



EXPERIENCE. EXPERTISE. EXCELLENCE.



**THE BRETT FURMAN GROUP**

RE/MAX CLASSIC | [WWW.BRETTFURMAN.COM](http://WWW.BRETTFURMAN.COM) | 610-687-6060





**“ It is my sincere belief that gratitude should be at the core of every solid business relationship. ”**

# Letter From The Brett Furman Group's CEO

Thank you for taking a moment out of your life to read this letter. Because you are reading this I can assume that you are considering hiring a real estate marketing team to help you sell your home. It is my sincere belief that gratitude should be at the core of every solid business relationship. Your home is undoubtedly one of your single biggest assets and I am grateful that you would consider trusting our team to help represent your best interest.

My goal as the leader of a team of real estate professionals is to help each and every one of our clients net the most money for their home in the shortest period possible. I can honestly say I pursue this goal every day with single-minded determination. It is my belief that if we can achieve this for each client, our business will continue to grow through future recommendation from our clients to their family and friends. The largest obstacle to achieving this goal is trust. Simply put, if I am to help you sell your home for the most money possible, you will have to trust me.

Sadly, the real estate industry as a whole has given people reasons not to trust real estate agents. Luckily for our team trust is something that can be earned, and it is my intention to do everything within my power to show you that we deserve your trust.

With gratitude and your trust, we can begin implementing a strategy that will help you net the maximum possible money for your home.

The word, net, is important to this sentence. I understand and respect that you have options when selling your home.

I have spent nearly every single day of my life over the past 31 years learning and building. Learning from some of the best business minds in the world. Building a marketing company that can provide maximum exposure to the right buyers. You see, it is through a combination of maximum market exposure and highly skilled negotiating that we can honestly say that we can help you net the most money possible for your home.

Finally, a company is simply a group of people. Within our company every team member is a specialist – we each work exclusively in the role in which we excel. I am truly blessed to lead a company in which every single person is both talented and of high integrity. With that said if you choose to hire The Brett Furman Group to help guide you in the sale of your home, we will be your Listing Agent and will personally help you negotiate the sale. This level of one-on-one service is the least we can do to show our gratitude for placing your trust in The Brett Furman Group.

A handwritten signature in black ink that reads "Brett Furman". The signature is written in a cursive, flowing style.





## WHAT YOU GET WITHOUT EXTRA COST



Professional Photography



Professional Ad Copy



Drone Photography



Floor Plans



3D Tours



3D Models



Personalized Home Website



Direct Mail Cards



Social Media Marketing

# Starting with the Results in Mind

As a real estate marketing firm our philosophy is to always start with the results in mind. That means that before we can finalize the details of your marketing plan, we first have to take the time to get to know what you are trying to achieve. Similarly, when choosing the right real estate team to work for you, it's a good idea to first know the results they've achieved in the past. Here are our results!

	SALE PRICE/ LIST PRICE	DAYS ON MARKET
MARKET AVERAGE	89%	56
THE BRETT FURMAN GROUP	98%	32

These statistics are provided by the **Trend Multiple Listing Service** for all homes in the Bucks, Chester, Delaware, Montgomery, and Philadelphia County Areas. There are two metrics that are commonly accepted as most important when judging the results of a real estate marketing team:

- 1 How close to the asking price the agent's help their client negotiate the final sale price.
- 2 The average number days that it takes to realize a sale.

As you can see, at The Brett Furman Group, our clients have a better chance of selling their home faster and for more money than our competitors.

We are the **ONLY** real Estate team that offers all these **FREE** services to every seller!

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- Professional HDR Photography
- Three-Dimensional Matterport Tour
- Virtual Reality Walkthrough
- Detailed Digital Floor Plan
- Aerial Drone Video
- Single Property Website
- Social Media Program
- Targeted Direct Mail
- Personal Open House Invitations
- Absorption Analysis
- Historic Home Research
- Home Concierge Service
- Easy Exit Listing Agreement



# The Formula



Professional  
Presentation

+



Global Reach

=



Real Result



## The Formula: Professional Presentation

1

### The Foundation

*Our goal is simple: To help our clients sell their homes for the absolute maximum amount of money possible in the current market.*

The formula to achieve this goal is equally simple:

**Professional Presentation + Global Reach = Real Results**

While the formula is simple, it is in the details that the magic happens. The first part of our success formula is Professional Presentation. In short, this means that we strive to market every home like it is a multi-million dollar show home.

The multimedia presentation that we create serves as the foundation to our global marketing program. In this section we will touch on each component of our Professional Presentation. The best part about all of this for you is, that we make the investment in all of this marketing. ***You do not pay us until we have sold your home at a price that meets or exceeds your expectation.***



2



## Professional Photography

The photographs of a home are one of the most critical pieces of any effective marketing strategy. It never ceases to amaze us how many Realtor's still take their listing photos themselves! Or worse yet, take them using their phones!

At The Brett Furman Group we understand just how important beautiful photos of your property are. **For this reason, we hire the most talented real estate photographers, to shoot each one of our listings. We also utilize professional aerial photographers for all listings.** We even take our photography to a higher level. The main exterior image which is the most important image for the public is digitally enhanced and converted to a dusk shot.

In addition, our marketing department digitally lights all fireplaces to make your property feel like home. Before you choose any Realtor to market your property, be sure to go online and take a look at the presentation they are putting out there for their other clients.

3



## Expertly Written Copy

Ad copy is the written description of the property that accompanies the photos, videos, and models. **Our ad copy is written by our Creative Marketing Manager, who has over 12 years of experience writing successful ad copy for our clients.**

It's important to remember how the written description is viewed by a perspective buyer - the buyer will almost always view the photos of a property before deciding if they want to invest more of their time reading. Therefore, the written description is not a standalone piece of marketing; its purpose is to add more detail above and beyond what can be seen using visual media. Successfully written ad copy is more art than science.

4



## Social Media Campaign

Let's be honest, social media has completely changed the way the world interacts. Facebook in particular is a daily source of news and information for most adults in America today. Meanwhile, the use of video has grown exponentially in the past few years.

**With these facts in mind, our team has tailored a marketing strategy to utilize Facebook, Instagram, and YouTube to effectively market your home. Our social media strategy is professionally designed to ensure maximum interaction with buyers.** Simply put, they work! We sold a significant number of homes in the past twelve months, due to our expertise in social media advertising.



# The Cutting Edge:

## 3D Models and Floor Plans



A flattened 360-degree view of a kitchen inside a Penn's Landing penthouse  
Captured by Philadelphia Fetchit 360, using Google Cardboard



The newest technology for marketing real estate is equipment that produces 3D models and floor plans. The best of these technologies uses real photographs of your property to create realistic floor plans and dollhouse view models.

We also create a Virtual Reality for viewing by perspective Buyer's. Meaning, the buyer will be able to put on Virtual Reality goggles and literally walk through your entire home online. Of course, the Virtual Reality goggles are not required to view the models - just a fun perk.

In the beginning of 2017, The Brett Furman Group made a significant investment to purchase the very best of these cameras/ software - the Matterport. At first the technology seemed like a novelty, however as the year progressed we sold a number of homes for top dollar, with the Buyer's citing the 3D models and floor plans as the number one reason they made an appointment to view the home.

At The Brett Furman Group we have a stated goal of staying at the cutting edge of real estate marketing. The Matterport camera, coupled with our extensive online reach utilizing proprietary websites, is one more example of our group striving to provide the very best in marketing for our clients.





# The Formula: Global Reach

## The Superpower

At The Brett Furman Group this part of the formula, the Global Reach, is sort of our secret sauce. Getting information about real estate listings in front of scores of potential buyers across the United States and the world is our superpower.

From a single office that opened in 1973 in Denver, Colorado, RE/MAX has grown into a global real estate network of franchisee-owned and-operated offices with more than 100,000 sales associates. Throughout the 1980s and '90s, the RE/MAX agent count grew literally every single month, as it had since 1973. Market share grew as well, and RE/MAX became No. 1 in many major markets across North America. In the U.S., RE/MAX closed more than 1 million transaction sides in 1997, becoming the first real estate brand ever to reach that level of annual production.

The accomplishment cemented the slogan that “Nobody in the world sells more real estate than RE/MAX.” For many reasons, RE/MAX is viewed as the No. 1 brand in real estate and enjoys a top position in a very competitive landscape.

**OUR GLOBAL  
REACH INCLUDES**

**OUR  
PROPRIETARY  
WEBSITES**

**ADDITIONAL  
100+ WEBSITES**

to which we syndicate our listings,  
Zillow, Trulia, Realtor.com,  
and Remax.com

**A CUSTOM  
DEVELOPED WEBSITE  
JUST FOR YOUR HOME**



# Real Results: The Honors

## The question remains, what do Real Results look like?

On Page 3 we outlined some of the key metrics we use when tracking our company's success. We pointed out that our marketing system resulted in us helping our clients have a better chance of selling, both faster, and for more money than our competitors. At the end of the day, it's these results, real results for our clients, which mean everything.

Another way to gauge the success of our Real Results is by looking at the honors the group has won. Team Leader Brett Furman has received many awards of his 37-year career including **the Chairman's Club for being the top 1% of all RE/MAX agents, 100% Club,** and **Platinum Club** all based on superior performance and production.







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Brett Furman Group is, without question, the most capable, committed, and resourceful real estate team of professionals I have ever had the pleasure to work with. They went above and beyond the call of duty every step of the way in helping us to sell my mother's house. We never could have done it without them, and I am eternally grateful!

**-Sean K.**



# 5 REAL ESTATE MYTHS

## 1 Pricing a home for sale is a mysterious process.

**TRUTH:** Your home will sell for whatever the market will bear. To determine the range of value, you simply need to see what similar homes are selling for. Because every home is unique, your home will probably sell for a higher or lower range depending on its condition. The Brett Furman Group research the MLS database to collect information to help you decide where to put the price. It is not an easy process, but it's not mysterious either.

## 2 Pricing a home for sale is a mysterious process.

**TRUTH:** Sadly, this is the oldest tactic in real estate – tell the seller what they want to hear and compliment the home to get the listing. Instead, insist on a detailed, well researched, market analysis to determine the realistic amount your home will bear in today's market and price accordingly. Select your Realtor based on their credentials, and then decide the price.  
**NEVER SELECT AN AGENT BASED SOLELY ON THE PRICE THEY RECOMMEND.**

## 3 Property condition is not important.

**TRUTH:** Wrong! A property in superior condition will sell faster and for more money than a home in average condition with a lower asking price. Many sellers recognize this and repaint and recarpet their homes in preparation for selling. These sellers know that home buyers purchase value and will perceive a clean, fresh home as more appealing than an average lived-in, forgive-the-mess home.

## 4 Empty homes don't show as nicely as furnished homes.

**TRUTH:** The important consideration is whether or not a home is properly staged, that it is clean, in good repair, and available to show. If you must move to your new home before your old home has sold, simply take measure to ensure it shows well empty; repair/replace worn floorings, wash windows and clean walls. In fact, it will probably appear larger without your furniture and the buyers can envision their belongings in each room more easily.

## 5 The Brett Furman Group sell a lot of real estate. Perhaps they're too busy to pay attention to my listing.

**TRUTH:** Just as superior restaurants are busy at dinner time and superior doctors have a heavy patient load, The Brett Furman Group's success in marketing homes has resulted in their being busy. Like good restaurants and doctors, they have assembled a top-flight team of specialists to assist with the routine details and free them up to devote the time and attention YOU require to sell your property successfully. They have built their business one satisfied client at a time – and their goal is for you to be another satisfied client who spreads the word about how well you were served.



# Your Community Real Estate Group

The Brett Furman Group began as a family business. Those beginnings gave root to a culture in which giving back to those less fortunate is a must. For this reason, The Brett Furman Group raises funds for and volunteers with the following charities: ALS Hope Foundation, American Cancer Society, Children's Miracle Network, Surrey, and MANNA.

When you list your home with The Brett Furman Group, you make a difference in a child's life. A portion of every single transaction is donated to the Children's Miracle Network. **In fact, The Brett Furman Group earned Miracle Agent and Miracle Office Status in 2017!**

# Preparing Your Home to Sell

First impressions are crucial. Buyers begin judging your home the moment they see it, and generally they prefer homes that are well maintained, clean and clutter-free-homes they can picture themselves living in. That's why home improvements can boost your home's saleability and sale price. Here are a few proven, cost-effective tips that will help your home look its best:



## EXTERIOR

- Mow and rake the lawn, trim hedges, weed and edge gardens
- Sweep sidewalks and driveway, pick up any litter
- Repair gutters and eaves, touch up exterior paint
- Plant extra flowers for color, or place potted plants beside the front door
- Clean or paint front door, polish front door hardware, ensure the doorbell works



## INTERIOR

- Clean and tidy the entrance, clear stairs and halls, store all excess furniture
- Brighten interiors with fresh, light-toned paint
- Brighten rooms by installing good lighting and turning them on
- Shampoo carpets, clean and wax floors
- Organize kitchen countertops - removing appliances if necessary - to make them look spacious
- Organize and clean out closets to make them look larger
- Clean and freshen bathrooms, put out clean towels, minimize clutter
- Perform necessary minor repairs and touch-ups to walls, windows, textures, etc.

### Tips for Showings

- ✓ Be absent so buyers feel more comfortable making comments
- ✓ Light the fireplace, open the drapes, play quiet background music
- ✓ Keep pets out from under foot

These are just a few ideas to get you started. Remember, a few easy and inexpensive improvements can produce big returns on your investment.



# The Team Approach

## Team Structure



At The Brett Furman Group we focus heavily on Internet marketing because it is so critical to the success of our clients. Like any company, though, it is people that make all the difference. What makes us unique on the Main Line is that we are a team of specialists.



**Brett Furman**  
Team Leader

The Team Leader is responsible for designing the overall strategy for the team, setting team and individual goals, holding team members accountable, and coaching each team member.

It is his responsibility to ensure the entire team is working as one. Brett works in the true spirit of the word, “agent,” meaning that he works for you, with you, and with your best interests at heart. As a lifelong resident of the Main Line, Brett applies his local real estate expertise to every aspect of his business, and continually seeks out new and better ways to accomplish his goals, and the goals of his clients.



**Brent Erickson**  
Sales Partner

After two decades of real estate investing and property management, Brent, has redirected his engineering and construction background to help others find their dream homes or the perfect investment properties. Brent specializes in identifying hidden value in homes with just a few minor renovations—a crucial skill in today’s competitive market. But what truly sets Brent apart is his patience and dedication to understanding and fulfilling his clients’ wants and needs, no matter how long it takes. He is committed to ensuring each client’s experience is as seamless and successful as his own was with RE/MAX Classic Realtors. Reach out to Brent and start your journey to the perfect home with a real estate professional who truly cares.

Each person works only in the area that compliments their natural strengths and skills. Put simply, our people are very good at what they do. When we put the work of all these people together into a true team approach, the results are outstanding. Some companies offer different levels of service. We only provide platinum packages.



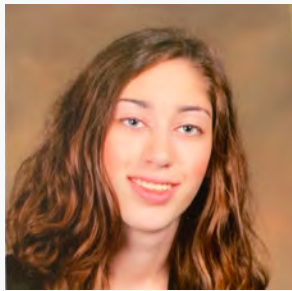
**Lisa Furman**  
Chief Matterport Operator  
and Listing Coordinator

Literally married to Real Estate, Brett's wife Lisa is an essential part of the team. Our Chief Matterport Operator, she is incredibly dependable and flexible, as our clients count on us to be accommodating to their schedules. Matterport 3D Virtual Tours capture the best features of a home allowing buyers to experience it from anywhere in the World! Lisa's incredible turn-around time ensures we can quickly market the home giving it the edge it needs to stand out. Lisa also enters data into Bright MLS, including every room dimension she personally measures.



**Samantha Baker**  
Licensed Assistant and Creative Marketing Executive

Samantha began her real estate career in 2006 and has been a vital part of Brett Furman Group since early 2017. Initially thriving as an assistant, Samantha's dedication and proficiency earned her a promotion, reflecting her significant contributions to our team. Her responsibilities include maintaining our website, overseeing marketing and branding efforts, crafting press releases, managing our blogs, and generating original copy for all listings and direct mail. Samantha's expertise is indispensable. She applies her education degree to enrich both clients and colleagues by sharing her vast knowledge, continuously learning about industry trends, and staying at the forefront of market trends.



**Sara Spector**  
History Consultant

Born and raised in the suburbs of Philadelphia, Sara Spector is no stranger to historical homes. They are everywhere along the Main Line! An American studies major at Temple University and a sought-after history consultant, Sara was hired as the Brett Furman Group Historical Homes Division expert to research the properties and public records. She has produced some amazing finds including original documents and handwritten deeds. Her work has even been published in local press releases. Patience and determination are her greatest strengths.



**Michelle Brown**  
Licensed Transaction Coordinator

Meet Michelle, our newly licensed Transaction Coordinator at Brett Furman Group! A lifelong resident of the Main Line, Michelle lives with her husband, daughter, and son along with their cherished pets in nearby Chesterbrook. Being surrounded by her extended family who also call this area home is really important to Michelle. A part of the RE/MAX Classic family since early 2023, she joined our team earlier this year and has been an incredible addition. She brings a wealth of experience in real estate title and conveyancing, along with her newly acquired Pennsylvania real estate license. For over 35 years, Michelle has graced the local community with her talents, both dancing and teaching at Betsy Daily School of Performing Arts in Berwyn. Her deep community ties and professional background make her an invaluable asset.

“



After a terrible situation listing a family home with a different broker, a good friend recommended the Brett Furman Group. They helped us establish a strategy for productively moving beyond the withdrawn first listing. The team's marketing plan was both comprehensive and effective.

The marketing materials were top-notch; the Matterport 3D tour of the house was seriously impressive! Everything from postcards to the neighborhood, aerial photos of the property, timing of the signs with "Coming Soon" riders, and other pre-MLS marketing was part of the plan.

And it made a difference!

The property was under agreement within days of going in the MLS. Special kudos to the office team - especially Samantha - who was proactive and kept us up-to-date on everything happening as we journeyed from agreement to settlement.

My experience with Brett Furman Group was both professional and positive and I would recommend them to anyone needing to sell their home.

**-Will Miller**



# A Whole Team for the Price of One

## THE TEAM CONCEPT IS EASY TO UNDERSTAND:

When you have a Team of specialists, each performing a role in which they excel, the results will be greater than the sum of the individual parts. The beauty of this concept for you is that you don't pay us any more in commission than you would to an individual Realtor. In short, you get a whole team of real estate professionals for the price of one.

The Brett Furman Group is more than a Team in name. We operate in a way in which you will benefit from the skill of each Team member. However, we still aim to provide you with a personal level of service, which is why you will always have one dedicated Team member who is your go-to for anything related to your listing.

When discussing price, it's also worth pointing out that when you hire The Brett Furman Group you do not pay us until you sell your property for a price that meets or exceeds your goals. In other words, you are in charge, and we are here to advise you. Any and all upfront costs associated with the marketing of your home will be borne upfront by us. **You only pay us, when our service meets your needs. Now that's value.**

Finally, your ultimate satisfaction in the process of selling your property is our number one goal. Our business has been built largely on reputation; when Past Client's recommend us to their friends and family. It is our goal that you become the next satisfied Client who spreads the word about the level of service we provided. That is how you know, we'll always be there to help you.





# BRETT FURMAN GROUP HAS HELPED WELL OVER 1,000 CLIENTS





# ACHIEVE THEIR REAL ESTATE DREAMS



“

You exceeded our expectations by selling our home in only 4 days and getting us \$5,000 over the asking price.

Your marketing work was outstanding, and we appreciated all the cutting-edge tools you used including: virtual-reality tours, 3D tours, drones, professional photography, personalized home website, floor plans and the direct mail program. We really liked the main dusk photograph that you used to make our home really stand out above the crowd. You were always available to answer all of our questions. Your entire team was awesome. A special thank you to Samantha for all her hard work. We would unconditionally refer you to our friends, neighbors and coworkers.

**-Lori and Jim Marotta**





LET US HELP YOU WRITE  
YOUR NEXT CHAPTER



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