

THE WORLD REALTY

Your Home Deserves More Than a Listing. *It Deserves to Be SOLD.*

How I will market — and sell — your home: a full-service presentation for sellers

ALEKSANDRA MARZEC

FOUNDER | PRINCIPAL BROKER

MIAMI • DUBAI

Luxury • Waterfront • Pre-Construction • Off-Market • International Investments

www.AleksandraMarzec.com

▶ Prefer to watch? **Watch the Video Presentation (6 min)**





A PERSONAL NOTE

Thank You for Considering Me



Thank you for considering me as your Realtor. Selling a home is a significant decision, and my commitment is simple: honest, accurate information, expert guidance, and a marketing effort worthy of your property — so you can make well-informed decisions with complete confidence.

As I always tell my clients: you are not hiring me to **list** your property — any agent can do that. You are hiring me to list **and sell** it. That is a very different approach, and it is the only one I take.

As a full-service brokerage, we use every available tool to showcase your home at its very best, to the widest possible audience of buyers. Exposure at that level is what creates competition for your home — and competition is what delivers the best price and the best terms.

A discount brokerage, by necessity, must be selective with its tools in order to save money. Too often those savings come at the cost of your exposure — and lower exposure means lower offers. Buyers recognize a home marketed with fewer services, and they bid accordingly. In a market that is not as solid as any of us would like, your home deserves nothing less than maximum exposure.

Hire me, and you will not be disappointed.

Aleksandra Marzec

Founder | Principal Broker, The World Realty • +1 (305) 760-9121 •
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MY COMMITMENT

My Objectives



01

To bring as many qualified buyers as possible through your home — until it is sold.

02

To maintain exceptional standards of honesty, integrity, and ethical behavior — placing your interests above all others.

03

To communicate with you every month on the results of our activities, so you always know exactly where things stand.

04

To assist you in negotiating the highest possible price, on the best possible terms.

COMPREHENSIVE INTERNET MARKETING

Maximum Exposure for Your Home



More than 90% of buyers begin their search online — so that is where your home must be. Not on a few websites, but everywhere buyers look: locally, nationally, and across the globe. That is the program I put behind every listing.

800+

Websites within 48 hours

604

MLSs across the U.S.

1.4M

REALTORS reached
nationwide

256

Partner associations
worldwide

2M+

Real estate professionals
worldwide

100,000+

Social media subscribers

20+

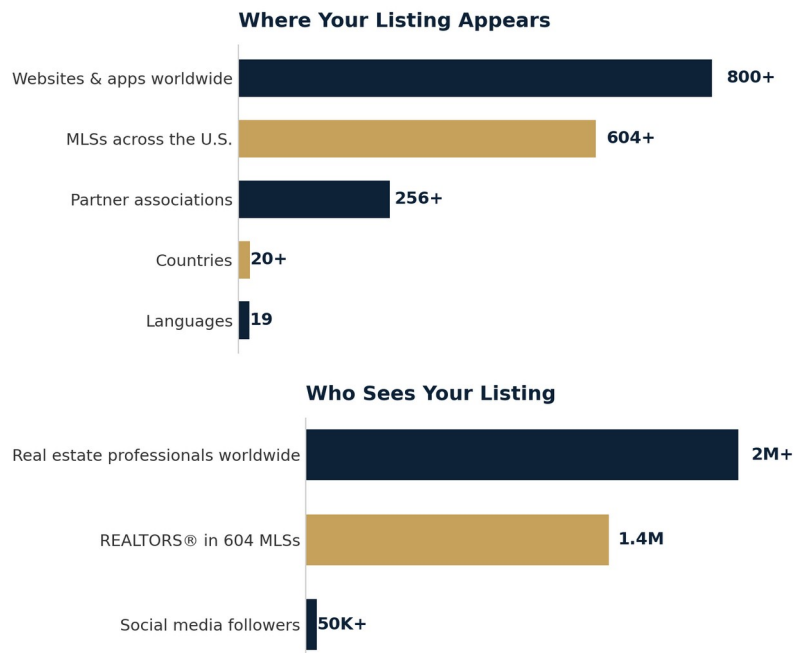
Years — hundreds of
homes sold

5 Stars

Reviews on Google &
Zillow

YOUR LISTING IN NUMBERS

The Reach Behind the Marketing



THE MARKETING PLAN

How Your Home Will Be Marketed



A listing is paperwork. Marketing is a plan. This is the plan I will put to work for your home:

- ◆ On 800+ local, national, and international websites within 48 hours of listing — not days or weeks later
- ◆ Professional photography and presentation on the sites buyers actually use
- ◆ Social media campaigns across Instagram, Facebook, LinkedIn, Twitter, and YouTube — plus my own audience of 100,000+ followers and subscribers
- ◆ Direct marketing: targeted postcards and campaigns aimed at the neighborhoods and buyer pools most likely to act
- ◆ Personal broker-to-broker calls — I pick up the phone and call the agents who have buyers for a home like yours
- ◆ Reverse prospecting — the MLS shows me which agents have buyers actively searching for a home like yours, and I contact every one of them
- ◆ My private CRM database of 300,000+ contacts — buyers, sellers, and investors matched against your home, and growing every week

- ◆ A marketing plan customized to your listing — never a template — and I am constantly adding new tools, channels, and reach to it

NATIONWIDE & GLOBAL EXPOSURE

Your Home, Marketed Across the U.S. and Around the World



Most agents market to one city. Your home will be marketed to a country — and to the world. I share every listing with 1.4 million REALTORS® in 604 MLSs across the United States, including 24 Florida MLSs through CoreLogic's Data Co-op. And because Miami's buyers come from everywhere, your property is also presented in 19 languages — so it speaks to buyers in the language they think in.

- ◆ Featured on Realtor.com, Homes.com, Juwai, WorldProperties.com, the International MLS, and 800+ more websites and apps
- ◆ 256 partner associations — the largest network of any Realtor association in the world
- ◆ Connected to more than 2 million real estate professionals worldwide
- ◆ Global Property Exchange, featuring Miami properties in partner searches across the globe
- ◆ Partner markets throughout Europe, Latin America, the Middle East, and Asia — from Brazil and Mexico to the UAE, the UK, Spain, China, and Poland
- ◆ More than 37 million page views a month across the network — your home among them

THE DIFFERENCE

Listing With Me vs. a Typical Agent

The data supports the difference: according to HomeLight, the top 5% of agents sell homes faster and for up to 10% more than the average agent — and homes sold with no agent at all go for roughly 16% less (National Association of Realtors). Here is where that difference comes from:

	With Aleksandra	A Typical Agent
Where buyers see it	800+ websites, 604 MLSs, 19	The local MLS and a handful of

Who is told

languages, 20+ countries
A 300,000-contact CRM, 1.4 million Realtors, and personal calls to agents with matching buyers

portals
Whoever happens to find it online

Finding buyers

Reverse prospecting — I find the agents whose buyers are already searching for a home like yours, and I call them

Post it, and wait

Marketing plan

Customized to your home — and constantly expanded with new tools and channels

The same template used for every listing

Experience

Broker-owner with 20+ years and hundreds of homes sold

Often newer or part-time — only about a quarter of agents have 10+ years

Communication

Updates every month, and feedback after every showing

You call, and ask

Support

A full-service firm — title, mortgage, and insurance coordinated for you

You coordinate it yourself

LISTING PLAN OF ACTION

34 Steps From Listed to Sold



Most agents list a home and hope. I work a plan — thirty-four specific steps in six phases, each one there because it puts money in your pocket or time back in your life:

PHASE 1 — PRICE IT RIGHT & PREPARE IT WELL

1. Pricing strategy session — a full market analysis, so your home is priced to attract offers, not to sit
2. Presentation & staging advice — per the National Association of Realtors (2025), staged homes drew offers 1–10% higher and sold faster
3. Licensed tradespeople arranged and competitive repair estimates obtained, if needed
4. Professional photography that makes buyers stop scrolling
5. A broker feature sheet written to sell your home's best points
6. All disclosures and listing details prepared and placed in your home

PHASE 2 — THE LAUNCH: MAXIMUM EXPOSURE, FAST

7. Live on 800+ websites within 48 hours
8. Shared with 1.4 million Realtors in 604 MLSs nationwide
9. Presented in 19 languages to international buyers
10. Campaigns across Instagram, Facebook, LinkedIn, Twitter, and YouTube
11. Announced to my private database of 300,000+ contacts
12. Feature sheet sent to the top 5,000 agents in the marketplace
13. Broker's open house for the area's top Realtors
14. Professional sign and lockbox installed for maximum, secure access

PHASE 3 — ACTIVE MARKETING: I GO FIND THE BUYERS

15. Reverse prospecting — I identify every agent whose buyers are searching for a home like yours
16. Personal broker-to-broker calls to those agents — not just emails
17. Daily networking with Realtors by phone, mail, and email
18. "Just Listed" postcards mailed to your neighborhood
19. Targeted outreach through national & international publications and personal letters
20. Press releases to local and metropolitan media, where appropriate
21. Open houses held whenever possible
22. Monthly re-positioning — price, showings, and feedback reviewed; strategy adjusted

PHASE 4 — COMMUNICATION: YOU ALWAYS KNOW

23. A full activity report every month — you never chase me for news
24. Feedback collected from every agent who shows your home, and shared with you
25. Market changes reported as they happen, with what they mean for your sale
26. Every inquiry answered within minutes via rapid-response technology

PHASE 5 — NEGOTIATION & CLOSING: YOUR PRICE, PROTECTED

27. Buyers pre-qualified wherever possible — we negotiate with real buyers
28. Every contract presented to you, with honest advice on price and terms
29. Skilled negotiation aimed at the best price and terms the market will bear
30. Follow-through on financing, so you know exactly how your buyer will pay
31. Mortgage, title, and closing managed step by step until the keys change hands

PHASE 6 — AFTER THE SALE

32. Help finding your next home
33. Up to 100 "we've moved" postcards to your friends, if you wish
34. Ongoing home-management support — my service doesn't end at the closing table

That is the difference between listing a home and selling one: a plan, worked every day, by the broker who wrote it.

PEER-CERTIFIED REPUTABLE AGENT

Rated in the Top 8% — by Other Agents



There is a difference between what an agent says about herself and what other agents say about working with her. Aleksandra is a Peer-Certified Reputable Agent — a designation held by fewer than 8% of agents nationwide, awarded on feedback from the agents she has actually closed transactions with. Think of it this way: a consumer review is like asking a friend which doctor they see. Peer Reputation is like asking a doctor who they would trust with their own surgery.

Top 8%

Of agents nationwide

Peer-Certified

Reputable Agent designation

Verified

By cooperating agents

"Aleksandra was wonderful to work with. I look forward to another transaction together."

— KIMBERLY DESOCIO, VERIFIED COOPERATING AGENT

"Agents were easy to work with and very professional."

— COOPERATING AGENT, VERIFIED

You don't have to take my word for it — verify this designation at PeerReputation.com (Agent Qualification Letter, February 14, 2024): <https://www.peerreputation.com/Agent/Profile/aleksandra-marzec/492599/fd0d>

AWARDS & RECOGNITION

Recognized for Results and Service



- ◆ Top 3 Best Miami Brokers — 2021, 2022, 2023
- ◆ Excellence in Client Service — 2020, 2021, 2022, 2023
- ◆ 2023 Best of Florida Real Estate — Guide to Florida

- ◆ Reputable Agent — fewer than 8% of agents nationwide (Peer Reputation)
- ◆ Top 20% Agent — UpNest Agent Badge
- ◆ Featured in Top Agent Magazine and Shoutout Miami
- ◆ As seen on TV: Behind the Gates — Luxury TV Show Feature (YouTube)

IN THE MEDIA

Featured in Top Agent Magazine



Top Agent Magazine profiled the story: Aleksandra arrived in the U.S. in 1995, found her calling in the swift sale of her first home in 2000, and has spent the years since building one of Miami's most internationally connected brokerages. Her multi-lingual team earns a 30% repeat business rate — perhaps the most honest statistic in real estate — serving individual clients and prominent portfolio companies alike. And her service continues past the closing table: title, mortgage, and insurance coordination, off-market access for buyers, and home management support after the purchase. Away from work, she supports animal protection organizations and mentors international students from the University of Miami.

Ethical, efficient, hassle-free service — from listing to closing.

WHAT CLIENTS SAY

Results That Speak



"I have never had a property sell like this. She had a full-price offer and a signed contract with a deposit two days after I signed the listing agreement!"

— A CLIENT OF ALEKSANDRA MARZEC

Don't take my word for it — read what clients say on Google, Zillow, and Realtor.com.

YOUR BROKER

About Aleksandra Marzec



Aleksandra Marzec has been selling and investing in real estate for over twenty years. As Founder and Principal Broker of The World Realty, she specializes in luxury homes and condominiums — and has built her name on a simple standard: service that goes beyond the call of duty, from a broker who is accessible, motivated, and relentless about results.

Born in Poland and educated on two continents, she brings an International Business degree (University of South Florida and the Private Business College in Poland), a background in marketing, public relations, and international business, and specialized training in investment, financing, foreclosure, bank-owned properties, exchanges, and creative financing. In a market as cosmopolitan as Miami, that combination is a working advantage: she understands how international buyers think — because she has been one.

She is a Broker member of the National Association of Realtors, the Florida Association of Realtors, the Miami Association of Realtors, and FIABCI, the International Real Estate Federation — connections that keep her clients ahead of the economic factors shaping our market.

RÉSUMÉ

Experience & Credentials — At a Glance



The broker sellers choose when exposure matters: 800+ websites • 604 MLSs • 19 languages • Top 8% of agents nationwide

- ◆ Founder | Principal Broker, The World Realty — 2004 to present. Hundreds of homes sold over 20+ years, with a 30% repeat business rate
- ◆ Marketing engine: a private CRM database of 300,000+ contacts, reverse prospecting, and personal broker-to-broker outreach on every listing
- ◆ Broker Associate — Keller Williams, EXIT Realty, Help-U-Sell, 2002–2004
- ◆ Sunbelt Software — sales & marketing; represented the company at Microsoft trade shows
- ◆ Northwestern Mutual — financial services; client advising and fiduciary care
- ◆ Education: B.A., Business Administration & Marketing — University of South Florida; International Business College, Wrocław, Poland
- ◆ Specialized training: real estate investment, financing, foreclosure & bank-owned properties, exchanges, creative financing

- ◆ Languages: English, Polish — and listings marketed in 19 languages
- ◆ Memberships: NAR, Florida Association of Realtors, Miami Association of Realtors, FIABCI

THE FIRM

About The World Realty



Established in September 2004, The World Realty has grown into one of Florida's distinctive boutique brokerages — a high-end residential firm in Miami with a second home in Dubai, connecting clients to exceptional properties and strategic opportunities.

For sellers, the firm brings what a solo agent cannot: the marketing reach described in these pages, current intelligence on inventory and pricing, and working knowledge of financing, settlement, insurance, permits, and taxes — one team, aligned on a single outcome: your home, sold well.

REVIEWS, PROFILES & SOCIAL MEDIA

Every Name Below Is Clickable



Click or tap any name to go straight to that website, profile, or video.

MY WEBSITE

www.AleksandraMarzec.com

REVIEWS & GOOGLE

Google — Aleksandra Marzec ◆ Google — The World Realty ◆ Zillow ◆ Realtor.com
◆ Peer Reputation (Top 8%)

REAL ESTATE PROFILES

PropertySimple ◆ ShowingNew ◆ New Developments — on My Website

FOLLOW ME

Instagram @aleksandramarzec9 ◆ Facebook ◆ LinkedIn ◆ Twitter / X
@aleksandram ◆ YouTube

MEDIA & FEATURES

Behind the Gates — TV Feature ◆ Shoutout Miami Interview ◆ 2023 Best of Florida
Real Estate



THE WORLD REALTY

Aleksandra Marzec • +1 (305) 760-9121 • www.AleksandraMarzec.com

Connecting clients to exceptional properties & strategic real estate opportunities.

The next step is a short conversation — about your home, what it can achieve in today's market, and this plan put to work for you. I look forward to it.