



developer sales group, llc

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interactive real estate sales & marketing

Affiliate Offices in Bogotá, Colombia, Caracas, Venezuela and London, England

Purpose



More and more developers, real estate professionals, and high-rise condominium buyers are using developer sales group, llc (dsg) as their first point of contact when considering a real estate transaction. Our advantage is an aggressive interactive formula that utilizes the power of the Internet. Through a carefully targeted promotion, each property is showcased to millions of potential buyer's agents and their buyers - breaking through the clutter.

We are focused on providing the real estate marketplace with leads and, in turn, driving traffic to facilitate sales. Our unique approach bridges the gap between the developer, realtor and client. We accomplish this with the latest, cutting edge marketing techniques, prospecting, e-mail marketing, and personal presentations to brokerage firms across the country. We're able to contact agents around the world with our database to generate momentum for all projects we manage.

Since the launch of dsg in March of 2004, our dynamic approach to marketing has led to transactions in excess of \$450,000,000. We are currently assisting in the sales of five projects located in markets throughout the United States. Projections for the future are estimated to reach an additional \$400,000,000 mark in record time.

It's not just exposure. It's maximum exposure.

Developers

For



With so many new condominium projects being constructed, it is important to highlight each property's unique features in order to differentiate it and appeal to consumers.

The dsg suite of services does just that by repositioning the property's marketing so that its unique strengths instantly shine through and cause prospects to take immediate action.

Hiring dsg is a turn-key process, especially when you select our "exclusive sales & marketing" program. We will target customers – discovering your prospect's "hot buttons", help with advertising by writing powerful headlines to capture attention, build a powerful case to prove superiority, and implant a tactical marketing and advertising plan to reach out fast and furiously to the marketplace.

Since marketing offers a business one of its greatest sources of leverage, there are no limits to the sales increases that can result. Here is a short list of some of the main benefits a company can expect:

- Sell more units without spending more on ad dollars - from existing efforts
- Quit competing on price and create value
- Increase traffic to sales centers - 2x, 10x, or more
- Build deeper relationships in the local brokerage community by going directly to them
- Get more production from salespeople and become less dependant on superstars
- Push momentum by driving traffic – guerilla marketing
- Decrease risks of advertising and marketing by controlling the audience.
- Systematize process and make it simple and easy to implement
- Have total control over the growth of their business - "profit faucet" by controlling inventory pricing escalations
- The ultimate goal of dsg is to create synergy with the developer and the local brokerage community which leads the project to sell at the maximum dollars.



For Realtors

Realtors can get involved with any or all of dsg's current projects and get special treatment. By signing up for our VIP list you can get advanced notice of promotions, events and new projects. dsg also offers customized presentations – right in your office.

In-house technology and knowledge allows us to provide quick and immediate service. We eliminate the need to keep searching for properties and develop new relationships with developers. We come to you with the products. We are never part of your commission. We represent the developer releasing the project.

Do you need a customized email template to send to your database of clients? Just ask.

Have a unique idea for a presentation to a group? We can help get the message out for you.



Management

Property

The dsg Property Management Division is a unique real estate management company serving property owners, investors, and developers in Houston, Texas and South Florida. Our services include corporate long term and short term rental property management, traditional leasing and management of residential condominium units, resales as well as our traditional, exclusive Sales & Marketing Brokerage Services. All properties are managed by a Certified Property Manager (CPM) or a licensed Community Association Manager, in conjunction with a licensed real estate broker.

Long term client management



Testimonials

Michael Internoscia continues to amaze us with his ability to cut through the marketplace clutter and produce qualified sales leads. With the help of dsg, Mosaic of Houston sold over 100 units in the first month. We couldn't have asked for a more experienced or professional partner.

William J. Kidd, Kidd Group Communication Design

I have had a wonderful working relationship with developer sales group over the past several years. They have consistently supplied great ideas and ways to help us move our product. Michael Internoscia, the president of developer sales group, has become a personal friend of my family and we look forward to more opportunities to do work together. Mike's ideas have helped us save millions and speed up the schedule to sell out developments.

Craig Nassi, BCN Development

As one of the nation's fastest growing real estate development organizations, we need a talented, driven marketing partner. dsg has been strategic and successful in marketing and closing all of our Sunvest communities throughout the country. Their professional sales teams and break-through marketing techniques have helped us sell out our developments.

Matthew Krac, Sunvest USA

The FVR Group has worked with Michael Internoscia and developer sales group on several up market, high-rise residential projects, and I hold him and his company in the highest regard. Relative to other real estate sales and marketing groups we've teamed up with, dsg distinguishes itself with its proactive approach, creative strategies, and results-oriented sales programs. Michael Internoscia is a charismatic marketing professional who's able to manage local and national projects with ease and intelligence. The company's unique blend of traditional and interactive marketing techniques has been exciting to learn about and participate in and we've witnessed its effectiveness firsthand.

Dan Fickett, FVR Group, Inc

Community Management Systems (CMS) works closely with developers and real estate professionals every day. It is our job to know their wants and needs. dsg brings together the people, processes, and technology to deliver the solutions developers need in this market. They clearly stand out as a leader in the industry.

Kirk Kanjian – Community Management Systems (CMS)

dsg has been an integral part of our success with the Mosaic of Houston. Their creativity and expertise really set them apart from other real estate sales firms. Armed with unique ideas and a dynamic sales force, dsg continually produces qualified sales leads and buyers. We are excited to begin our next project and look forward to working with dsg in the future.

Don Phillips – Phillips Development & Realty



Your partners

Michael Internoscia

Michael Internoscia is an aggressive, technology-savvy professional with a deep understanding of the residential real estate industry. He holds a Bachelor of Science degree in Hospitality Management from Florida International University, is a licensed real estate broker in the State of Florida, and a licensed mortgage broker. A proud member of the national Association of Realtors, Florida Association of Realtors, Tampa Association of Realtors and Houston Association of Realtors earns him the respect one needs in the marketplace. A competitive spirit and proven leadership skills keep him on the forefront of the ever-changing real estate environment. Mr. Internoscia has not only built teams, he's provided the motivation, training and support to ensure success - enabling them to sell out condominium conversions, single family homes and preconstruction high-rise properties - time and time again. He worked for one of the largest real estate sales and marketing firms in the US, International Sales Group, LLC, which is where he honed his development marketing and sales skills. This "in the trenches" time allowed him to work with some very accomplished developers such as The Related Group, Trafalgar Associates, Boca Developers, BCN Development, Brack Capital Real Estate, Sunvest USA, Hallier Properties and many others. This vast array of developers has brought him to markets such as Sacramento, CA, Tampa, Miami & Ft. Lauderdale, FL and now Houston, TX. As the leader of dsg, Mr. Internoscia is focused on serving the developer marketplace, utilizing technology to drive traffic, increase sales and create value for the developer, investors and end users alike.

Ken Manfredi

Ken Manfredi, a partner in dsg, hails as a native of South Florida and attended the University of Miami. He has been with dsg since its inception in 2005 and heads up the Houston division - Developer Sales Group Realty. In 2001 Mr. Manfredi joined Michael Internoscia in technology based sales and their partnership expanded quickly.

Mr. Manfredi began his real estate career in 2004 developing small networks and niche applications for real estate agents and developers, working with such names as International Sales Group, Turnberry Realty and Brack Capital Real Estate. An expert in email delivery applications and network design, he built a very successful email marketing program which has become the cornerstone of dsg's services.

In 2005 he moved to Houston, Texas and led the very successful Royalton at River Oaks to record sales. Shortly after finishing his contract with The Royalton in 2006, he and partner Michael Internoscia, contracted The Mosaic on Hermann Park.

To date, Mr. Manfredi has led The Mosaic to, once again, record sales in the Houston market.



Portfolio

Mosaic of Houston

From park to work to chic to shop

The Mosaic of Houston offers towering high style in Houston's heartbeat - location to live for, breathtaking views and amazing value. With 792 residential units, 6 stories of parking, and resort style amenities all atop 22,500 square feet of retail space, the Mosaic gives residents much more than a great view. And dsg gives developers much more than an experienced sales team. With over 100 units sold in the first month, Mosaic is yet another dsg success story.



Axis at Brickell

"Each building is a pure prism."



This unique building, designed by award winning architecture firm, Arquitectonica houses over 700 residential units and 25,000 square

feet of retail space. Located in the center of the "emerging downtown area of Miami", Axis at Brickell offers residents magnificent views of Miami's downtown, Coral Gables, Coconut Grove and the Biscayne Bay. With more than 80 high-rise towers under construction in Miami, the Brickell area is in the heart of a major building boom known as the manhattanization of Miami. At dsg, our creative marketing techniques allow us the exposure needed to generate sales in this type of environment.

The Royalton at River Oaks

"Picture perfect luxury"

As the first high-rise to be released in the great city of Houston, Texas by dsg, The Royalton at River Oaks boasts 27 custom-designed floor plans, 33 stories, and 253 units. Minutes from downtown Houston and surrounded by shopping, restaurants and culture, The Royalton is in the middle of excitement. Catering to distinctive, active, and entertaining lifestyles, The Royalton is Houston's complete living experience. Like the Royalton, dsg's unique strategy provides a dynamic experience for all...



Privata Town Homes Las Olas

An exclusive community of waterfront town home residences found in the exciting city of Ft. Lauderdale, Florida. Truly unique to these homes are the enchanting rooftop terraces. Designed as an outdoor extension

of the home, they come complete with the provisions for installation of an outdoor spa and wet bar. The terraces provide the perfect setting for an outdoor gathering of friends or a private escape from the day.

dsg knows how important it is to highlight each property's unique features, such as the dazzling rooftop terraces of Privata Las Olas. To do this, dsg employs a suite of innovative services to differentiate a property and cause target clients to take action.

Privata Town Homes Normandy Shores

Privata Normandy Shores, located in beautiful Miami Beach, boasts an innovative, ultra contemporary design. Fully equipped with rooftop terraces, oversized windows, private



balconies, modern living spaces and a private elevator in each home, the list of benefits offered at Privata Normandy Shores rivals that of dsg. dsg offers everything you need to sell your project - from strategic marketing techniques to personal broker presentations to property management. dsg is focused on selling - and fast.

Aura Condos

In the heart of downtown Sacramento, Aura was designed by one of the world's most famous architects, Daniel Libeskind. Truly a unique signature of grace and beauty for contemporary architecture in our generation, this landmark will be an icon



for the City of Sacramento for years to come. dsg is proud to be affiliated with such an inspiring project. Our success is based on the success of each project, of each developer and of each realtor we work with. dsg collaborates closely with all of these groups, providing the skills, talent and expertise necessary to achieve maximum exposure.