

SELLING YOUR HOME



BRG
REAL ESTATE


The DeForrest Team

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OUR VISION

To be an influential team who truly effects and contributes to our community. To have every client walk away as a raving fan. To go above and beyond in everything we are involved in, both professionally and personally.

OUR CORE PRINCIPLES

Ownership - We hold ourselves, and others, accountable and to the highest standards.

Communication - We believe that clear and concise communication is key. We use the most current technology to be fast, consistent, and effective.

Fun - We bring energy and joy to others by having a sense of humor and celebrating our successes together.

Courage - We believe in always doing what is right and operating professionally with integrity and without compromise.

Teamwork - We believe in shared responsibilities and creating relationships with our clients, team members, service providers, other agents and brokerages in an effort to always have a win/win scenario.

Commitment - We are committed to always providing the highest level of service and thinking outside the box to overcome any obstacles so we can find a way to meet our client's needs.

OUR MISSION

We provide our clients with straightforward information to be able to assist and guide them with their best interest in mind. To make the buying and selling process fun while keeping the highest level of professionalism and knowledge.

ABOUT



BRG was originally established in 2011 by Darren Woodard and Jeff Casterline. Since then, BRG has experienced phenomenal growth and continues to gain recognition, accolades, and market share year after year.

Today, **BRG is the #1 Independent Real Estate Company along the Grand Strand** and have since expanded into **Charleston, South Carolina, Brunswick County/Ocean Isle Beach, North Carolina, the North Carolina Piedmont Triad area** including **Greensboro, High Point, Winston Salem, and Bradenton Beach, Florida.**

IN 2021, WE HELPED
2078
FAMILIES
BUY OR SELL A HOME

1 HOME SOLD
EVERY
4
HOURS

125
EXPERIENCED REAL ESTATE
PROFESSIONALS
IN **3** STATES

LOCAL COMMUNITY SUPPORT

BRG agents are well known locally and regionally for their involvement in many community programs. They are committed to working in their local community serving their clients' real estate needs as well as being a part of the daily lifestyle.



Offering individuals with special needs the opportunity to participate in sports and recreations activities in a community-supported, safe, adapted, and encouraging environment.



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PRICING YOUR HOME



At BRG we're going to use all of the data available to us and then we're going to dig in. We're going to look at all possible factors as we work with you to determine the highest and best sales price for your home. We'll not only analyze what homes in your market subset have sold for, but we'll look at all the other factors that may have had an effect on the sale. This may include condition of the property, dated interiors, poor staging, low traffic, urgency of sale, foreclosure or pre-foreclosure, poor curb appeal, poor photo quality, and more.

In addition, we're going to analyze national data, including financing availability, interest rates, and economic trends.

Next, we'll carefully consider the local market's real estate and economic trends. We'll analyze the demand for your price range across our entire market area, conduct an absorption rate analysis, track buyer trends in our local market, and look at other similar properties in both a small and large subset of your home's location.

This all-encompassing approach ensures that an accurate pricing strategy is put into place when your home hits the market. That's the BRG difference.

BRG's list-to-sales price ratio is consistently higher than our local MLS's average list-to-sales ratio. Our goal is to recommend a list price for your home that will ensure you receive the highest possible price in the least amount of time.

2021 Average Days on Market

According to the Coastal Carolinas Association of REALTORS®

BRG
REAL ESTATE

104

The average number of days of market for homes listed with BRG.

CCAR
MLS

128

The average number of days of market for homes listed on MLS.

2021 List Price vs. Sales Price

According to the Coastal Carolinas Association of REALTORS®

BRG
REAL ESTATE

98.65%

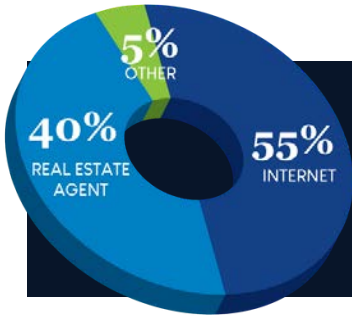
On average, homes listed with BRG sold for 97% of their listed price.

CCAR
MLS

97.81%

On average, properties listed on the MLS sold for 86% of listed price.

MARKETING YOUR HOME



According to the National Association of REALTORS® 2019 Profile of Home Buyers and Sellers, 55% of home buyers found their home on the internet, 40% found their home through a Real Estate Agent, and 5% through other sources.

93% of home buyers used the internet to search for their home. The BRG difference is that we not only excel in marketing to that 93%, but we also excel in finding and marketing to the other 7%.

Finding these additional potential buyers means the demand for your home goes up. When demand goes up, price goes up and days on market go down.

We're serious about marketing. Our experienced agents and brokers are equipped with the tools and the knowledge needed to ensure your property is presented to an audience of qualified and interested buyers. Our marketing is designed to give you an edge over other sellers. Rooted in technology, we increase interest in your property and engage potential buyers both online and off. We have an in-house marketing team which gives us the flexibility to capitalize on every property's unique characteristics and we make use of outside resources by hiring the best professionals in the business. We are a modern brokerage for buyers and sellers who expect the best.

In order to get maximum exposure for your property, we're going to employ a number of different tools and strategies.



PHOTOGRAPHY



ONLINE



SIGNAGE



PRINT



DIRECT MAIL



EMAIL MARKETING



EVENTS



NETWORK

VIRTUAL TOURS, PROFESSIONAL PHOTOGRAPHY, DRONE PHOTOGRAPHY, AND MATTERPORT TOURS.



Buyers across the world or across the street will be able to get a clear view of your property with our 3D virtual tours & beautifully detailed, architectural and editorial photographs of your home taken by a professional real estate photographer.

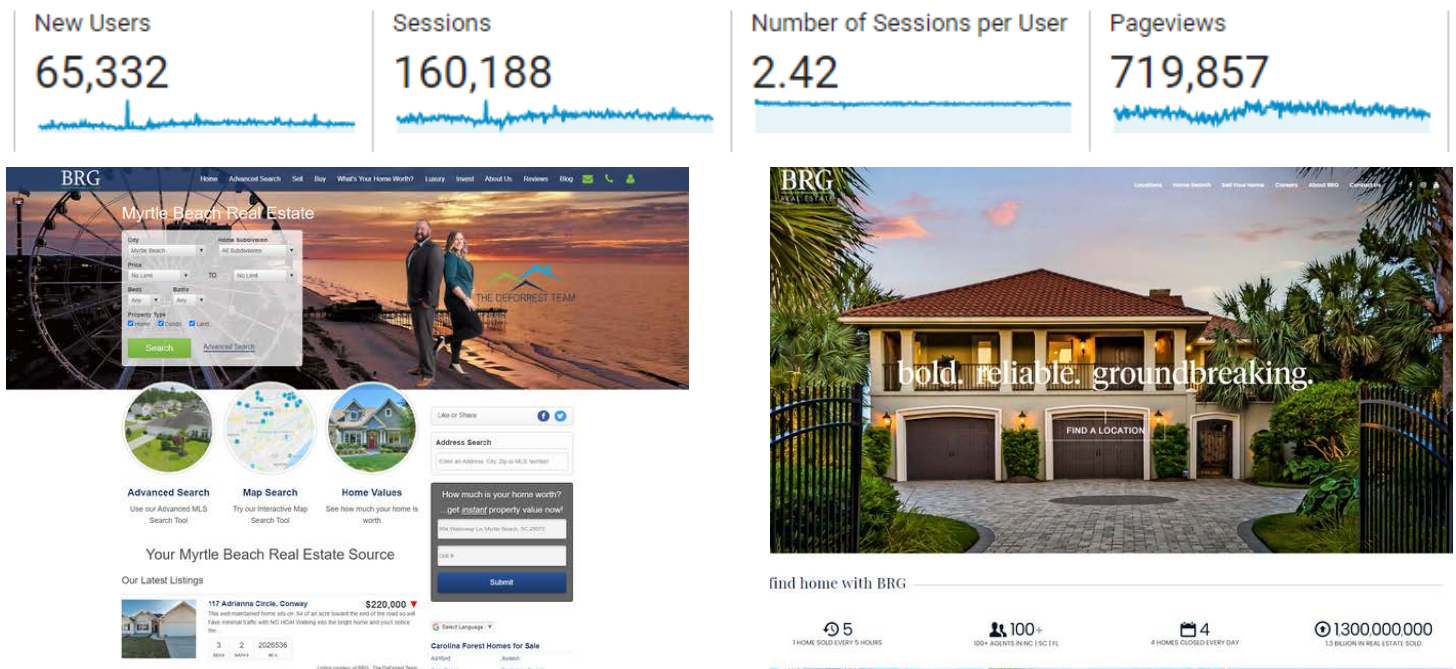


WEBSITES



95% of homebuyers used the internet in their home search, 90% begin their search there. As one of the most innovative agencies in the area, we excel in marketing your property to buyers across the globe with **a network of top-ranking websites** utilizing SEO best practices, google analytics, and sophisticated retargeting of potential buyers.

BRG operates a number of websites, each designed with its own specific search engine optimization parameters. This strategy allows us the opportunity to put your property in front of more potential buyers and connect with those buyers immediately. Our top-rated websites bring in thousands of online visitors each and every month.



TheDeForrestTeam.com

BRGonline.com



BRGlistings.com

MyrtleBeachRealEstateGroup.com

SYNDICATION



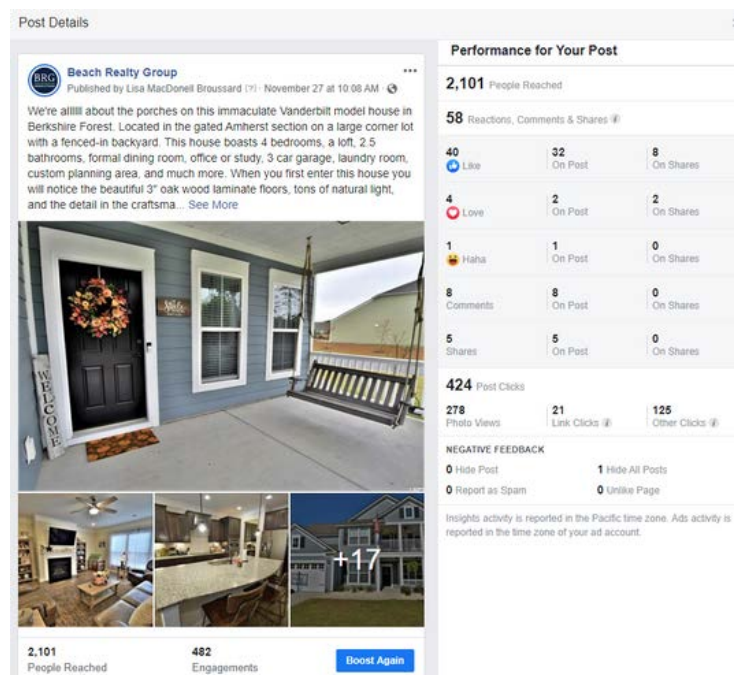
In addition to our own network of top ranked websites, we syndicate your listing to several consumer sites across the country and across the world. As soon as a property is listed with BRG, it begins a journey to exposure around the world.



SOCIAL MEDIA

We have one of the most robust and engaged social media programs in the area, consistently outperforming much larger agencies. Why do we invest so much in social media? Because home buyers are on social media.

- **68% of all U.S. adults are now Facebook users.** 74% of them visit Facebook daily, 51% visit multiple times a day.
- **35% of all U.S. adults are now Instagram users.** 7% increase since 2016 and numbers are constantly rising.



@TheDeForrestTeam



@myrtle_beach_real_estate

SYNDICATION



Unless your neighborhood has restrictions on yard signs, we will display a simple, clear, easy to identify, and easy to read sign in your yard.

We'll use professionally designed Property Information Sheets, "Just Listed" direct mail pieces, neighborhood flyers, and more.

If appropriate, we may also discuss additional events like a Broker Home Tour or an Open House.

Whatever the circumstance, you can count on professionally designed pieces to drive traffic and to showcase your home.



EMAIL CAMPAIGNS



Cooperation with other agents who work with buyers is a key component in our local marketing strategy. We keep your property front and center with weekly email alerts to every REALTOR® in the area as well as commission incentives for targeted REALTORS® with buyers currently looking for homes in your neighborhood.

We also have an extensive network of real estate investors across the country. We keep them apprised of our listings that meet their investment criteria.

We leave no stone unturned when it comes to finding buyers for your property.

AWARDS & ACHIEVEMENTS



JULIANN DEFORREST



Best of the Beach
Real Estate Agents
Myrtle Beach Sun News
Reader's Choice

BRG
REAL ESTATE

Best of the Grand Strand
2019 & 2020

Best of the Beach
2013, 2014, 2016, 2017, 2018
1st Place & Finalist designations



THE DEFORREST TEAM – 2021 SALES STATS



- 151 Closings
- 102 Buyers
- 49 Listings
- \$38,682,751 in Total Volume
- Top 1% of Agents in MLS

THE DEFORREST TEAM



A team will always out perform an individual!
The DeForrest Team is well trained in customer
service, sales and high level negotiations.

TheDeForrestTeam.com



JULIANN DEFORREST



Juliann DeForrest was born and raised in Maine. She grew up in a log cabin on two acres of land in northern Maine until she turned 13 and her parents finally decided it was time to move to civilization! So they headed south to the Portland area and settled in the nice quaint town of Westbrook. Her family has always been very close- her parents have been together for over forty years and she's the middle child with an older sister and a younger brother. After graduating from high school she moved to Virginia to go to Old Dominion University. After five years of waiting tables, going to school, and sewing her wild oats and she finally graduated! The day she graduated she moved here to Myrtle Beach, SC. Slowly but surely her entire family has relocated here and she couldn't be happier. Shortly after moving to Myrtle Beach she went to school, got her real estate license, and has been a full-time REALTOR since 2005. She married her husband, Trip, in March of 2009 and they have two children, a boy and a girl, and two dogs, Ivan and Stryker. Trip and "Jules" (as many of her friends know her) really appreciate every family moment they can spend together.

CONTACT JULIANN

Direct: 843.446.1498

Email: Juliann@TheDeForrestTeam.com

"Juliann was extremely efficient and professional when helping us find our new home. We were shown exactly what we were looking for in the price range we were interested in. Juliann was quickly responsive to questions and was a total pleasure to deal with. I would strongly recommend the DeForrest Team." -Bill

TRIP DEFORREST



Trip was born in Quantico, VA. Born into a Marine Corps family he found himself moving every four years. He has lived in Jacksonville, NC, Virginia Beach, VA, Washington DC, Apex, NC, Cullowhee, NC, Columbia, SC, and Myrtle Beach, SC. Growing up Trip was very active with sports having a true passion for both football and baseball. Trip graduated from Western Carolina University in 1999 with a BSBA in Business Management. In college, he became a member of Sigma Phi Epsilon Fraternity. After college, he pursued a professional career with Outback Steakhouse. In 2003 that career brought him here to Myrtle Beach owning and operating The West Myrtle Beach Outback on HWY 501. With Outback, Trip won Partner of the Year four years in a row, Myrtle Beach Restaurateur of the Year 2014, and South Carolina Restaurateur of the Year in 2014. In Jan 2016, after 22 years with the company, Trip decided it was time to retire. Trip is married to Juliann DeForrest. They are raising two beautiful children together here in Myrtle Beach. The DeForrest's enjoy boating, working out, sports, backyard bbq's, the beach, swimming, and traveling. Trip came on board with BRG in April 2016. He has always had a passion for Real Estate and is extremely excited and motivated about the future with The DeForrest Team and BRG.

CONTACT TRIP

Direct: 843.421.2300

Email: Trip@TheDeForrestTeam.com

"Worked with Trip DeForrest with The DeForrest Team and had a great experience. Very professional, knows the Myrtle Beach area like the back of his hand. Highly recommend Trip and the team in the office." -Gregory

BRANDON BUSHAW



Brandon is a family man from the great state of Maine. After graduating high school, he went to Michigan State University where he wrestled and received his degree in Advertising from the School of Communications. Brandon married his high school sweetheart Cynthia and they have two children, Aria and Kellen. After college, Brandon and Cynthia moved to Myrtle Beach when he was offered a position at Brandon Advertising. After working as an account coordinator for a mere year, he and Cynthia took a leap of faith and opened their own restaurant in August of 2004! Island Bar and Grill Surfside is still a thriving business over sixteen years later with the best clientele around! Brandon is also an active professional mixed martial arts fighter with more than 20 fights under his belt! Brandon decided to get his real estate license and joined his sister, Juliann, and brother-in-law, Trip's team, The DeForrest Team. He has a passion for people and business and has thoroughly enjoyed learning both residential and commercial real estate from the team! Most who know Brandon would say he is one of the kindest and funniest guys around! He would love the opportunity to work with you as a buyer, seller, or investor!

CONTACT BRANDON

Direct: 843.602.6747

Email: Brandon@TheDeForrestTeam.com

"Brandon was very professional, knew exactly what we wanted and found the house of our dreams! We couldn't be more thankful! Thank you so much Brandon and The DeForrest Team!" -Michael

KIMBERLY TATRO



Kimberly Tatro grew up in Upper Darby, PA. Her path to Myrtle Beach began in 1990 when her family started vacationing here every summer. She earned a B.S. in Sport Management at York College of Pennsylvania where she met her husband Eric. After college, they moved to his hometown Pompton Lakes, NJ.

Her career began as the Assistant Sports Information Director at William Paterson University; then the Special Olympics New Jersey Training Director; to the Director of Facilities, Recreation & Intramurals at John Jay College of Criminal Justice; FDNY Training Liaison; Assistant Softball Coach and USA Field Hockey FUTURES Coach. While working in NYC she earned a Masters in Sport Science from United States Sports Academy and began teaching at John Jay College of Criminal Justice in the Health and Physical Education department.

In 2012, now a family of four the Tatro's took the leap moving 700 miles from city life to the beach life. Although nervous and scared they never looked back. It was the best move to make for their family. She then joined Coastal Carolina University, Department of Kinesiology as a Lecturer in 2015. Kimberly has always been interested in a career in Real Estate and loves working with people. Her strengths in education, organization, and attention to detail are her strongest contributions to the team.

Kimberly and Eric reside in the Market Common area with their now three children who are active in soccer, gymnastics, golf, and surfing. The Tatro's are avid sports fans and enjoy supporting Clemson the most!

CONTACT KIMBERLY

Direct: 201.334.8317

Email: Kimberly@TheDeForrestTeam.com

"Kim was very professional even through some very frustrating times. I feel so proud of her and the way she handled everything! I am real pleased with her—she's a real trooper and I would recommend her to anyone! In the end it was perfect and looking back, it was a great adventure.
Thank you Kimberly!" –Jo and Jerry

SABRINA LYNCH



Originally from Long Island, New York, Sabrina moved to Myrtle Beach with her family 17 years ago. She can relate to many of those eager to relocate to this gorgeous, growing area. Sabrina graduated from Carolina Forest High School while playing volleyball and softball and working part-time as a sales associate at Polo Factory Stores. Sabrina decided to stay in Horry County as she went on to earn a Bachelor's degree in Business Administration from Coastal Carolina University, while she remained on the Dean's list. She was Assistant Financial Vice President, Historian, and T-shirt chairwoman of her sorority, Gamma Phi Beta, throughout her undergrad. Sabrina also took on the role as recruitment counselor for Sorority Recruitment, all the while opening the West Myrtle Beach Outback Steakhouse on 501 with her team member and prior proprietor, Trip DeForrest, and continued to stay with the company for the past fifteen years. Sabrina appreciates every moment with her family here in Myrtle Beach, including the time she has with her three beautiful children. They enjoy and take advantage of all aspects this area has to offer. Sabrina always knew that she wanted to help others, and found her true calling in real estate serving her clients and guiding them through one of the biggest investments of their lives. As a proud member of the DeForrest Team with BRG Real Estate, Sabrina carries the values of hard work, integrity, and outstanding client service into everything she does. With a passion for service in Horry County, Sabrina is ready to help you with your home buying and selling needs.

CONTACT SABRINA

Direct: 843.458.4846

Email: Sabrina@TheDeForrestTeam.com

"Sabrina helped in the sale of my home in Conway. Sabrina is very professional, knowledgeable and personable. She made what could have been a stressful situation very easy. Sabrina guided me through the paperwork and answered any questions and concerns I had immediately. I would highly recommend her."

- Ida

JADE IGLESIAS



Jade Iglesias is a native of Winter Garden, FL. Jade has lived in Myrtle Beach for the past 17 years where she has grown to know and love everything it has to offer. She has raised her two children Olivia and Maxton in downtown Conway where she purchased her first home through BRG in 2013. They fill their free time with trips to the Riverwalk Park with friends, walks around town for food and shopping, and frequent trips to the beach.

Jade has coached overall health and wellness for 7 years. Being mentored by some of the best and helping others has inspired her in yet another part of life, real estate. She believes that leading and teaching people is incredibly important and valuable not just to the individual but the community.

CONTACT JADE

Direct: 843.241.5705

Email: Jade@TheDeForrestTeam.com

"Thank you for selling our condo so fast. For the most part it was easy and painless. All the transactions were easy. I would recommend the DeForrest Team if you want to sell fast. One word of advice if you are serious about listing your home with the DeForrest Team. Be ready to move quickly because they will find the right buyer and it will be sold!

Thank you again!" – Kevin

MARVIN BRYANT



Meet Marvin- Marvin was born and raised in Baltimore, MD. After graduating high school, he went on to play football at Old Dominion University and transferred to finish his B.S. in Sport Management at Delaware State University in 2013.

After college, Marvin moved back to Baltimore to enter the fitness industry. He would help open gyms and oversee operations in the training department for several years, before ultimately starting his own training business in 2019.

After a couple years of operation, Marvin and his fiancé, Racquel, had their first son, Brixton, and moved to Myrtle Beach for a fresh start. Marvin then started training for ISI Elite Training, where he made his connection with Trip and Juliann. He entered the real estate realm in 2022, and joined BRG the moment he was licensed. With a passion for helping people, he is extremely thrilled to begin this journey with BRG.

CONTACT MARVIN

Direct: 443.608.6272

Email: Marvin@TheDeForrestTeam.com

"Patient, professional, and responsive in a timely manner. Thank you to the whole team for getting the house sold and making all transactions feel simple on our end." -Tracey

KRISTYN SLOAN



Kristyn came aboard in January 2020 as The DeForrest Team's transaction coordinator. Kristyn was born in Fayetteville, North Carolina but career goals for her father quickly relocated the family of three to Surfside Beach; where they became a family of 4, welcoming Kristyn's only sister. A tragic fire took their beloved family home of 8 years and rooted them to a new residence in Murrells Inlet, where they lived for 18+ years.

Kristyn married her high school sweetheart in 2015. Her husband serves as a Horry County Law Enforcement Officer. Kristyn, Nick, and their three children now call Conway home. When the family isn't busy, they enjoy spending time relaxing and watching movies together. They also love to make music, try out the latest recipes and challenge each other during family game night. Kristyn hasn't let her busy

life stop her from getting her education. She has an Associates degree in Health Science from Horry-Georgetown Technical College and she is a licensed agent with The DeForrest Team.

CONTACT KRISTYN

Direct: 843.450.6797

Email: Kristyn@TheDeForrestTeam.com

"Kristyn and Juliann were patient, kind, flexible, and professional throughout the entire process of listing our home. We probably had more questions than most clients but they were responsive to each and every one of our texts and emails and kept the entire process seamlessly on track. A big shout out to Trip, as well!! He did the beautiful photography and was a drone extraordinaire! We can't thank the BRG team enough for all they did for us but we can definitely recommend them to anyone who wants to work closely with a team that always displays a can-do attitude. Again, thank you so very much!" -Holly and Deborah