
Owning a Luxury Home in Southwest Florida and Thinking of Placing it on the Market?
Strongly consider contacting the only Real Estate Agents in the Area that use
"LUXURY LISTING OPTIMIZATION"
That Team is
The Dooley Group
Berkshire Hathaway HomeServices

What is “Luxury Listing Optimization?”

A process that combines:
spatial flow
emotional staging
Feng Shui principles
buyer psychology
and sensory experience



That is a Listing Magnet!

These Items are handled expertly by

The Dooley Group

to get a luxury home SOLD faster!

6 "LISTING MAGNET" SPECIALTIES IN LUXURY REAL ESTATE

1. Pre-Market Home Optimization
2. Luxury Lifestyle Marketing
3. Relocation Specialist for Affluent Buyers
4. Luxury Open-House Event Designer
5. Digital Luxury Marketing Specialist
6. Emotional Buyer Experience Designer



1. Pre-Market Home Optimization

This is one of the **most powerful listing attractors.** Instead of just listing homes, we help sellers **prepare** the house to **emotionally sell** before it hits the market.

Includes:

- spatial flow improvements
- lighting adjustments
- focal point corrections
- furniture placement

Sellers love it because **it protects their price.**



2. Luxury Lifestyle Marketing

Instead of just selling a house, our marketing sells the **LIFE someone will live** there.

Examples:

- sunset dinners on the lanai
- boating lifestyle
- golf community social life
- entertaining spaces



Luxury buyers buy identity, not square footage.

3. Relocation Specialist for Affluent Buyers

Florida continues to receive major inflows from:

- Boston
- New York
- Chicago
- Toronto
- and even California

Agents who position themselves as **relocation advisors** often capture listings when those buyers sell later. The Dooley Group has **MANY** connections in these areas and more.



We connect luxury homes
with buyers from around the country.

4. Special Open Houses Using Buyer Psychology and Feng Shui

Instead of a normal open house, **we invite the whole community for a special event.**

Examples:

- Social media powered
- Feel the difference
- Feng Shui enhanced
- Improved energy and flow



This dramatically increase visibility, emotional engagement, and curiosity.

5. Digital Luxury Marketing Specialist

Luxury buyers are often **discovered online first.**

Skills include:

- cinematic video
- drone storytelling
- social media targeting
- digital retargeting



Sellers see our marketing reach a global audience

6. Emotional Buyer Experience Designer



This is the **rarest specialty.**
It focuses on controlling:

- how buyers enter the home
- where their attention goes
- what they **feel** in each room.

It combines:

- lighting
- scent
- music
- spatial flow
- sensory cues

Luxury developers use this constantly.
ALMOST NO AGENTS DO.


Instead of saying:
“I will market your home.”
The Dooley Group say:
“ Before we ever make your home active, we optimize the way buyers emotionally experience it.”
That’s memorable.


The Dooley Group
at Berkshire Hathaway
The Dooley Group
at Berkshire Hathaway
Rich & Anne-Marie Dooley
239-248-0611
Your realtors in Southwest Florida
Don't be Bashful,
Call the Dooley Group and Get Started!
Covering Marco Island to Naples to Bonita Springs to Fort Myers Since 2000.
Don't Settle! Contact the Real Estate Team With ALL the Skills.
Call (239) 248-0611