



Adam Brown

Selling *the* Dream

REALTOR ADAM BROWN DOES NOT SELL HOMES
– HE SELLS A LIFESTYLE.

It started with a skateboard. Adam Brown wanted one, but neither he nor his single mother of three could afford it. So, he got up every morning and mowed his neighbors' lawns and trimmed their trees and cleared their driveways until he could. He was only 8 years old.

"My mother worked really hard to put food on our table and a skateboard wasn't in the budget. I realized very early in life that if I wanted anything, I had to get it myself," Brown says of his modest upbringing.

By the time he was 16, Brown and his partner were cleaning and maintaining 35 yards a week. Brown says, "Robert and I would start right after school, work until dark then go home and do our homework. Weekend mornings would start at daybreak and we would work until the sun went down."

These early experiences prepared Brown well for his dynamic role at Waterfront Properties and Club Communities where today he is one of the company's leading agents. With more than \$500 million in sales spanning a career that began at Waterfront in 1989. His \$7.5 million-dollar sale of a home in Sewalls Point in 1997 still stands as the area's highest ever.

Specializing in the area's waterfront market has made Brown the go-to agent when buying or selling luxury homes in the Treasure Coast. And, after talking with him for a few minutes, it's easy to see why this sales savant has been so successful. His earnest determination to help his

clients find the right home or sell at the right price has given his clients confidence in his abilities.

"Here's the reality," Brown begins. "I treat each seller like they're a member of my family, and there have been times when I tell sellers not to take a certain price offered for their home. And it pays off in the long run."

"When working as a buyer's agent, I do the same thing," he continues. "My goal with a buyer is finding properties I personally would like to own at the price I would be willing to pay."

Together with Waterfront Properties' unmatched Internet marketing and global presence, Brown has given his clients an exposure that has no borders. Using its sophisticated web presence, he has put his clients' homes forefront on more than 2,000 websites from Stuart to Singapore.

A man whose self-motivation and determination drives him to earn incredulous numbers, Brown remains dedicated to his clients and their needs.

"This is still a people-to-people business," he says of real estate. "I enjoy the interactions I have with my clients."

But for Brown, real estate has become less of a job than it has become his lifestyle – one that he enjoys thoroughly. An outdoorsman who enjoys life on the water, either fly fishing, surfing or just relaxing on one of his boats, Brown considers living in South Florida a dream. And for him, it's easy to make that dream a reality for others.

One particular client from New Jersey saw that dream firsthand earlier this year. After calling Brown from the client's New Jersey home, where it was snowy and miserable, the client flew down to shop for a home in Stuart. After an extensive tour of homes, the two men got into Brown's boat, packed a couple of fishing poles and, as Brown puts it, started seeing what life here on the Treasure Coast was all about. By the end of his trip the client purchased an ocean-to-Intracoastal home on Hutchinson Island.

"I'm really selling a dream here," Brown details. "It's not about just selling a house; it's showing people about the lifestyle. I take

people out and let them see what living in paradise is all about."

And while the lifestyle may indeed be a dream, it doesn't hurt that Brown knows this land like the back of his hand. A pilot who used to own his own airplane, Brown has seen every home in the area not only by land and water, but also by air. He's photographed and studied each neighborhood, each river and waterfront property, and has familiarized himself with the lay of the land. Brown says, "I literally have an aerial photo of every waterfront home in the Stuart area." As he says, given a photo of a home, either an aerial shot or a land view, he could tell where the home is located and usually give the address.

"Once, a client called looking to buy a home that could fit his 70-foot sailboat that had a 65-foot mast and an 8-foot draft," Brown remembers. "I remember telling him right then and there that there are only a dozen waterfront homes in Stuart that would accommodate his boat and only two of those are on the market. Because I'm so familiar with the area, I knew these were the only properties that could work for him."

Brown says, "Nearly every time I go on a listing appointment the seller asks me, 'Are you just a listing agent or do you actually have buyers for my home? I am not interested in an agent that is going to just put my property in the Multiple Listing Service and wait for another agent to sell it for them.' I love this question because my statistics are off the charts. Throughout my career I have brought the buyer to the closing over 50 percent of the time. This proves beyond a shadow of a doubt that our marketing strategy is targeting the right buyers and my team has the systems in place to follow up with those buyers throughout the buying process."

Brown has come a long way from his 800-square-foot childhood home and collegiate days of working three jobs and juggling classes. Looking at his continued success and unwavering passion for real estate, there is little doubt Adam Brown made the right career choice.

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