

OVERVIEW

Toni Everett has forever changed the landscape of Tampa real estate. With an emphasis on South Tampa, Toni has been instrumental in increasing the sales and rental market in condominiums on Bayshore Boulevard and has been at the forefront of continually increasing cost per square footage in both homes and condominiums in this market. Toni's sales rate of conversion averages one out of three clients. She was the first to predict and initiate the Million Dollar Home market in Tampa for both single family residences as well as for condominiums. It is Toni's innovative sales skills and reputation as a trailblazer that has been the central core of her success. She, exclusive of sales associates, is responsible for the pre-selling of more than \$80 million in condominiums in one year alone without agent assistants. She is a major player in redeveloping the south end of Tampa. Her company's great achievements have earned her the reputation of being Tampa's premier real estate company.

The Toni Everett Co. specializes in aiding the residential and commercial developer. The company excels in putting packages together for developers from land acquisition and planning, through to sellout; and on occasion has joint ventures with developers on projects or sales of projects. They go in at any level to complete any number of jobs the developer may require. Toni Everett has extensive experience and an excellent track record with land acquisition, construction planning and sell-outs of new developments, with both resales and conversions. The Toni Everett Co. specializes in higher priced luxury, single family, new construction homes and resales ranging from \$500,000 to \$10,000,000. All of the company's associates are expert in condominium management and sales, as well as the sale and disposition of exceptionally priced luxury homes. The company continues to grow with 28 trained site sales associates dedicated to Tampa real estate.

COMMISSION TO TONI EVERETT:

Sales to begin with:

5% overall with a co-broking agent

2% to them; 3% The Toni Everett Co.

(Reserve 1% income needed for outside agent or special bonus promotions or for added profit to developer)

3-4% to The Toni Everett Co. with no outside brokerage.

Discuss override referral for referral agent.

Since the majority of units will be sold on-site by The Toni Everett Co., the above commission structure will be offset to reflect this – therefore increasing developer savings and in the end will make developer ahead of the game.

Commission structure will be in line with Performa and after 50% sales if off, will be adjusted on Broker's side.

No draws will be required.

HISTORY OF COMPLETED ASSIGNMENTS

PINNACLE: (A Toni Everett Co. project) 93 Units. Rental building converted to sales during construction.

HOWELL PARK: (A Toni Everett Co. project) 52 Units. Freedom Federal Savings & Loan Community Project. The 1st building was sold directly by the Owner. Toni finished the sell-out of building #2. The building was sold by word of mouth – no advertising was used.

HARBOUR HOUSE: (A Toni Everett Co. project) 148 Units. Swire International hired The Toni Everett Company for conversion of 148 units at Harbour House. We sold out the building in six months, completely closing out with renovations of units within one year. It was the fastest sell-out of a conversion in Florida.

THE ATRIUM: (A Toni Everett Co. project) 125 Units. Toni Everett did pre-sales and resales once again for Swire International. When the building was $\frac{3}{4}$ sold out, Toni went to the Monte Carlo Towers while continuing The Atrium's sales.

MONTE CARLO TOWERS: (A Toni Everett Co. project) 205 Units. Pre-sales were 135 out of 205.

BAYSHORE REGENCY: (A Toni Everett Co. project) The Toni Everett Company was the marketing and sales partner of this project. Toni created the concept, put the deal together and optioned the land. Twenty-eight units were sold in the eight months prior to ground-breaking with the balance being sold sixty days after ground-breaking. The majority of the building was sold word-of-mouth.

BAYSHORE TOWERS: The Bayshore Towers was converted by James Burt, Inc. It took approximately two years to convert the building.

THE BAYSHORE ROYALE: Built in 1929 as a hotel. Toni Everett Converted to condos by a group out of Sarasota, Florida. Toni Everett was the start up consultant for six months while waiting for another project to begin that was already committed to.

THE STOVALL: 33 Units. Sold exclusively by Toni Everett.

GRANDVIEW: 68 Units Located on Harbour Island. Pre-sold 54 units of the 68 in four months. This figure includes six of the eight penthouses which we have already closed as shells.

345 BAYSHORE: 241 Unit – apartment building. Conversion to condominiums. Sales began in late June 2001. Over 60 units were sold in four months. By late November,

2001, this number was closed even with the 9/11 situation. In beginning of 2004, all sold out, resales now available.

BELLA ROMA TOWNHOMES: 15 Units -Various town homes. All sold out, resales now available.

ALAGON: A 50 Unit Condominium on beautiful Tampa Bay. Pre-construction sales. Prices ranging from \$560,000 to \$2 million. Unit square footage from 3,400 to 4,700 sq. ft.

Also have successfully pre-sold quota for construction financing for 5 other developments which developers decided not to move forward with for one reason or another (Gulf War, etc.).

The Plaza on Harbour Island: Phase 1 of 3
124 tower plus 20 town homes
Pre-sales – \$499,900 to \$2,800,000

O₂: 2-Twin Towers of 41 stories, mix use and flats around podium garage tower begins 7th floor to 41st floor – price ranges \$250,000 to \$2,800,000
80% reserved in 3 weeks
Part of a 6 acre quad block mix use; retail, restaurants, hotel, amphitheater and needle

Trump Tower Tampa:
Price ranges from \$700,000's to \$6,150,000
Total Units-191
Pre-reserved in one month

Conversions:

Porto Bellagio: Sunny Isles, Miami, FL
500 Units
3 year sell out, 370 sold in 7 months
Price ranges from \$190,000 to \$600,000 intercostals
(Agents under Toni Everett's marketing plan)

Hyde Park Place: 1000 Horatio St. Tampa, FL
90 Units sold in 3 weeks
The Toni Everett Co. Agents

Hyde Park Walk: Tampa, FL

134 Units
Converted, 3 days sold out

HISTORY (Of Projects Completed)

The Toni Everett Co., established in business for over 25 years, is a family owned business with her son, Anthony Everett, daughter, Henderson Everett Lee and sister Patty Martini Clark.

The company started in the development business as having many developer aid programs. Toni Everett is proficient in pre-sales of high rise condominiums and in Million Dollar Home sales. Through her experience with high rises (having completed sales and/or aided in the development of more than 9 high rises) she and two other partners developed a new condominium concept in 1985-88 developing her own million dollar mansions in the sky which started being copied all over Florida and the United States, the two per floor and one per floor concept.

As a by-product she began the million dollar house market in Tampa, breaking the first \$1 Million condo sale on Bayshore Boulevard and first Million Dollar plus house sales in the most prestigious neighborhoods of Tampa, of which she has now expanded into the multi-million dollar level. To date, Toni Everett has sold the highest dollar per square foot and is constantly striving to break her own records for Seller sales.

Her son, Anthony Everett, developed his own area of expertise – expanding the commercial department and carrying the development expertise above and beyond into apartment complex after apartment complex, developing such projects as Post/Hyde Park, Post/Walk, Post/Harbour Island and Post/Orlando through his Everett Associates Co. The Commercial Department handles site sales, site development, retail and industrial shopping and his own conversion of 100 units.

Her daughter, Henderson's expertise is in all phases of marketing which makes a well-rounded firm. She specializes in residential high end sales and she has made her own name as a top-notch million dollar agent. In addition she has specific marketing consulting services which are of great value to the clientele.

The Toni Everett Co. creates a level of service to each customer, small or grand, that is unmatched by any other real estate company. In addition to discretely handling International and Local VIPs, the company handles them with kid-gloves and the highest degree of confidentiality and respect.

The company is also a member of "Who's Who in Luxury Real Estate" (National and International Relocation Services) which recognizes only those who handle \$500,000 to multi-million properties.

As the exclusive Tampa area affiliate for Florida Showcase Property Directory, we are the only real estate firm able to offer our clients the benefits of Showcase's unique and highly targeted international/national marketing program.

DEVELOPMENT PROJECTS

LEASING AND MANAGEMENT EXPERIENCE

THE TONI EVERETT COMPANY has twenty years leasing and management experience in the Tampa Bay market, beginning in 1974 with the Pinnacle condominiums and for years with leasing and management in the following buildings.

THE PINNACLE – Management during sell out and individual management and leasing to the present time until the entire building resold and after.

HARBOUR HOUSE – Management and leasing after sell out in 1980 to the present date, resale and after resale.

THE ATRIUM – Management during sell out and individual management and leasing to the present date, at any given time having 17-20 units at a time until resold and after resale.

MONTE CARLO TOWERS – Management and leasing of individual units as many as 10 at a time and continuously to the present date until resold and in some cases after resale.

COMMODORE'S COVE – Total management of the entire building until it became no longer profitable.

PROMENADE – Total management for these condos on the Bayshore.

VARIOUS OTHER PROPERTIES – We have done the management, leasing and resale for various townhouse complexes, The Courtyards on MacDill/Knights, Waverly Townhomes on Waverly/MacDill, etc.

SINGLE FAMILY HOMES – Bay Pointe Development on Bayshore while selling and various other individual homes.

TONI EVERETT
(ANTOINETTE PERZIA – MAIDEN NAME)

Office: 5000 Bayshore Boulevard
Tampa, Florida 33611

Born: Tampa, Florida (4th Generation)

Foreign Languages: Spanish, some Italian, some French

Education: High School: Academy of the Holy Names
3319 Bayshore Boulevard
Tampa, Florida

College: Rollins College
Winter Park, Florida
BA Degree

Business: Tobe-Coburn School
Madison Avenue
New York City, NY
Marketing and Advertising

Teenage and College Work Experience:

Dr. A.P. Perzia, Exchange National Bank Building, Tampa, Florida: Part-time summers as receptionist, bookkeeping and office management.

Vogue Fashions, Inc., 217 E. Davis Boulevards, Tampa, Florida: Ready-to-Wear and Bridal Shops; Sales, Bridal Directing, summers.

B. Altman & Co., Fifth Avenue, New York City, NY: Assigned field work project for Tobe-Coburn.

Bloomington Brothers, Lexington Avenue, New York City, NY: Assigned fieldwork project for Tobe-Coburn, spring term, better sportswear sales.

Maas Brothers, Inc., Tampa, FL: Executive Training Program, Personnel, and Accounting. After one month, placed as Assistant in the Fashion Office to plan all of the fashion shows, fashion and TV photography, worked with display on store-wide promotion, taught technical aspects of fabrics to Sales force in Designer's shops and College Board; briefed Sales staff on latest merchandising trends. Offered Assistant

Buyer's position (one of the first openings of this kind offered to a woman) refused, however, due to pending retirement for upcoming marriage.

After marriage, was asked to return to be Bridal Director and Fashion Director at new Clearwater store; refused due to pending relocation. Allied Buying Office in New York offered Resource Research Buyers position.

International Travel Bureau, Partner/Owner, Exchange National Bank Building, Tampa FL. Co-owner with Mr. & Mrs. John C. Bierly of Tampa; Tariff Revisions, Public Relations, Trip Planning, Management and Sales.

Started Everett Interiors, Decorating Business, Sole Owner.

The Pinnacle Condominium, Marketing Coordinator, job included selling apartments, management, party planning, interior decorating, construction and reworking floor plans, handling complaints, typing purchase orders, public relations, working with advertising and working with construction crew. From the start, had to work to get the Pinnacle out of trouble, which was done successfully.

Howell Park Condominium, Head Seller: Headed selling program for Freedom Federal Savings and Loan Sunshine Development Corporation. This project sold out with no advertising.

Smith & Associates, Tampa, Florida: Selling General Real Estate. Helped Mary Smith build her company; started out together and are personal friends, then started own company due to specializing in development and estate homes.

Large Home Specialist – Brochure Type. Specialized in selling highest priced homes, including the highest priced home sold in town to date. Marketing up to \$4,500,000 homes, at that time, this was considered high.

Chosen as a local representative for Sotheby Parke Bernet for Immer Ranch, this is an international real estate company, several large home listings: \$350,000 up to millions. Gave up the designation because it required paying high percentage and they were asking 1.5% listing from the Seller. The Sellers in this area would not accept this and Toni's company produces these same type of brochures and ads, resulting in clients get more for their money.

Condominium Planning: Construction, Marketing, and Promotion; Actual Sell-Out. Sold residential real estate, mostly condominiums, working with Developer for new construction of condominiums. Many townhomes, such as the Waverly, Crowder Manor, Bayshore Village and numerous others.

Harbour House Condominium. Converted 148 unit rental building. Sold out in record time – six months – no advertising.

Toni Everett, Realtor. Opened The Toni Everett Real Estate Company to service the Developer, preparing and working with Developers on various new construction and conversion projects, townhouses and condominiums.

Conversion of Sunset Park Condominiums; 60 unit conversion.

Sweetwater Creek Single Family Development: Before it was sold to Arthur Rutenberg, because of pending Developer's move to California. Average Sales Price at the time was \$140,000 to \$375,000.

The Atrium on Bayshore Boulevard: A 126 unit high rise with a dynamic atrium, beautiful plants and glass elevators through the center of the building. Assisted Swire Properties in the selection of sales office sites which ultimately allowed for additional units and parking spaces. The Toni Everett Company sold this project from pre-sale to closeout. Prices ranged from \$150,000 to \$250,000 with \$350,000 for double units. Toni's staff was integrated with Developer's personnel.

The Elton Property Company: Assisted in the acquisition of sites, selecting ideas and themes for the developments, providing contracts and sources for the Developer. Toni Everett also aided with floor plans and marketing. The projects consisted of about 95 townhouses and almost all were pre-sold.

The Wilson Company: 10 units in the \$320,000 to \$425,000 price range, pre-sold units and site.

Original Member of Confederation of International Real Estate: (This later became Great Estates and eventually Christie's) The Toni Everett Co. was selected to represent the City of Tampa; one person in each city in the U.S. and foreign countries is chosen. This is an international relocation service. Was also selected for Sothebys, however, this gave The Toni Everett Company more coverage and allowed the Toni and the company to retain their identity.

Sales Volume: \$20,000,000 contracted by Toni Everett in condominium sales alone, exclusive of agents or general real estate in one year and sales volume up to \$40,000,000.

The Marina Club of Tampa: Sold site, helped Developer, planned project, assisted in joint venture partner's decision to come to Tampa. Prices ranges from \$70,000 to \$165,000, townhomes and condos including 3-4 mid-rises and 6-8 buildings of townhomes. Developer sold last two buildings to another Developer owner as rental condos.

Monte Carlo Towers: 205 units, pre-sold 135 prior to construction. Price ranges from \$125,000 to \$425,000.

Bayshore Regency: Developer/Principal/Sales Agent; Pre-sold all but 4 units with no advertising. Units were between 2,600 and 5,000 square feet, prices range from \$235,000 to \$650,000. Last four units sold one month after ground breaking. Prices went as high as \$1,080,000, some units worth \$2,000,000-\$3,000,000 stripped.

Hillsboro Mile: A mid-rise condominium, prices ranged between \$750,000 and 1,500,000.

615 Bayshore: 16-story condominium. Toni Everett was head of sales. Operated with the Real Estate Company of my choosing to participate with me. Priced between \$350,000 and \$650,000, during all of these years maintained my present high volume sales in the general real estate market of \$500,000 to \$1,000,000 type homes and condominium re-sales.

Member of International/National Relocation Group that handles property valued at \$500,000 into the millions.

Outside Activities and Committees Served:

Scholarship Fund Raising Weekend; Chairman of 17 Headman Committee for weekend; 4 day fun and money making weekend for scholarships, made more money than previous years. Layout for Tomokan Yearbook; Pi Beta Phi Sorority; Ball decorations for Fiesta Weekend for several years where project was to change the whole of the building, ceilings, walls, etc.

Tampa Pi Beta Phi Alumni club: Easter Seal Guild of Tampa Charity Ball Chairman; making more money than previous years; docent work at the Art Museum in Tampa.

Undertook contracting and sub-contracting all construction for house restoration, handling all of the interior decorations. Also during this time, traveled all over South America and Europe.

Member in "Who's Who in Luxury Real Estate"

Chairman and Founder of Tampa Junior Dance Cotillion: Board of Tampa Historical Society, Board of Tampa Preservation Society and President of Golfview Garden Club.

Committee of 100; Downtown Development; Industrial Task Force; Port Authority Task Force; Waterfront Development Task Force.

REFERENCES

Atrium & Harbour House:	Mr. Charles Juengling Recently Relocated Number upon request
The Bayshore Regency & Marina Club:	Mr. David Metzner 724 746 9191
The Bayshore Regency & Monte Carlo Towers:	Mr. Antonio Martinez Monfort 813 243 1414 813 207 0382
The Wilson Co:	Mr. Jack Wilson 813 281 8888
Bayshore Title:	Mr. Bruce Tigart Ms. Cindy Tigart 813 878 0066
The Elton Company:	No longer in this area, but if needed, can be reached upon request.

IN DEPTH-CONDOMINIUM HISTORY **ON BAYSHORE BOULEVARD**

Note: Original developer contracts and sales on file in our office archives for proof of the following.

Out of 10 projects initiated on Bayshore and the Bayshore area, The Toni Everett Company is responsible for six of the ten.

PINNACLE: (A Toni Everett Co. project) 93 Units. Rental building converted to sales during construction. The building consisted of questionably awful floor plans. The building has five owners located in Miami, Florida. The policy and pricing changed each month, allowing Toni the opportunity to learn the bartering system. The construction company that was committed to the project had gone bankrupt. Toni was hired to help finish the building, turn around the public relations end of the business and eventually sell out the building. When the building was $\frac{3}{4}$ sold, Toni went on to the Howell Park Condominiums, leaving another company employee in charge of completing the Pinnacle. This individual is still employed today by The Toni Everett Company.

HOWELL PARK: (A Toni Everett Co. project) 52 Units. Freedom Federal Savings & Loan Community Project. The 1st building was sold directly by the Owner. The building then developed major leaks and public relations problems. Toni was hired to turn the project around and finish the sell-out. After isolating the major leak in building #1 and improving public relations, Toni finished the sell-out of building #2. The building was sold by word of mouth – no advertising was used.

HARBOUR HOUSE: (A Toni Everett Co. project) 148 Units. Swire International hired The Toni Everett Company for conversion of 148 units at Harbour House. Toni was on site by herself handling walk-ins, sales, typing of contracts, color selections, and renovation orders. The VP of Swire pitched in and handled all actual renovations. We sold out the building in six months, completely closing out with renovations of units within one year. It was the fastest sell-out of a conversion in Florida.

The Toni Everett Company still has management on that site and used no advertising, just networking and word of mouth. Toni Everett was hired on an on-site, co-brokering basis, under contract for the Harbour House and the Atrium by Swire International and integrated into the Developer's staff.

THE ATRIUM: (A Toni Everett Co. project) 125 Units. Toni Everett did pre-sales and resales once again for Swire International. Toni worked with a site secretary and one other person employed by the Developer (Swire). They used site secretaries and sales agents from The Toni Everett Company intermittently as backup when needed for increased traffic to the project. When the building was $\frac{3}{4}$ sold out, Toni went to the Monte Carlo Towers while continuing The Atrium's sales. Employees from both Swire and The Toni Everett Company completed The Atrium project.

MONTE CARLO TOWERS: (A Toni Everett Co. project) 205 Units. The Toni Everett Company had been pre-selling both The Atrium and Monte Carlo Towers at the same time. After Toni hit 80 out of 125 pre-sells at the Atrium, she began to pre-sell the Monte Carlo Towers. The buildings were a year apart in completion and there was absolutely no conflict in the floor plans or the pricing.

- a. Pre-sales were 135 out of 205
- b. 20% interest hit during closing, and we had some drop-outs and 10% deposits left on the table. (It was considered creative closing) Almost $\frac{1}{2}$ to $\frac{3}{4}$ of the closings were completed at The Atrium at this time.
- c. Toni was at the Monte Carlo Towers during the re-sale period until such time as the Developer became Toni Everett's construction partner at the Bayshore Regency.

When the Monte Carlo Towers was more than $\frac{3}{4}$ sold out, The Toni Everett Company went on to concentrate on pre-sales for the Bayshore Regency, while doing resale's at the other buildings on Bayshore.

BAYSHORE REGENCY: (A Toni Everett Co. project) This is Toni's most important achievement. The Toni Everett Company was the marketing and sales partner of this project. Toni created the concept, put the deal together and optioned the land. Twenty-eight units were sold in the eight months prior to ground-breaking with the balance being sold sixty days after ground-breaking. All were solid contracts made with deposits of 30%. Advertising was as needed on one occasion; however, the majority of the building was sold word-of-mouth.

BAYSHORE TOWERS: The Bayshore Towers was converted by James Burt, Inc., a commercial real estate broker who put the deal together. The units were small by standard, between 700-900 square feet. It took approximately two years to convert the building.

THE BAYSHORE ROYALE: Built in 1929 as a hotel. Converted to condos by a group out of Sarasota, Florida. The group asked Toni to do the building, even though she was under contract to convert The Atrium and Monte Carlo Towers and waiting to go on-line. The group insisted and Toni was able to help this group with start up while she awaited the start-up of The Atrium and the Monte Carlo Towers. After start up of The Bayshore Royale, it was immediately evident that it would prove to be a difficult project. They would have to wheel and deal to get the ball rolling. When The Toni Everett Company brought in the first sixteen contracts to the developer, with some offers of \$2,000 less than asking, and others who wanted paint jobs or washer and dryers installed, the first 8 contracts were rejected. These were all workable and doable things the buyers were proposing, especially for units with inflated asking prices. It was impossible for a fast sell out unless the developer accepted the contracts in question. Toni predicted that mistake would cost the Developers three to four years, and the prices would plunge to rock bottom. As Toni predicted, they never recovered and had to sell at almost give-away prices. Had they taken the first 16, they would have been o.k. because that would have given them the highest comparable to continue with high price sales. The Toni Everett Company usually gets the highest dollar per square foot.

THE STOVALL: 33 Units Sold exclusively by Toni Everett.

GRANDVIEW: 68 Units Located on Harbour Island. Pre-sold 54 units of the 68 in four months. This figure includes five of the eight penthouses. The transfer from reservation binders to hard contracts was without disruption even with 20% deposit requirements.

345 BAYSHORE: 241 Unit – apartment building. Conversion to condominiums. Sales began in late June 2001. Over 60 units were sold in four months. By late November, 2001, this number was closed even with the 9/11 situation. By April 1, 2002 110 units sold, close out was in beginning of 2004, resales now available.

Porto Bellagio: 17100 North Bay Road, Sunny Isles, FL 33160
Lehman Brothers Lender
500 Unit Condominium Conversion
Price Range from \$190,000's to \$600,000's
Bedrooms/Bathrooms: 1/1, 2/1, 2/2, 3/2

The Plaza Harbour Island: 402 Knights Run Avenue Tampa, FL 33602
Lehman Brothers Lender
Building 1 of 3 Phase Project
Last available lot left on Harbour Island
Bedrooms/Bathrooms: 1/2, 2/2, 2/2.5, 3/3, 3/3.5, 4/4

O2 at Pinnacle Place:

Two twin 41-story towers

170 units in each

Price Range: \$250,000's to \$2,500,000

Phase I building 80% sold out

Trump Tower Tampa: on Hillsborough River

191 Units

Price Range: \$500,000's to \$6,150,000