

## Why is Corcoran Your First Choice in South Florida?

**The best real estate network in South Florida** - With offices in Palm Beach and Delray Beach, we cover a prestigious group of locales from Vero Beach South, including Jupiter Island, Jupiter, North Palm Beach, Palm Beach Gardens, Palm Beach, West Palm Beach, Manalapan, Gulf Stream, Delray Beach and Boca Raton. Corcoran gives you an integrated network that provides more local knowledge, more access to the right buyers, and more properties to suit who you are and how you live.

**Results speak for themselves** - How does Corcoran define real estate success in South Florida? Our agents generate up to \$18 billion in total company sales annually and average one home sale every hour. This demonstrates why we are the local leader in the areas that matter and are the most trusted real estate company year after year. Let us put that kind of success to work for you.

**Our agents and the "Live who you are" mission** -

We understand that buying or selling a home is a very emotional and personal decision. So our agents are dedicated to finding you the right property for who you are and how you live. Not just the beds and baths but the hopes and dreams as well. If you're a seller, our agents focus on finding buyers that are precision-matched to your property.

**Immediate exposure** - Within minutes of listing with us, every Corcoran agent will know that your property is on the market. Within the hour it will be co-brokered to our extensive industry network and showcased to more than 100,000 visitors a day on corcoran.com. Moreover, every Corcoran listing is featured on nytimes.com and is accessible through key sites such as Google and Yahoo.

**Technology Leader** - With over 90% of real estate buyers starting their search on the web<sup>1</sup>, a leading website is key. Corcoran.com gives you immediate access to more properties that fit precisely who you are and how you want to live. For sellers it means immediate exposure to millions unique visitors a month, outperforming the competition as one of the most visited, user friendly, and innovative real estate websites. We also launched the industry's first application for the iPhone and Android, making finding a home more convenient, immediate and customized than ever before.

**Access via the hottest sites on the web** - Every Corcoran listing is featured on key sites such as nytimes.com and realtor.com and is accessible through the most heavily trafficked search engines in the world including Google, Yahoo, MSN and Bing.

**High profile advertising, marketing and public relations** - Selling your property means the careful orchestration of advertising, marketing and public relations. We reach precisely the right target audience through key local, national and international print, televised, and online media outlets all with unrivaled brand presence. No other real estate company comes close.

**Luxury market leader** - Corcoran's reach, experience and understanding of key luxury markets is unrivaled. Corcoran is ranked as one of the top three luxury real estate brands in the country by The Luxury Institute and specifically recognized as the #1 brand consumers are willing to recommend. For years we've been the defining force in real estate for New York City and the Hamptons - a heritage of high-end experience we apply in South Florida every day. This reach gives you added exposure and access.



<sup>1</sup>Source: National Association of Realtors 2010 profile of Home Buyers and Sellers Report