

MIDDLETON
TAMPA BAY

THE LISTING PRESENTATION

From *Listed* to Sold

A considered approach to presenting every home well, from the first condominium to the waterfront estate.

CONDOMINIUMS · FAMILY HOMES
HISTORIC · WATERFRONT · ESTATES

TAMPA BAY EDITION 2026 / 2027
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ON THE COVER: MARK ALLEN MIDDLETON · ABOVE: A TAMPA BAY FAMILY HOME

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MIDDLETON TAMPA BAY

Selling a distinctive home requires a *distinctive approach.*

Every home has a story worth telling well. Whatever the size, style or price, the work is the same: understand it, present it beautifully, place it in front of the right buyers and protect your outcome from the first conversation to the closing table.



A LETTER

Dear Homeowner,

Thank you for the opportunity to talk about your home. Few decisions carry as much financial and personal weight, and I do not take the invitation lightly.

I see Tampa Bay from several vantage points: as a REALTOR®, a photographer, a business owner, a community leader and a neighbor who has called this region home since 1984. Each one shapes the way I bring a home to market.

Some of the homes I represent sit on the water behind iron gates. Many more are condominiums, bungalows, townhomes and family homes on quiet streets. The approach does not change. Each client receives the same preparation, the same presentation and the same personal attention, because the decision to sell is significant at every price.

There are many people who can put a home on the market. My responsibility is to make yours matter in the market.

With gratitude,

MARK ALLEN MIDDLETON
REALTOR® · BROKER ASSOCIATE · COMPASS

A PHILOSOPHY

Luxury is not a price point. *It is a standard of execution.*

The word luxury is usually attached to a number. I attach it to a way of working. It describes how carefully a home is prepared, how thoughtfully it is photographed, how rigorously it is priced and how patiently it is negotiated.

A first condominium deserves the same care as a waterfront estate. A modest bungalow deserves the same strategy as a gated residence. What changes from one home to the next is the audience, the timing and the story. The standard stays exactly where it is.

That consistency is the reason clients refer their friends, their parents and their children, and the reason so much of my business returns to me year after year.



A DOWNTOWN CONDOMINIUM RESIDENCE WITH SKYLINE VIEWS

Every address, *the same attention.*



A NEW-CONSTRUCTION POOL HOME



A COURTYARD POOL, HISTORIC ST. PETERSBURG



A GULF-VIEW CONDOMINIUM

WHAT ADAPTS TO YOUR HOME

The likely buyer pool, the marketing channels, the launch timing and the story we tell.

WHAT NEVER CHANGES

Professional presentation, disciplined pricing, personal oversight and clear communication.



BY THE NUMBERS · REALTRENDS VERIFIED 2026

Experience you can *measure.*

$500M+
CAREER SALES
In career real estate sales volume.

1.5%
TOP NATIONWIDE
Among real estate professionals in the United States.

1984
CALLING TAMPA BAY HOME
More than four decades of local perspective.

50 to 100+
HOMES SOLD ANNUALLY
By the Middleton Tampa Bay team.

9
PROFESSIONAL DESIGNATIONS
Including GRI, CIPS, CRB, SRS, ABR and SFR.

Top 200
TAMPA BAY REAL PRODUCERS
Recognized in 2025.

Relationships built *far beyond one transaction.*



"Leadership has allowed me to build relationships throughout Tampa Bay, across Florida and around the world."

Those relationships mean earlier awareness of market and policy changes, trusted colleagues on the other side of the table and a referral network that reaches well beyond the region.

SERVICE AND RECOGNITION

- Rotary International District Governor, District 6950, 2026 to 2027
- Vice President and Board Leadership, Suncoast Tampa Association of REALTORS®
- Director and Leadership Academy, Florida REALTORS®
- Board of Directors, National Association of REALTORS®
- Leadership Pinellas, Class of 2024

THE STORYTELLER

Before I marketed homes, *I learned to tell stories.*

Photography taught me to see light, line and proportion, and to notice the details that make a place feel like home. Those instincts now guide every listing I present.

My documentary, *Delightful Dunedin*, was selected for the 2026 Dunedin International Film Festival, and my channel, *Living and Buying in Tampa Bay*, introduces buyers to the communities they are considering long before they tour a home.



DUNEDIN, SUBJECT OF Delightful Dunedin



DAVIS ISLANDS, TAMPA

LOCAL KNOWLEDGE

Tampa Bay is *not one market.*

It is dozens of them, each with its own buyers, rhythms and price behavior. A Gulf-front condominium, a Seminole Heights bungalow and a new home in Wesley Chapel do not sell the same way. Knowing the difference is where pricing begins.



BAYSHORE BOULEVARD, TAMPA



OLD NORTHEAST, ST. PETERSBURG



CLEARWATER BEACH



INDIAN ROCKS BEACH



SAFETY HARBOR



PALM HARBOR

AREAS OF EXPERIENCE

From the Gulf beaches *to the suburbs.*

HILLSBOROUGH

Tampa
Hyde Park
Davis Islands
Bayshore
Odessa

PINELLAS

St. Petersburg
Dunedin
Clearwater
Tarpon Springs
The Gulf Beaches
Tierra Verde

PASCO

Land O' Lakes
Wesley Chapel

From waterfront and historic homes to condominiums, townhomes and new construction, the strategy is built around the neighborhood, not a template.



THE PROCESS

Seven steps, *one point of accountability.*

01

Consultation and Discovery

We walk the home together and talk through your goals, timing and priorities, then review what the market is doing at your price and in your neighborhood.

02

Strategic Planning

A pricing strategy grounded in current comparable sales and active competition, paired with a launch calendar and a marketing plan sized to your home.

03

Preparation and Presentation

Guidance on repairs, decluttering and staging, followed by professional photography, drone imagery, video, a 3D tour and a floor plan.

04

Marketing and Exposure

A coordinated launch across the MLS, Compass, the major portals, social media, email and direct agent-to-agent outreach.



05
Showings and Feedback

Every showing prepared for and followed up on. Agent feedback is gathered and shared with you in plain language.

06
Negotiation and Contract

Offers are reviewed term by term, not just by price. Inspection, appraisal and timing are negotiated with the same care as the offer itself.

07
Closing and Beyond

I coordinate lender, title and inspectors through the closing table, and remain a resource long after the keys change hands.

You will always know what is happening, why it is happening and what comes next.

POSITIONING

Three decisions *shape everything that follows.*

I

Who is the buyer?

Every home has a most likely buyer pool. Identifying it determines where we market, how we describe the home and when we launch.

II

What will they value?

A dock, a walkable street, a renovated kitchen, low maintenance or room to grow. We lead with what matters most to the people most likely to buy.

III

Where does value meet the market?

Price is set by evidence, not hope. Current sales and active competition tell us where your home will draw attention and strong offers.



A WATERFRONT KITCHEN WITH OPEN-AIR DOORS



MARKETING

Four pillars of *a successful sale.*

01

Property Positioning

Pricing and presentation decisions made with intention, so the home enters the market with clarity and confidence.

02

World-Class Presentation

Professional photography, cinematic video, aerial imagery and tours that let buyers experience the home before they visit.

03

Targeted Reach

Exposure where the right buyers and their agents are already looking, locally, statewide, nationally and around the world.

04

Exceptional Results

Thoughtful negotiation and steady oversight that protect your price, your terms and your timeline.

Your listing photos are *the first showing.*



Most buyers decide whether to visit within seconds of seeing a listing online. Presentation is not decoration. It is strategy.

- Professional photography by BOS Images
- Drone photography and aerial video
- 3D tours and measured floor plans through CloudPano and Zillow 3D
- Virtual staging where it helps buyers see the potential
- Property descriptions written to be read, not skimmed



AERIAL CONTEXT FOR A HISTORIC ST. PETERSBURG HOME

Photograph *Film* *Fly* *Tour* *Measure*

Small decisions, *meaningful returns.*





You do not need a renovation to sell well. In most homes, a short list of thoughtful improvements does more than a large budget. We will walk the home together and decide what is worth doing, and what is not.

BEFORE THE PHOTOGRAPHER ARRIVES

- Repair the small things buyers notice first: lights, hardware, caulk and paint touchups
- Edit each room so the architecture and light lead
- Freshen the entry, landscaping and exterior lighting
- Open blinds, clean windows and set every room for daylight

DOCUMENTS THAT BUILD BUYER CONFIDENCE

- Roof, HVAC and water heater ages, with any warranties
- Permits for past improvements
- Wind mitigation and four-point reports, when available
- Flood zone information and insurance history
- HOA or condominium documents and fees

The goal is not perfection. It is confidence, for you and for every buyer who walks through the door.



LAUNCH

The first fourteen days *matter most.*

Buyer attention is highest when a home is new to the market. The launch is planned so that momentum builds from the first day.

01

Prepare

Media complete, pricing confirmed, the home show-ready and a preview list of agents with active buyers.

02

Introduce

The listing launches across the MLS, Compass and every major portal with full photography, video and tour.

03

Amplify

Social media, email campaigns, targeted digital advertising and direct outreach to agents across the region.

04

Respond

Showing activity, online engagement and feedback are reviewed together, and we adjust with evidence, not guesswork.



THE SHOWING EXPERIENCE

Every visit is *an opportunity*.

Prepared

Each showing is scheduled with care, with the home lit, set and ready.

Considered

Agents receive the details that matter: upgrades, documents and what makes the home different.

Observed

Interest is tracked by visit, by agent and by the questions buyers ask.

Acted Upon

Feedback becomes decisions about presentation, pricing or terms when the evidence calls for it.

Personal oversight, *from launch to closing.*



01	Launch with intention	A clear plan for price, presentation and timing before a single photo goes online.
02	Read the market	Weekly review of showings, competing listings, new sales and buyer activity.
03	Respond intelligently	Adjustments made early and for good reason, never out of impatience.
04	Communicate clearly	Regular updates with context, so you always understand where things stand.
05	Protect the outcome	From offer through inspection, appraisal and closing, every term is watched closely.



THE ST. PETE PIER AND DOWNTOWN ST. PETERSBURG

REACH

More than distribution. *Connection.*

Listing syndication puts a home online. Relationships put it in front of the right people. Agent-to-agent outreach, relocation channels and referral networks extend every listing beyond the portals.

Local

Agents, buyers and neighbors who know the area, reached directly and early.

Statewide

Florida REALTORS® relationships and buyers relocating within the state.

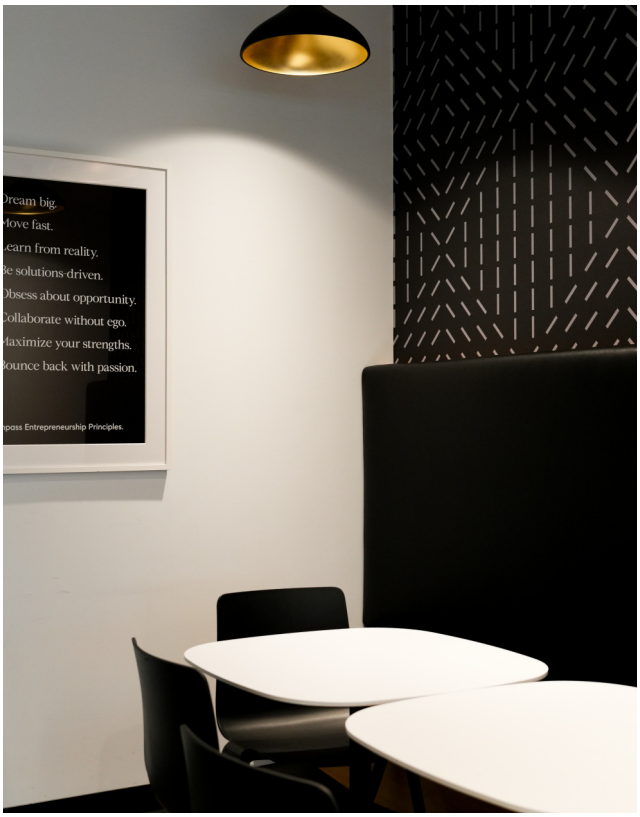
National

Compass agents across the country and buyers searching from other states.

Global

International connections through CIPS training and Rotary service around the world.

"You hired an advisor. You should always feel like you have one."



CLIENT MEETING ROOM, COMPASS TAMPA

WHAT YOU WILL RECEIVE

- **Consistent updates** on activity, interest and the market around you
- **Meaningful feedback** from showings, summarized honestly
- **Market context** on new listings, price changes and recent sales
- **Clear recommendations** with the reasoning behind them

WHAT YOU CAN EXPECT

Proactive	*not reactive*
Candid	*not convenient*
Personal	*not automated*

You will hear from me directly, not from an assistant or an automated report. When something changes, you will know what it means and what I recommend, and when the news is not what we hoped, you will hear it plainly and early.



COMPASS, TAMPA

ACCOUNTABILITY

A single point of accountability, *backed by Compass.*

When you list with me, you work with me. I lead the strategy, the pricing, the negotiation and the communication, so nothing important is handed off or lost along the way.

Behind that relationship is the support of Compass: national marketing resources, technology, a network of agents across the country and a local office in Tampa built for client meetings.

THE TEAM

Dan Schulz

REALTOR® · GRI · TRUSTED REAL ESTATE ADVISOR

Dan has worked alongside me for more than four years. He provides continuity on showings, coordination and client care, so your sale keeps moving every day of the week.

SELECTED SALES

Recent work, *notable results.*



800 18TH AVENUE NORTH, ST. PETERSBURG

A selection of recent sales. Every listing, at every price, receives the same team, the same process and the same standard shown here.

The same preparation and pricing discipline guide a first condominium sale as surely as they guide an estate.

PROPERTY	PRICE	BEDS / BATHS	SQ. FT.
800 18th Avenue North	$1,250,000	5 / 4	3,058
19717 Gunn Highway	$2,000,000	4 / 4	5,125
1338 Weybridge Lane	$1,519,000	5 / 3	3,156
751 Mandalay Avenue	$1,310,000	3 / 2	1,856
888 16th Avenue North	$1,210,000	4 / 3	2,430
600 Reserve Lane	$1,475,000	4 / 4	2,832

Prices shown are sale prices. Square footage is heated living area as reported.



CLOSING AND BEYOND

The transaction may end. *The relationship does not.*

Final coordination

Lender, title, inspectors, repairs and walkthrough managed on one calendar, with nothing left to chance.

Property handoff

Keys, codes, warranties and documents organized for a smooth transition to the new owner.

Your priorities

Moving dates, a lease back or a purchase of your own, coordinated around what matters to you.

Heard *Informed* *Protected* *Confident*

A trusted network, *yours to use.*



Over the years I have come to know the professionals who do excellent work in this region. They are available to you before, during and long after your sale. Ask me any time.

Home

Inspectors, insurance advisors, lenders and title professionals.

Property

Landscaping, pool care, pest control and seasonal maintenance.

Design

Stagers, interior designers, painters and organizers.

Trades

Licensed contractors, roofers, electricians and plumbers.

Move

Movers, storage and relocation support across Tampa Bay and beyond.

Community

Introductions to the clubs, causes and people that make a place home.



THANK YOU

It would be a privilege *to represent your home.*

Thank you for your time and your trust. Whatever your home and whatever your plans, I would welcome the chance to bring the same care described in these pages to your sale.

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MIDDLETON
TAMPA BAY

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COMPASS

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