey, clients look for good information and a Realtor® they feel is knowledgeable and will do a good job helping them find the right property.

DREAM REALTY™
dreams made real

Best Deals & Bank Owned Properties

What is a "Short Sale" anyway?

Posted in [Short Sales](#), [Tampa Real Estate](#) on May 16, 2010 by dreamrealty

What is a "Short Sale" anyway?

Buying a home these days can be confusing with "short sales" and "bank owned." Did you ever wonder what that means? Simply put, a short sale occurs when the home owner owes more to the mortgage holder than what the home is worth. The bank agrees to discount the loan amount (which means they allow it to be sold for less than what is owed). This usually occurs when the home owner cannot afford to continue to make the payments on the home and the bank figures it is better to take a lower amount for the property than it would cost them to foreclose. When a bank forecloses they take the property back from the owners and they then auction the property. If they don't successfully auction it then the bank keeps it (bank owned) and sell it themselves through their realtors.

Foreclosure usually hurts the home owners' credit more than a short sale does. It is also more costly to the bank to foreclose as they have to pay lots of legal fees. Also, just because the bank agrees to allow the short sale does not mean that the bank won't also try to collect more of the debt from the seller/owner who is doing the short sale.

Short sales can be really good! Some lucky buyer's have gotten great deals. BUT, want to be short-sale buyers must have patience as short sales are unpredictable. The average short sale can take from two to six months and sometimes much longer. So, you have to be willing to wait it out. I have observed that short sales are moving faster this year in many cases, compared to 2009.

When the Buyer submits an offer on a short sale, the Seller/owner of the property must first approve the offer and then it is sent to the bank for their approval. That is where you wait, and wait and wait some more.

The bank will assign a negotiator who will get all the information on the property, the market value and financials from the seller. It is this negotiator who in the end will make a recommendation to the

Search Results

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- > [WordPress.org](#)

Categories

- > [Short Sales \(1\)](#)
- > [Tampa Real Estate \(1\)](#)

May 2010

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FACEBOOK

Dream Realty has its own Facebook page. As an Agent, you will be able to post to as often as you like. Any of your postings will link back to your DreamRealty.com home page. Any entries you make on our BLOG will automatically post to our Facebook page.



As you can see, we provide an excellent value proposition for the right Agents. We are looking for independent Agents that like to work out of their home and would also like an awesome internet presence at an extremely affordable price.

We continuously work on our technology to ensure it is always on the “bleeding edge.”

We welcome your suggestions and are quite willing to implement good ideas.

Also, we provide transparency reporting so you will know how many potential clients actually see your face, how long they are on the site and what their search was.

Feel free to download and check out our [Policy Manual](#).

Contact us at Broker@DreamRealty.com, call my cell, 727-512-6030 or SKYPE us using “dreamrealty.”

Best wishes, Shel

**Sheldon Goldberg
Broker
Dream Realty, LLC**

Confidential