



MARKETING YOUR PROPERTY
JOE WOLVEK: LOCAL EXPERTISE. GLOBAL NETWORK

Gibson | Sotheby's
INTERNATIONAL REALTY

PROVEN RECORD OF SUCCESS

Since the beginning of 2015, 75% of my listings have sold for asking price or higher. In the same time period, my seller-clients have accepted those offers in an average of 14 days/median 6 days.

\$3,696,864

Pier Four #7H

SEAPORT DISTRICT

\$3,330,000

RitzTower I #34B

MIDTOWN

\$910,000

120 Mountfort St. #102

LONGWOOD MEDICAL

\$2,690,000

20 Gloucester Street #4

BACK BAY

\$1,195,000

73 Appleton Street #4

SOUTH END

\$980,000

30 Concord Avenue #2

SOMERVILLE

\$2,000,000

41 Worcester Street #1

SOUTH END

\$1,210,000

One Charles #616

BACK BAY

\$900,000

754 Tremont Street #1

SOUTH END

\$1,300,000

13 Florence Street

CAMBRIDGE

\$662,500

82 W. 3rd Street

SOUTH BOSTON

\$875,000

165 Scituate Street

ARLINGTON

\$1,100,000

70 Waltham Street #2

SOUTH END

\$765,000

308 Athens Street #1

SOUTH BOSTON

\$695,000

40 Mt. Pleasant St. #4

CAMBRIDGE



MEET JOE WOLVEK



Associate Director of Sales

617.584.9790

joe.wolvek@gibsonsir.com

Joe Wolvek is the Associate Director of Sales and a senior sales associate at Gibson Sotheby's International Realty in Boston. Since 1992, he's helped his clients purchase and sell hundreds of properties for residence and investment in the city of Boston as well as the inner suburbs. He's brokered hundreds of transactions including everything from brownstones, luxury homes, and apartment buildings, to condos in Boston's finest full-service and high-rise buildings, covering all price ranges.

In 2008, he joined Gibson Sotheby's International Realty so he could provide an enhanced global marketing reach for his clientele, in order to compliment his considerable local expertise.

For sellers, Joe's Boston real estate marketing expertise makes him the perfect link to the global resources of Sotheby's International Realty. A respected professional with decades of experience in luxury real estate, Joe Wolvek is considered by his peers to be an authority in property preparation, pricing, marketing strategy, negotiation, and transaction management.

Joe Wolvek's clients come back to him again and again, because he knows that the most important aspect of business is building relationships based on trust. His clients rely on his in-depth knowledge of the Boston real estate market. His [hyper-local market reports](#) can be seen on his website, www.BostonRealtyweb.com, and blog.

Joe is an accredited [SRS](#). The Seller Representative Specialist Designation is the premier credential in seller representation.

WWW.BOSTONREALTYWEB.COM

CLIENT ENDORSEMENTS

I've represented properties in many neighborhoods, across a whole spectrum of price niches. But wherever they are or however they are priced, my goal is always to procure the best selling price and terms, to communicate effectively and seamlessly with my seller-client, and to provide that famous Sotheby's "white-glove" service.



Joe has worked tirelessly for us on two home sales and one home purchase. Most recently, he helped us get a great return on our South End condo and ensured that the deal got done even in the midst of bumps presented by financing issues. He is proactive, engaged, professional and a pleasure to work with!

- CHRISTINE, SOUTH END



The real estate gods have finally answered my prayers in the form of Joe Wolvek! Not only is he the consummate professional and a great person, he performs miracles. My condo had been listed for almost a year before I signed up with Joe. He was able to close the deal quickly! I would highly recommend him to my friends and colleagues. Thanks again Joe, for making this upcoming summer a very happy and relaxing one for me and my family!

- SHI, SOUTH END



Joe Wolvek went above and beyond the call of duty...and acted as my eyes and ears as we put my condo unit on the market while living 3000 miles away. Joe responded to my emails and calls quickly. He has a friendly manner and injects humor into a process that can sometimes be stressful. Joe knows the Boston market. We had it under agreement in 2 days, just like he said. Go with Joe, he is fantastic!

- SUSAN, NORTH END/WATERFRONT



Joe has helped me four times total; twice as a buyer and twice as a seller. Each time he has been knowledgeable, professional, and has helped make the process as stress free as possible. His connections in the area were invaluable. I only wish I could bring Joe with me to my new state!

- SARAH, LONGWOOD MEDICAL AREA,

CLIENT ENDORSEMENTS



Working with Joe was a pleasure and I would highly recommend Joe to any of you looking to sell or buy a place in Boston.

I gave Joe an improbable task of selling my condo in Back Bay in prior to my return to Norway

in less than a month. He got the place on the market within the week and he sold the place within less than a month (in probably the worst market conditions we had seen in a while).

Not only is Joe an incredibly talented broker, he is also the kind of person you would like to work with... He keeps you up to date at all

times, he is reliable and hard working, and he is selling hard without being a “hardcore” sales person.

I don't recommend people very often, but if you are buying/selling a place in Boston you should have Joe take care of the business.

Trust me, you will not be disappointed.

- ANDREAS, BACK BAY, BOSTON



We love working with Joe. This was our second transaction in Cambridge, MA with him. Joe is well connected with other real estate agents in the area, and has a good understanding of the market, neighborhoods, and available properties. Joe also has a network of other professionals to help with all aspects of the transaction. He will help you narrow down your criteria and help you find whatever you are looking for.

He is very patient with showings and not pushy at all. Once you have found your perfect home, he will help you with the negotiation process, and can work around tight deadlines and follow-ups that are all too common in today's market. Joe will help you purchase your next house!

- SAM AND EMMA, CAMBRIDGE

See more client
endorsements [here.](#)

SALES AND MARKETING TIMELINE

Provided below is a sample of what we will do in the preparation and marketing of your home.



PRE-LISTING PHASE

- Understanding your goals
- Market research
- Preparing your home for marketing
- Setting your listing price
- Creating an individualized marketing campaign for your property

LISTING

- Launching your marketing campaign
- Agent networking



PHASE

- Broker and public open houses and private showings
- Consistent sharing of market feedback

SALE

- Procure buyer(s)
- Negotiate terms
- Manage transaction
- Closing

More details [here.](#)

LOCAL EXPERTISE

I've been assisting my seller-clients to achieve their real estate goals for over 25 years. As a long-time Boston resident and Realtor, I'm able to employ my extensive knowledge of each neighborhood in order to maximize my clients' return on investment. My hyper-local neighborhood [market reports](#) keep my clients abreast of local market trends and ahead of the curve when it comes to pricing and positioning each property.



PREPARING YOUR PROPERTY

One of the most effective ways to maximize the return on the sale of your property is to make sure it shows as well as it possibly can. I have years of experience in helping to prepare property for presentation. I also have an “A-Team” of recommended vendors to work with in de-cluttering, repairs, painting, cleaning and staging.



ACCURATE PRICING

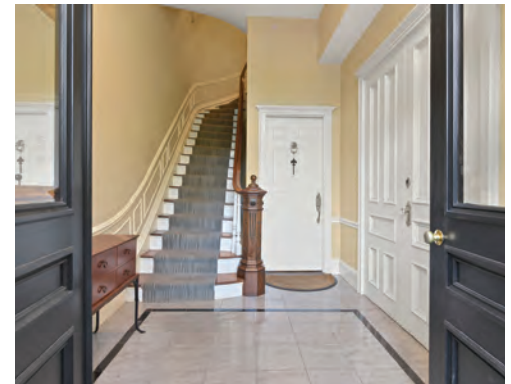
Since the beginning of 2015, 75% of my listings have sold at or above asking price in an average of about 2 weeks! Nothing hurts the final outcome of a sale more than poor pricing. I will prepare a thorough price analysis using sold and on-market data as well as my gut-level opinion based upon 25+ years of experience and extensive market knowledge.

Take a look at an example of my market analysis [here](#) (by the way, this “mystery property” sold for 8% above asking, no contingencies, in two days).



QUALITY SHOWINGS

It is important to have an experienced professional agent to show and represent your Boston home or condo in its best light, and to avoid the pitfalls that inexperience can bring. As your listing agent, I bring my 25+ years of experience to bear by providing quality professional showings to prospective buyers. I always shows my properties myself, never handing off keys or using lockboxes. Weekend open houses, commuter open houses, and broker open houses are also an important part of exposing your property to the market.



ONLINE LISTING DISTRIBUTION

More than 90% of today's buyers begin their search online. That is why we focus greatly on utilizing Gibson Sotheby's International Realty's dynamic listing distribution efforts, beginning with third-party website distribution through MLS-PIN. Our properties are viewed an astounding 190 million times across all of its partner sites, annually.

Next, the company presents its listings to the world's most discerning buyers via the exclusive Sotheby's International Realty distribution system. Powered by Lithub, we receive real-time reporting to calculate the level of local, regional, and international interest..

The most recent addition to this phenomenal distribution system is Juwai.com, which provides exposure to Mainland China.



The New York Times

MANSION GLOBAL

THE WALL STREET JOURNAL

ARCHITECTURAL DIGEST

THE  TIMES



mastercard

FINANCIAL TIMES

THE ECONOMIC TIMES

JamesEdition

LUXURY ESTATE

PropGOLuxury

ELLE DECOR

Google

Forbes



You Tube

EMAIL & SOCIAL MEDIA MARKETING



The world has gone social. Facebook alone has more than 1.7 billion active users. Social media marketing allows us to utilize demographic and psychographic criteria to reach target audiences. The engagement levels in these newer venues have a far beyond the reach of the more traditional print media methods.

Our exclusive Collections email blast is sent out weekly to our list of over 10,000 consumers and professionals.

MARKETING COLLATERAL

Customized marketing pieces are created by the GSIR Marketing Team for each of my listings, including showsheets and glossy brochures for use at showings, direct mail materials, print publication advertisements, social media advertisements, email campaigns, targeted Facebook and Instagram campaigns, and more. Below is a sample of my recently created materials.

Joe Wolvek Gibson Sotheby's
INTERNATIONAL REALTY

JUST SOLD: 70 WALTHAM STREET #2: \$1,100,000
IMMACULATE 914 S.F. SOUTH END 2 BEDROOM + DECK
Sold at 10% over asking with no contingencies in 3 days!

Results like this are not a given, even in this hot seller's market. It takes experienced sales representation, quality professional showings, the best marketing, and expert transaction management.

As Associate Director of Sales, a longtime South End resident, and a 25+ year sales associate, I combine my local expertise with the powerful global marketing resources of Sotheby's International Realty. Take advantage of the widest possible exposure for your property to the most highly qualified clientele. Please get in touch!

View my [recent sales and listings](#).
Read more about me [here](#)
Joe Wolvek, Associate Director of Sales, SRS ABR
Gibson Sotheby's International Realty
556 Tremont Street, Boston MA
617.584.8790 joe.wolvек@gibsonsothebysrealty.com
Website | Home Search | Where to live | Top luxury homes

View details, photos

In addition to our property marketing email blasts, our exclusive Collections email blast is sent out weekly to our list of over **10,000 consumers** and professionals

Joe Wolvek, Boston Condos and Homes
October 10, 2017

This immaculate 914 SF 2 bedroom condo with private deck is ideally located in the heart of the coveted Eight Streets neighborhood of the South End. It features a spacious open concept living room with front-facing bay windows overlooking Ringgold Park. Showings start Wednesday. First open house is Thursday 5:30-7PM. <http://bit.ly/2y9TDRB>

Kristina Mustone, Robyn Hatch Grandolf and 2 others

joe_wolvек_boston_realtor

70 WALTHAM STREET - UNIT 2

Gibson Sotheby's
INTERNATIONAL REALTY
Each office is independently owned and operated.

Joe Wolvek, 25+ years of South End real estate success.

SOLD: 70 WALTHAM STREET #2: \$1,100,000
10% over asking, 3 days on market

Gibson Sotheby's
INTERNATIONAL REALTY

TRANSACTION MANAGEMENT

Attention to detail, anticipating potential problems, and knowing how to solve them if they occur is a vital component of managing your transaction. I have a long history of transactional experience and the know-how to avoid and solve pitfalls, and to bring your real estate sale to its best conclusion.



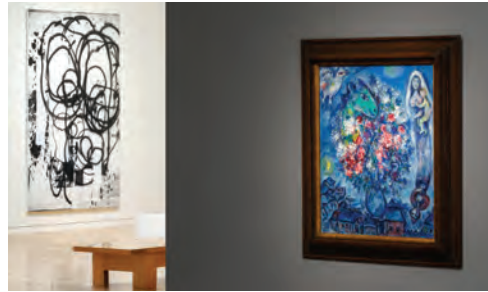
A COMPREHENSIVE APPROACH

I provide a multi-layered sales and marketing approach. I carefully consider each of the critical elements that present a home in the best light and yield the highest market value.



SOTHEBY'S HERITAGE

In the heart of London in 1744, an exceptional auction house was born. Sotheby's built a revered tradition of uniting collectors with world-class works of art—a tradition that has created an unparalleled reputation. **The Sotheby's International Realty® brand was created in 1976** and became known around the world for distinctive properties.



As part of Sotheby's International Realty, we have a worldwide network consisting of more than 970 offices in 72 countries and territories. We have over 22,000 associates and service 14,000+ referrals annually.

The collaboration between realty and auction utilizes a combination of unique and exclusive marketing efforts that provides targeted exposure to a coveted and influential audience. In the global markets we serve, this distinguishes our brand in a meaningful way.



Sotheby's

INTERNATIONAL BUYERS



Pembroke Street, South End
Buyer from: **Hong Kong**

Chauncy Street, Cambridge
Buyer from: **United Kingdom**

Grove Street, Wellesley
Buyer from: **Beijing**

Newbury Street, Back Bay
Buyer from: **Greece**



Fairfield Street, Back Bay
Buyer from: **London**

Dartmouth Street, Back Bay
Buyer from: **Istanbul**

Lee Street, Cambridge
Buyer from: **China**

E. Brookline Street, South
End Buyer from: **Italy**



Harrison Ave, South End
Buyer from: **China**

Shawmut Avenue, South
End Buyer from: **Hong Kong**

Beach Street, Downtown
Buyer from: **France**

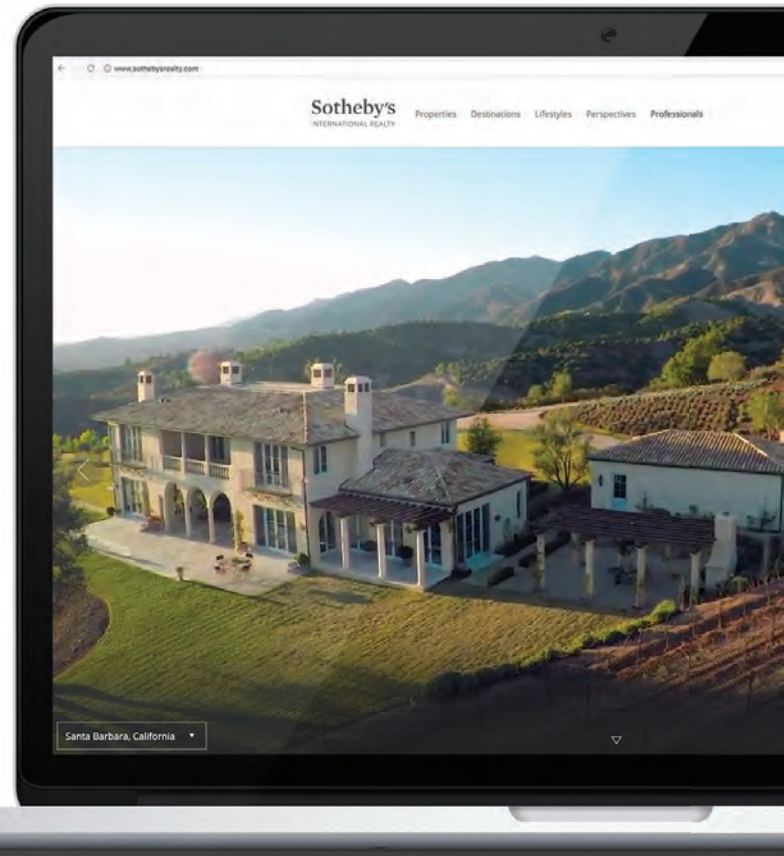
Chestnut Street, Weston
Buyer from: **India**



SOTHEBYSREALTY.COM & GIBSONSOTHEBYSREALTY.COM

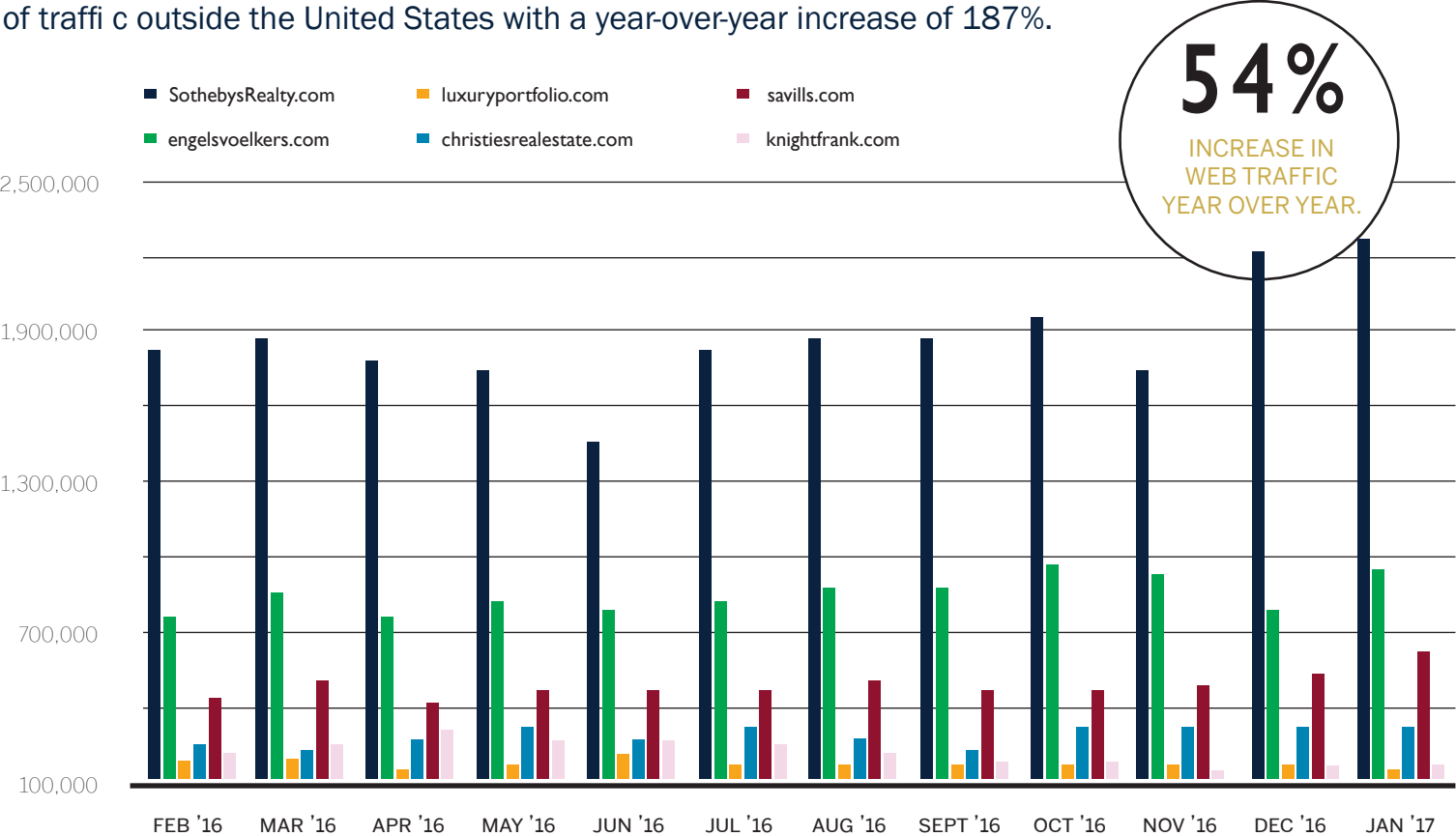
SothebysRealty.com is at the core of an integrated global online marketing program designed to distinctly showcase the collection of extraordinary homes represented by network members. Its unique features, exclusive to Sotheby's International Realty listings, include **currency conversion, language translation, and the ability to search for a home via specialty market offerings.** SothebysRealty.com welcomes over one million monthly average visitors with nearly half of them being outside of the United States.

GibsonSothebysRealty.com is designed to be a local resource for those looking to buy or sell a home throughout the Greater Boston area. Viewers are able to search weekly open house information, stay up to date on all the latest real estate trends and immerse themselves in the neighborhoods our team covers. Completely mobile-responsive, visitors have access to the features of GibsonSothebysRealty.com while on the go.

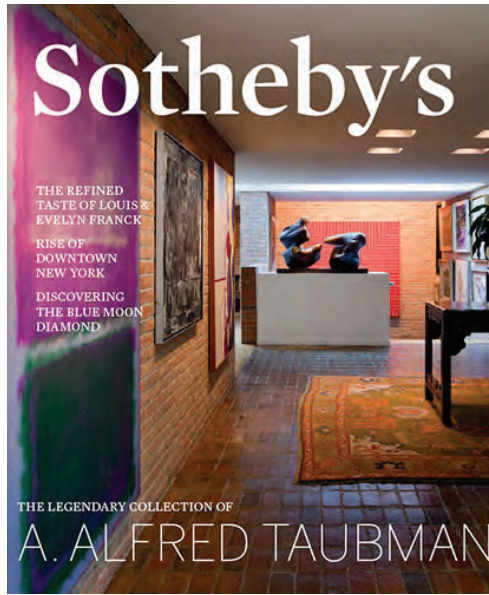


REAL ESTATE WEBSITE RANKINGS

SothebysRealty.com is leaps and bounds ahead of other luxury real estate property websites. The data below is reported by SimilarWeb.com, an internet analytics firm. In 2016, SothebysRealty.com welcomed 22,000,000 visits and 100,500,000 page views. Additionally in 2016, China became the largest source of traffic outside the United States with a year-over-year increase of 187%.



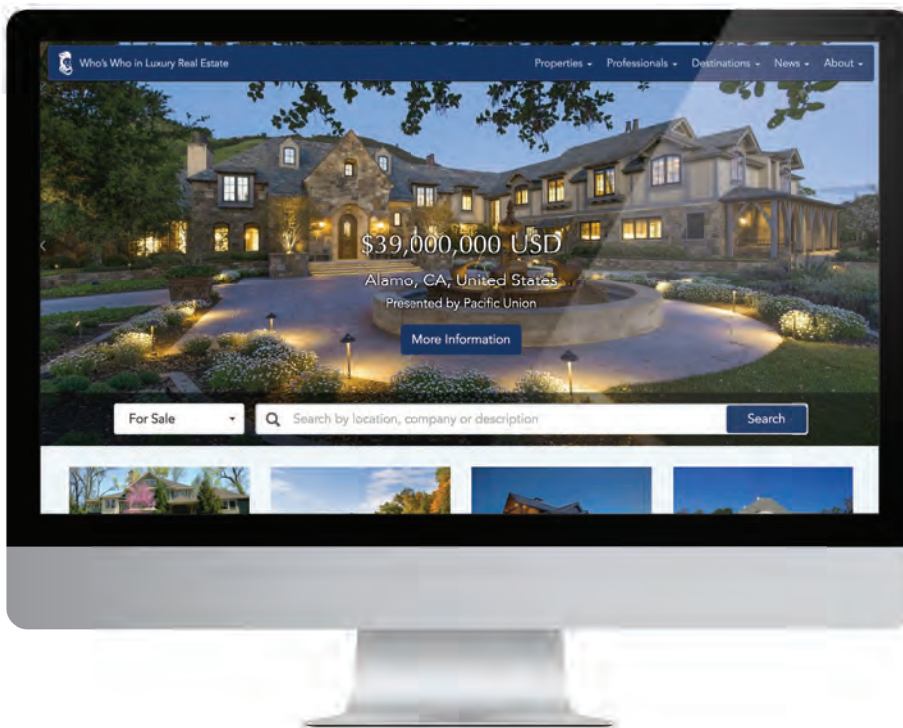
Top Referring Sites: Facebook.com, Zillow.com, Sothebys.com, WSJ.com, NYTimes.com



EXCLUSIVE BOARD OF REGENTS

Gibson Sotheby's International Realty has been selected as the Regent member of LuxuryRealEstate.com for the Boston and Cambridge areas. The Board of Regents is an exclusive network of the world's most elite luxury real estate professionals. Each member exclusively represents a defined territory and has been selected based on their leadership and longstanding success in the real estate market.

In addition to the powerful Sotheby's International Realty network, this adds yet another layer of exposure for personal and listing promotion. Regents are armed with an array of powerful, exclusive marketing tools and solutions which allow them to showcase their properties to targeted, elite buyers worldwide.



- More than 16 million views per month
- #1 in searches on google.com, bing.com and yahoo.com
- More than 58,000 active luxury properties with an average price of \$2,107,968



RELOCATION & REFERRALS

Our Relocation and Referral Department is designed to assist our clients as they move to other towns, states, or countries. We leverage our relationships throughout the world, to connect you with an experienced agent who can help you find your next home.

We have also built a network of trusted providers who offer a portfolio of moving services to provide a more seamless experience.

RELOCATION SERVICES

- Relocation Guides
- Home Marketing Assistance
- Home Finding Assistance
- Mortgage Pre-Approval Assistance
- Temporary Living Coordination
- Move Management Service Assistance
- Group Move Management
- Rental Assistance
- Candidate/Community Area Tours

LOCAL EXPERTISE.

Founded in 1962 by Betty Gibson, Gibson Sotheby's International Realty now has 17 offices in Boston, Cambridge, South Shore, west suburbs and Cape Cod. Our strength lies in the experience and qualifications of our more than 300 highly experienced agents; the select few who own the high-end of their local markets.

OUR OFFICES

BACK BAY

CAMBRIDGE

SOUTH END

SAVIN HILL

CHARLESTOWN

WESTWOOD

WATERFRONT

HINGHAM

BREWSTER

COHASSET

CHATHAM

HARWICH PORT

DENNIS

ORLEANS

GLOBAL NETWORK.

As Gibson Sotheby's International Realty, we combine the over 50 years of local expertise of Gibson with the outstanding global outreach and marketing of Sotheby's International Realty. Our Relocation Division, along with the unique exposure within the Sotheby's auction houses, have given us a distinct advantage within the region. Each Sotheby's International Realty office is the luxury market share leader in their respective market, allowing Gibson Sotheby's International Realty to deliver personal connections with affluent purchasers in key feeder markets. We leverage these affiliate relationships through targeted events, partnerships, email and direct mailer campaigns, and most importantly, through the referral platform in order to generate sales.

22,000 associates | **970** offices | **72** countries and territories | **14,000+** annual referrals



*Let me guide you through the process of selling or
finding your perfect home.*



JOE WOLVEK

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Gibson | Sotheby's
INTERNATIONAL REALTY