



THE VOGGLER TEAM

ELEVATING SERVICE | EXCEEDING EXPECTATIONS

Marketing Plan





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The Vogler Team



In this portfolio, you'll find a collection of the strategies, experience, credentials, and strengths that set us apart—not just as agents, but as trusted real estate advisors. You'll also see how we proudly give back to our community.

This section highlights the marketing side of what we do, giving you a clear picture of the detailed approach we take and the results our clients enjoy.

We take our business very seriously because this isn't just a job—it's our career, our passion, and our promise. Our goal is simple: that you walk away knowing you can trust us as your real estate professionals for life.

While others shy away from new technology, we embrace it. We're constantly learning, adapting, and implementing the latest tools, strategies, and digital trends to stay ahead of the curve. We don't treat real estate like a side hustle—it's a full-time commitment, and we pour 100% of our energy into knowing the market, mastering innovative marketing, and delivering unmatched results.

As a top-producing team with Berkshire Hathaway HomeServices, we've earned recognition among the top agents nationwide and have successfully guided countless families through buying and selling.

If you're looking for real estate professionals who put your best interests first, negotiate fiercely on your behalf, and ensure a seamless selling experience, look no further. Selling your home is one of the largest financial decisions you'll ever make—and we're here to make sure it's also one of the smartest.

Thank you for considering us. We look forward to working with you.

— Mark & Gina, The Vogler Team

Meet the Team

**GINA
DEMAIO**



We're Gina DeMaio and Mark Vogler—partners in real estate, life, and coffee-fueled morning meetings. Together, we lead The Vogler Team at Berkshire Hathaway HomeServices Laffey International, one of Long Island's top-performing real estate teams.

What started as a shared passion for real estate has grown into a full-service, powerhouse team dedicated to delivering exceptional results and elevated service. From Montauk to Manhattan, we've helped hundreds of families buy and sell homes with confidence—and we're just getting started. We don't believe in cookie-cutter marketing or part-time real estate. This is our career, our craft, and our calling. Every property we list gets the full treatment—professional photography, compelling video, drone footage, custom marketing materials, social media exposure, and more. Whether it's a starter home or a luxury estate, we bring our A-game every time.

Mark brings years of construction and remodeling experience to the table—he sees the potential in every property. Gina's background in sales, negotiation, and design gives each client the edge they need in a competitive market. Together, we offer something you won't find everywhere: a well-rounded team who actually loves what we do—and it shows.

We're proud of the trust our clients place in us, and we work hard to earn it every day. Beyond real estate, you'll find us giving back to the community, cheering on local events, and making time for the people (and pups 🐾) who matter most.

When you work with us, you're not just a transaction. You become part of our real estate family—for life.

🔑 We hold the keys to Long Island. Let us help you unlock your next chapter.

**MARK
VOGLER**



Meet the Rest of Our Powerhouse Team

Behind every smooth transaction and jaw-dropping marketing plan is the rest of our incredible Vogler Team. Our success is never a solo act—it's the result of a dedicated, diverse group of professionals who bring experience, heart, and hustle to everything we do.

Whether it's staging, marketing, contract prep, client communication, or just making sure everything runs like clockwork, our extended team is here to make sure you feel taken care of—every step of the way.

We're proud of the unique strengths and backgrounds that each team member brings to the table. It's that blend of perspectives, cultures, and talents that makes our service not only powerful, but personal.

Real estate is a people business—and we've built a team of the very best.

Mark & Gina

Lisa

Max

Lakisha

Debra

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**BERKSHIRE
HATHAWAY**
HOMESERVICES

**LAFFEY
INTERNATIONAL
REALTY**



Our Credentials

Associates in Fashion Merchandising
License of Cosmetology
Licensed General Contractor & Home Builder

Graduates of American Real Estate School
Certified New Construction Renovation
CRS (Council of Residential Specialists)
BRGS Certified (Buyer Representative
Certified Luxury Market Specialist
e-Pro (Technology Designation)
Certified Relocation Specialists
Corporate Relocation Certified



Quote From the Team

“We love what we do—and we don’t take your trust lightly. Integrity, service, and results are at the heart of everything we offer.

From day one, our goal is simple: to treat you like family, guide you like pros, and earn your trust for life.

Real estate isn’t just our career—it’s our calling.”

— *Mark & Gina, The Vogler Team*

Industry:

 Our Track Record of Excellence

We don’t just talk about results—we deliver them. Here’s a look at some of our proudest accomplishments that reflect our experience, dedication, and commitment to excellence:

- Top 3% of Agents Nationwide with Berkshire Hathaway HomeServices
- Chairman’s Circle Gold award winners
- President’s Circle honorees multiple years running
- Luxury Collection & Relocation Certified
- Home Remodeling Specialist & Accredited Buyer’s Representative (ABR)
- Successfully helped hundreds of families buy and sell across Long Island
- Consistently recognized for our client-first service and strategic marketing approach

We’re proud of what we’ve achieved—but even prouder of the relationships we’ve built along the way. Real estate is personal, and we treat it that way—every client, every home, every time.

Giving Back:

 At The Vogler Team, we believe our success means nothing if we’re not using it to give back. That’s why we proudly organize and chair fundraising events for the Sunshine Kids Foundation—an incredible nonprofit dedicated to supporting children with cancer by providing joyful, unforgettable experiences during some of the toughest times of their lives.

From our signature Sip & Shop yearly event to paint nights, local vendor collaborations, and community sponsorships, we’re passionate about rallying Long Island around this amazing cause. These events are more than just fundraisers—they’re celebrations of hope, strength, and community. We don’t do it for recognition. We do it because we care.

Because home should be a place filled with joy—and we’re doing our part to help bring that joy to as many families as we can.

Getting Your Home Prepped & Ready to Hit the Market

Creating the Marketing Hype for Your Home:

When it comes to selling your home, first impressions aren't just important—they're everything. That's why we go the extra mile to make sure your property is positioned to attract attention, spark excitement, and bring in top-dollar offers from the moment it hits the market.

We'll walk through your home together and make a game plan to highlight its best features while identifying anything that might raise red flags during inspection. By addressing potential issues before going live, we help you avoid surprises during escrow—and protect your bottom line.

We've curated a trusted list of go-to professionals—from painters and stagers to electricians and handymen—ready to step in and make your prep process smooth and stress-free. (Need a window cleaner? We've got you. Landscaper? Covered. Termite inspection? Done.) Work is always optional and billed separately, but we're here to coordinate and guide you through every step.

Interested in staging? We can arrange a professional consultation to help your home truly shine. It's an excellent way to enhance your presentation and increase buyer interest—and it's always tailored to your needs and budget.

Whether your home needs a light refresh or a full glow-up, we're here to make it happen—and make it easy.

Just ask. We've got the resources, the contacts, and the experience to help you get market-ready without losing your mind.



THE VOGLER TEAM

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We go beyond the extra mile to get the
BEST price for your home!

Our Services Set Us Apart from Other Realty Companies.

The Vogler Team's COMPREHENSIVE MARKETING PLAN



Client Care & Communication

At The Vogler Team, we believe great service starts with great communication. We're by your side from start to finish—offering clear guidance, honest advice, and timely updates every step of the way.

We'll help you make smart decisions, avoid costly mistakes, and keep the process moving smoothly and confidently.

And our promise is simple:

100 If you're not completely satisfied, you can cancel at any time. No pressure—just performance.

We don't just want to earn your business...

We want to earn your trust—for life.

- Zillow Showcase Client with a 360 Degree Picture Virtual Walk Through of the home
- Floor Plans and measurements
- In-depth analysis and expert advice on pricing strategy for optimal results
- Free Digital Marketing Specialist to maximize online presence
- Checklist of recommended changes to your home to ensure optimal pricing
- List of reputable vendors for any work required



High-Quality Marketing Materials

The quality of marketing materials representing your home have a huge impact on how it is perceived in the marketplace.

To position your home in its best light, we provide:

- Professional photographer to capture interior and exterior images
- Professional videography to create a high definition 2 to 4-minute virtual property tour with a description of your home
- An individual property website which includes:
 - photo gallery
 - video walkthrough
 - drone shots
 - virtual tour
 - property map
 - contact me page
- Lawn sign with, our highly recognizable Berkshire Hathaway sinage & our Vogler Team rider.
- Search engine optimization (SEO) of all marketing materials by Digital Marketing Specialist for maximum online exposure
- All materials cell phone compatible (91% of buyers use cell phones in their home search)

Tapping the Power of Social Media & the Internet

A recent *NAR* report said that real estate activity on social media has dropped.

The reason is most agents do not understand how to use it effectively. Using our process, we get thousands of hits and shares per month through our digital marketing. Your home will be exposed to a broad targeted audience through:

- Pre-market information to potential buyers currently searching with a Coming Soon campaign
- Virtual property tour added to our YouTube channel with description crafted to enhance search engine optimization
- Target Market paid advertisement on social media featuring the property tour video which generates over 50,000 + views, comments, likes, and shares
- Creating cookies on the backend of the marketing to capture a target audience
- Online syndication that includes Realtor.com, Zillow, Trulia, Facebook, YouTube.

With weekly posts and updates to keep your home in top spots

- Paid listing enhancements to keep your property in prime position on these sites
- Back end access to major real estate sites to create unique, attractive postings that are more accurate than MLS information
- Weekly Facebook Ad campaign targeting local and out of area buyers
- Instagram posts about your home to reach the millennial market
- Virtual tour and photos on www.thevoglerteam.com with a description written to enhance search engine optimization
- Constant analysis of online traffic data to tweak your campaign to increase traffic and conversion rates
- Immediate follow-up to online interest or inquiries by phone or by sending video response via text or email
- Target market potential buyers who previously interacted online on homes that are similar to our seller's properties



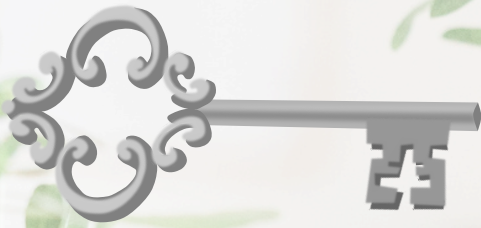
Engaging the Real Estate Community

Through our massive online and social media campaigns, we access thousands of buyers directly.

- Cooperate with all Real Estate companies on Long Island and surrounding counties using multiple MLS services
- E-flyers sent to local and out of area agents with Bar Code feature that brings them directly to your home's website
- Contact preferred lenders for any prospective buyers in their network
- Email "Just Listed" e-flyer with links to your home's website
- Announce price reductions to our national network of real estate agents
- Send property specific information to our internal buyers' agents who receive hundreds of inquiries monthly
- Contact agents to request feedback after the home is shown, which we then forward to you
- Perform a reverse prospecting search to identify prospective buyers in MLS

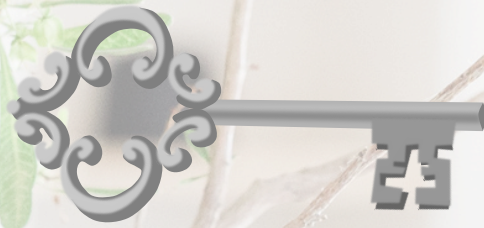


Know the Key Steps to Selling a Home



Offer on Home

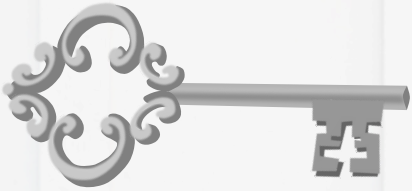
- Evaluate and determine your needs and priorities
- Confirm that all decision-makers are on title and agreeable
- Review agency choices and select appropriate working relationships
- Discuss home improvements and recommendations (repairs/staging)
- A detailed discussion of "What to Expect" and timelines of events
- Confirm tax roll matches the specification of your home
- Provide a copy of the key



Devise and Execute Marketing Plan

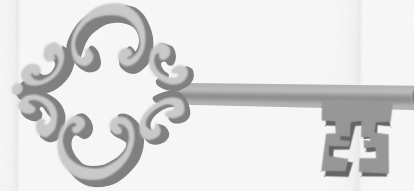
- Discuss marketing plan
- Establish pricing strategy
- Place yard sign and marketing on property
- Evaluate property demographics to help determine pricing strategy
- Monitor and evaluate results of marketing actives
- Revise marketing plan and pricing strategy as necessary
- Major Digital Marketing Strategies
- System 31

Communication constantly to make sure timeframes and expectations are exceeded!



The Selling Process

- Review, compare, and contrast the terms of all offers
- Explain the pros and cons of all offers
- Call lender and buyer's agent to verify qualification and motivation of a buyer
- Confirm lender qualification is accurate and has a full doc review
- Confirm financing type will work for property
- Make sure the Close date is realistic and works with the seller's needs
- Counter all offers to "Highest & Best"
- Verify Proof of Funds are sufficient for the buyer's down payment and closing costs
- Verify funds to pay the difference of appraised value if needed



Offer Accepted

- Documents sent to your real estate attorney
- Inspection scheduled
- Complete any needed repairs
- Send bi-weekly updates on the progress to closing to the seller
- Appraisal scheduled
- Buyers Commitment Received
- Start Packing!!!
- Survey Ordered
- Address any survey issues
- Receive a closing date
- Schedule a final walk through
- Closing
- Mark property sold in MLS
- Confirm marketing materials, signs, and lockboxes are removed,

Traditional Marketing on Steroids

Though we are experts at online and social media marketing, we don't ignore traditional methods that are still effective. In our campaign, we also:

- Send email flyers about your home to our database of clients
- Contact all Vogler Team leads, centers of influence, i.e. family, friends, community leaders, and past clients for potential buyers

Call neighborhood hot sheets to let them know about your listing & notify them as to when your open house is scheduled



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**BERKSHIRE
HATHAWAY**
HOMESERVICES

LAFFEY
INTERNATIONAL
REALTY



Behind the Scenes

While all this activity is happening, we're also working behind the scenes to make sure your home gets maximum exposure so it sells at the best price in a timely manner. We also gather all information necessary to ensure a smooth transaction. To that end, we:

- Immediately send video responses to buyer leads via e-mail and text
- Improve the marketing of any under-performing marketing campaigns by analyzing & viewing results of campaigns
- Meet weekly with the team to keep on top of each step in the marketing campaign of your home
- Price the property correctly the first time to widen the window of buyer showings
- Reassess pricing if online traffic is not converting into offline tours
- Answer any questions that arise throughout the transaction via our full staff of specialists
- Research ownership and deed type from Title Company
- Research property's current land use, zoning, deed restrictions, and easements
- Research tax records to verify full and complete legal information is available to prospective buyers and buyer's agents on MLS printout
- Verify that your property is in compliance with permits & certificates of occupancy

Once the sale of your home is pending, we stay proactive, not reactive, to make sure the process goes smoothly and efficiently by:

- Verification with agent and lender to ensure the buyer is properly qualified, ready, and able to purchase (verified employment, reviewed taxes, bank statements, credit report, 1003, etc.) before accepting the offer
- Bi-weekly communication via e-mail about status and progress of the sale
- Text message and e-mail reminders to you about appointments and deadlines of escrow, seller disclosures, buyer inspections, appraisal report, buyer final walkthrough, signing loan documents, and final closing documents
- Constant communication with cooperating side agent and Lender to give accurate feedback to seller about status of loan, and escrow

Our Core Value

Uncompromised Integrity

Honesty and fairness, we will always do the right thing; people before things.

Leadership

We are the example, we lovingly lead, direct, guide, and hold ourselves accountable.

Innovation

Constant improvement and creativity; we celebrate success but strive for excellence, we never stop advancing.

Accountability

We do and teach ourselves, our company, and our community.

Value People

As family, we will treat all people with courtesy, dignity, and respect.

Our Strategy for Pricing & Selling

Before our listing presentation appointment, our team puts together a complete comparative market analysis of your property to determine the value by reviewing recent active and sold comparables similar to your property in your neighborhood.



Client Testimonials

The Vogler Team was absolutely amazing!

Our home buying process turned into an almost 6-month process because of the pandemic, but the team was there every step of the way giving advice and advocating for us. They were so patient and literally answered all our phone calls while always keeping it real with us. They listened to what our needs were, and found the perfect home for our family. They literally became like family to us. If you want honest, hard working, great listening and most importantly trustworthy agents, we cannot recommend Mark & Gina from the Vogler Team enough!

- M. Theodule, Huntington

"We decided to look at homes during quarantine. Gina was beyond responsive at any time of the day with house suggestions that met our criteria. She also went above and beyond with getting paperwork done promptly. I would definitely recommend her to new home buyers as she was patient to explain the lingo and process multiple times to us. I appreciate how easy of a process her & Mark made it for us to purchase a home.

- K. Curley E. Northport

I had been considering selling my home and to purchase a new one. Early one Saturday morning I searched local realtors. I was matched with Gina, she called me within 5 minutes of being matched. She was so kind, knowledgeable, helpful and professional. We hit it off immediately. They went above and beyond to ensure that I got the best deal possible for my sale and for the house I purchased. Gina was always available to show me houses and answer any questions. I couldn't have asked for a better agent. They also helped me to sell my mother's house after she passed away. Both Mark & Gina were sensitive to the situation. It was hard to sell it since it had been in the family for a very long time. After the sale closed, she took the time to make a photo book of the pictures that were taken for the listing as a keepsake. I would recommend her and Mark of the Vogler Team to anyone that is looking to sell or purchase.

- K. Arloff, Centerport

Client Testimonials

Mark & Gina are nothing short of amazing!

I was a first time home buyer and they held my hand from start to finish.

They also recommended me to outside sources I needed during the home buying process & I cannot even begin to express how much they changed my life.

I am so extremely happy I “accidentally” clicked on a Zillow listing that lead me to them. I *HIGHLY* recommend using Mark & Gina .

A. Dixon, Yaphank

Gina was amazing in terms of exceeding my expectations for professional services. As an example, she helped us set up a successful yard sale for personal property inside and outside the premises. Both she and her partner, Mark, answered all our questions, bought the house to market quickly, gave great advice on necessary repairs to stage the house professionally and negotiated the deal quickly and smoothly. They got the sale into contract about 2 weeks after it went to market. I would definitely recommend them.

- D. Greenberg, E. Northport

The Vogler Team was awesome!!! It was a very emotional decision to sell our house in Smithtown, facing various challenges including unfavorable trends of “high Interest” rates for buyers and declining prices. My wife & I consulted with our bank & they recommended The Vogler Team. They were our calming voice and provided some assurance that we will be able to liquidate our assets without any problems. They are exceptional communicators, coaches and able to understand the challenges we are facing and practically took over the situation & recommended minor upgrades. We learned a lot from them by walking us through, step-by-step and in no time, the house was on the market & received multiple competitive offers. I think it's important that I emphasize that the house was “only” advertised once (open house) and received competitive offers. We sold and closed the deal on the house without any problems. I will definitely recommend Mark & Gina from Berkshire Hathaway HomeServices to anyone including our families and friends! Thank you so much!!!

T. Sixon, Smithtown

About Us: Mark & Gina



**SUNSHINE
KIDS™**

Dedicated to children with cancer



We're Mark Vogler and Gina DeMaio, and together we make up the dynamic duo behind The Vogler Team at Berkshire Hathaway HomeServices. But before we were top-producing real estate pros... we were just two people who loved our community, believed in hard work, and shared a passion for helping others move forward in life.

We're dog lovers, wine enthusiasts, and proud Long Islanders with deep roots in our community.

We believe in handwritten thank-you cards, good coffee, and showing up for the people we care about. We volunteer, fundraise, and give back through organizations like the Sunshine Kids Foundation, where we host annual events to support children with cancer.

And when we're not working? You'll find us with our children & grandchildren, exploring a new town, or plotting our next travel adventure.



Sunshine Kids Foundation
Dedicated to Children With Cancer



