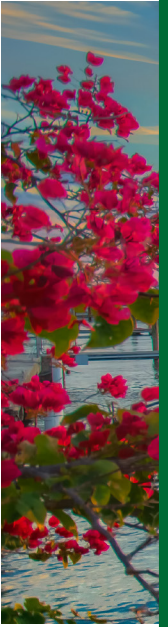


Welcome
To The
Family



ILLUSTRATED
PROPERTIES

Founding Member & Shareholder of
Leading REAL ESTATE COMPANIES OF THE WORLD
LUXURY PORTFOLIO INTERNATIONAL

We're Here For You

You have a lot on your plate. Selling your home is just one thing on your mind. At Illustrated Properties, we get that.



We have deep roots in South Florida, plus an unsurpassed membership network that provides the people, knowledge and services you need to make informed decisions about your home.

By working with Illustrated Properties, you will benefit from our stellar reputation in the area and the industry, as well as our commitment to present you with smarter choices, better planning, faster timing and fewer hassles.

- Collaborate personally with an Agent you can depend on—powered by proven tools and fewer hassles.

**ILLUSTRATED
PROPERTIES**

OUR ROOTS RUN DEEP



We believe that our business is about more than just real estate: it's about taking care of people.

United by our collective values of dependability, compassion and commitment, we understand that independence fosters success. So we support our Agents, while giving them the freedom and flexibility to achieve for you. The result is as powerful as it is personal.

In addition to our vast network of local Agents and experts, the Illustrated Properties' family also expands your reach with the best Agents around the globe, thanks to our partnership with Leading Real Estate Companies of the World®.

- With Illustrated Properties, you have access to:
 - Hometown Savvy
 - Regional Influence
 - World-Class Reach

**ILLUSTRATED
PROPERTIES**

OUR ROOTS RUN DEEP

Local and Proud

“We are a community that cares internally and externally, committed to providing you with a great experience.”

— Mike Pappas, Illustrated Properties CEO and Florida native



Whether you're looking to capitalize on the appeal of a beach escape or a soaring penthouse, no one else can sum up the value of your house and your neighborhood like Illustrated Properties.

Why? We know the territory.

“We live here, just like you,” says Mike Pappas. “Chances are, your Agent might very well become your neighbor.”

And because Illustrated Properties actively fosters a sense of caring and involvement—from participating in community programs to staying up to date on your individual needs—we'll help you feel secure, every step of the way, during the entire selling process.

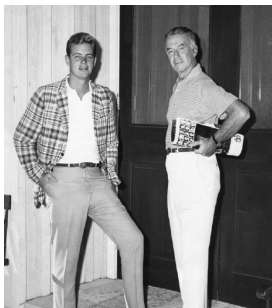
**ILLUSTRATED
PROPERTIES**

OUR ROOTS RUN DEEP

Our Roots Run Deep™



Illustrated Properties and The Keyes Company have over a century of combined real estate experience in the South Florida real estate market. No other firm can match the depth of knowledge we have about our home. Through the years, our companies have grown and evolved. Here are a few events that have shaped who we are today:



1926 Ken Keyes establishes The Keyes Company on Key Biscayne.



1930s Francis Fiske "Bud" Adams, Sr. begins selling land in Hobe Sound and Jupiter Island.

1960 Ted Pappas buys The Keyes Company from Ken Keyes.



1975 F.F. "Bud" Adams, Jr. founds Illustrated Properties in Palm Beach.

1980s F.F. "Chappy" Adams, III takes over Illustrated Properties.

1990s Mike and Tim Pappas take the reins at The Keyes Company.

2016 Illustrated Properties and The Keyes Company join forces.

**ILLUSTRATED
PROPERTIES**

The Most Comprehensive Network in South Florida

20+ Offices
In South Florida

4 Counties
Palm Beach, Martin,
Volusia, and Collier

600+ Agents
Talent and dedication
that's second to none

40+ Years
Independently owned and
operated

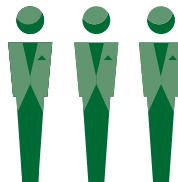
Global reach
A network of 65+ countries



Accessible
Offices



Regional
Influence



Dedicated
Agents



Legacy
of Awards



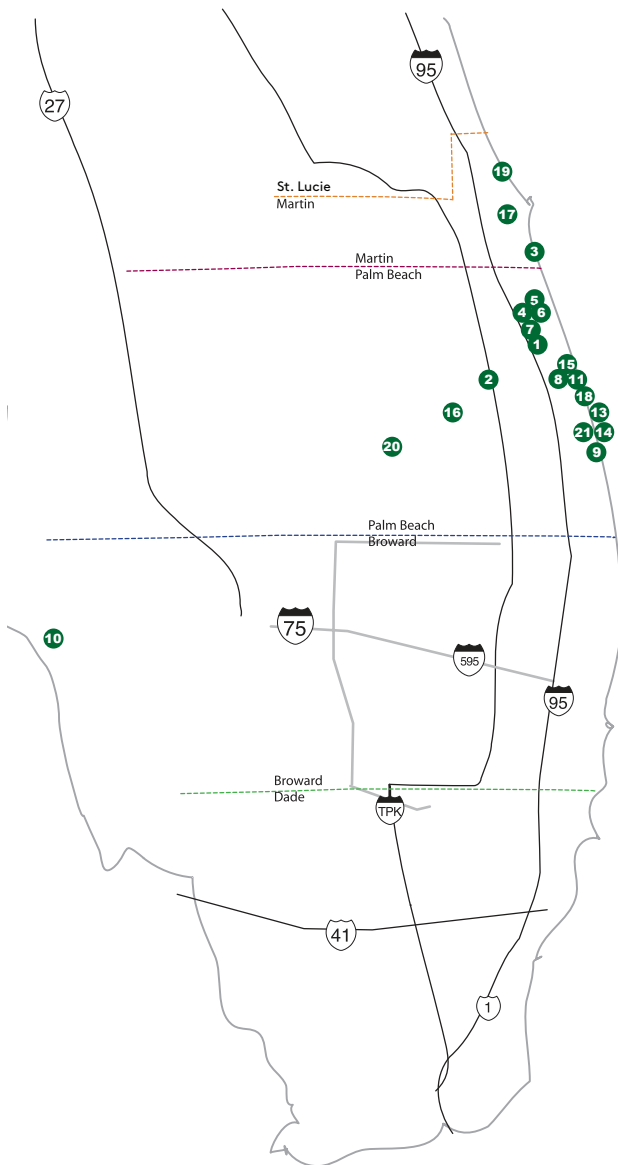
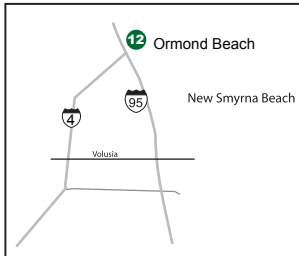
Leading RE®

Our Realtors® are part of a community of knowledge-driven real estate experts who put the needs of our customers at the forefront of decision making.

**ILLUSTRATED
PROPERTIES**

OUR ROOTS RUN DEEP

21 Locations To Serve Your Needs



ILLUSTRATED PROPERTIES OFFICES

1	Abacoa	561.622.5006
2	Fairway / PGA Boulevard.....	561.626.7900
3	Hobe Sound.....	772.546.5250
4	Jupiter	561.746.0008
5	Jupiter / East	561.469.0909
6	Jupiter / Harbourside Place	561.530.8300
7	Jupiter / Jonathan's Landing.....	561.745.2500
8	Jupiter Hills / Lost Tree Realty	561.427.6996
9	Manalapan	561.582.5338
10	Naples	239.596.2520
11	Old Port Cove.....	561.626.3411
12	Ormond Beach	386.547.8586
13	Palm Beach/Paramount	561.366.1121
14	Palm Beach/Worth Avenue	561.655.8222
15	Palm Beach Gardens.....	561.626.7000
16	Riverwalk	561.688.1946
17	Seabranh	772.236.5400
18	Singer Island	561.845.0101
19	Stuart / Sewall's Point.....	772.221.1118
20	Wellington.....	561.793.2300
21	West Palm Beach.....	561.588.2002

Your Neighborhood Experts Since 1975



\$1.45 Billion
Real Estate Services

\$400 Million
In \$1M+ Properties

\$355.2 Million
In Commercial Properties

Illustrated Properties knows Florida. Our experience in the region stretches back nearly a century, which means nobody understands the ins and outs of this market better than we do.

Let us leverage that experience and insight for you. Our Agents have that little something more to make sure your home buying experience is successful and stress free.

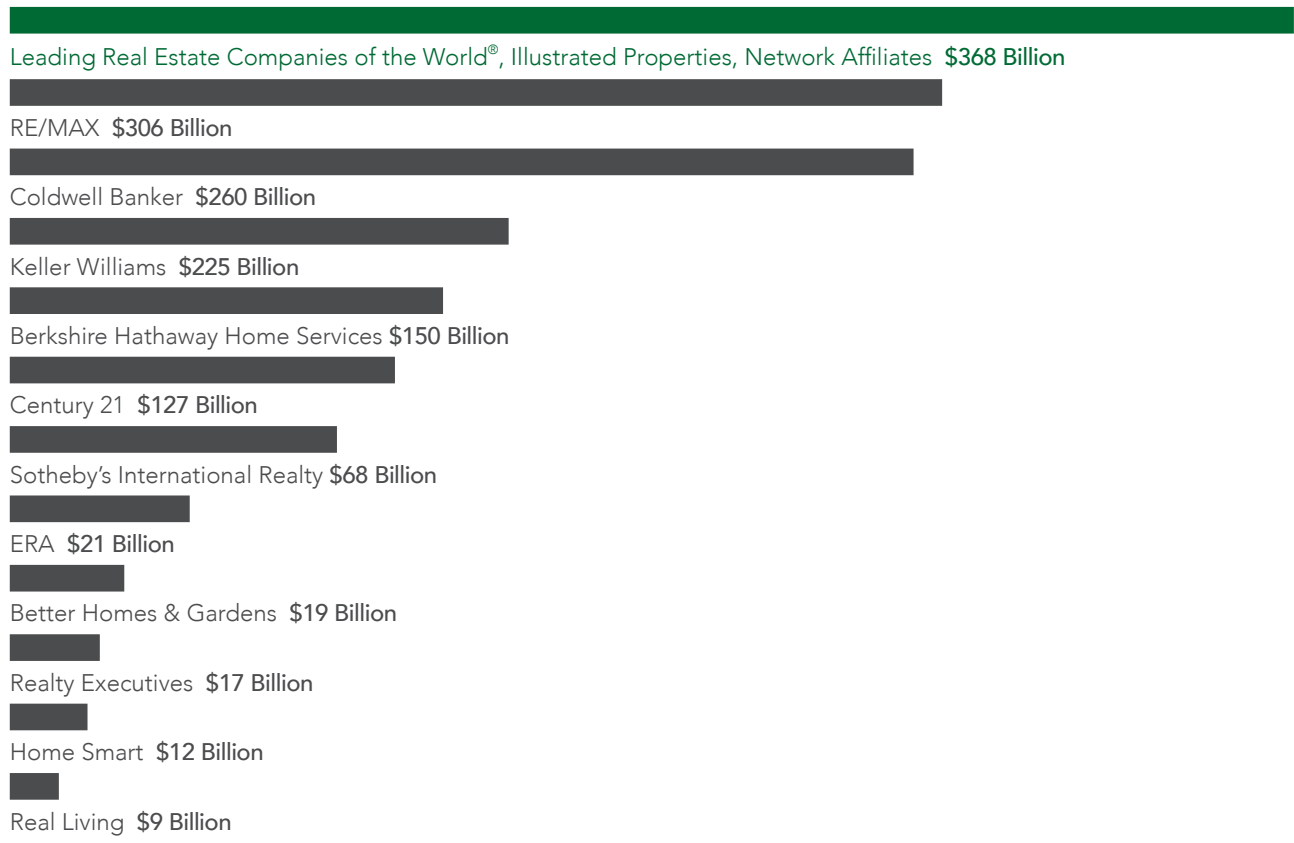
**ILLUSTRATED
PROPERTIES**

OUR ROOTS RUN DEEP

Maximum Exposure, Optimal Response

LeadingRE® Dominates
In Home Sales For The Top 500
Real Estate Firms

SOURCES: REAL TRENDS NATIONAL NETWORK 2016 TOTALS FINAL REPORT, REALTOR® MAGAZINE 2015 FRANCHISE REPORT, AND VARIOUS WEBSITE RESEARCH.



When you allow Illustrated Properties to market your home, you will receive unprecedented reach, exposing your property listing to thousands of potential buyers at home and abroad.

■ We partner with over 565 brokers from around the U.S. and in international locations.

**ILLUSTRATED
PROPERTIES**

OUR ROOTS RUN DEEP

Your guide to a Smarter Sale

With an Illustrated Agent, marketing
your house is easier than you think.
We follow five easy steps:

- 1 Assess**
Evaluation & strategy
- 2 Preparation**
Paint, prune, polish
& take pictures
- 3 List & Show**
Announce, advertise
& open house
- 4 Share**
Communicate
& keep abreast
- 5 Close**
Numbers, negotiation,
small print & scale

**ILLUSTRATED
PROPERTIES**

OUR ROOTS RUN DEEP

Your Listing On Over 50,000 Websites



Illustrated Properties has an aggressive strategy for attracting home buyers to your home. By distributing your property information and photographs to over 50,000 premier consumer websites, from Zillow and Trulia to Realtor.com, we maximize every opportunity to bring qualified buyers to the table.

- IPRE.com**
- LuxuryPortfolio.com**
- Xpertrealty.com**
- Realtor.com**
- HomeFinder.com**
- Homes.com**
- RealtyTrac.com**
- Zillow.com**
- Keyes.com**
- ApartmentList.com
- ELookyLoo.com
- FindAPlace4Me.com
- FreedomSoft.com
- HarmonHomes.com
- HomeBidz.com
- HomesAndLand.com
- HomeWinks.com
- HUDSeeker.com
- Juwai.com
- LakeHomesUSA.com
- LandsOfAmerica.com
- LeadingRE.com
- LiquidusMedia.com
- MobileRealEstateListings.com
- PropertyPursuit.com
- RealEstateCentral.com
- RealtyStore.com
- RentSocial.com

- ShowingSuite.com
- USALifestyleRealEstate.com
- Vast.com
- AdWerx.com
- BuyerHomeSite.com
- CommercialSearch.com
- Ep appraisal.com
- Foreclosure.com
- GuidanceRealty.com
- Home2me.com
- HomesbyLender.com
- HomeTourConnect.com
- HouseHunt.com
- ImagesWork.com
- LandAndFarm.com
- LandWatch.com
- LearnMoreNow.com
- LotNetwork.com
- NewHomeSource.com
- PropertyShark.com
- RealQuestExpress.com
- RentRange.com
- SellersLane.com
- TheRealEstateBook.com
- Trulia.com
- USAGolfHome.com
- USHUD.com
- And Thousands of Others

**ILLUSTRATED
PROPERTIES**

Tried & True Marketing Experience



Magazine ad



Just Listed Postcard



Newspaper ad



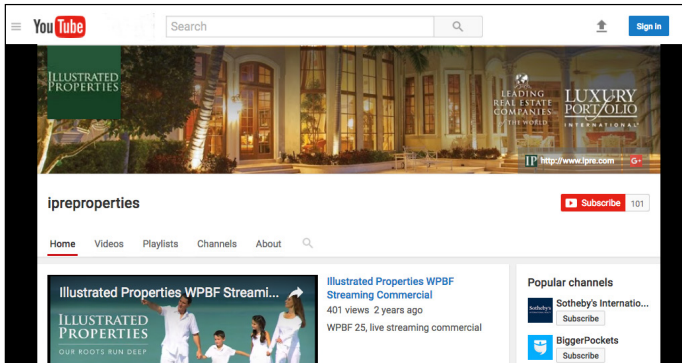
Property Sign

Our Agents are trained in the use of a range of marketing tools and techniques, from traditional to cutting-edge.

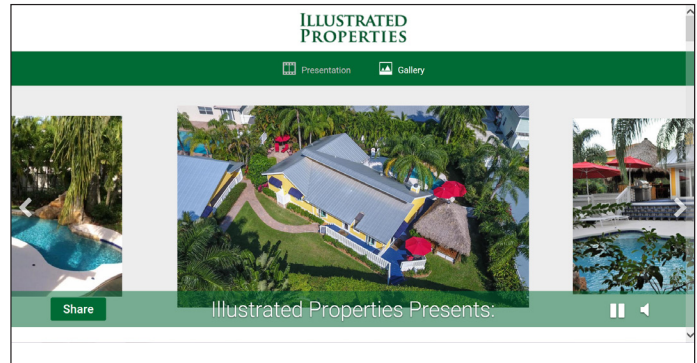
From print advertising and networking, to word of mouth, our Agents will ensure your listing is seen by the maximum number of interested buyers.

**ILLUSTRATED
PROPERTIES**

Digital Marketing Worldwide Reach



More Views on YouTube

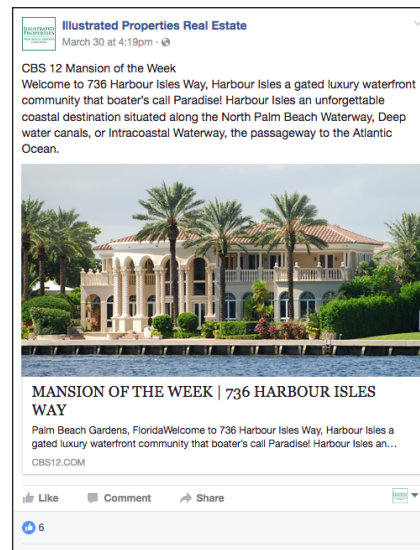


Personalized Property Website



Virtual Tour 360° Visit

- 90% of home buyers use the Internet to search for a new home. 47% of these buyers found the home they actually purchased online.



Social Media Interactions

Get Ready to Make a Move

At Illustrated Properties,
family doesn't need to
stop at the front door
-we will always treat you
like one of our own.



**ILLUSTRATED
PROPERTIES**

OUR ROOTS RUN DEEP

Boost Your Home's Appeal

General Exterior Tips

- Maintain a lush lawn
- Sweep walkways and driveway, remove branches, litter or toys
- Spruce up plantings, trees and shrubbery
- Pressure clean exterior
- Clean and repair patio and deck
- Remove any outdoor furniture if in less than good condition
- Ensure pool or spa sparkles
- Repair roof, broken windows and shutters; replace torn screens; ensure frames and seams have solid caulking
- Touch up exterior paint
- Repair gutters
- Polish all exterior hardware
- Routine A/C inspection, including filter replacement
- Paint the front door
- Add a new front doormat
- Replace doorbell, if necessary

General Interior Tips

- Prepare walls in a warm, neutral palette
- Professionally steam clean carpet
- Polish hardwood floors and/or refinish if necessary
- Wash all windows, window sills, vacuum blinds
- Sell, donate or dispose of any unnecessary items
- Clean, declutter and stage all areas for showing
- Clean out and organize closets: create extra space by packing away any clothes or items you will not need again until after you have moved
- Ensure all fixtures and appliances are spotless and in good working condition

- Remove extra furniture, worn rugs, and items you do not use; keep papers, toys, etc. out of sight—especially on stairways
- Repair any loose door knobs, cracked molding, leaking taps and toilets, squeaky doors, closets, or screen doors which are off their tracks
- Place fresh scented candles, plug-ins or diffusers throughout the house
- Secure jewelry, cash, electronics and other valuables
- Create a warm, welcoming ambiance and atmosphere

Dining Room

- Set the table for a formal dinner to help potential buyers imagine entertaining here

Kitchen

- Check for any hidden areas that may accumulate dirt
- Clean baseboards and flooring
- Declutter and remove countertop appliances
- Organize items inside cabinets; pre-pack anything you will not be using before you move

Bathrooms

- Replace loose caulking or grout
- Ensure lighting is bright, but soft
- Stage with fresh towels, air freshener and candles

Attic/Garage

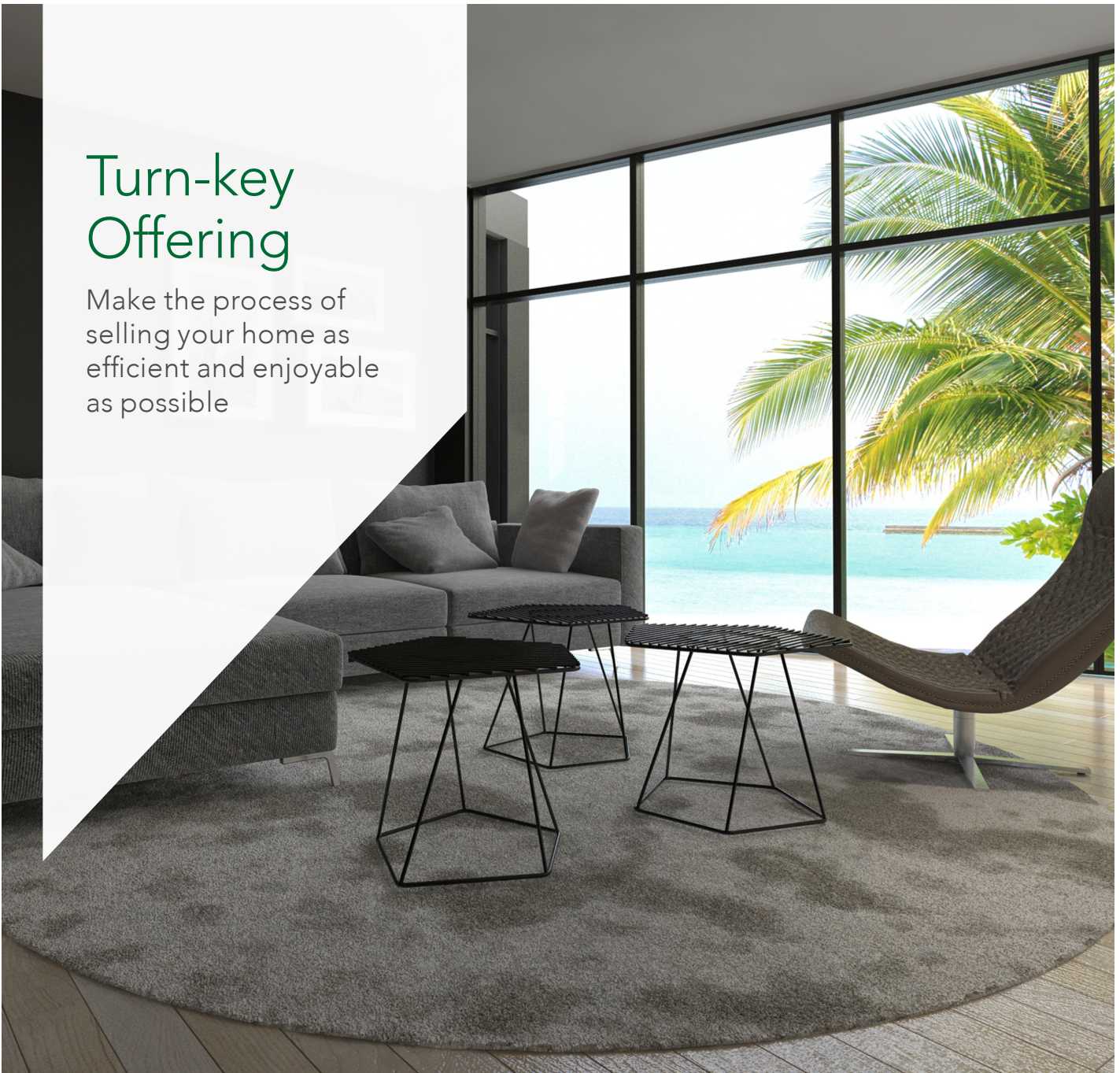
- Provide strong overhead lighting
- Ensure energy-saving insulation is apparent
- Ensure air vents are in good working order

When It's Time to Show

- Prepare a resource folder with recent utilities, insurance, tax and repair work orders to aid potential buyers
- Ensure proper lighting by opening blinds, drapes, etc.
- Make up beds with fresh linens and pillows; put away laundry/clothes
- Vacuum all carpeting
- Set a pleasant mood with ambient music
- Strategically place fresh flowers in key areas
- Arrange for pets to stay with neighbors during showings
- Make sure pet areas are clean and odor-free
- Dispose of all trash in neatly covered bins

Turn-key Offering

Make the process of selling your home as efficient and enjoyable as possible



Mortgage



Property Management



Title



Property Inspection



Insurance

A Full Spectrum of Services

In addition to our REALTORS® expertise, Illustrated Properties and its sister company Keyes offer a suite of resources to cover whatever needs arise. Your mortgage, title, insurance, and property management needs can all be handled by our in-house team. We can close out your property with speed and efficiency, and give you the opportunity to speak with a real person whenever you have a question.

Our extended partner network can take care of everything else – from moving, to inspections, to credit repair.

TITLE INSURANCE

Title Network Inc.

561.747.6000

james@jcclaw.com

HomePartners Title Services

561.723.2042

hptitle@ipre.com

homepartnerstitle.com

MORTGAGE SERVICES

Capital Partners Mortgage

844.841.7190

capitalpartnersmtg.com

INSURANCES SERVICES

Keyes Insurance

An Affiliate of Tom Gallagher Ins

561.295.7900

quote@iprequote.com

KeyesQuote.com

PROPERTY MANAGEMENT

Keyes Property Management

561.598.5760

Info@KeyesPM.com

KeyesPropertyManagement.com

- Access a comprehensive network of talent and services you can rely on. What you need, when you need it.

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PROPERTIES**

We Know Luxury

LUXURY PORTFOLIO INTERNATIONAL®

WHAT IS LUXURY PORTFOLIO INTERNATIONAL®?

A powerful luxury property program designed to:

- Deliver national/international exposure to our \$1 million+ property listings.
- Attract out-of-area buyers
- Access to additional marketing resources.
- Connect the most powerful luxury firms and sales associates.
- Share the latest information about today's luxury consumer.

WHO MAKES UP LUXURY PORTFOLIO INTERNATIONAL®?

The firms that make up Luxury Portfolio are some of the most powerful independent brokerage firms and members of Leading Real Estate Companies of the World®. Of the 565 firms in LeadingRE, over 200 participate in this network.



ILLUSTRATED
PROPERTIES

HOW IS LUXURY PORTFOLIO DIFFERENT?

- This is a powerful collection of firms that consistently receives accolades. Sources such as Unique Homes Magazine, The Wall Street Journal and REAL Trends have ranked Luxury Portfolio as listing the most expensive properties, having the best sales associates, being comprised of the most influential leaders in luxury real estate, and more.
- Membership includes over 200 real estate firms - 60 of which are from outside the United States. Luxury Portfolio is the only luxury real estate website that is translated into nine languages and displays property values in multiple currencies. Traffic to the site comes from over 200+ countries/territories per month.
- Our award-winning website markets over 50,000 listings annually and features more \$1M-plus properties than competitor sites such as Sotheby's. LuxuryPortfolio.com elegantly showcases properties with a unique photo gallery to over 3 million high-net-worth consumers annually. In addition, the site features luxury lifestyle editorial and a first-of-its kind Luxury Blog.
- We advertise our brand and drive traffic to our website online and offline through a multi-million dollar brand advertising campaign showcasing incredible properties in targeted publications such as The Wall Street Journal, Unique Homes, Luxe Interiors + Design, and online through WSJ.com, CountryLife.co.uk, Juwai.com, and more.
- Luxury Portfolio provides the opportunity to participate in property advertising in the Luxury Portfolio International® Magazine, Unique Homes Magazine, Luxe Interiors + Design, Country Life International, and regional and international editions of The Wall Street Journal.

CHRISTIE'S INTERNATIONAL REAL ESTATE

QUICK FACTS

- 141 affiliated brokerages, 1,200 offices
- 46 countries
- 32,000 real estate professionals
- The only real estate network owned by a fine art auction house
- Specializing in luxury properties valued at US \$1 million and above
- Network achieved US \$115 billion in sales in 2016

WEBSITE

- Annual website visits: 70 million
- 64% of visitors outside the United States (Top five: UK, Canada, France, Austria, Australia)
- Listings are syndicated to the digital editions of high-profile global publications including: WSJ.com, Mansion Global, Country Life, Propgoluxury.com, NYTimes.com, Financial Times, and
- Zaubao.com (Asia)

MAGAZINE

- Average value of featured properties in magazine: \$9,650,000
- Average reader age: 40-55 years
- Published quarterly, with issues in: March, June, September and December
- Circulation: 47,500 copies

ADVERTISING

- Affiliate Advertising Program – The Robb Report, The New York Times, The Wall Street Journal Friday Mansion Section, Financial Times, and Kommersant
- Christie's E-Newsletter – reaching approximately 75,000 top Christie's clients

PUBLIC RELATIONS

- Our press strategies are expertly crafted with our public relations team, which spans the Americas, Europe, and the Middle East, to maximize attention in acclaimed media outlets across the world
- Properties are routinely chosen by influential publications as editorial features, lifestyle pieces, travelogs, business reports, and other articles





MY COMMITMENT TO YOU

- I commit to providing you with top notch service and support
- I have a marketing plan custom-designed for your property
- With the collaborative efforts of Illustrated Properties and our Home Service Division, I can assure you a stress-free selling process



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IPRE.COM