



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. [More listings here](#)

\$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. More details [here](#)



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 27 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 27+ 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.



PHOTOGRAPHY & VIDEOGRAPHY

The art of marketing your home begins with brilliant photography and videography. Gibson Sotheby's International Realty follows strict guidelines surrounding lighting, composition, and content that guarantees the best image of your home is distributed worldwide. To elevate the consumer experience, we also offer drone photography, 3D virtual tours, and detailed floor plans in addition to still photography.



OUR GLOBAL NETWORK.

When a home is represented by Gibson Sotheby's International Realty, it is presented to a highly qualified global clientele through exclusive channels and relationships. This enables 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 | **990** offices | **72** countries and territories | **14,000+** annual referrals



ONLINE LISTING DISTRIBUTION

Most of today's buyers begin their search online. Our properties are viewed an astounding 190 million times across all of its partner sites, annually.

The exposure and worldwide reach of our listings is a crucial piece of what sets us apart from the rest of the industry. Each listing represented by Gibson Sotheby's International Realty is shared with our global property marketing partners comprised of the most authoritative news, lifestyle, and financial voices, as well as real estate-centric websites.



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

Bloomberg

Robb Report

早房 Z-Property

The New York Times

MANSION GLOBAL

THE WALL STREET JOURNAL

ARCHITECTURAL DIGEST

THE  TIMES

NIKKEI

mastercard

FINANCIAL TIMES

THE ECONOMIC TIMES

JamesEdition

LUXURY ESTATE

PropGOLuxury

ELLE DECOR

Google

Forbes



You Tube

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.

We have an associate in our marketing department solely dedicated to social media.

EMAIL MARKETING



OPEN HOUSE

355 Congress Street, Unit 402

2 Beds | 2 Baths | 1,410 Sq Ft.
Listed for \$1,929,000

Sunday, July 28th | 12:00 - 2:00PM

Live in the HEART of Fort Point, minutes to Seaport and Financial District. 355 Congress elegantly blends chic authentic loft spaces with modern luxury finishes.

Welcome your guests into the expansive open living/dining area of Residence 402. Lounge luxuriously in front of the furnished marble fireplace as you enjoy the incredible views of Downtown Boston from the two walls of oversized windows. Cook with a view of Congress Street in the impeccably appointed front facing chef's kitchen. Retire into the master bedroom with marble en-suite bath and walk-in closet. Four large windows adorn the second bedroom, which is across the hall from the full second bath. Parking available, speak to broker.

To schedule a tour contact:
Mary Kallisher | Ken Smith | Sean Spalding
617.729.2900
355Congress@GibsonSotheby.com

355CONGRESS.COM



Explore our new listings, public open houses, and price improvements.

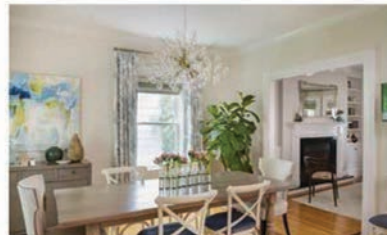
INTRODUCING



Cambridge | 117 Oxford Street
4 Bedrooms | 4 Full | 1 Half Bathroom | 2,401 Sq Ft.
\$2,325,000 | Read More

Open House: Friday, September 13th | 4:30pm - 6:30pm
Saturday, September 14th | 2:00pm - 3:30pm
Sunday, September 15th | 12:00pm - 1:30pm

Lisa May | 617.425.3188 | lisa.may@sothebysrealty.com



We offer the tools for agents to stay in touch with clients past, present and future through dynamic email marketing.

Agents can promote featured listings, open houses, new-to-market properties, and related news and events through tailored eNewsletters.

To supplement agent's digital marketing initiatives, Gibson Sotheby's International Realty distributes a weekly email blast promoting new listings and open houses to an audience of local brokers and consumers.

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!
[View details, photos](#)

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
617.584.9790 joe.wolvek@sothebysrealty.com
[Website](#) | [Home Search](#) | [Where to live](#) | [Top luxury homes](#)



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 Ringold Park. Showings start Wednesday. First open house is Thursday 5:30-7PM. <http://bit.ly/2y9TDRB>



Kristina Mustone, Robyn Hatch Grandolfi and 2 others 1 Share

 Like  Comment  Share  Hootlet



joe_wolvek_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.



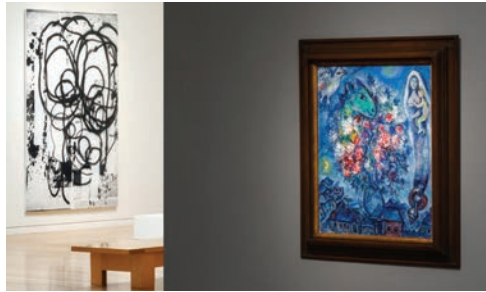
A COMPREHENSIVE APPROACH

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.

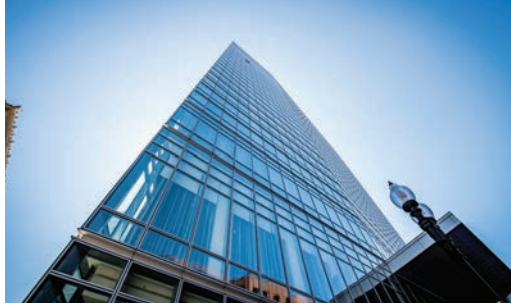
The collaboration between realty and auction utilizes a combination of unique and exclusive marketing efforts that provides targeted exposure to a coveted and influential audience. In the global markets we serve, this distinguishes our brand in a meaningful way.



INTERNATIONAL BUYERS



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



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



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

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

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

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

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

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

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

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

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

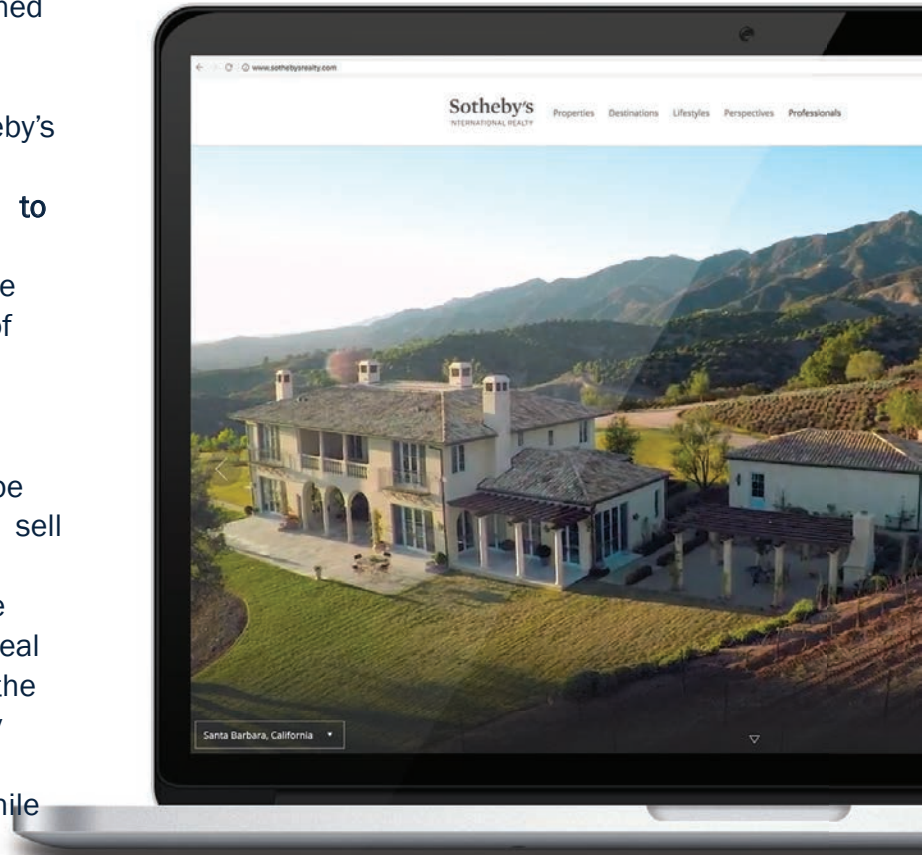
Chestnut Street, Weston
Buyer from: **India**



SOTHEBYSREALTY.COM & GIBSONSOTHEBYSREALTY.COM

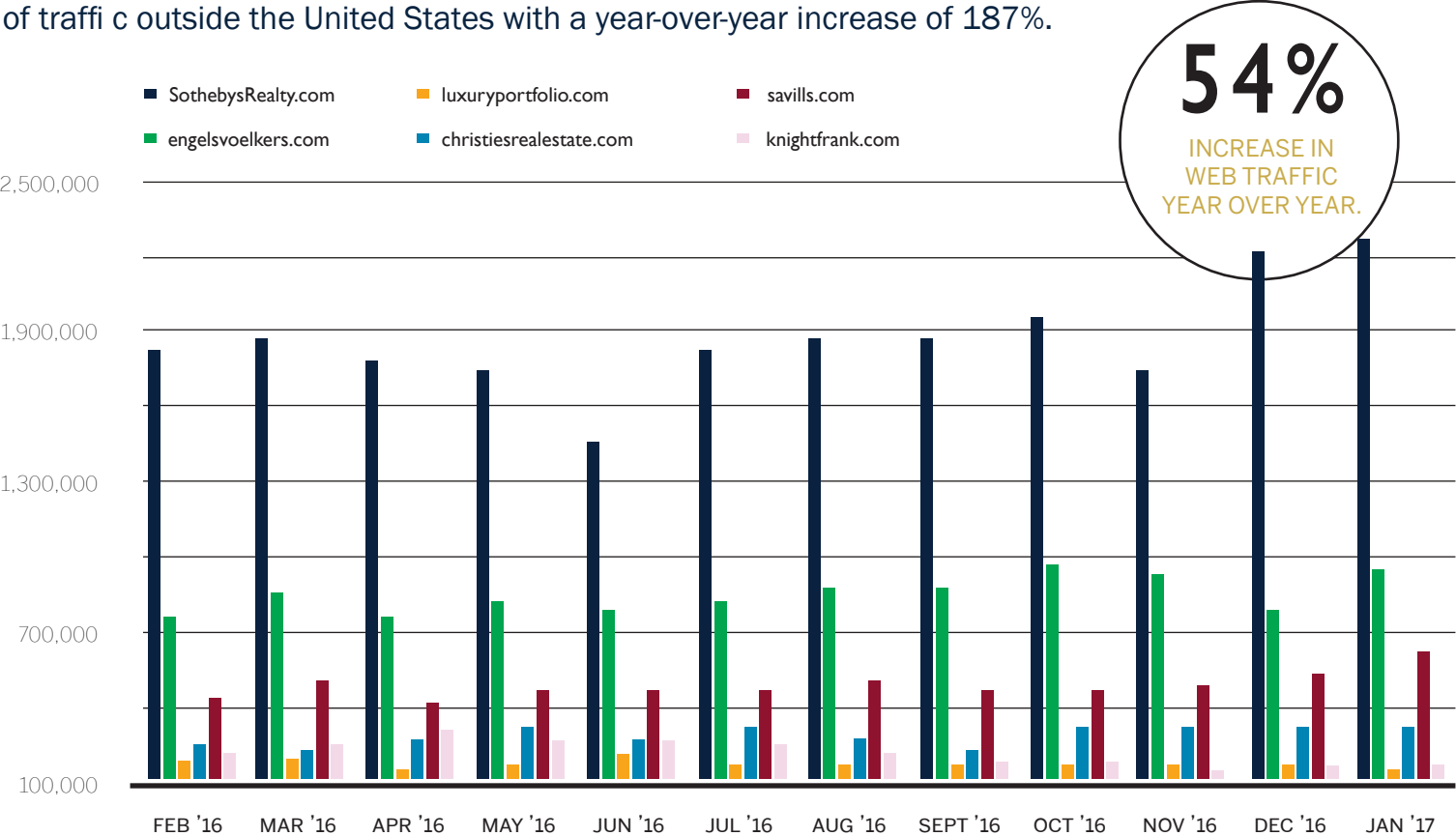
SothebysRealty.com is at the core of an integrated global online marketing program designed to distinctly showcase the collection of extraordinary homes represented by network members. Its unique features, exclusive to Sotheby's International Realty listings, include **currency conversion, language translation, 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%.



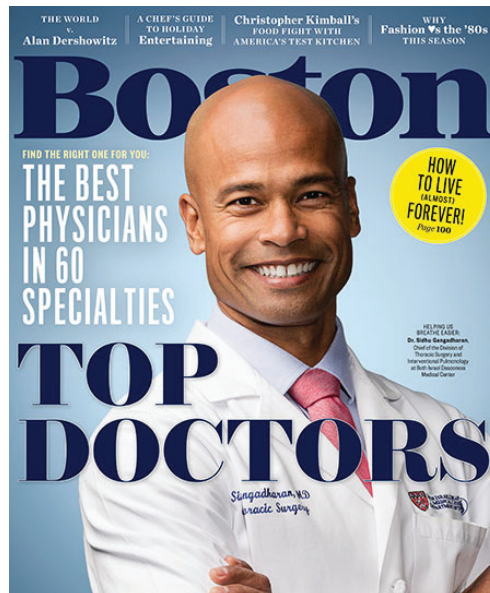
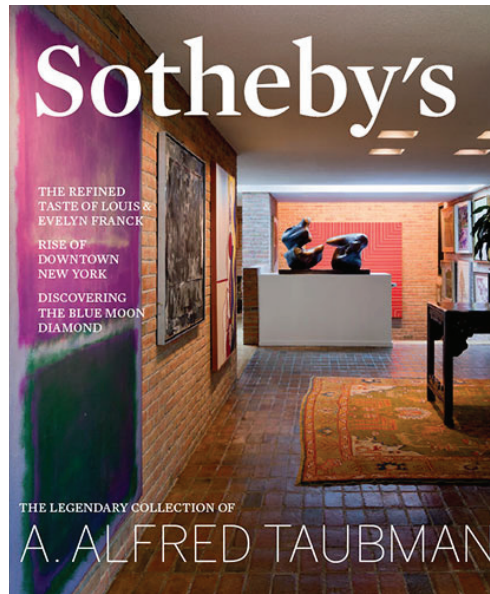
Top Referring Sites: Facebook.com, Zillow.com, Sothebys.com, WSJ.com, NYTimes.com

PRINT ADVERTISING

Gibson Sotheby's International Realty has its own beautiful magazine, **The Collection**, which showcases properties exclusive to our agents and clients. We also have exclusive access to Sotheby's Auction house magazines including the latest literary collaboration with the auction house, **Art & Home**.

Our cooperative advertising program provides an array of additional advertising options within well-known, high-profile publications like **Boston Magazine, Robb Report, International Herald Tribune, New York Times, Wall Street Journal, Luxury Properties (Hong Kong), Financial Times**, and more.

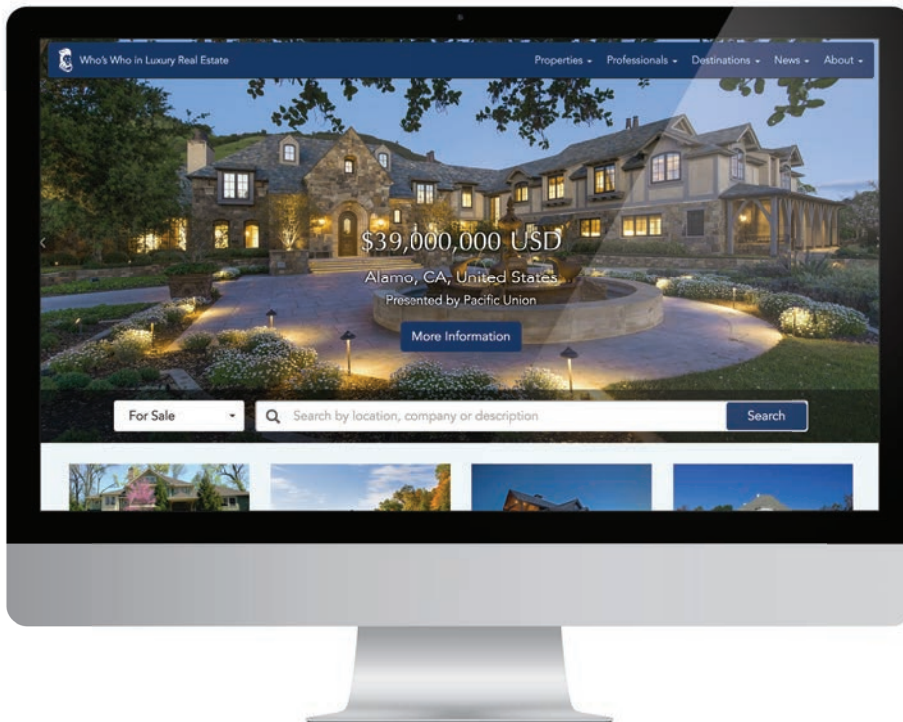
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EXCLUSIVE BOARD OF REGENTS

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

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



JOE WOLVEK

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Joe.Wolvek@SothebysRealty.com

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