

# Why Waterfront Properties? Resources.

Agents, Sellers and Buyers Agree



(Left to Right) Adam Brown, Paul Thomson, Rob Thomson, Joan Thomson, John Nugent, Andrea Roth

*“Waterfront has resources others don’t” is consistently the number one reason agents, sellers and buyers give for choosing Waterfront Properties. “Over 30 years, we’ve built this company to be the clear, better choice for agents, sellers and buyers,” Owner Rob Thomson commented. “I believe we are.”*

Making Waterfront the better choice is the combination of **extraordinary local knowledge, global relationships, best in class Internet and digital marketing, and data-driven and verifiable success.** Through controlled growth, the company dominates real estate sales in core markets from the Treasure Coast to Palm Beach.

*“Under Rob and Joan Thomson’s leadership, Waterfront is ever evolving and adapting to the market. I never have to worry about being left behind, or about my marketing methods becoming outdated, because they are always adopting new strategies to outperform all other firms.”*

– **Adam Brown, Stuart Waterfront Homes Specialist**  
772.403.2408 | abrown@wfpcc.com

For three decades, Adam and his Waterfront team have sold some of the most important homes in all four corners of the Stuart waterfront market, accounting for around \$500 million in sales along the way.

Local Waterfront agents are consistently **top producers in their markets**, leveraging longstanding relationships, market familiarity and professional networks to raise a property’s profile. Experienced and entrepreneurial, they’re backed by powerful digital, online and print exposure marketing and advertising.

*“From day one, Waterfront invests in you. They provide every tool and all the support needed to be more effective than our competitors. Waterfront underwrites my marketing and supplies the majority of my leads. I can then focus on the activities that sell my listings, faster and for top dollar.”*

– **Andrea Roth, Jupiter & Juno Beach Condo Specialist**  
561.713.7679 | andrea@wfpcc.com

In the Jupiter/Juno Beach area, Andrea accounts for the most sales dollars, as well as the largest number of luxury condos sold each year. (> \$250K)

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**Ninety-five percent of all real estate purchases in the U.S. begin as an Internet search.** Waterfront’s worldwide Internet and digital marketing operation is the industry best. Hundreds of real estate websites deliver unrivaled exposure for Waterfront sellers’ properties, with **thousands of buyers viewing Waterfront sites every day.** In 2017, Waterfront received the Best Website Innovation Award from LRE®, a group of 130,000 brokers in 70 countries, accounting for over \$300 billion in sales annually.

*“In the 30 years I’ve specialized here, Waterfront has continually added new and more effective ways of marketing our sellers properties. Sellers get the best marketing available for the properties they list with me, resulting in sales at strong prices.”*

– **Paul Thomson, Northern Palm Beach County Specialist**  
561.371.3571 | pthomson@wfpcc.com

In 2017 Paul Thomson sold more single-family home listings with ocean access in Palm Beach Gardens, North Palm Beach and Juno Beach than any other agent.

In the community and around the world, Waterfront Properties has strong relationships with other leading real estate agents representing foreign and domestic buyers. To reach **foreign buyers who spend approximately \$24.2 billion annually on Florida real estate**, Waterfront maintains the exclusive relationship with London-based Mayfair International Realty. Through 376 affiliate European offices, Waterfront teams are on the ground across Europe actively marketing sellers’ properties direct to foreign buyers.

*“Waterfront has been extremely supportive. They’ve given me a dedicated marketing team, a robust lead capture website, phenomenal search engine optimization and every opportunity to promote Singer Island worldwide.”*

– **John Nugent, Singer Island & North Palm Beach Waterfront Condo Specialist**  
561.301.3371 | jnugent@wfpcc.com

In 20 years with Waterfront, John has sold over 650 condos, more than any other agent, completing over \$300 million in transactions.

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Waterfront agents also have direct access to founder and irreplaceable asset, Joan Thomson. At 85, Joan has had her real estate license for 50 years and continues to mentor and train agents for success. “Joan’s been an incredible partner,” Rob Thomson said. “She’s tough, encouraging and a true visionary.” The appreciation is mutual. Joan said, “Rob pushed us to bigger and better things. He focused on smart growth. I was right to follow his vision. He’s got a pretty good track record.”

Thirty years later, that vision is still right—for agents, sellers and buyers.



Rob Thomson | 561.346.1881 | waterfront-properties.com