



Your Blueprint To Home Selling Success



Call the PBP Real Estate Team today! (561) 395-8418

Thank You

Thank you for the opportunity to help you sell your property! We are extremely honored that you would consider Palm Beach Premier Real Estate to guide you through this very exciting time. Whether it's the first property you sell, or you have been buying and selling properties for years, we want you to know that we are here for you every step of the way. This package will outline the marketing process used by us here at Palm Beach Premier Real Estate and answer questions you may have about our team as well.

We look forward to working with you now and for many years to come.

- Grant and Gia Freer



Meet The Team

GRANT FREER

Founding Broker

Experience and proven results! I am 100% committed to ensuring the sale of your home is a smooth and profitable transaction. With a robust background in accounting and finance as well as a number of successful business ventures, I bring over 25 years of professional experience to the PBP team. Combining these strengths with my high-level marketing expertise, sales skills and knowledge of the housing market gets your property SOLD for the highest price in the shortest amount of time. I pride my team and myself on our ability to bring a superior level of integrity, knowledge, and innovation to every transaction. The entire PBP team is committed to providing a 5-star customer experience for every buyer and seller we have the pleasure of representing.

GLADYS BARATTA

Administrative Assistant

Every great office needs a great administrative assistant to keep things running smoothly and efficiently. With over 20 years of Real Estate and Property Management specific administration experience, I know how to anticipate the needs of our team and take a proactive approach in keeping our office running at an optimum level. Communication and client satisfaction are our biggest goals and I love being able to support a great team so they can keep their focus on you and exceeding your expectations in every way!

GIA FREER

Broker & Office Manager

As one of the Brokers and the Office Manager for PBP, it is my job to make sure every seller is satisfied and every possible Buyer is made aware of your listing. With 15 years of experience in Real Estate Sales, I understand what it takes to make sure your house gets sold quickly and for the highest price possible. My #1 goal in managing our office is to ensure your complete satisfaction with our team. I fully understand that it is our clients who make us truly successful, and we are deeply appreciative of that here at PBP. I want your experience with us the best Real Estate experience you've ever had. I look forward to working with you and doing what it takes to making you a client for life!

ANNA CADIEUX

Transaction Manager

With over 10 years of experience in account management, customer service, and managerial experience, as well as over 5 years of real estate experience, it is my job to make every single Palm Beach Premier Real Estate transaction run smoothly, on time, and with full communication every step of the way. Whether we are helping you buy or sell Real Estate, superior customer service is my top responsibility! My goal is to always be proactive and make sure you know every detail of your transaction, every step of the way, so you are never left wondering, "What happens next?" I want every client to walk away from the closing table with a big smile on their face, and a great feeling about their entire real estate experience with our team.

Marketing Plan

The key to our marketing plan is the daily contacts we make to prospective buyers and to top agents in town who have buyers for your house. Traditional methods of waiting for buyers to come to us ("Passive Marketing" like open houses or newspaper advertisements) are not nearly as effective as physically contacting potential buyers or their agents and convincing them to look at your house. "ACTIVE marketing" makes the difference and you can count on us to promote your house to buyers!

1. Evaluate your house and competing properties using a Comparative Market Analysis.
 2. Price your house competitively to attract the greatest number of qualified buyers.
 3. Submit your house to the Multiple Listing Service.
 4. Place a professional "For Sale" sign and lockbox on the property when appropriate.
 5. *Hire a professional photographer to take pictures of your house for all marketing pieces (including websites, virtual tour and brochures).
 6. *Attach a 1-800 'call capture' rider to your sign. This is how we track buyers interested in your house.
 7. *Contact the Top agents in the marketplace for their potential buyers.
 8. *Email Real Estate Agents for their potential buyers.
 9. *Contact all agents who have recently shown houses similar to yours and see if their buyers are still available.
 10. *Prospect 3-4 hours per day and talk to 50-100 people per day looking for potential buyers and sellers.
 11. *Contact all buyer leads, centers of influence and past clients for their referrals and prospective buyers.
 12. *Pre-qualify all of our prospective buyers.
 13. *Syndicate your listing to hundreds of Real Estate Websites and Portals worldwide.
 14. Suggest and advise you as to any changes needed to make your property more saleable.
 15. Update you constantly as to any changes in the marketplace.
 16. Call you regularly with buyer feedback, showings and advice.
 17. Continue the above points weekly until an offer is written.
 18. Represent you on all offer presentations to assist you in negotiating the best possible price and terms.
 19. Handle all of the follow-up upon a contract being accepted including all buyer financing updates, title and other closing details.
 20. Deliver your check at closing.
- *ACTIVE not passive marketing ... the difference in getting your house SOLD!!!

Syndication Marketing

The more people who see your house, the more likely you will sell it for top market price.

90%

of buyers searched online during their home buying process.

92%

of buyers consider property photos essential.

40%

more views occur with a Virtual Tour than without.



Now that you've got a fantastic image and a sound marketing plan, it's time for one final step; getting your listing in front of potential buyers. This important step is what separates Palm Beach Premier Real Estate from the competition, by offering the most comprehensive syndication plan anywhere.

Take a look at some of the hundreds of websites we syndicate to, where buyers will be viewing your house:



Where Do Buyers Come From?

Not surprisingly, Buyers eventually purchase their home through a Real Estate Agent. The following are other sources that Buyers utilize:

40%

Real Estate Agent

38%

Internet

11%

Yard Sign

5%

Family/Friend

4%

Home Builder

1%

Knew The Seller

1%

Open House

Pricing Strategies

BUYERS DETERMINE THE PRICE

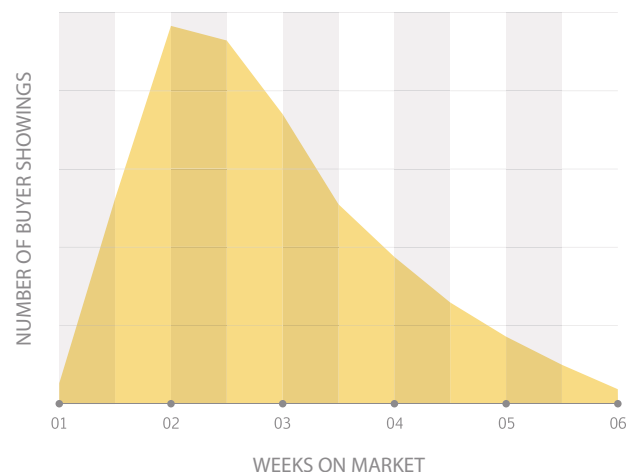
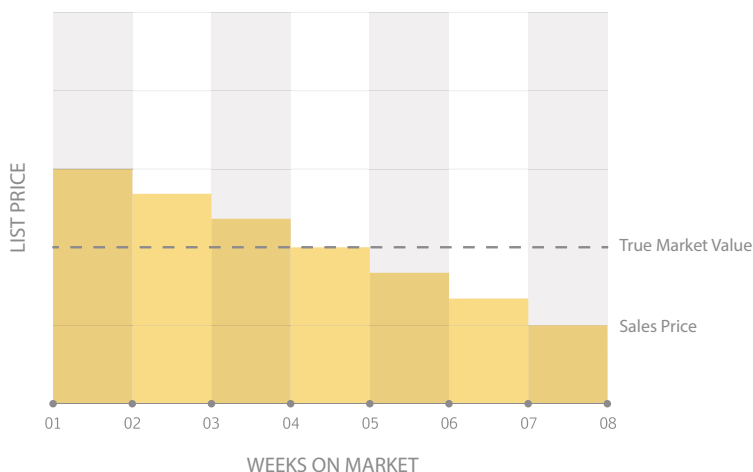
This process generally begins with a determination of a reasonable asking price. The purpose of the Comparative Market Analysis is to determine the value of your house in the eyes of the buyer. As your real estate team, we can give you current information on what is happening in the marketplace, the location, condition, and price of competing properties and recent sales.

When listing your property for sale, do yourself a favor and tell your agent that you trust their professional opinion regarding price. This will allow your agent to be candid with you, which can mean selling your house at market value now instead of several months from now. Most agents simply don't want to tell the seller the true value of the house if it's obvious the seller wants more than it's worth. By allowing your agent to be completely honest with you, you'll save time and money. Consider the market analysis carefully with your agent as the numbers should make just as much sense to you as they do to your agent and the appraiser.

The majority of showings by sales associates on a new listing occur when the house is first placed on the market. Sales agents arrange for their active, qualified buyers to see a home when it is newly listed.

Once this group has seen the property, showing activity decreases to only those buyers new to the market.

Effect of Over-Pricing on Time and Selling Price



It's important to position your home at the best price during its first market exposure.

Common Questions and Concerns

How long is the listing term?

Our listing contract is for six months. We know that you will be happy with our services. At the same time, if something does come up and you wish to cancel prior to receiving an offer on the property, you may cancel without any penalty or obligation! We offer an Easy Exit Listing Agreement for that very purpose along with our Weekly Communication Guarantee.

Let's list high we can always come down later.

We understand that you may want to list at a higher price to leave some room for negotiating. At the same time, one of two things may happen: First, buyers and agents will skip properties if they feel that they are overpriced in any way; and Second, Agents will show your property and then say to their client(s), "if you like this property, you're going to love the one down the street even more at a more attractive price". Would you rather have your property used as leverage to sell your neighbor's property, OR, would you rather be positioned competitively to be the next one that sells?

"...They ALWAYS went above and beyond to help us in every way. I am so appreciative for all the work they did to make my move easier."

– Fay Oringel

Another agent said they could get me more money.

An agent that will list your property higher than market value assumes they can take the listing now and start beating you up on the price week after week! They are afraid to tell you the truth upfront and that should be a red flag for you.

The other agent said they would reduce their commission.

We agree that your primary goal in selling the property is to net the most money possible. Now, when we sell a house, or indeed when we sell anything for that matter, we net the most money by maximizing exposure. So 100% exposure equals top dollar. Now, consider that real estate agents, and buyer's agents in particular, they don't have much influence over what a customer buys, at the same time, they certainly have influence over what they see and then sell. For example, let's imagine that you're a 100% commission based real estate salesperson and you bring your Buyer clients into this neighborhood where there are 3 homes for sale - one is offering a full 3% commission, one is offering 2.5% and another is offering 1.5%. Now, naturally, you are going to be the most excited to show the 3% one because you will make the most money. So it's important to realize that offering a lower commission would actually limit your exposure and based on that decreased exposure, do you think that would net your top market price?

What do you do to sell houses?

There are two types of real estate agents. There are passive agents and there are **ACTIVE** agents. We are active agents. When you sign the contract with us, we will spend our time actively and aggressively marketing your property so that it sells quickly and for the most amount of money. You want a team that knows how to find buyers for your property and will actively work to go out and find them every day.

What To Expect

While selling your house can be an exciting time, it can also be a little stressful. These tips will help you prepare for what to expect during the time that your house is for sale.

Constant Contact with Palm Beach Premier Real Estate

We will send you via email a weekly report indicating how many online showings your property has received for the week, including any agent feedback we received. In addition to the weekly email, we will contact you via telephone regularly to discuss our marketing efforts on your property as well as changes in market conditions and any suggestions moving forward.

Updates of New Competition

You will be registered on our Multiple Listing Service (MLS) system to receive emails any time a new property that is considered "competition" for your house becomes available.

Showing Assist Services

When a potential buyer for your house wants to set up a viewing, their agent will contact "Show Assist" (our automated system for setting up showings and viewings) to schedule the appointment. We will then call you to make sure the time and date are satisfactory for you and your family. It is extremely important that you try and make your house very accessible for every appointment. Agents do not always give a lot of notice when scheduling showings for their buyers, so please understand if there is short notice. Even if the house is not in perfect showing shape it is best to still let the agent come. However, when possible have the house clean, free of any clutter and turn on all of the lights for showings. This allows for the house to look better and potentially be the difference between your house selling versus the competition.

Pets and Small Children

A lot of times, other agents do not make it to the appointment at the time they originally stated. Since this is sometimes the case, please feel free to stay in the house until the agent arrives. At that time, it is best to gather up the kids and/or pets and let the buyers look at your house privately. This allows for them to not feel rushed and they can be open and honest with their agent.

Cancelled or 'No Show' Appointments

Unfortunately, there will be times when you've gotten your house cleaned up and ready to show just to find out that the agent has cancelled the showing or worse yet, doesn't show up at all. This is something that is uncontrollable and comes with the territory of selling a house. Please understand, this is part of the process.

Agent Previews

Occasionally, an agent may show up to your house without buyers. This is called an agent preview. Many times these agents are previewing your house to see if it fits their buyer's needs. While we usually know that a showing is a preview it is not always the case. Again, this is part of the process.

Influencing The Sale Of Your Property



Your house will need to be uniquely positioned to create maximum interest and help produce the highest possible financial return. Although the listing price you place on your property will influence its sale, there are many other factors that come into play. Some of these factors are within your control, others are not. Examples include:

FACTORS NOT WITHIN YOUR CONTROL

- Your property's location
- Recent property market values
- Expired listings with multiple price revisions
- Economic and housing market conditions
- Absorption rate
- Interest rates
- Current competition

FACTORS WITHIN YOUR CONTROL

- The listing presentation price and terms of sale
- Your property's distinctive and compelling attributes
- The physical condition of your property (house and grounds)
- The ready access to your property for showings
- The selection of the real estate professional you choose to represent you

List Of References

Past clients willing to share their experience:

ED & KAREN HOBAN

Mobile: 561-414-7890

BILL RUSSELL

Mobile: 954-275-4419

STEPHEN & FLOR CHIP

Mobile: 561-376-5790

GREG SCHLAPPICH

Mobile: 415-713-7161

SONIA ROGERS

Mobile: 954-298-3269

JAMES N BROWN ESQ.

Office: 561-838-9595



Reviews and Testimonials

"...Grant and Gia Freer are extremely knowledgeable in their field. They are very professional and a pleasure to deal with. I would thoroughly recommend their services to anyone looking to buy a house."

– Alyson & Richard Rains

"...Grant possesses all the needed qualities of a great realtor. He is highly knowledgeable of intricate real estate concepts, legal matters, the marketplace, and how best to work with both buyers and sellers."

– Greg Schlappich

"...We found our house and that's when their talents took over. We got the price and other items we needed before the deal was done."

– Ed & Deborah Lawrence

"...Their knowledge and the progress throughout the process was shared via a variety of electronic communication keeping everyone informed in real time. The experience was exceptional."

– Elsie Gonzalez

"...They understood exactly what we wanted in a house and were able to find it in a 2-day search (and we are rather uncompromising when it comes to our house)."

– James Miller

"...They handled everything with minimal time/effort from us, guiding us through each step of the process. Most importantly, through their market researching, listed our house at a price that got multiple bids and an offer we accepted after the first weekend on the market."

– Sarah & Jeff Cooney

"...Gia possesses the experience, professionalism, and most importantly, effective communication skills needed to get the job done. She utilizes current technologies to enhance productivity and the customer experience. We couldn't have been more impressed."

– Christopher Couzens

"...Gia and Grant are both honest, organized, available and knowledgeable, which is what I look for in an agent. I highly recommend them!!!"

– Sonia Rogers

"...Not only are they extremely knowledgeable about the area, but they are spot on when it comes to pricing the market and getting a great deal on a house."

– Shannon Quinn

"...They treated us like family always looking out for our best interests every step of the way. Whenever we had a question or concern they responded immediately with thorough and helpful information."

– Karen & Ed Hoban

"...They ALWAYS went above and beyond to help us in every way. I am so appreciative for all the work they did to make my move easier."

– Fay Oringel

"...The team was great to work with, and made themselves available for questions and house showings regardless of how last minute the request. They explained the process thoroughly and provided great referrals for accessory services (i.e. moving company, cleaning team, etc.)."

– Janick & Darrell Hickman

The PBP Real Estate Team Sold

When it comes to deciding which real estate professional will best represent your interests throughout the house selling process, the facts generally speak for themselves. Our knowledge and experience helping people with their real estate needs is demonstrated by our sales in your area.

BOCA RATON

1481 SW 19th Street
5235 Sapphire valley Cir
130 Mohigan Circle
6712 Montego Bay Blvd Apt B
700 NE Harbour Ter Apt 330
9329 Boca Gardens Cir S Apt B
460 NW 70th Street
624 NW 13th Street Apt 17
51 SW 8th Terrace
11214 Coral Key Dr
5701 Regency Cir E
6232 NW 24th St
17220 Hampton Blvd
33 SW 15th Ave
23143 L Ermitage Circle
5415 Grand Park Pl
10348 Lexington Estates Blvd
5961 NW 2nd Ave #104
7619 Marbella Ter
21084 Via Eden
3671 NW 4th Ave
22272 Timberly Dr
5524 Eton Ct
7619 Marbella Drive
615 NW 38th Circle
7220 NW 4th Avenue
500 SE Mizner Blvd A305
1200 S Ocean Blvd PH B & C
360 NW 67th Street, Unit 206
300 NE 20th St, Unit 403
7715 Kenway Place
18965 Adagio Dr
9578 Ohio Place
875 E Camino Real Unit 14-F
10951 Ravel Ct
23042 L'Ermitage Circle
1400 NW 9th Ave Unit C-15
1200 S Ocean Blvd PH B & C
708 NW 7th Street
6061 Balboa Circle, Apt 206
2856 NE 5th Ave

BOYNTON BEACH

139 Lancaster Rd
7931 Manor Forest Blvd
2424 N Federal Hwy Apt 312
4149 Gleneagles Dr
8 Cedar Circle
12125 Colony Preserve Dr
625 Casa Loma Blvd Unit 308
320 Buttonwood Lane
5261 Brookview Dr
900 Via Lugano Cir Apt 205
9656 Cobblestone Creek Dr
11142 Stonybrook Lane
9997 Cobblestone Creek Dr
1436 SW 25th Ave Apt D
10005 Cobblestone Creek Dr
193 SE 1st Circle
10133 Cobblestone Creek Dr
450 N Federal Hwy, 505N
7766 Trapani Lane
9057 Livorno Street
6911 Mill Brook Place
10760 Emilia Isles Terr
78 Cedar Circle
7770 Caprio Lane
9564 Cobblestone Creek Drive
90 Via De Casas Norte
14 Sausalito Dr
4274 Pine Cone Lane
2424 N Federal Hwy Unit 202
1237 Piazza Antinori
7714 Viniste Dr
1330 NW 1st Ct
5439 Verona Dr P
1603 Verdi Dr
191 SE 1st Circle #6A
2515 NE 2nd Ct Unit 311
7966 Canary Island Way
2222 NE 1st Way #104
3604 Oberon Ave
2182 NE 1st Way Unit 202
450 N Federal Hwy, Unit 613N
600 Snug Harbor Dr A11

GREENACRES

5424 Wellcraft Dr
5415 Wellcraft Dr
900 Crosswinds Dr Apt C2
5025 Solar Point Dr
420 Fleming Ave
3124 Jennings Ave
3096 Walker Ave

DELRAY BEACH

14240 Dunmoor Ct
240 Cardinal Lane #2400
7660 Stirling Bridge Blvd N
1109 Seaspray Ave
13750 Oneida Dr Apt D1
9141 SW 22nd Street Apt A
118 W Coda Cir
13851 Oneida Dr Apt B1
1201 W Magnolia Cir
1108 SW 8th Ave
15450 Pembroke Ave #180
15378 Lakes Of Delray Blvd #15
439 Capri J
13870 Oneida Dr D-2
7310 Ashford Place #708
921 Cypress Drive
4245 Magnolia Cir S
7704 Lexington Club Blvd B

LAKE WORTH

6949 Mill Brook Place
5640 Lake Shore Village Circle
7517 Prescott Lane
7719 Forestay Dr
8531 Cypress Glen Ct
9581 Positano Way
1210 Crestwood Blvd
507 N Federal Hwy Unit 29
6613 Country Winds Cove
1205 S N Street
5242 Indianwood Village Lane

WEST PALM BEACH

1801 N Flagler Dr Apt 409
661 Gazetta Way
812 Upland Road
3168 Sedgewick Ct
1443 Stoneway Lane
5800 Dewberry Way
450 Mulberry Grove Road
1443 N Magnolia Circle
212 Wellington D

WELLINGTON / ROYAL PALM BEACH

10541 Galleria Street
2072 Greenview Cove Dr
1848 Lynton Cir
1768 Grantham Dr
168 Seminole Lakes Dr
150 Weybridge Cir Apt A
117 Chestnut Cir
45 Seminole Dr
2232 Sunderland Avenue

CORAL SPRINGS

12155 NW 52nd Ct
802 NW 84th Dr
10325 NW 13th Manor
5514 NW 58th Terrace
5696 NW 120th Terrace

DEERFIELD BEACH

1266 S Military Trail Apt 571
202 Republic Ct
2217 Discovery Cir W
1360 SE 4th Ct
1343 SW 44th Terrace
2225 SW 15th St #229

COCONUT CREEK

3391 Cocoplum Cir #33118
4945 Pelican Street
6414 Mallards Ln



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