



**SMILEY & MARLENE PAPENFUS**  
 Making Real Estate Dreams Reality

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**Why Smiley?** → [www.SmileySold.com](http://www.SmileySold.com)

SmileyPapenfus@gmail.com

ALIGN RIGHT Realty  
 MLS REALTY

## BIO – SMILEY PAPENFUS

Keyboard  
**RIGHT ARROW**  
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I started Real Estate in 1978 in South Africa and sold 99 properties in my record year. These results come from passion, hard work and excellent CUSTOMER SERVICE. I've lived in the local Tampa region since 1994. As a professional realtor I utilize a FAR SUPERIOR **25 Point Success Marketing Plan** to get your home sold *on time* and for *TOP \$\$\$* – see page 3...

I do most of my work with BUYERS & SELLERS in [Tampa, Brandon, Valrico, Lithia, Riverview, Apollo Beach, Ruskin, Sun City, Seffner, Dover, Plant City & surrounding areas](#).

My wife Marlene & I are an excellent **Real Estate team** – Marlene does our '*After Sales follow-up & Admin*', freeing me to focus on '*Marketing & Sales*'.

Our **REPUTATION** is an [Experienced, Successful & Professional Realty Team](#).

[Experience](#) is knowing & using *Current Market Conditions* and *Professional Skills* to...

- get top \$\$\$ for our **sellers** – *I don't COLLECT listings; I SELL listings – SmileySOLD!!!*
- beat other interested **buyers** & negotiate the best price.

Our **GOAL** is your [Positive Real Estate Experience](#) to earn your testimony & referrals, by **DELIVERING** on **all three Real Estate R's** → Reachable, Reliable, Results.

I'm the founding member and first president of **Business Network International** ([www.BNI.com](http://www.BNI.com)), '[Money Source](#)' [Valrico Chapter](#) since 2006, connecting my clients to a very large network of local business & professional services.

### **Networks...**

BNI (Business Network International) – 20,000 people.

The Crossing Church – 10,000 people.

My personal active client list – over 500 satisfied customers (and growing).

Our Company – Signature Realty Associates – 175+ local realtors – largest localized Real Estate company with the most successful realtors writing up the greatest volume of business – our results are our testimony.

Your **enquiries** and **referrals** will always be treated with PRIORITY!

[Smiley & Marlene Papenfus](#) – Realtor – **Why Smiley?** → [www.SmileySold.com](http://www.SmileySold.com)

Smiley **for Marketing & Sales**:- 813.600.3292 W 813.765.6145 C [SmileyPapenfus@gmail.com](mailto:SmileyPapenfus@gmail.com)

Marlene **for After Sales Admin**:- 813.600.3443 W 813.503.1660 C [MarlenePapenfus7@gmail.com](mailto:MarlenePapenfus7@gmail.com)

Search for your Dream Home like a Realtor → [www.SmileySold.com](http://www.SmileySold.com) (your up-to-date 'Search Homes' web-site).

## **TESTIMONIALS**

Smiley & Marlene Papenfus – Licensed Real Estate Agents with the State of Florida  
Smiley Papenfus – Realtor – Florida Military Specialist  
Signature Realty Associates

**John & Kathy Murtha** – 728 Berry Bramble Dr, Brandon, FL 33510 – Thank you Smiley & Marlene for getting our house sold in 30 days in this challenging market. We definitely made the right choice in realtors by selecting you two – you went the extra mile to accomplish the perfect end result. Your thoroughness was greatly appreciated! It was our pleasure getting to know you and Marlene.

**Bryan & Brooke Eggmann** – 16921 Hawkridge Rd, Lithia, FL 33547 – We were extremely pleased with the services provided by Smiley & Marlene to sell our home in a tough Real Estate market. They aggressively showed our home & kept us informed, which made us feel connected & involved. They were always available to do what ever it takes to make it happen. Our listing with them was stress free & very professional - catching the attention of many realtors, who almost daily brought buyers through our home. We cannot thank them enough for getting the job done on time. If we had it to do over again we would definitely choose them – they were a pleasure to work with.

**Diana Joyce** – 15321 Vireoglen Ln, Lithia, FL 33547 – Dear Smiley & Marlene, I sincerely thank you both for working so hard on my behalf to sell my house. You have worked harder & put more effort into selling this house than any other agent I have ever had work for me before. I have sold several homes in the past & never received so much help from anyone. In my absence you made all the arrangements for what needed to be done – organizing of service professionals to repair & stage the home. I can honestly say that this is the first time that I don't mind paying an agent a commission because of your diligence & the excellent service I received in return.

**Michael Allende** - Keller Williams® Realtor from Homestead, Orlando - My **Orlando client** asked me to refer her to a top to Brandon realtor to sell her Tampa property. My **online research** listed Smiley in the top 10. **Further analysis** placed Smiley on my top 3 short list. My **in depth research** of these top 3 showed Smiley to be a **top producer** who gives great personal & professional service – his **understanding** of the current Real Estate market sets him apart – plus he gets **good results** in a slow market. So I referred my Orlando client to Smiley who didn't let me down – **he sold her home in 7 days**. Good job partner!!!

**Brian Mest** – 656 Breezeway Ct, Brandon, FL 33511 – The new home you found me is such an amazing deal – it's the precious diamond that your persistent searching uncovered. I thank you for all of your assistance – you have gone above and beyond. I can't stop talking about this house and am still in awe – the price / location / design / extra's – it is all great and then some. How can I ever thank you?

**Shawn & Janet Doucet** – 2304 Lawrence Hall Str, Ruskin, FL 33570 – I would definitely recommend Smiley to anyone looking for the right home and the perfect deal. We looked for a house on our own for over 2 years through web-sites and other contacts, but when we enlisted the help of Smiley, we were able to narrow down the search and find our perfect home fairly quickly. He was always available to show us homes within our busy schedule and he really broke down the numbers to help us understand the bottom line. He really followed through on his commitment to help us find our wonderful new home at the right price and he supported us through the process to closing. He is the 'Number Crunching King' and an excellent example of how persistence pays off.

**Teresa Rojek, Master Home Stager** - As a Home Stager, I have worked with several different and competent professional realtors. As a home stager I have occasion to work with and observe several realtors, to see how they market the property and the advice they offer their client's regarding the condition of the property.

I have come to appreciate Smiley Papenfus of Signature Realty as a superlative realtor – he is very proficient in his trade. From my observation, Smiley's multi-faceted approach always gets good results – his staged listings sell in very good time, not in multiple-months as I've seen with others.

Smiley is a superior internet marketer and as he calls himself the "number crunching king". Smiley does his research and absolutely, positively KNOWS what the market will bear on any given property – as such, he can confidently offer his clients the very best guidance as they make these crucial decisions in the marketing of their property.

At one time I was a licensed realtor and as a result have a very high standard for those in the profession. With confidence I offer high praise for Smiley's abilities. I have recommended him to family, neighbors & friends and will continue to do so without hesitation.



## Smiley & Marlene Papenfus

Your Experienced, Successful & Professional Realty Team

- 813.600.3292 W – 813.765.6145 C – 866.550.0431 F
- SmileyPapenfus@gmail.com – MarlenePapenfus7@gmail.com
- **Why Smiley?** → [www.SmileySold.com](http://www.SmileySold.com) – [www.SmileyRealEstate.US](http://www.SmileyRealEstate.US)

### Our 25 Point Success Marketing Plan

- \* **Listing Appointment** – a well prepared market analysis of your home.
- \* **Strategic Pricing** – Comparative Market Analysis (CMA) – in market demand, for the highest market price.
- \* **Home Staging** – making your home shine for a timely sale at top \$\$\$.
- \* **25-50 High Quality Pictures** – 25 allowed on the MLS – showing your home in its best possible light.
- \* **Superior MLS Listing** – around 12 hours meticulously listing your home *versus* 1 to 2 hours minimum effort.
- \* **Full Clear Description** of the home and its best features with sellers input of all \$\$\$ upgrades.
- \* **'Quick Virtual Tour'** that clients & realtors actually watch, showcasing your home - unlimited pictures.
- \* **Internet Marketing** – professionally represented on 900+ Real Estate web-sites, locally, nationally & globally.
- \* **Advertising** – mass eMails of the Virtual Tour and on social media.
- \* **Intranet** – Signature Realty Associates – 175 local Realtors.
- \* **Networks** – Business Network International – local & global (BNIconnect); 550+ previous referring clients.
- \* **Sign** – 15% of sales come off our effective large print sign – text code for instant virtual tour & lead capture.
- \* **Flyers** – 2 Sided informational MLS flyers with best pictures.
- \* **Open House** – MLS & Galaxy Open House internet advertising PLUS signage – screening & follow-up.
- \* **Brokers Open** – lunch provided as your home is show-cased to local realtors with qualified buyers.
- \* **Appointments & Feedback** – set-up showings; discovering hot prospects.
- \* **Lead Capturing** off our Virtual Tour riders, [www.SmileyRealEstate.US](http://www.SmileyRealEstate.US) & many popular Real Estate web-sites.
- \* **Traffic** – weekly Email internet traffic report.
- \* **Market Analysis** – weekly measuring market response and timely adjustments; to never loose momentum.
- \* **Customer Service** – always accessible by Telephone, Email or Text – usually 6 am to 10 pm.
- \* **Contract & Financing Review** – presenting all qualified offers.
- \* **Skillfully Negotiating** your best market price without losing the buyer.
- \* **Inspections** – coordinating 4 Point, Full, Wind mitigation, Mold, Lead paint, Chinese drywall and Termite.
- \* **Appraisal & Survey** – your best possible appraised price to move the sale to close .
- \* **Insurance** – 4 Point >> Roof (years left, deductions), Electrical, Plumbing and A/C.
- \* **Title and Close** – 30 year experienced title company to bring us to close.

### Our Values & Success Story

- \* **Our Core Values** – Diligence and Integrity; our word is our bond.
- \* **Motivation** – work hard, make it happen, get results.
- \* **Experience** – started Real Estate in 1978 in South Africa; lived locally since 1994.
- \* **Success** – sold 99 properties in my record year.
- \* **Team** – Marlene & I have been a united successful team since 1979.
- \* **Passion** – I get great satisfaction helping people achieve their Real Estate GOALS.
- \* **Military** – I am a 'Florida Military Specialist'.

Sincerely,

Smiley & Marlene Papenfus

Smiley is a '[Marketing / Sales/Negotiation Specialist](#)'

Marlene is an '[After Sales / Admin. Specialist](#)' – your **make-it-happen** Real Estate team!!



## COMMUNITY INVOLVEMENT

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### COMMUNITY INVOLVEMENT

#### MacDill Ambassador Program

This is a volunteer program for REALTORS® who meet the required qualifications to serve our troops in the Real Estate Office on MacDill AFB when scheduled to do so. This program is designed to serve and meet the housing needs of our troops who've been transferred to Tampa Bay and NOT to recruit clients or generate business.

Ambassadors should have two years membership in GTAR and be a fulltime REALTOR® with priority given to applicants with at least one NAR approved designation and who have had at least 10 closings. Ambassadors will have to attend orientation.

Our MacDill Ambassadors program is not currently open for new volunteers.

If you meet the criteria listed above, please click [here](#) to send an email to Lisa Couture that you would like to be notified upon additional volunteer ambassador enrollment.

Current ambassadors can view the [coverage schedule](#).



FLORIDA

MILITARY

SPECIALIST

A FloridaRealtors® Certification



# NATIONAL ASSOCIATION OF REALTORS®

## CODE OF ETHICS

### Preamble

**U**nder all is the land. Upon its wise utilization and widely allocated ownership depend the survival and growth of free institutions and of our civilization. REALTORS® should recognize that the interests of the nation and its citizens require the highest and best use of the land and the widest distribution of land ownership. They require the creation of adequate housing, the building of functioning cities, the development of productive industries and farms, and the preservation of a healthful environment.

**S**uch interests impose obligations beyond those of ordinary commerce. They impose grave social responsibility and a patriotic duty to which REALTORS® should dedicate themselves, and for which they should be diligent in preparing themselves. REALTORS®, therefore, are zealous to maintain and improve the standards of their calling and share with their fellow REALTORS® a common responsibility for its integrity and honor.

**I**n recognition and appreciation of their obligations to clients, customers, the public, and each other, REALTORS® continuously strive to become and remain informed on issues affecting real estate and, as knowledgeable professionals, they willingly share the fruit of their experience and study with others. They identify and take steps, through enforcement of this Code of Ethics and by assisting appropriate regulatory bodies, to eliminate practices which may damage the public or which might discredit or bring dishonor to the real estate profession. REALTORS® having direct personal knowledge of conduct that may violate the Code of Ethics involving misappropriation of client or customer funds or property, willful discrimination, or fraud resulting in substantial economic harm, bring such matters to the attention of the appropriate Board or Association of REALTORS®.

**R**ealizing that cooperation with other real estate professionals promotes the best interests of those who utilize their services, REALTORS® urge exclusive representation of clients; do not attempt to gain any unfair advantage over their competitors; and they refrain from making unsolicited comments about other practitioners. In instances where their opinion is sought, or where REALTORS® believe that comment is necessary, their opinion is offered in an objective, professional manner, uninfluenced by any personal motivation or potential advantage or gain.

**T**he term REALTOR® has come to connote competency, fairness, and high integrity resulting from adherence to a lofty ideal of moral conduct in business relations. No inducement of profit and no instruction from clients ever can justify departure from this ideal.

**I**n the interpretation of this obligation, REALTORS® can take no safer guide than that which has been handed down through the centuries, embodied in the Golden Rules, "Whatsoever ye would that others should do to you, do ye even so to them."

**A**ccepting this standard as their own, REALTORS® pledge to observe its spirit in all of their activities and to conduct their business in accordance with the tenets set forth below

### Article 1

When representing a buyer, seller, landlord, tenant, other client as an agent, REALTORS® pledge themselves to protect and promote the interests of their client. This obligation to the client is primary, but it does not relieve REALTORS® of their obligation to treat all parties honestly. When serving a buyer, seller, landlord, tenant or other party in a non-agency capacity, REALTORS® remain obligated to treat all parties honestly.

### Article 2

REALTORS® shall avoid exaggeration, misrepresentation, or concealment of pertinent facts relating to the property or the transaction. REALTORS® shall not, however, be obligated to discover latent defects in the property, to advise on matters outside the scope of their real estate license, or to disclose facts which are confidential under the scope of agency or non-agency relationships as defined by state law.

### Article 3

REALTORS® shall cooperate with other brokers except when cooperation is not in the client's best interest. The obligation to cooperate does not include the obligation to share commissions, fees, or to otherwise compensate another broker.

### Article 4

REALTORS® shall not acquire an interest in or buy or present offers from themselves, any member of their immediate families, their firms or any member thereof, or any entities in which they have any ownership interest, any real property without making their true position known to the owner or the owner's agent or broker. In selling property they own, or in which they have any interest, REALTORS® shall reveal their ownership or interest in writing to the purchaser or the purchaser's representative.

### Article 5

REALTORS® shall not undertake to provide professional services concerning a property or its value where they have a present or contemplated interest unless such interest is specifically disclosed to all affected parties.

### Article 6

REALTORS® shall not accept any commission, rebate, or profit on expenditures made for their client, without the client's knowledge and consent.

When recommending real estate products or services (e.g., homeowner's insurance, warranty

programs, mortgage financing, title insurance, etc.), REALTORS® shall disclose to the client or customer to whom the recommendation is made any financial benefits or fees, other than real estate referral fees, the REALTOR® or REALTORS®'s firm may receive as a direct result of such recommendation.

### Article 7

In a transaction, REALTORS® shall not accept compensation from more than one party, even if permitted by law, without disclosure to all parties and the informed consent of the REALTOR®'s client or clients.

### Article 8

REALTORS® shall keep in a special account in an appropriate financial institution, separated from their own funds, monies coming into their possession in trust for other persons, such as escrows, trust funds, clients' monies, and other like items.

### Article 9

REALTORS®, for the protection of all parties, shall assure whenever possible that all agreements related to real estate transactions including, but not limited to, listing and representation agreements, purchase contracts, and leases are in writing in clear and understandable language expressing the specific terms, conditions, obligations and commitments of the parties. A copy of each agreement shall be furnished to each party to such agreements upon their signing or initialing.

### Article 10

REALTORS® shall not deny equal professional services to any person for reasons of race, color, religion, sex, handicap, familial status, national origin, or sexual orientation. REALTORS® shall not be parties to any plan or agreement to discriminate against a person or persons on the basis of race, color, religion, sex, handicap, familial status, national origin, or sexual orientation.

REALTORS®, in their real estate employment practices, shall not discriminate against any person or persons on the basis of race, color, religion, sex, handicap, familial status, national origin, or sexual orientation.

### Article 11

The services which REALTORS® provide to their clients and customers shall conform to the standards of practice and competence which are reasonably expected in the specific real estate disciplines in which they engage; specifically, residential real estate brokerage, real property management, commercial and industrial real estate brokerage, land brokerage, real estate appraisal, real estate counseling, real estate syndication, real estate auction, and international real estate.

REALTORS® shall not undertake to provide specialized professional services concerning a type of property or service that is outside their field of competence unless they engage the assistance of one who is competent on such types of property or service, or unless the facts are fully disclosed to the client. Any persons engaged to provide such assistance shall be so

identified to the client and their contribution to the assignment should be set forth.

### Article 12

REALTORS® shall be honest and truthful in their real estate communications and shall present a true picture in their advertising, marketing, and other representations. REALTORS® shall ensure that their status as real estate professionals is readily apparent in their advertising, marketing, and other representations, and that the recipients of all real estate communications are, or have been, notified that those communications are from a real estate professional

### Article 13

REALTORS® shall not engage in activities that constitute the unauthorized practice of law and shall recommend that legal counsel be obtained when the interest of any party to the transaction requires it.

### Article 14

If charged with unethical practice or asked to present evidence or to cooperate in any other way, in any professional standards proceeding or investigation, REALTORS® shall place all pertinent facts before the proper tribunals of the Member Board or affiliated institute, society, or council in which membership is held and shall take no action to disrupt or obstruct such processes.

### Article 15

REALTORS® shall not knowingly or recklessly make false or misleading statements about other real estate professionals, their businesses, or their business practices.

### Article 16

REALTORS® shall not engage in any practice or take any action inconsistent with exclusive representation or exclusive brokerage relationship agreements that other REALTORS® have with clients.

### Article 17

In the event of contractual disputes or specific non-contractual disputes as defined in Standard of Practice 17-4 between REALTORS® (principals) associated with different firms, arising out of their relationship as REALTORS®, the REALTORS® shall mediate the dispute if the Board requires its members to mediate. If the dispute is not resolved through mediation, or if mediation is not required, REALTORS® shall submit the dispute to arbitration in accordance with the policies of the Board rather than litigate the matter.

In the event clients of REALTORS® wish to mediate or arbitrate contractual disputes arising out of real estate transactions, REALTORS® shall mediate or arbitrate those disputes in accordance with the policies of the Board, provided the clients agree to be bound by any resulting agreement or award.

The obligation to participate in mediation and arbitration contemplated by this Article includes the obligation of REALTORS® (principals) to cause their firms to mediate and arbitrate and be bound by any resulting agreement or award.

(12/8/11)