

DEREK CARLSON

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Southwest Florida Real Estate...With A Passion

- Team of 5 full-time real estate specialists
- Voted best client satisfaction and service in 2006
- Specializing in waterfront and golf communities
- Marketing your unique property to unique buyers
- Assisting you in buying your dream home

Success is a choice. Promising their clients passion, persistence, and a proactive approach in making their goals a reality, Carlson & Company offers the highest level of honesty, integrity, and customer service in Southwest Florida, including Naples, Marco Island, Fort Myers, Estero, Cape Coral, and Bonita Springs. Derek Carlson, President of Carlson & Company explains, "In representing buyers, it is our responsibility to ask the correct questions in the discovery process, inform, and negotiate the best possible terms. Our mission is to handle even the smallest detail, exceeding our clients' expectations." In representing sellers, Carlson & Company advises their

clients throughout the entire process including everything from how to price their home and how to market it effectively. "We offer premium listing services to all our clients – which include virtual tours, advertisements in local and national publications, open houses, 8 global web sites and a host of other marketing activities." Carlson & Company offers their clients the best real estate services including customer service, technology, and marketing solutions in Southwest Florida. Acutely aware that a home is usually the biggest purchase or transaction of clients' lives, Carlson & Company accepts their trust as serious responsibility. Remember, success is a choice.