

*Industry-Leading
Strategies in
real estate
Sales & Marketing*

One Call
One Team
Your Team

Industry-Leading Strategies in Real Estate Sales & Marketing

Your marketing and sales goals require a unique strategy. Our experience and portfolio of proven methods, processes and resources allow us to quickly zero in on your needs, cut through distractions, and save you time and money. More important, our ability to quickly change course in an unpredictable market delivers results when others are sidelined.

Whether you're a homebuilder, real estate developer, banker, small property owner, syndicate partner or urban planner with a new project on the drawing boards, you know that your time and efforts are much better spent tending to your own area of expertise. Let [McAuliffe & McCormick Inc.](#) navigate the intricacies of marketing and sales, uncertain economies, new regulations, and ever-changing consumer preferences—so you can get back to designing, building, lending or creating new opportunities.

Partnering with:

- Builders
- Bankers
- Investment groups
- Land -use planners
- Developers
- Receivers
- Landowners
- Real estate brokers

By leveraging our extensive knowledge of historical data and consumer behavior, we customize every plan to your needs. Each program begins with practical strategies to ensure that your message is in sync with the needs and desires of your audience. As our client-partner, you immediately:

- Access our deep market knowledge and decades of success to your advantage.
- Work directly with company principals.
- Tap into a full range of services, from pre-construction consultations to post-recession action plans.
- Begin saving time and money - fewer calls, fewer meetings and assured alignment with your goals.



*Sandpearl Resort & Residences,
Clearwater Beach*

Minorca, New Smyrna Beach

Confidence in Any Market, Prosperous or Uncertain

A combined half century of in-the-trenches experience marketing and selling more than \$3 billion in real estate and providing affiliated services is reflected in our extensive sales portfolio:

- Single-family homes
- Mid- and high-rise condominiums
- Town homes
- Commercial properties
- Mixed-use communities
- Master-planned communities

Meet your goals with confidence by tapping the experience of the results-driven McAuliffe & McCormick team:

- Volume sales
- Inventory clearance
- New development strategic planning
- Apartment conversion
- Distress sales
- Traditional & non-traditional marketing

Services

Your sales and marketing goals require a customized approach. As our client-partner, we'll help you customize a plan that can include many of the following services:

Sales Management

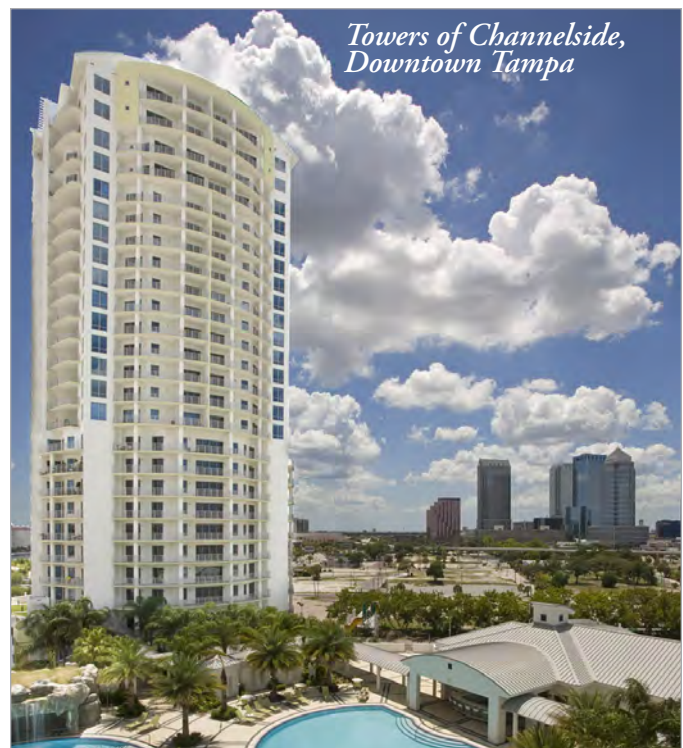
- Professional full-time sales management and administration
- Recruitment and retention of sales champions
- Education, training and motivation of winning professionals
- Timely and meaningful reports tailored to your needs
- Project and model merchandising
- Mortgage processing and closing

Marketing Management

- Market driven pricing and phasing within realistic time frames
- Ongoing inventory and price monitoring and management
- Strategic project positioning
- Maximized traffic-to-sales-conversion ratios
- Seamless conversion of lessees into buyers
- Program launch and implementation
- Well-targeted planning and execution of campaigns, collateral and events
- Tactical sales-office staging
- Scrupulous budget management—spending only as necessary, never “just because we have it”
- Comprehensive media management, including new social media channels

Success? We Wrote the Book:

A 257-unit contemporary urban condominium community in the busy Channelside District of downtown Tampa was burdened with 50 percent unsold inventory when it was placed in receivership in 2009. During one of the most challenging economic periods in history, our dynamic team **sold all 137 inventory homes in the first 12 months** totaling \$45 million. Ahead of projections. Under (80% of the one percent) budget - through a strategic use of Social Media, targeted marketing, community relationships and word of mouth.



About Us

When you partner with [McAuliffe & McCormick](#), you're instantly connected to a team of experts led by seasoned real estate professionals who can help your company efficiently sell its real estate inventory... Steve McAuliffe and Cheryl McCormick Brown. Give us an opportunity to discuss what we can do for you.

Steve McAuliffe, (MIRM, CSP)

A former mortgage officer and registered Florida real estate broker, [Steve McAuliffe](#) has been selling and marketing real estate for nearly 30 years, from spearheading condo development on Miami's South Beach, to owning his own firm, to serving as vice president of sales and marketing for JMC Communities and president of JMC Realty, Inc. He's received numerous awards, including the [Florida Homebuilders Association's](#) prestigious John P. Hall Award for Sales and Marketing Excellence, and the Regional Marketing Director of the Year by the National Association of Home Builders. A past president of the Tampa Bay Builder's Association, Steve's influence and contributions continue to extend to active participation and expanding leadership roles in a variety of national and regional industry organizations.

Cheryl McCormick Brown, (CMP, MBA)

[Cheryl McCormick Brown](#) has spearheaded marketing and sales initiatives within a variety of affiliated ventures. Most recently, Cheryl was director of sales and marketing for JMC Realty. Previously, she was director of marketing and business development for Robb & Stucky Interiors. She also led sales and marketing teams for homebuilders Ryland Homes and WCI Communities. Cheryl launched two national magazines for high-end Realtors and brokers at DuPont Publishing. Together with an MBA from the University of South Florida, Florida Mortgage Broker's and Real Estate Associate Licenses, leadership in local and national professional and community organizations, her mastery opens the door to business affiliations few marketing professionals can match—and a wealth of resources for McAuliffe & McCormick client-partners.



What Our Peers Have to Say

"Steve is the most outstanding and results-driven director of marketing in the country today. Steve's vision and knowledge of how to position his product and attract the right buyers is unsurpassed."

—*Bonnie Alfriend, MIRM, IRM FELLOW, Owner, Alfriend Sales & Marketing Solutions*

"Steve is a housing industry leader and a consummate real estate professional."

—*Paul Thompson, CEO/Executive Vice President, Florida Home Builders Association*

Ability to see the big picture—whether she is flexing to adapt a strategy to the changing market or helping select product to meet the needs of a particular sub-market.

—*Don Sharp, Architect, Sharp Design Studio*

"Cheryl was vital to the success of the sales and marketing group due to her immersed knowledge of the markets and her ability to adapt to ever-changing market and industry conditions."

—*Jim Traxinger, Regional President, Minto Communities*

"Cheryl was a big part of the success of Ryland Homes. She managed Ryland's image and presentation in the marketplace with professionalism, sophistication, and integrity."

—*Bill Wright, President, Ryland Homes, Tampa Division*

"Steve has exceptional talent for understanding and meeting the desires of real estate prospects. His calm, professional demeanor belies the enormous creativity and high energy he puts into every project."

—*Phil Graham, Senior Principal, Graham-Booth Landscape Architecture*

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