

# Why Surterre?



You're selling a property, and several agents are vying for the opportunity to list it. How can you be certain that the company you select is focused on you and your goals? If you'd like to be represented by a brokerage that boasts a strong market presence, the affiliation of the industry's most respected agents and brokers, and most importantly, the proven capability to produce tangible results, your decision should be easy: Surterre Properties®.

## Why List with Surterre?

Surterre Properties® is a unique real estate company designed to cater to the local market's highly specialized needs, while offering unparalleled personal and professional support to our agents, so that they can provide the highest level of service for you. Our full-time staff brings nearly 80 years combined real estate brokerage experience and has an intricate understanding of all local real estate practices, customs and disclosures. Our team approach ensures that even when you hire one agent, the entire company is working collectively toward your goal. Our in-house advertising studio provides agents with the incomparable advantage of professional marketing strategies and materials. As a company, we utilize today's most innovative real estate technology, keeping staff, agents and clients connected at all times. This comprehensive support system has fostered results that truly speak for themselves: in almost five years' time, Surterre Properties® has completed over \$4 billion in sales.

## The Web

The completely redesigned **SurterreProperties.com** website features the fastest and most targeted property search engine available, providing visitors and interested buyers with immediate results, large, engaging photos and detailed information about Surterre's properties for sale. The website's search engine allows visitors to search in three ways – keyword, form fill and map – and it personalizes each search by interpreting your criteria as it's typed, delivering property matches in seconds. Visitors also have the option to save their search in order to receive email alerts with matched search criteria as new properties are added.

At **SurterreProperties.com**, visitors can read informative daily blog posts, access a specialized concierge directory of home-related products and services, search for property walk scores, local restaurants and businesses and much more. In addition, **SurterreProperties.com** users can receive daily property updates via email and exciting real estate news from the site via Twitter, Facebook and YouTube, as well as share their favorite properties with friends via Facebook, Twitter and Dwellicious.

## Marketing

With so many properties on the market, how can you be sure that yours will stand out? When you select a Surterre agent, you receive representation that's backed by the industry's only in-house, full service advertising agency, led by nationally acclaimed real estate marketing and branding expert, Paula Ansara-Wilhelm. Under Ansara-Wilhelm's guidance, the Surterre Studio works diligently to assist agents in developing a strategic plan for the marketing and sale of your home. In addition to on-demand printers, custom-designed marketing materials, including flyers, brochures, and direct mail pieces – along with ads subsidized by Surterre – we have a team of on-site designers and production artists, allowing our agents to advertise far more frequently and effectively than agents at other firms.

# Why Surterre? (cont.)



## Thinking and Acting “Green”

At Surterre Properties® our commitment to the environment runs deeper than the beautiful images used in our unique ad campaigns. Through all our efforts, we think and act “green” to affect positive change in the global community. We’re the only Certified EcoBroker® in coastal Orange County and have consciously created an eco-friendly working environment for our team. The knowledge our agents obtain earning the EcoBroker® Certification grants them the potential not only to help you save money while buying or selling a property, but to ensure a better tomorrow for the environment. We use recycled materials for printing purposes and make a concerted effort to locate and utilize resources that use eco-friendly materials in their business. The office chairs and workstations are made out of recycled plastics, and we have revitalized a 70-year old tree as our conference room table. We’ve also teamed up with local charities that educate, promote and help preserve the environment, including eWaste drives held quarterly at both offices and at one off-site location. To date, they have collected more than 100 tons of electronic waste.

## Best Buys at Surterre Properties®

A proactive approach to market conditions will make a world of difference in the way your real estate transaction unfolds, which is why we’ve implemented a unique program designed to benefit both buyers and sellers in changing times: the Best Buys Program. Each week, a core group of our market-savvy agents convenes to pore over listings (from Surterre and from other brokerages) submitted by our entire agent roster. This committee selects properties that offer the most value for the best price. These properties are then published via email to every client of every agent in the company – combined, that list exceeds 30,000. In other words, if your property is priced to sell, you have the potential to be chosen for a program that will expose it to a captive audience of over 30,000 qualified buyers. The success rate of the Best Buys Program continues to soar – on average, 73% of all Best Buys have sold.

## Developers and Alliances

While the results we’ve created for our valued clients truly do speak for themselves, the respect we’ve garnered from the local market’s heavy hitters also speaks to the quality of our operations and caliber of our business. Having been selected to represent not only the custom lots at the prestigious private community of Covenant Hills, but the mesmerizing ocean-view villas at one of the most luxurious vacation destinations in the world – The Resort At Pelican Hill™ – Surterre Properties® is known among even the most discerning clientele as *the* real estate brokerage. Our affiliation with these top-tier ventures demonstrates that, no matter how large or small your goals may be, Surterre Properties® possesses all the components necessary to achieve them with efficiency, professionalism and style.

## Technology

Communication is critical to the success of any real estate transaction, which is why Surterre utilizes the industry’s latest technological advances. We want to ensure that agents are connected at all times – connected to you, the client, and connected to an entire network of potential buyers for your home. Our Enterprise Email system allows for agent collaboration and connectivity not only inside the office, but from home computers, laptops and mobile devices as well. Thanks to VoIP phone and messaging systems, agents never miss a call. What’s more, our fully staffed IT department is on hand to address any and all technological needs, 24 hours a day. In addition to daily support, they hold tech tip/training classes to help agents stay current with the ever-changing world of real estate–related technology, in turn ensuring that agents are able to effectively pursue all avenues while addressing your goals.

## Sandstone Financial and Blue Water Escrow

In addition to offering you the very best in personalized real estate service, Surterre proudly offers you the sterling professional services of our affiliate companies, Sandstone Financial and Blue Water Escrow. Headed by the most recognized local experts in their respective industries, Sandstone and Blue Water grant you access to counsel that’s been shaped through decades of experience and innumerable stories of success. No other real estate company offers you the confidence – not to mention convenience – that comes with having this caliber of guidance on hand to ensure your real estate experience proves smooth and rewarding in every possible way.