



Rob Thomson (left) accepts the international Best Website Innovation award with John Brian Losh and David Abernathy.

WATERFRONT PROPERTIES NAMED GLOBAL BEST REAL ESTATE WEBSITE

Exposes Clients' Properties to Thousands of Buyers Daily

Websites help sell real estate. Over 80 percent of all buyers go to the Internet first to look for a new home, and Waterfront Properties is there when they do. With twice the dollar value by listing, and double the number of represented buyers of its closest competitor, none do a better job of attracting those buyers than Waterfront Properties' collection of more than 100 luxury real estate websites.

Waterfront Properties recently received the international Best Website Innovation award from LRE® during the 22nd Annual Fall Conference, held in Toronto, Canada. LRE® comprises more than 130,000 top-producing brokers and agents, representing more than 70 countries and selling over \$300 billion annually.

START STRONG.

Beginning more than a decade ago when real estate Internet marketing was still in its relative infancy, Rob Thomson built the earliest example of today's Waterfront websites. He hired digital specialist David Abernathy to lead the effort. Thomson tasked Abernathy, now Waterfront's manager, with developing a website that would attract large numbers of buyers searching the Internet for properties in Waterfront's markets. In this early stage, the team focused primarily on buyers coming from Florida and its feeder markets along the entire East Coast of the United States.

BUILD IT RIGHT. THEY WILL COME.

Waterfront achieved almost overnight success. "We were scratching the surface. But, it was working," Thomson commented. "Lots of buyers were viewing our listings and we could see they were converting to real estate sales." Thomson's next move proved pivotal. "I wanted worldwide exposure for our sellers' properties." He got it.

THE RIGHT EYES.

Today, Waterfront is well known for the sheer volume of visitors to its websites. What is less known or appreciated is the company's success attracting the appropriate visitors to its sites. Thomson commented, "Without giving away any of our methods, where we win for our sellers is by making certain their homes are seen by people who can and want to purchase similar properties." He pointed out emphatically, "It matters little where the prospective buyer is located."

Today, and every day, Waterfront's websites attract thousands of new visitors from near and far. "They come from across the Intracoastal and they come from around the world." Thomson continued, "Exposure is the advantage we bring sellers and buyers."

FREEDOM TO SUCCEED.

Waterfront's websites are a resource for the elite level agents on the company's team. "The Internet is one part of the marketing machine we've built and maintain for our agents' use," Thomson said. "Every minute we save agents from having to hunt for buyer leads and new business is one more minute they can devote to marketing their sellers' properties."

As the international Best Website Innovation award evidences, international brokers recognize Waterfront's successful Internet exposure model. Every year the company hosts groups at its offices in Jupiter and Palm Beach. In October, Waterfront hosted New Jersey's Carolyn Ozar Diakon and her team of senior agents from Resources Real Estate, in its Palm Beach office. Resources Real Estate has offices in Rumson, Monmouth Beach, Red Bank and Atlantic Highlands, New Jersey.

"It's always informative spending time with Rob Thomson and his agents," Ozar Diakon commented. "This was especially true of our visit to Palm Beach. Rob shared with my team some of Waterfront's great technology and the statistics that showcase its effectiveness. Our agents were very impressed. We will send all our buyer referrals their way."

DO THE WORK.

Rob Thomson said while he was thrilled to see his team win the award for Best Website, his focus over the years has never been on awards. "It's more about the rewards of seeing sellers' properties consistently sell for the right price to the right buyer. It's rewarding seeing our agents succeed." He concluded, "What I've learned over the years is simply this: Do the work. The rest takes care of itself."



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