

ewm real talk

real estate services for the real world

june 2008 newsletter

EWM'S WEB 2.0 SITE OFFERS ENDLESS INFORMATION OPTIONS

“Web 2.0”¹ is changing how we use the Internet, and EWM’s newly re-designed Web 2.0 interactive site is changing the way Buyers and Sellers view real estate web sites. An innovator in real estate web sites, ewm.com (pictured at right) allows everyone to share valuable information not only on real-estate-related topics, but also on neighborhoods, schools, social activities, community events, etc.

Attracting Web Site Visitors

“People want to interact, ask questions—in short, to have dialogue—not simply retrieve static information they cannot verify,” says Beth Butler, EWM’s COO, and the person responsible for the Company’s new interactive online strategy.

“Our re-designed site gives our Realtors® an invaluable tool over competitors in that it garners an inordinate amount of hits from individuals simply looking for general information. When these people are ready to buy or sell a home, they already know about EWM because they have a history with our web site. This creates an absolute differential advantage for our Company.”



¹ The term “Web 2.0” is credited to Dale Dougherty of Tim O’Reilly’s O’Reilly Media (a publisher of books and web sites, and producer of conferences on computer technology topics) who named the first Web 2.0 Conference held in 2004. Generally, it’s an improved form of the web incorporating technologies such as blogs, wikis, podcasts, RSS feeds, social software, and application programming interfaces (allowing users to upload as well as download) offering true interactivity.

EWM'S SALES TOOLS PROVIDE INFORMATION YOU CAN USE

EWM believes in providing Buyers and Sellers with the most factual information possible. Our proprietary **Facts & Trends** program gives our Realtors® yet another unique advantage in listing presentations.

For example, take the difference in Single Family and Condominium Sales patterns as related to price. This is a key component of our sales effort, because it so impacts how our Realtors® market themselves.

“ If someone had told you three years ago that more than 45% of the MLS inventory was homes or condos for \$299,000 or less, you would have thought . . . that sounds crazy. ”

Here's why. If someone had told you three years ago that more than 45% of the MLS inventory was homes or condos for \$299,000 or less, you would have thought . . . that sounds crazy. Yet, as of April 2008, that was the case. Compounding the situation is the small amount of sales in the price range—less than 1% in the current month.

Conversely, in the higher-end price ranges, we believe that we have 'bottomed-out,' with those inventory levels stabilizing, and, at least, not growing.

Since EWM's average sales is in the \$450s, we believe that we are in a unique position to capture that higher-end market that is clearly in a much stronger position, both in the short and long term.

Miami-Dade County MLS

Single Family Residential Homes and Condos



BERKSHIRE HATHAWAY CONNECTION GIVES EWM THE ADVANTAGE

HomeServices of America, INC.TM

A Berkshire Hathaway Affiliate

There are few stronger or more respected names in the world of business than Warren Buffett's Berkshire Hathaway. As a wholly-owned subsidiary of HomeServices of America, Inc. (a Berkshire Hathaway affiliate), EWM is a part of the second-largest full-service independent residential real estate brokerage firm in the nation—A real estate family of 20,000 real estate sales associates spanning 19 states, with a combined annual sales volume exceeding \$50 billion.

EWM is also the exclusive Miami-Dade affiliate, and one of Broward's affiliates, for Christie's Great Estates®, the largest network of luxury, independent, real estate firms in the world, and another of the most respected and trusted names in the business.

“We believe that our connections to HomeServices and Berkshire Hathaway give EWM a truly unique advantage in our industry, both domestically and with the broad range of international buyers in our area,” says EWM President Ron Shuffield.

“These affiliations allow us further our philosophy of strong, long-term relationships with our Realtors®, our Staff, as well as our Buyers and Sellers. We have individuals within our Company who have served three or four generations of clients in the same family. We're proud of the fact that our reputation precedes us.”

HomeServices Lending^{LLC}
An Affiliate of Wells Fargo Home Mortgage

Exclusive Affiliate of
CHRISTIE'S
GREAT ESTATES


LEADING
REAL ESTATE
COMPANIES[®]
of THE WORLD


EWM TITLE
Since 1964


MAYFAIR
INTERNATIONAL REALTY

LUXURY
PORTFOLIO[™]
FINE PROPERTY COLLECTION


EWM INSURANCE
Since 1964


home
SEARCH


EQUAL HOUSING
OPPORTUNITY

Discover the excitement when you visit www.ewm.com and see why so many call our home page . . . home.

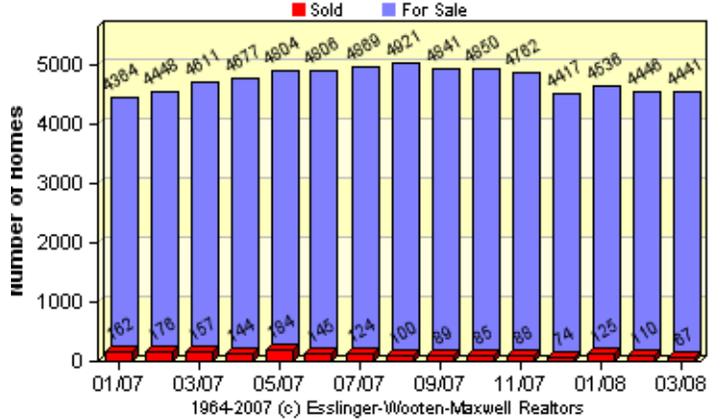
Miami-Dade County MLS

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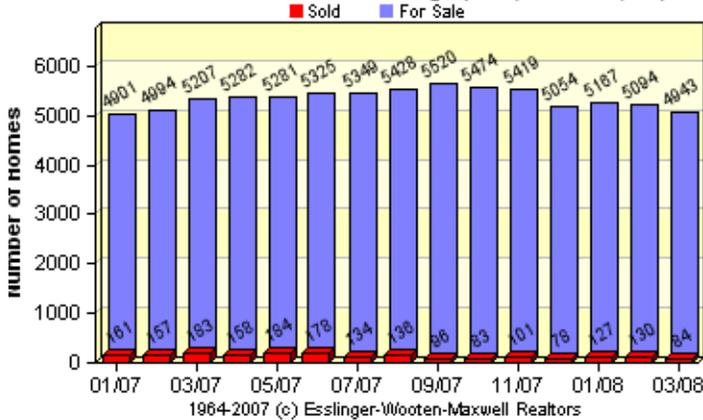
Homes For Sale vs. Sold: Price Range (\$300,000 - \$399,000)



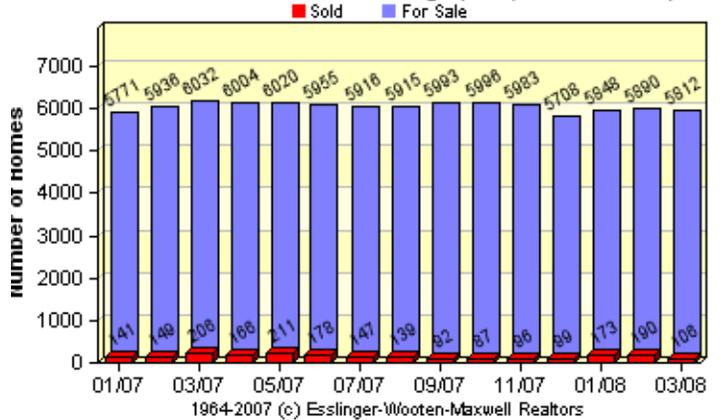
Homes For Sale vs. Sold: Price Range (\$400,000 - \$499,000)



Homes For Sale vs. Sold: Price Range (\$500,000 - \$749,000)



Homes For Sale vs. Sold: Price Range (\$750,000 and Above)



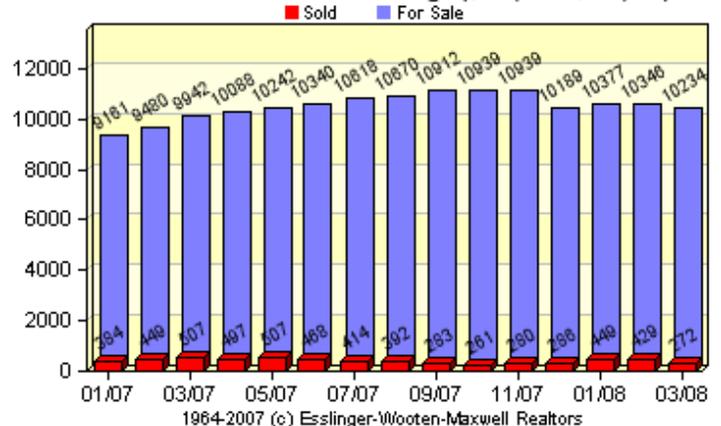
Broward County MLS

Single Family Residential Homes and Condos

Homes For Sale vs. Sold: Price Range (Less Than \$200,000)



Homes For Sale vs. Sold: Price Range (\$200,000 - \$299,000)

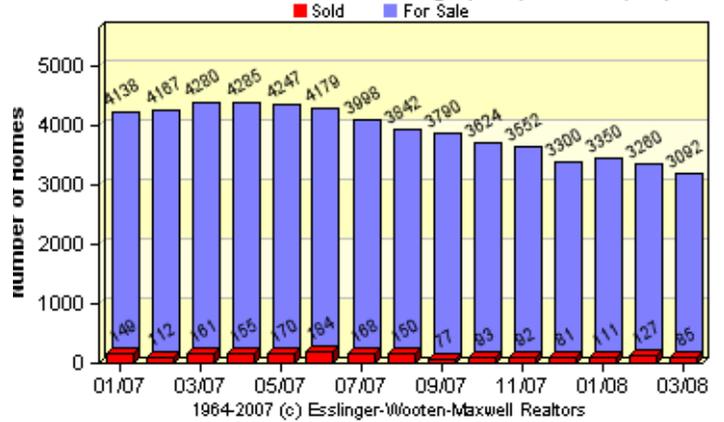


Broward County MLS (continued)

Homes For Sale vs. Sold: Price Range (\$300,000 - \$399,000)



Homes For Sale vs. Sold: Price Range (\$400,000 - \$499,000)



Homes For Sale vs. Sold: Price Range (\$500,000 - \$749,000)



Homes For Sale vs. Sold: Price Range (\$750,000 and Above)

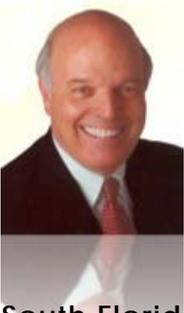


DARE TO COMPARE

We invite you to discover why EWM should be your real estate home . . . From our **Berkshire Hathaway** connection, to our long-standing history of success in the community, to our unparalleled marketing and technology tools, we're confident that once you 'dare to compare', you will discover the **EWM** difference.

Call us at 305-960-2500 for a confidential discussion, or e-mail us at: daretocompare@ewm.com. Your call and information will be kept confidential.

“Price is what you pay. Value is what you get.”
Warren Buffett



Dare to Compare

It's A Great Time To Be At EWM

Dear Fellow Realtor®:

South Florida's real estate market is clearly working through an extremely challenging cycle. I am continually asked, "When is this turning around?" or "What can we do?" Well, I'll say to you what I am saying to all of our Realtors® and Staff—hang in there, because the positives of South Florida will ultimately overcome the negative market cycle.

Why am I so sure of this? We have 'intangibles' in this area that few other destinations around the world share. Here's a partial list:

- **Weather**—The weather here is incredible. We take for granted that we can be outside pretty much every day of the year. In most parts of the country, you're lucky if outside activities are possible for half the year.
- **International Appeal**—South Florida has become one of the nation's true international destinations. Hundreds of international companies call South Florida home, and the numbers keep growing.
- **Price**—"Price, you say?" Absolutely! We are still a bargain compared to most major international cities. I can stand in the penthouse of a luxury condominium in Miami-Dade or Broward, and say with great confidence that I could purchase five of these units, for the price of one comparable unit in New York.
- **Buyers**—This is another question you might ask; "What Buyers?" A short study within EWM revealed that, in our best estimate, there is \$3 billion in pent-up demand just in the people we continuously associate with—and that's just *our* Company! We believe that the Buyers are waiting in the wings, and that it's only a matter of time before they re-enter the game.
- **Second Homes**—In spite of the economic slowdown, Second Home Sales accounted for one third (33%) of all transactions in 2007, according to the National Association of Realtors®. That's pretty amazing considering the 'flippers' are now out of the equation. The growing national Second-Home Market does nothing but help the whole of South Florida.

While the challenges are there, so are the opportunities. I invite you to re-embrace your industry, and to do so at EWM. We would be delighted to have you '**Dare to Compare**' and contact us to discuss career opportunities with our Company.

Sincerely,

Ron Shuffield

President, EWM Realtors®, Inc.