

WATERFRONT PROPERTIES'

ROB THOMSON

Records Best 12 Months in
Three Decades



Approaching \$200 Million Sales Soon to Top \$2 Billion Lifetime

Closing out 2018 and starting the New Year fast, Waterfront Properties Owner Rob Thomson had the best 12 months of sales in his 30-year career. As of this writing, he's sold, or currently has pending, sales of almost \$200 million in Jupiter/Tequesta/North County real estate. By the time you read this, Rob likely will have achieved the mark, which simultaneously places him at over \$2 billion in lifetime sales. The youngest agent inducted into Luxury Real Estate's Billionaires Club, no single agent has reached one billion dollars in sales faster. Rob hit that mark almost a decade ago.

Now with five offices from Delray to Stuart—the most recent being Waterfront's Palm Beach office at 333 Peruvian Avenue—Rob spoke enthusiastically about his company's continual evolution. "Early on we invested heavily in the Internet. Back then, most brokerages operated exclusively under the old idea that sales came down to who you know. Some still think that way." With nine out of every ten real estate sales today beginning as an Internet search, it's impossible to know enough people. Many brokerages have come around to the reality of Internet marketing's outsized role in selling real estate; they are playing catch up with Thomson and Waterfront's moving target.

"Complacency is not in our company DNA," Rob said. "We've invested more heavily in training and technology over the last three years than ever before. That's now paying big dividends for every agent in our firm." Waterfront now features its properties on 6,000 local, national and global property exposure websites. Last year Waterfront won the international award for real estate Internet marketing innovation. That's just one iron in the fire of Waterfront's marketing operation. Commenting that he's "never been more excited," Rob said shepherding agents' success is one of his greatest satisfactions. He personally coaches more agents now than at any other time in his career. Weekly breakfast meetings have turned into twice-weekly sessions, usually held at Thomson's neighborhood Admirals Cove Marina Café.

Waterfront Palm Beach's Ronnie Hasozbek-Garcia said, "Rob is incredibly generous with his time. His day begins at 4 AM, so I can bounce anything off him at any time and I know I'll get an immediate response." Ronnie continued, "He has incredible insights. We go up against the biggest and oldest firms in Palm Beach in listing presentations, and we win."

He echoed fellow Palm Beach agent Toni Hollis who said, "Rob is a huge help. He doesn't do opinions. He brings in his team and they use data to educate homeowners about the reality of what works to sell a home in the real world right now. Our presentations show sellers the path we'll follow to sell their home." Hollis, a Palm Beach real estate luminary in her own right, added, "Rob has spent hours teaching me to embrace the digital and Internet world. Before Waterfront, I thought I'd seen and done it all." 2018 was her second best in sales, and what she called the most prolific in her own 40-year real estate career.

George McMahon is a longtime client of Rob's. "Another agent recommended Rob as a specialist in high end waterfront estate homes in North County. That was about six years ago. I've now sold and purchased homes and lots for building with Rob. He and his team are very knowledgeable." Mirroring what many say of Waterfront, George said, "They are a very professional group. Working with Rob and Waterfront is easy and efficient." Having developed a friendship with Rob over many years and transactions, George concluded, "I have nothing but good things to say."

"It's supposed to feel easy for our sellers and buyers," Rob explained. "We have a team of people that work phenomenally hard behind the scenes to get our sellers' homes sold. Our agents are incredibly entrepreneurial professionals." Speaking of the company Rob said, "This has always been about 'us.' I love it when agents say they feel like family. I'm working to see just how far the Waterfront family can go, together."



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