

# MIAMI-BASED BROKERAGE FIRM USES CREATIVE MARKETING TO BREAK SALES RECORDS

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**Developer Sales Group, LLC (DSG)** a Miami-based interactive sales and marketing organization specializing in the real estate industry, continues to break sales records at **The Royalton at River Oaks** by creatively using event marketing at this luxury high-rise community.

The innovative boutique brokerage firm is focused on providing the developer marketplace with leads and, in turn, driving traffic in order to facilitate sales. DSG procures a much needed link to the

outside brokerage community by bridging the gap between developer and client, allowing for those to take advantage of first level preferred pricing situations and assists the developer in a sell out.

At the beginning of 2006, DSG teamed up with Houston-based **Mikel Marketing**, a full service event coordination and public relations firm. Over the last 4 months, The Royalton Sales team and Mikel Marketing have organized various high-profile events including The Celebration of Life Gala Kick-off Party chaired by **Carolyn Farb**, The Bayou City Arts

Festival Artist Reception with **Yoram Gal**, **Yellow Magazine's** One Year anniversary Party and an upcoming star-studded

The **DSG** team, led by **Michael Internoscia** has a demonstrated track record of leading "sell outs". They specialize in new



VP of Sales Michael Internoscia

fundraiser hosted by Royalton resident, **Dikembe Mutumbo**. The goal was achieved successfully in creating a buzz about **The Royalton at River Oaks** and introducing it to the right target market.

This is accomplished by **DSG's** ability to administer aggressive and cutting edge marketing tactics. Through prospecting, email blasts, and personal presentations, DSG is able to touch every agent in their database and beyond to create a buzz on a project in order to generate momentum.

market penetration, launching of new projects, prospecting & realtor development. Their prior successes have included a record sell out at Axis at Brickell Village where the **DSG** sales team sold out 718 units in a five month period. They also directed a \$195 million dollar sellout in four months.

"It's simple. Cut and dry," states Internoscia. "The ultimate goal of Developer Sales Group, LLC is to create synergy with the Developer that leads the projects sell at the maximum dollars."