



Welcome To The Family



ILLUSTRATED
PROPERTIES

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

We Promise a Different Experience



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.

We're Here For You



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

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.

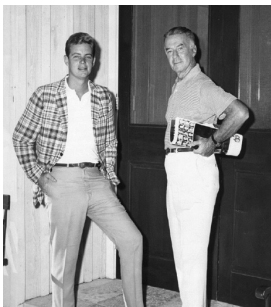
“We live here, just like you,” says Mike Pappas. “Chances are, your Agent might very well become your neighbor.”

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.

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.

The Most Comprehensive Network in South Florida

20⁺ Offices
In South Florida

4 Counties
Palm Beach, Martin,
Volusia, and Collier

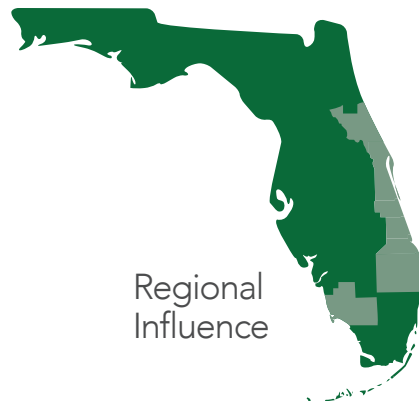
600⁺ Agents
Talent and dedication
that's second to none

40⁺ Years
Independently owned and
operated

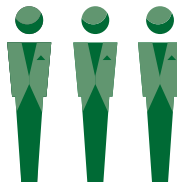
Global reach
A network of 65⁺ countries



Accessible
Offices



Regional
Influence



Dedicated
Agents



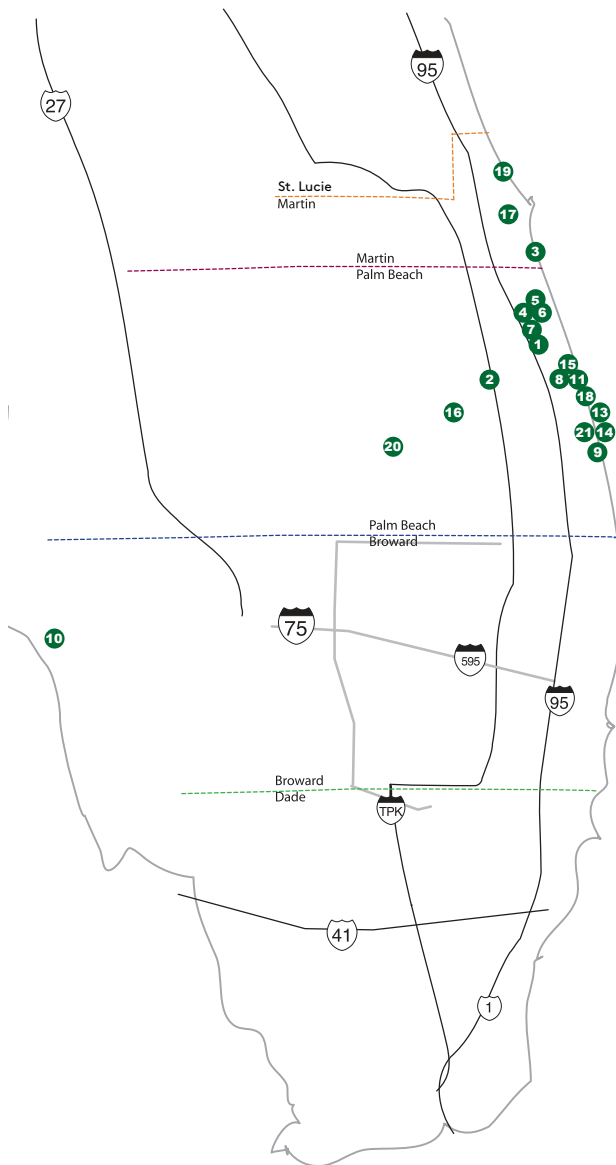
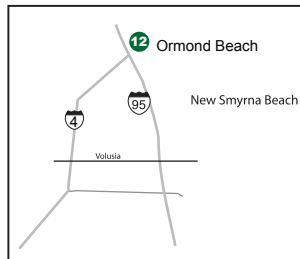
Legacy
of Awards



Leading RE[®]

Our Agents are the most highly trained and effective in the area. This standard-setting reputation for integrity and excellence has consistently earned Illustrated Properties a spot in the Top 100 Brokerages in the US.

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	Seabbranch	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



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

We know what buyers are looking for and how to price your property for success. And, because our network is so extensive and specific, we can seek out the best potential buyers, wherever they are.

As your neighbors, we have a stake in finding the best new owners for the place you call home.

Access an Elite Global Network



Leading
REAL ESTATE
COMPANIES
OF THE WORLD

565⁺ Firms

65 Countries

\$368 Billion
In Annual Home Sales

4,100 Offices

We are a proud member of Leading Real Estate Companies of the World®, a global network of more than 565 real estate firms across 65 countries, with over 130,000 Realtors® worldwide. Meaning that we're not only experts within the local Florida region, but we have access to an expansive network that our clients and Agents can leverage.

■ Your home's future owner may be a block—or an ocean—away. Illustrated Properties has the resources to find them for you, fast.

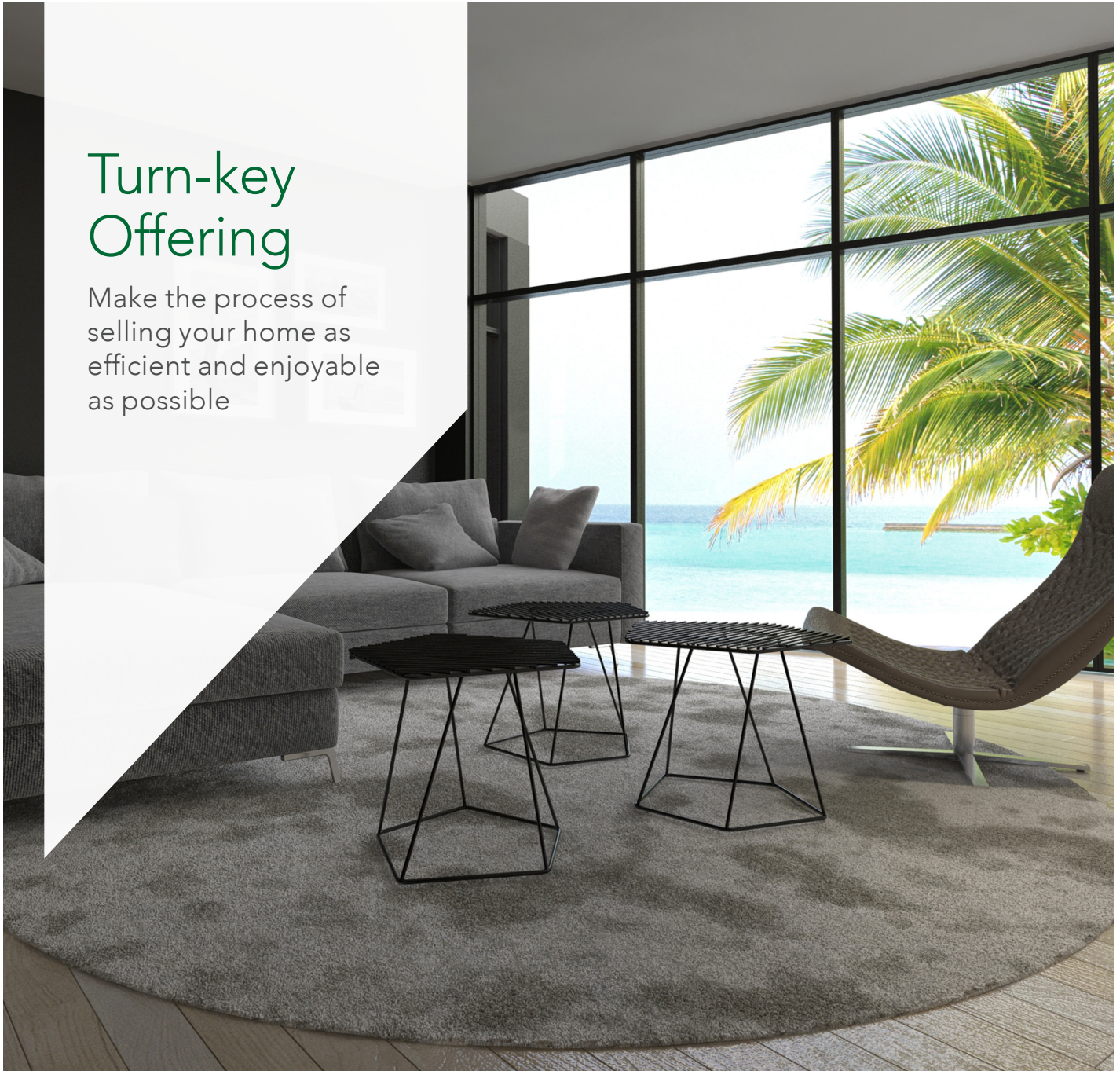
Get Ready to Make a Move



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

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.

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.

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

Tried & True Marketing Experience



Magazine ad



Just Listed Postcard



Newspaper ad

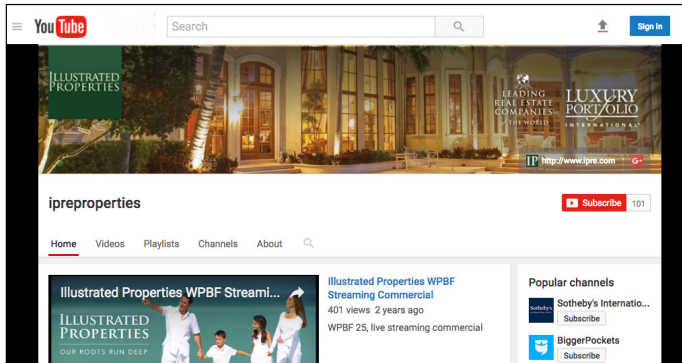


Property Sign

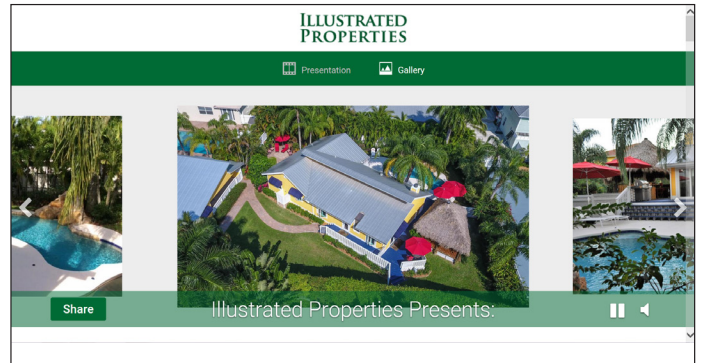
Our Agents are trained in the use of a range of marketing tools and techniques, from traditional to cutting-edge.

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

Digital Marketing Worldwide Reach



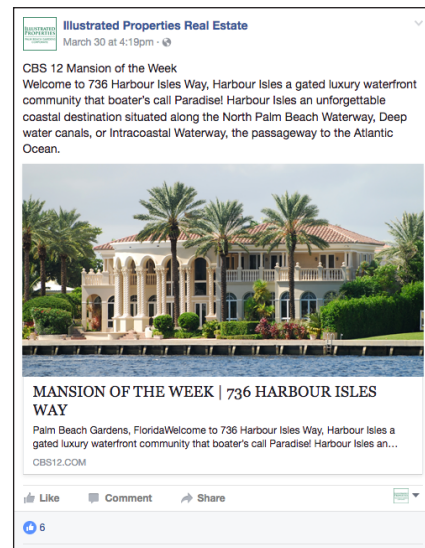
More Views on YouTube



Personalized Property Website



Virtual Tour 360° Visit



Social Media Interactions

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

Your Listing
On Over
50,000
Websites



Online Listing Syndication



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

Eppraisal.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

Maximum Exposure, Optimal Response



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

Leading Real Estate Companies of the World®, Illustrated Properties, Network Affiliates **\$368 Billion**

RE/MAX **\$306 Billion**

Coldwell Banker **\$260 Billion**

Keller Williams **\$225 Billion**

Berkshire Hathaway Home Services **\$150 Billion**

Century 21 **\$127 Billion**

Sotheby's International Realty **\$68 Billion**

ERA **\$21 Billion**

Better Homes & Gardens **\$19 Billion**

Realty Executives **\$17 Billion**

Home Smart **\$12 Billion**

Real Living **\$9 Billion**

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.

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.



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, Proppoluxury.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 Services Division, I can assure you a stress-free selling process



ILLUSTRATED
PROPERTIES

IPRE.COM



ILLUSTRATED
PROPERTIES