



Love Your Broker!
(Yes, It's Possible)

Make your home stand out with Palm Beach Premier Real Estate

Technology today has made it easy for any agent to enter your home information into the MLS, hit "publish" and then sit back as it automatically appears on syndicated sites like Realtor.com, Zillow, Trulia, etc.

But that's what every agent does. With about 14,000 properties active within Palm Beach County, it is easy for your listing to quickly get lost in the numbers.

That is why we do things differently here. We want our listings to stand out among the masses and to have the most amount of buyers see your home and fall in love. Doing this requires a much deeper commitment to marketing and exposing your home.

We push further, work harder and think smarter to ensure your listing always stands out.

The following is a quick breakdown of what we do beyond hitting that "publish" button.



All We Need Is 30 Days!

While the typical listing agreement is 6 months long, you have the option to FIRE us anytime after 30 days if you are not happy. With our Easy Exit Performance Guarantee, there is no cost or obligation to cancel our agreement. We are that confident you'll love working with us!

- Grant & Gia Freer

Professional Photos

A picture is worth 1,000 words, right?

Did you know that 92% of home buyers start their process online?

Your photos are that first impression and we need to make it count.

We employ a professional photographer to take high-end photos of your home so it can be presented in the best possible way. Oh, did we mention WE pay for that service? Professional photos at no cost to you.

These photos are then published everywhere: on our website, the MLS, Zillow, Trulia, Realtor.com, Facebook and in all of our online or print ads.



The Story of Your Home

Your home is special, and no one knows it better than you. Shouldn't that knowledge be reflected in your listing?

When listing a property, agents take 2 approaches - the quick way or the right way:

The Quick Way: "This is a 3 bed/2 bath home with 1,800 square feet in Boca with a newer kitchen. Come see it. "

The Right Way: "This fully-renovated home has 3 bedrooms, 2 bathrooms, and a 2 car garage. The open floorplan and large windows make for a bright, large home perfect for entertaining. The modern-designed gourmet kitchen boasts new stainless steel appliances, quartz countertops, and bartop seating for 3. Each bathroom has been meticulously remodeled with stylish finishes and quartz countertops. With polished marble throughout the living areas, wood flooring in the bedrooms and crown molding throughout, this home is ready for its next loving owner! Let's not forget the gorgeous, private backyard with pool, covered patio and enough yard space for football fun with friends during your next BBQ cookout."

If Buyers hear
your home's
story, they'll fall
in love with it
the same way
you did.

”



The MLS allows for a very large story to be written. Just because most agents choose not to, doesn't mean it can't or shouldn't be done!

If Buyers hear your home's story, they'll fall in love with it the same way you did.

At our initial meeting, we will ask you to tell us your story. What makes your home so special? What should buyers know?

Buyers will read that story.

We will make sure they know what makes your home so special.

Enhanced Promotions on Syndicated Sites

Letting the MLS simply feed data on your property to Zillow and Realtor.com is not good enough for us.

We pay out of pocket to be Premier Agents on Zillow, which means your listing always shows up towards the top of buyer's search results.

We also pay for Realtor.com to promote our listings to the top of the heap as well.

When you list with us, your home never gets buried online!

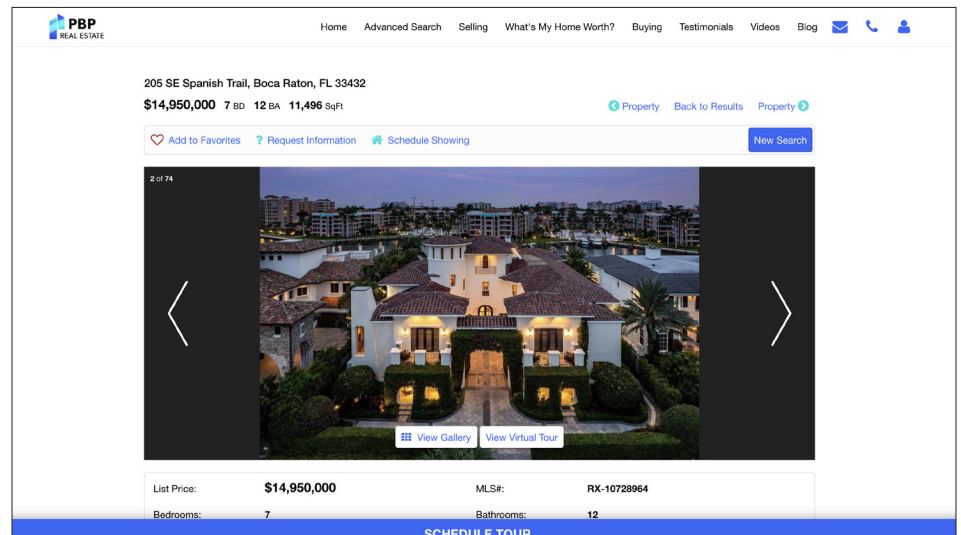
Any interested buyers that come through these websites are specifically directed to us, so we can connect with them immediately and tell your Property Story - a story we know better than any other agent!

When you list
with us, your
home never
gets buried
online!

Our Website

One of the other great things we do with your Property Story is present it on our website, with full marketing to direct buyers straight to it, so they can fall in love.

On PBPrealestate.com, we're free to show your home the way we envision it, without any limitations from 3rd party sites.



Facebook Marketing

While we employ many marketing strategies, chief among them is Facebook Marketing, where we attract buyers and bring them directly to your listing on our site.

No, people don't go to Facebook to buy a home. But people who are actively searching for a home do use Facebook, right? Everyone uses Facebook (1.8 billion people per day, actually!)... Why not put your home in front of their eyes?

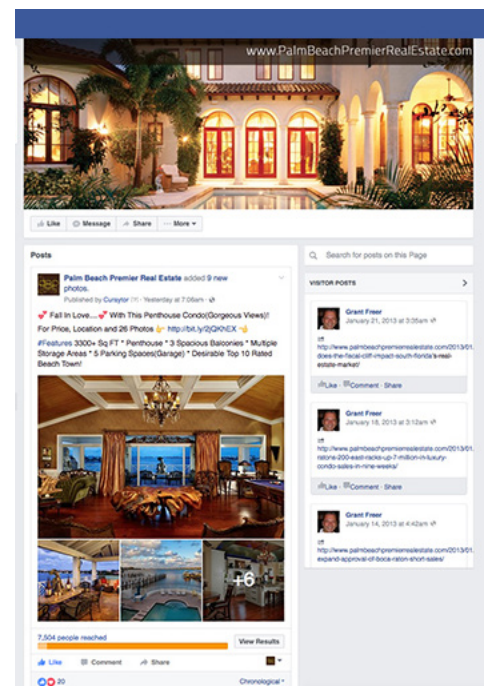
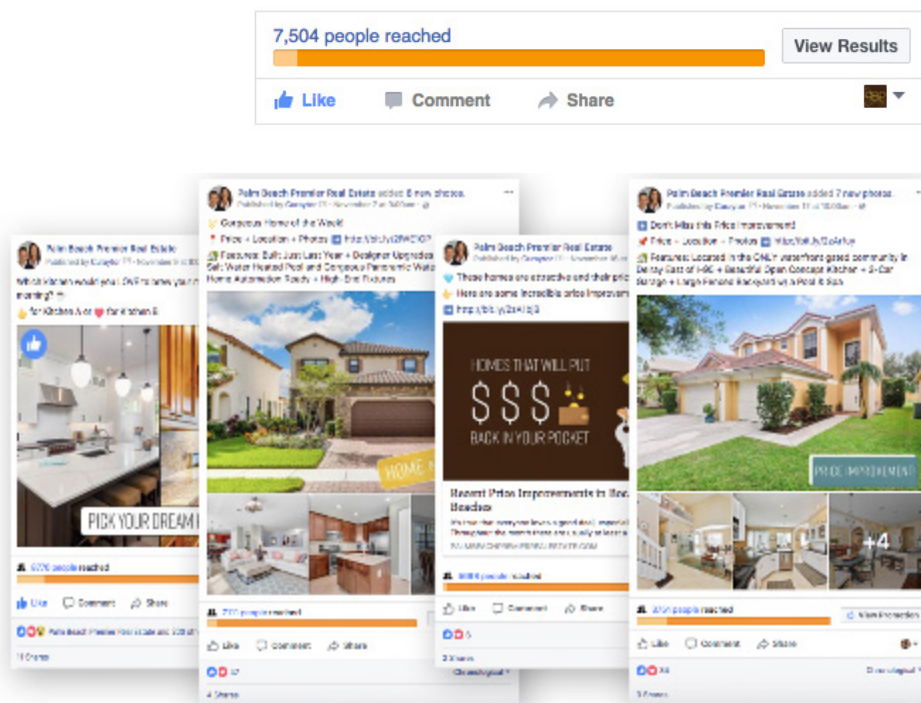
We pay to promote every single one of our listings to a targeted Facebook audience.

Come join the fun and give us a Like.

Most real estate agents choose limited marketing strategies. Either they do print only as they aren't familiar with online strategy, or they will choose online ads only, with no other initiatives for finding your buyers. Why? Because most agents are salespeople, not marketing experts.

We are both.

We pay to promote every single one of our listings to a targeted Facebook audience.



Multi-Channel Marketing

We understand the value in a multi-channel marketing strategy and leave no stone unturned. In addition to our aggressive online and social media marketing, we invest our own money to further market your home in the following ways:

- **Custom "Text" Sign Rider** - Most buyers won't call us direct, so we use a custom "Text for Info" sign rider that allows curious buyers to get pics, pricing and more info on your home, seconds after they drive by!
- **Neighborhood Calling** - Once listed, our office calls every person in your neighborhood (yes, we have all their numbers!) to give them all the details, and to see who they know that would love to move in.
- **Prospecting** - While many prefer to avoid phones, we are up and on the phones by 8 am every day. What are we doing? Calling anyone interested in buying or selling real estate. Does it work? Yes, on average, 60% of our business comes from active prospecting.
- **Door Knocking** - We will walk your neighborhood and knock on your neighbor's doors. We love to introduce ourselves, gush over your home and find out, face to face, who your neighbors know that would love to move in.
- **Email Campaigns** - We design the perfect email to showcase your home's story and email our entire database (including friends and family!) with all the details of your listing. We also email all local agents so they are immediately aware that your home is now available.

Our Agents

All the marketing in the world won't matter if you don't have the right agent representing you. We have an entire team of full-time Realtors, as well as a transaction manager and office assistant who all take their jobs very seriously. When you hire one of us, you get us all - the entire PBP Real Estate Team. We work together to get your home sold for top dollar - quickly and painlessly.

Are you ready to sell your property? Are you ready to Love Your Listing Agent?

Love it?

We thought so. That is why we are so confident that you'll be happy with our services that we have a \$0 cancellation policy. How many other agents can say the same?

CALL: 561-395-8418

EMAIL: Info@PBPrealestate.com