

ECHO
FINE PROPERTIES





WE ARE MAKING WAVES



How do we keep getting named the best brokerage in Palm Beach County year after year after year? Inspired by the relentless power and beauty of the Atlantic Ocean, our energy and efforts are unlimited. With over 60 agents supported by a team of 20 experts in client concierge, marketing, advertising, photography and cinematography, we work constantly to take our services to the next level. Making us the fastest growing luxury brokerage in Palm Beach County. And now the wave is moving to Martin County.

The truth is we are really making waves and it's all done by working as a team, letting our experts take care of details so our agents can take care of our clients.

WAVES OF CHANGE

See how



we do it

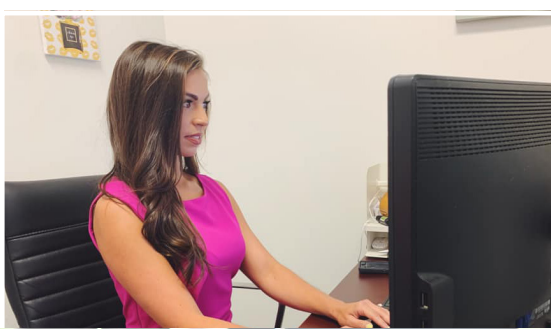
Echo Fine Properties takes a revolutionary business approach to residential real estate. Every industry today, other than real estate, utilizes specialist departments as a team. The day of the “General Store” with jack of all trades disappeared when Henry Ford came along.

Founder Jeff Lichtenstein came from a large family textile business where the world was round. Western Textile had a design department of 12 in the studio. A converting department that kept track of inventory. It would be crazy for the sales people to be designing drapery products or mixing colors. Rather, they spent 100% of their time on what they did best. Selling!

When Jeff entered real estate in 2000, he was astounded to see the Realtor was designing ads, making a brochure, taking the photos, or building their own website. Not only did they not have talent or money to pay for these functions, but it was limiting the time they spent finding and selling homes for their clients. It was like the world was flat.

Instead of Realtors having little support and spending their time trying to do it all when a specialist in each field should be supporting them, ECHO FINE PROPERTIES works as a team with multiple skill sets, laser focused towards one goal; making your home sale or purchase the best experience possible and getting you the best deal. Using our 360° support team, we have perfected a system of communication that has our clients really praising us. We have sold billions of dollars in homes and have thousands of happy clients all due to a team effort of people doing what they do best.





WAVES OF SUPPORT

Meet the



team here

Buying and selling a home has changed drastically. Almost every technology we use to sell, like Social Media, Drones or iPhones, didn't exist that long ago! Our company is leading the way in services, technology, communication, and marketing. Agents today simply do not have the support we offer to get our results.

Professional Photography and Videography Our In-House team utilizes drone aerials, night shots, HDR photography, Exposure Fusion and cinema level video and editing. Your home will look its very best with our staging and mastery of the imaging medias.

Marketing And Design Nobody puts more time, energy, and thought into a home's presentation. From staging, pricing, and strategy, each home is precious to us. Our team creates brochures, postcards, and advertising. As part of our 57-point-to-do-list, we populate each home to thousands of listing sites.

Virtual Showings Our innovative technology allows prospective buyers to explore your home from the comfort of their own home, thanks to tours and open houses in virtual reality. We utilize both live open house experiences, and pre-recorded video tours along with virtual reality 3-D models.

Social Media We recognized that everyone has their smart phone within arm's reach at all times! We went from zero to an In-House team of three overnight. Today half our Buyer leads come from social media.

Client Concierge We have an In-House local team who handle all incoming social media, e-mail, and internet buyer inquiries. We live in a "now" society and having dedicated local people to handle each inquiry while the agent is tied up assures our clients the fast response time they deserve.

Closing Coordination Our In-House closing specialist monitors the transaction the whole way, keeping track of inspection or mortgage dates, escrow, and details to assure a smooth closing.

WAVES OF IMPACT

Try ECHO  Home Match



From posting must reads on Facebook, to showcasing your home on Pinterest, our team utilizes these critical social networking mediums. We identify social media Buyers that are truly ready to purchase a home and quickly contact them with 360 degrees of communications, including:



ECHO Home Match™ is our own innovative interactive tool. You answer a few simple questions about what you want from your next community and home. Echo Home Match™ then pairs you with the right neighborhood, schools, and even multiple home options that fit your personal criteria, cutting down on confusion and time spent researching hundreds of options conventionally.



Our email marketing to a list of 200,000 subscribers is cutting-edge and breaks through with brilliant design, current data, and a spot to feature your home.



While many Realtors have cut back on **print advertising**, Echo is taking advantage of this void with calculated direct mail advertising that stands out.



Our Lead Generation technology is only matched by real social standing, connections, and real world experience. Our team attends the finest local events, organizes charities, and attends social gatherings. With our 500+ years of experience, we have a real foundation in the Palm Beach area communities that is unparalleled.



90%

START THEIR
HOME SEARCH
ON THE INTERNET.



Search



WAVES OF DIGITAL DOMINATION



NUMBER ONE BUYER OF ZILLOW LEADS One of the biggest strengths is our endless effort to support our agents with real leads. Everyone knows a buyer starts the buying or selling process online and with Zillow. So we have been and continue to be the largest buyer of Zillow leads in Palm Beach County.

THE ECHO FINE PROPERTIES WEBSITE utilizes leading-edge technology and responsive luxury design to give information that Buyers want and to showcase your property. Our new custom website is designed for a lightning-fast mobile experience. EchoFineProperties.com clearly outperforms other sites.

SEARCH ENGINE OPTIMIZATION We have professional in-house SEO staff working diligently every day to ensure we are making the first page of thousands of search terms of practically every local subdivision or condo page so that EchoFineProperties.com is ranked higher in Google searches. Lead capturing is one of the most vital elements of our website. It simply means obtaining the Buyer's contact information. We then immediately contact the Buyer and get their home requirements, which oftentimes can be a direct fit for your listing.



See for yourself by searching for any community in the Palm Beach areas.

NUMBER ONE BROKERAGE FOR GOOD REASONS

Read happy



client reviews

WITH YEARS OF REAL WORLD EXPERIENCE, WE HAVE THE INSIGHTS TO MAKE THE DEAL HAPPEN.

We have honed our skills in negotiation through years in the toughest real estate markets. Negotiation is an art that few Realtors really possess. It takes an innate ability to “read” each individual and understand their motivations. It takes knowing what to say and when not to say anything at all, then to gather all of the pertinent information for you, our client, to make the final call.

A CARING CULTURE We take pride in our family pod atmosphere where the entire team works together. Echo is a family business started by Jeff and his father Cary. We all work together everyday offering real-world experience. With boot camps on how to get started, weekly sales meetings, how to focus on buy side or listing leads, to role playing or farm area domination, we are behind you. Whether it’s a strategy session or going on the listing appointment with you or being available to help with anything, you get our time so you can succeed.

OUR AGENTS DON'T COMPETE WITH EACH OTHER We carefully select agents for specific areas, allowing them to learn their community and serve them better.

OUR AGENTS ARE FOCUSED ON SERVING YOU WITH 360° SUPPORT Our agents are supported by Professional Assistants, Farming Support, Photography and Videography Studio, Direct Mail, Print and Social Media Advertising, Public Relations, Tech and Legal Support, with no cost to the agents, so their focus is always on serving you.





HOME ECHOnomics

NOBODY ELSE SELLS A HOME LIKE WE DO.

WE GUARANTEE IT.



Echo Fine Properties is introducing a new vision and method for buying or selling your home. HOME ECHOnomics is an art form because it combines aesthetics, advanced technology, and innovative business solutions that no other Realtor can match.

THE BEAUTY OF HOME ECHOnomics. It's easy to see beauty in your home. But that look and feel are not always easy to translate. ECHO Fine Properties has staging and photography experts In-House to see and dramatize the things that make your place attractive to buyers. Staging nuances, dramatic night shots, drone photos and other expert touches will give you a new perspective on your home and an overall picture that buyers will love.

THE POWER OF HOME ECHOnomics. Insight and experience can be powerful. An example: Our back-office operations are unique. Using our own systems, we can often put a more accurate value on your home than a website that can't see many of the things a home has to offer. Those specific details can help your transaction go more quickly and smoothly and at the best price.

THE LOGIC OF HOME ECHOnomics. This is easy. It's called the Home ECHOnomics Guarantee. It's an iron-clad promise to do the things we say we're going to do. The list is long, it's thoroughly detailed, and it makes total sense ("Why doesn't everybody do this?"). Answer: No other Realtor duplicates it.

OUR 57 POINT GUARANTEE

More



details

1. In-depth meeting to learn your goals
2. Strategy session including staging
3. In-depth knowledge & ECHOnomics Team appraisal for pinpoint pricing
4. In-depth interview to learn about your home
5. Detailed MLS Entry & Verification
6. Client MLS Proof Sign Off
7. Multiple County MLS listings
8. List Hub placement populated to hundreds of real estate websites
9. Matterport® 3D Virtual Reality Home Tours Compatible with Oculus and Google Cardboard. Dollhouse & Floor plans.
10. In-House unlimited interior and exterior photos
11. In-House Drone (3 types) aerials
12. In-House night photography
13. In-House photo retouching editing
14. In-House professional real video of your home.
15. In-House writer & professional proofreading for all marketing materials
16. In-House Client Concierges receiving 50 plus Buyer inquiries daily pushing your home
17. Printed brochure on heavy stock paper.
18. Animated digital brochure.
19. Palm Beach County School Home ECHOnomics Banner Program
20. Featured on EchoFineProperties.com top Google placed website
21. MLS populated to 100's of real estate websites
22. Exclusive Ylopo placement with Facebook
23. Ylopo Digital/Social Media Placement
24. Custom Zillow Video Tours
25. Realtor.com enhanced placement
26. Trulia.com placement
27. Facebook & Facebook Ads
28. Showcase Streaming LIVE Tours
29. Instagram
30. Twitter
31. Tik Tok / Reels Storytelling
32. YouTube
33. Pinterest
34. LinkedIn
35. Networking and featured stories on our exclusive Local Waves channel
36. National/International luxury affiliates including Luxury Real Estate.com
37. Mass Weekly Email for Open Houses and featured listings (over 200k subscribers)
38. Mass-Email showcase of your home
39. Open Houses (Cookies, Mylar Balloons)
40. Lots of little stuff from making keys to placing signs
41. Personal home showings by appointment.
42. Feedback weekly & after every showing
43. PR Department Press Releases
44. Market to your community directly
45. Cold calls to find a buyer for your home
46. Marketing to Echo Team
47. Marketing affiliation program to Illustrated Properties and Keyes Agents
48. 24/7 Professional branding from car to attire
49. Buyside Computer Match of your home to active Buyers
50. In-House Rental Specialist
51. Expert Negotiation
52. Legal experts
53. Mortgage consultants
54. In-House Closing Coordination (Appraisal to Inspection)
55. Title experts
56. Jeff & Cary Lichtenstein Broker expert advice
57. Closing Celebration

LOCALLY KNOWN.



We love what we do.

Helping people find the perfect home, selling their home, and supporting local businesses along the way is how our effort goes beyond real estate in so many ways.



ECHO HOSTS TUG-TO-STOP-CANCER EVENTS.

As a team we brought hundreds of locals and businesses together and collected over \$14,000 for Scripps Cancer Research right in Jupiter, Florida. Our efforts created lasting connections throughout the area that created a bond of lasting friendships.



ECHO FINE PROPERTIES TOP AGENT, ANDREW LEVY, PAYS OFF LUNCH DEBTS FOR OVER 400 CHILDREN LOCAL JUPITER PUBLIC SCHOOLS.

These children that were in debt were going to either not eat or they would get just cheese sandwiches, so Levy met with the district and paid off the outstanding debt in all nine Jupiter area public schools, and he's not stopping there. Every quarter, he continues to support local families with a Go Fund Me page so everyone can contribute to this ongoing issue for years to come.



ECHO FINE PROPERTIES OFFERS FREE GROCERY SHOPPING AND DELIVERY FOR ANYONE IN NEED DURING COVID

We even offer free services such as appealing local tax increases due to unheard of prices. We truly believe in being a huge asset to the local people .



When you work with truly local companies you support your community. This is why we are voted the Best Real Estate Brokerage in Palm Beach County year after year after year.

TOTALLY CONNECTED.



A worldwide collection of top brokers representing the finest luxury properties, Who's Who in Luxury Real Estate has been leading the industry since 1986. This hand-selected group of more than 130,000 professionals with properties in more than 70 countries collectively sells over \$300 billion of real estate annually, making it the most elite and comprehensive luxury real estate network in the world.



Ylopo is the premier social media Buyer and Seller lead generator, meaning real leads sent to you daily. Working with Facebook Ylopo identifies Buyer and Sellers earlier on in the process before they go to Zillow or others and generates 7 Seller Facebook ads throughout the process.



Not only are we the number 1 buyer of Zillow Leads in Palm Beach County, ECHO is a Premier Agent on the Zillow and Realtor.com Platforms . This means exclusive data for our agents and clients, faster reactions to our listing responses, and allows us to find qualified buyers before the competition.



ECHO FINE PROPERTIES and their Broker Jeff Lichtenstein has earned the position as the authority of Real Estate. Our reputation and in-depth knowledge of the South Florida market is seen regularly and respected by many viewers which translates to real recognition credibility for everything we represent, including representing your home purchase or sale.



LET'S TALK

EVERY DEAL STARTS WITH HONEST COMMUNICATION

Listening To Client Goals We listen to your goals. Do you want the highest price? Is a fast sale most important? If you are purchasing, we want to know how you are going to live and what features are most important to you. Once we understand your needs, we will give you advice and put together a personalized strategy.

Listening to what is special about your home Before we can create our gorgeous brochures and ad copy for the website, we want to know what makes your home so special. We interview the house in depth by listening to you. Our first question, what was the first thing you felt when you walked into your home, often gives us great clues on why the ultimate Buyer will want to purchase it.

Preparation From getting the house ready for the photo shoot to making sure that we have your HOA documents in advance, we communicate to you what needs to be done.

Feedback from showings We call you after every showing. We tell you everything that occurred and what, if anything, needs to be done to make improvements.

Feedback throughout the closing process There is no sigh of relief when the contract is signed. Anxiety builds on when the inspection is due, critical contingency dates, and a host of vendors. You will hear from our team constantly and we hold your hand every step of the way.



