

To Sell A House, Shawn Elliott Gave a Party

Above, the headline in a recent feature article in the New York Times. Below, quotes taken from the article.

"On Long Island, Shawn Elliott is using increasingly splashy marketing tactics to drum up interest, including a recent, red-velvet rope party at one home."

"The real-estate market has changed," Mr. Elliott says. "You need to be proactive and think outside the box. That's what distinguishes my firm from others. If there's a needle in a haystack, rest assured we will find it."

"Instead of the usual noon-to-3 weekday preview for agents, or a weekend open house for the public with balloons tied to a sign, Mr. Elliott gave a lavish open house in the evening for over 300 guests."

"A red-velvet rope was set up outside the front door to a commanding white contemporary house in Oyster Bay Cove. Four black Mercedes sedans were strategically parked in the driveway to add cachet. To gain entry to this 12,000-square-foot cedar-and-stone behemoth set high on a hill, guests had to hand over a business card."

"He hired a caterer; a D.J.; entertainers to dance with the agents, clients and partygoers; and even a pair of swimsuit models to pose on floats and toss around a beach ball in the indoor swimming pool, which in this glass-walled house was visible from almost every room."

"It's a little bit out of the box," Mr. Elliott says. "The dynamic of the market is changing, and you can't use traditional ways to market houses any more. A Realtor must be pro-active in today's economy."

This Gala produced a buyer and the \$4.5 million party house went into contract the very next week. The buyer came from our customer base of Shawn Elliott Relationships, which includes: Major Sports Teams & Athletes, Entertainers, Fortune 500 Companies and Physicians from Area Hospitals

Thinking outside the box, Elliott soon became known for his innovative marketing techniques. Instead of the usual venues traditionally used to sell a high-end, high-profile property, such as mid-day broker tours and weekend open houses for the public, he staged an event—a glamorous, engraved, invitation-only, sunset open house for 300 guests, with champagne, gourmet cuisine, live music, performers, dancers and models. The New York Times covered the event.

With over 100 of the most well-connected, savvy, seasoned, brokers in the business—many with MBAs and law degrees, now practice residential real estate—Shawn Elliott Luxury Homes & Estates and its responsive marketing team, provides the most professional, comprehensive real-estate service on Long Island. Shawn Elliott is a real success story, EXTRAORDINARY ACTUALLY.

