

TARGETED LUXURY REAL ESTATE MARKETING

For Michael Cocherell, Sales Associate/Realtor® with Douglas Elliman Real Estate, I designed a high-impact Every Door Direct Mail (EDDM) campaign to promote an exceptional two-story penthouse at The Towers of Quayside in Miami. Rather than simply advertising the property to the general market, the strategy was to put the listing directly into the hands of the people most likely to know its next buyer: the residents and neighbors already living within the exclusive community.

The oversized direct-mail piece combined sophisticated property marketing with Michael's personal brand and sales credentials, highlighting the penthouse's panoramic water views, 50-foot boat slip, expansive living spaces, luxury amenities, and rare two-story design. The reverse side reinforced Michael's experience and credibility through client testimonials and his positioning as a Multi-Million Dollar Producer and Certified Luxury Home Marketing Specialist.

PROJECT: E.D.D.M. MAILER
CLIENT: MICHAEL COCHERELL, DOUGLAS ELLIMAN REALTY

"MANSION IN THE SKY"

A Rare opportunity to own a unique two-story luxury corner waterfront penthouse with breathtaking panoramic ocean and bay views. Located on the 24th & 25th floors. The great room is comprised of the living room, sitting room, dining room and of the living room, sitting room & pantry. Six gourmet kitchen with wine cooler & pantry. Two stories of impact windows, porcelain tile floors throughout, and an abundance of extra closet and cabinet space. Upstairs offers a 30' balcony opening off the bedrooms. The Towers of Quayside is a gated community on 32 beautiful acres. Amenities include: 24/7 security, gym/spa, tennis & pickleball courts, marina, restaurants, dog park, lap pool and racquetball courts. The Towers of Quayside is a special community with world-class amenities to live life to the fullest.

The Towers of Quayside Exclusive Gated Community

- 50 ft. boat slip
- Two-story corner waterfront penthouse
- 3,632 sq. ft. living space
- 55 ft. great room for entertaining
- Soaring 15.5 ft. ceilings in the living room
- 4 bedrooms, 4 bathrooms
- Gourmet kitchen with wine cooler & pantry
- Kitchenette on second level
- Two oversized large balconies
- Two parking spaces
- MLS# A11552428 - \$5,000,000

Please contact me for a private appointment:

Michael Cocherell
Sales Associate/Realtor®
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D: 954-874-0740



ONE-OF-A KIND TWO-STORY PENTHOUSE WITH
PANORAMIC WATER VIEWS AND A 50 FT. BOAT SLIP



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Client Testimonials

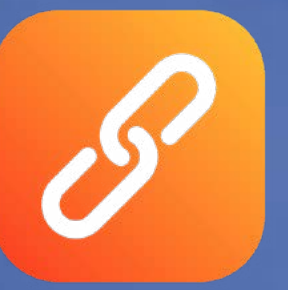
"Mike sold three properties for our family. He managed each transaction in an outstanding, professional manner. He excels at sales and marketing, and he oversees every detail with skillful dedication to his clients. His communication and follow-through are excellent. We highly recommend Mike to all our friends and anyone looking for a great real estate agent." - B.R.

"The most attentive, hardworking, and efficient real estate agent Miami has to offer! He will always answer the phone and return messages within seconds. He will sell your house or find a perfect property to fit the needs of the client. Amazing experience!" - L.W.

"I selected Michael after interviewing 3 other realtors. For me he represented the most hands on and impressive service." - R.J.

Please contact me for all your real estate needs!

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FULL PDF



THE TOWERS OF QUAYSIDE
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DouglasElliman



Michael Cocherell
Sales Associate/Realtor®
Proven Results!