



*Everything we do is designed to make buying or selling your home an informed, smooth, and successful process.*

## **OUR VISION**

Imagine a real estate company which values each client and pays attention to every detail. A company which provides extraordinarily intelligent advice and successfully guides each client to achieve their unique quest, and does so with consistency and while having fun. We are that company. This is our vision.



*We personify a collaborative culture of excellence to best serve our discerning clients.*

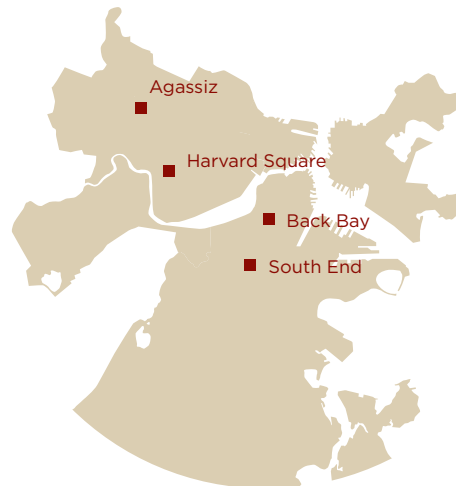
## The Company, Offices and People

In an industry long overwhelmed with rigid national franchises, Robert Kinlin and Paul Grover formed a homegrown, nimble and sophisticated partnership to modernize and elevate the sale of fine homes.

As independent private brokerage firm, Robert Paul Properties is focused on providing personalized service and results with an engrained culture that pivots on enduring relationships and trust. These relationships are fortified by a track record of unparalleled success.

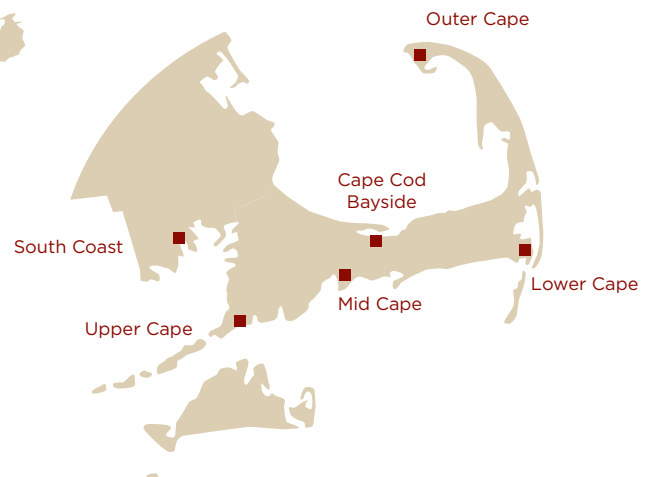
With 10 strategically located offices, our highly regarded agents are empowered through our support systems to have the time and backing to best serve their clients.

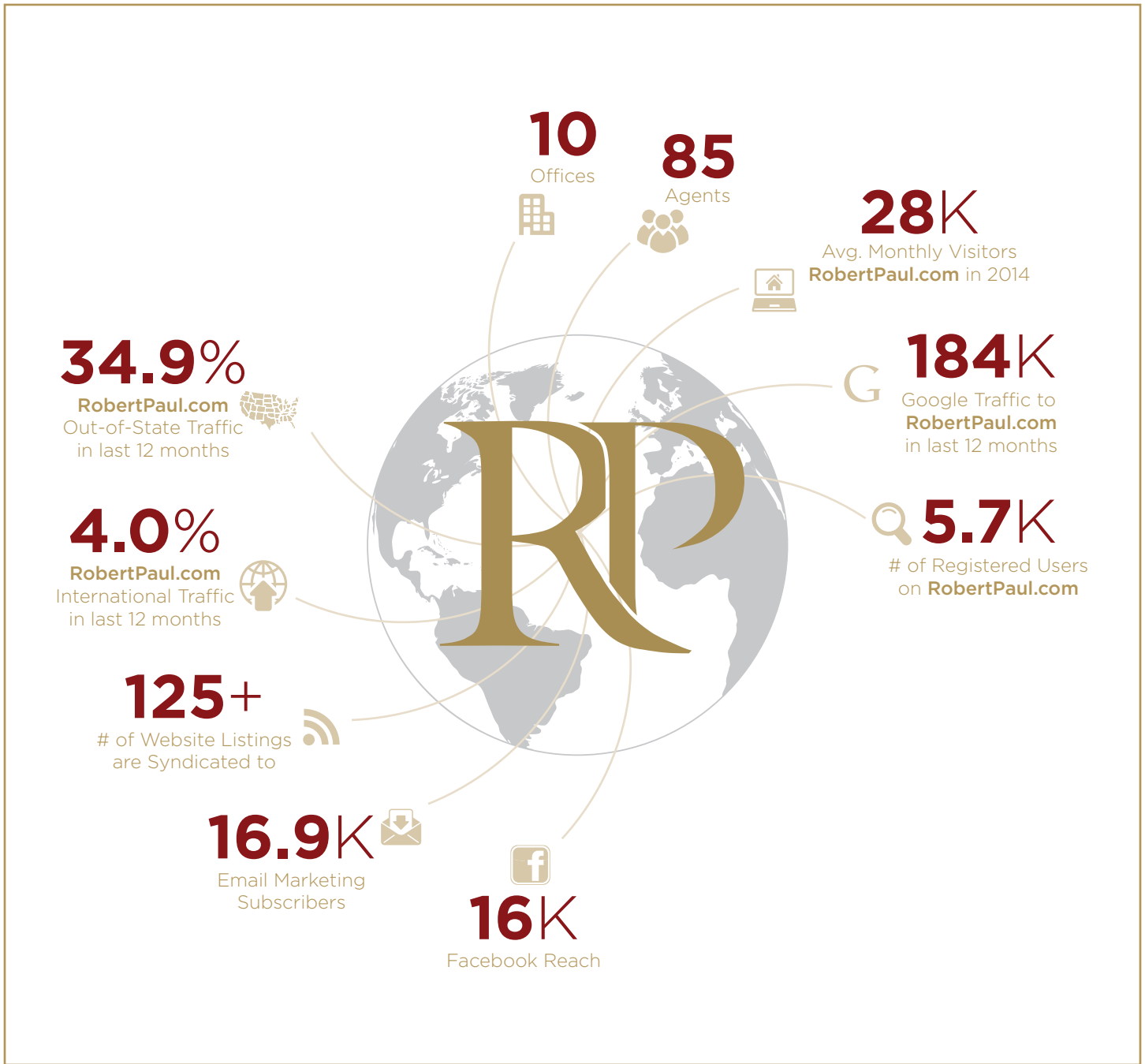
### ROBERT PAUL OFFICES



#### BOSTON/CAMBRIDGE METRO

#### CAPE COD





*The goal of presenting a home to the market is to encourage love at first sight. We know the value of a good first impression and our systems ensure a picture perfect roll out.*

**PERFECT MARKET POSITIONING**

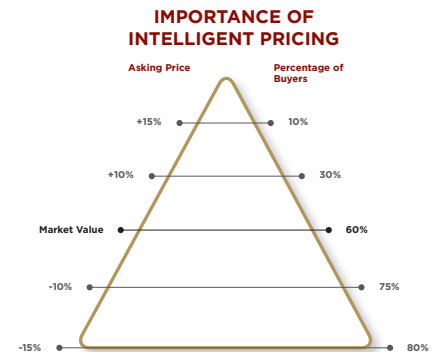
Buyers compare. Whether in person or online, buyers look for the best property to suit their lifestyle and needs. Your property has unique qualities, intrinsic worth and a certain value. Marketing your property requires a complete knowledge of the marketplace and the art of presentation. Our positioning plan puts your home where it stands out against the competition.



*There are many factors that an expert takes into account when pricing a home. It takes a depth of market knowledge, strong statistical analysis, and a team of agents to effectively determine perfect pricing.*

## Pricing

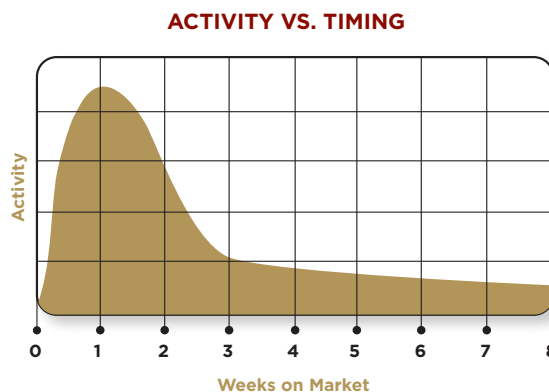
Determining the best asking price can be one of the most challenging aspects of selling a home. It is also one of the most important. Pricing your property strategically to ensure that you maximize your sale price takes skill and hyper market knowledge.



## Presentation

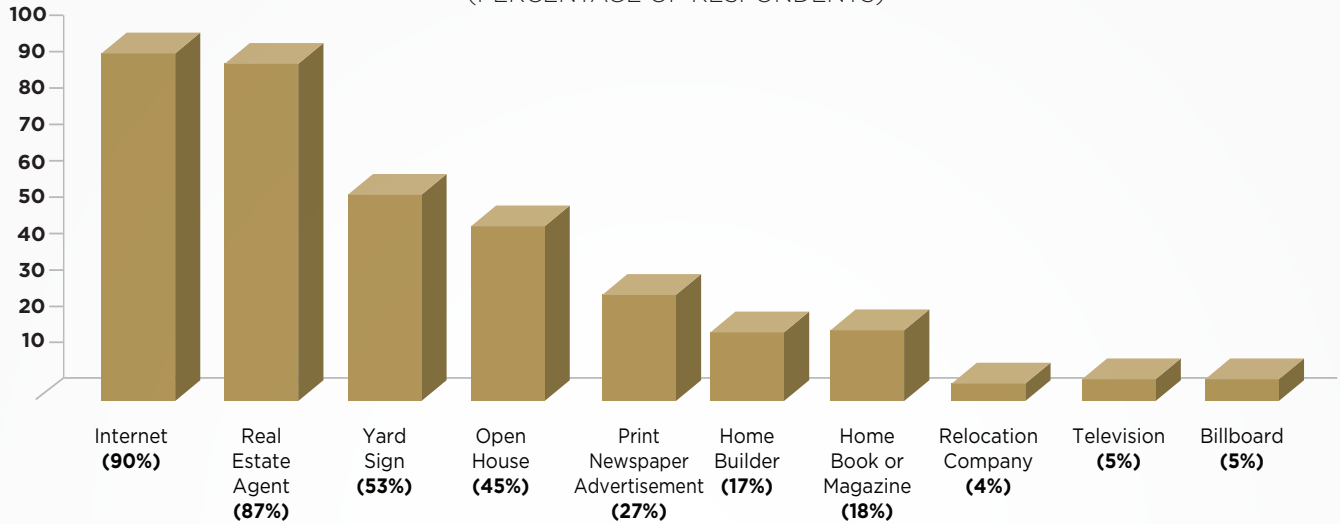
In presenting your home to the market for the first time, it is critical to be "buyer ready". The experts at Robert Paul take away the stress and tedium of this process by addressing the key factors involved: price, location, condition, marketplace, and contract terms. With all of these factors assessed against the data and competition, and your home optimally managed for price and condition, you will take full advantage of the initial burst of attention any newly launched listing receives.

## Timing

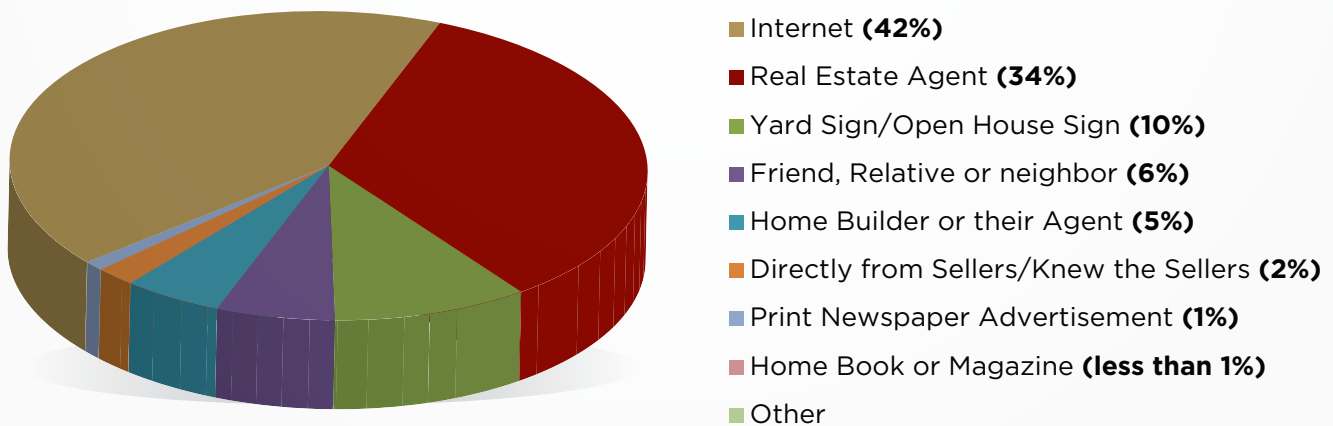


A property attracts the most attention, excitement and interest from the real estate community and potential buyers when it is first listed on the market. Improper pricing at the initial listing misses out on this peak interest period and may result in your property languishing on the market. This may lead to a below market value sale price, or, even worse, no sale at all. Therefore, your home has the highest chances for a fruitful sale when it is first listed on the market and your property is strategically priced.

### HOW BUYERS SEARCH FOR THEIR HOME (PERCENTAGE OF RESPONDENTS)



### WHERE BUYERS FIND THEIR HOME (PERCENTAGE DISTRIBUTION)



*While the use of the internet in the home buying process has increased dramatically, so has the use of a Realtor - up from 69% in 2001 to 89% this past year. Thorough representation and marketing is needed now more than ever.*

### FINDING THE RIGHT BUYER

Knowing where buyers find the home they purchase is key to our strategy. Our marketing and advertising focuses on the best channels available to reach buyers. By building the company brand, we position ourselves as the intelligent source. We have in place a qualified Buyer pool, and a multifaceted method of communication that assures they will know about your home.



***Robert Paul Properties offers an 8-Point Strategy, and an 8-Point Marketing System to put you at an advantage in the marketplace.***

## **Marketing to Attract Your Buyer**

With an elevated approach to brokerage, we understand that to achieve our client's goals, we must be creative, relevant and bold with our brand and property marketing.

As you can see in the National Buyers' Survey results on the previous page, newspaper ads with little boxes of property photos no longer appeal to buyers. Buyers want to see more of each house, and turn to their agents and the internet for their search. We use our print advertising to catch a buyer's eye, not to promote a specific singular property. Ads promote the brand's unique image, an image that our pool of buyers relates to and wants to be a part of, and points them to our talented agents and our cultivated website where they can learn much more about your property and get a feel for it that isn't achievable in print.



With the growing importance of the online experience in home buying, one of our strongest assets is our award winning website, RobertPaul.com. The photos are professional and positively highlight each property's story. The site is exciting, interactive, user-friendly, luxury-minded, and ranks high on search engines. Our branding consistently receives accolades and attracts buyers to our agents, our beautifully designed offices, and to our website. Our approach works. We gratefully maintain our leadership position in the fine homes market space, achieved through innovation, hard work and a determination to best serve our clients.



*Our agents and company have perfected the act of marketing and selling properties through innovative print and internet strategies.*

## **DRAWING A CROWD**

Yes, we advertise locally, but mostly we advertise where the buyers are, not just where your home is. Our diverse local, regional and around-the-world advertising campaign opens the door to an additional high-value pool of buyers, driving them to action. We use our advertising to draw potential buyers not to a particular property, but to our website and to our agents whose sales skills can match a potential buyer to your home in ways an ad never could.



## Exposing Your Home To Many Buyers

We approach advertising from several angles to let buyers know about the fine homes we represent.

**LOCAL** → **REGIONAL** → **NATIONAL** → **GLOBAL**

You will find the Robert Paul Properties brand and homes advertised in many targeted publications, and on national and international real estate syndicators. From community papers, to regional magazines, to global media and internet outlets, marketing is about reaching potential buyers and bringing them to your door.

**PERSONAL** → **DIRECT MAIL** → **PRINT** → **ELECTRONIC**

We build interest in each property through every available channel. We start with our agents and then the larger real estate community. Next we reach out to an already engaged buyer pool with targeted property emails. Then we reach out to your neighbors via direct mail. And finally we present your property through print advertisements, social media, and inclusion on the top syndicated real estate websites as well as our own

### THE POWER OF INTERNATIONAL AFFILIATION



As an affiliate of Leading Real Estate Companies of the World, we are part of a network which produces more home sales volume than any other national real estate network. Every listing that we put in our portfolio is automatically available to 140,000 associates at the over 500 firms around the world. Our luxury properties appear on luxuryportfolio.com where they receive international exposure and are translated into nine languages.

*Robert Paul Properties works with a design studio to create responsive and relevant print and campaigns for our clients.*

Media Sampling

THE WALL STREET JOURNAL

CAMBRIDGE CHRONICLE



The Telegraph

COUNTRY LIFE

WellesleyWeston

duPont REGISTRY

DISTINCTIVE HOMES







**From Coast to Coast and Everywhere in Between,  
We've Got it Covered.**

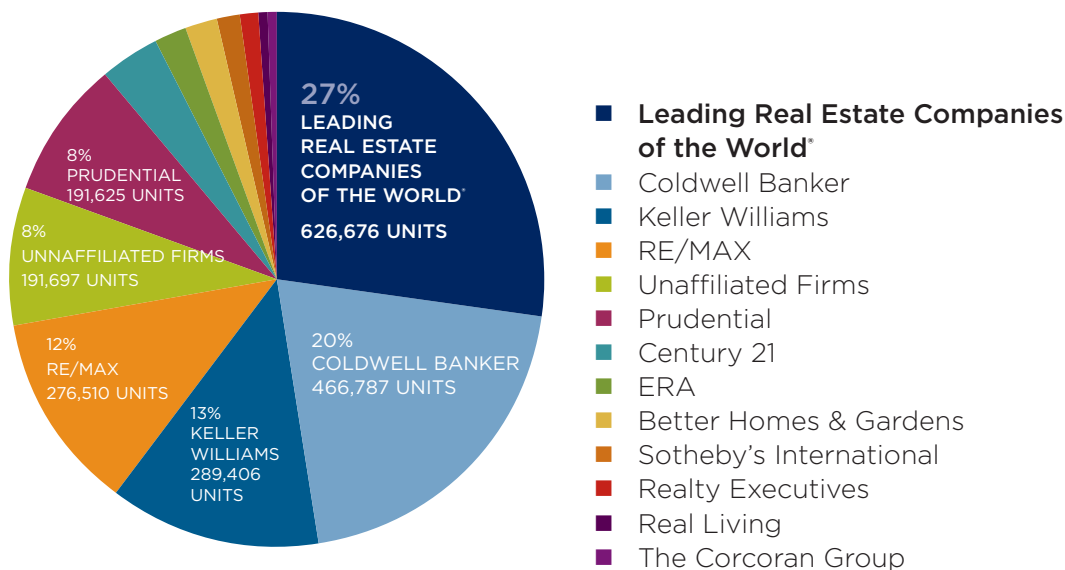
As an affiliate of **Leading Real Estate Companies of the World**,® we have a real estate professional ready to help you find your ideal home throughout our continent and to points around the globe. Whether it's a country house, a property in a resort location, or an in-town apartment, we can help you find the perfect property when you work with the best names in real estate — **Leading Real Estate Companies of the World**.®

According to REAL Trends 500, the premier third party industry report ranking sales of the top 500 American real estate companies, our network was responsible for 528,000 sales units - over 30 percent more than our closest network competitor.



*Over 500 Firms*  
*4,600 offices*  
*140,000 associates*  
*Over 30 countries*  
*\$235 billion in annual home sales*

**TOTAL HOME SALES UNITS  
FOR THE TOP 500 U.S. REAL ESTATE FIRMS**



Source: REAL Trends Top 500

**Real estate is still a local business.** Robert Paul Properties is a local company. How we are run, how we conduct our daily business, is measured here at home, by leadership that belongs to our community. It is part of what makes us the best at what we do, our sense of responsibility to our local community. Our larger network is comprised of the very best locally and regionally branded real estate professionals in the United States that operate with a similar sense of pride. With a local focus and a global view, trust that we can bring you the best service, and know that our associates will work to ensure the best personal attention with the finest access to quality real estate connections.

# OFFICES

## HARVARD SQUARE

19 Arrow Street | Cambridge  
617.876.1414

## AGASSIZ

1693 Massachusetts Avenue | Cambridge  
617.864.1414

## BOSTON

140 Newbury Street Suite 301 | Boston  
617.262.1414

## SOUTH END

55 Dartmouth Street | Boston  
617.444.1414

## MID CAPE

867 Main Street | Osterville  
508.420.1414

## UPPER CAPE

279 Main Street | Falmouth  
508.540.9800

## BAYSIDE

3256 Main Street, Route 6A | Barnstable  
508.362.1414

## LOWER CAPE

499 Main Street | Chatham  
508.945.5553

## OUTER CAPE

237 Commercial St, Level 3 | Provincetown  
508.487.3020

## SOUTH COAST

155 Front Street | Marion  
508.748.2400