

E C H O  
FINE PROPERTIES





IN ASSOCIATION WITH ILLUSTRATED PROPERTIES



# THE NEXT WAVE IS HERE

With over 40 team members, we have grown and so have our abilities. Jeff Realty has evolved into Echo Fine Properties. Inspired by the teamwork, intelligence, and communication of a dolphin pod, we focus on locating the finest homes and qualified buyers perfect for them with our system we call EchoLocation™. Developed through decades of real world experience, we can confidently say that no one else has a better method for locating real buyers that are ready to buy now.



# 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 product 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 the talent or money to pay for these functions, but it was limiting the time they spent finding and selling homes for their client. 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. With over 1,000 homes sold using our 360° support team, we have perfected a system of communication that has our clients really praising us. This is all due to a group effort of people doing what they do best.

You can see the thousands of happy clients’ reviews at [EchoFineProperties.com/reviews](https://EchoFineProperties.com/reviews).







# A POD OF MANY TALENTS

Buying and selling a home has changed drastically. Almost every technology we use to sell, like Social Media, Drones, or iPhones, didn't exist 10 years 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.

**Information Technology** Our In-House IT specialist creates brochures, postcards, and ads. As part of our 51-point To-Do list, he then populates each home to thousands of listing sites.

**Professional Photography** Our In-House photographer utilizes drone aerials, night shots, HDR photography, and Exposure Fusion. The "No Shadow Rule" assures photos are taken when the bright sun is behind us with no dull shadows on the house and only brilliant blue skies.

**Marketing And Design** From magazine-style 8-12-page brochure layouts, to staging, pricing, and strategy, each home is precious to us. Nobody puts more time, energy, and thought into a home's presentation.

**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 two overnight. Today, half of our Buyer leads come from social media.

**Client Concierge** We have an In-House person who handles all incoming social media, email, and internet Buyer inquiries. We live in a "now" society, and having a dedicated person 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.

**Agent Specialists** Each handpicked specialist focuses on specific communities so they know it like the back of their hand. We know the neighborhoods, the inside deals, how to stage, how to show, how to negotiate, how to close. We do all of that and strive to make it a fantastic and enjoyable experience for you!

# EchoLocation

The next wave of matching home to buyer.

Utilizing specialized talents and total communication between all departments, we have developed the most efficient process to reach the right people, identify real buyers, and deliver the right homes to them. We call it EchoLocation and it's truly a revolutionary new method of real estate sales and services using every tool in our tool box.



From posting must reads on Facebook to showcasing your home on Pinterest, Jeff's 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:



**EchoFineProperties.com** 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.



With **EchoMatch**, our own innovative interactive tool, you answer a few simple questions about what you want from your next community and home. EchoMatch 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 150,000 subscribers is leading edge and breaks through with brilliant design, current data, and a spot to feature your home.



While many Realtors have cut back on **newspaper advertising**, Echo is taking advantage of this void. The Palm Beach area has a mature clientele who still reads the newspaper and the ads pay off. Additionally, we reach specific areas with professionally designed direct mail advertising.



Our Lead Generation technology is only matched by real social standing, connections, and real world experience. Our team attends the finest events, charities, and social gatherings, and with 300 plus 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](#)





# SEOD

## Search Engine Optimization Domination

EchoFine Properties.com shows up on the first page of results on 100s of searches.

We have professional in-house SEO staff working diligently every day to ensure that 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.



# THE ART OF NEGOTIATION

WITH 93 YEARS OF REAL WORLD EXPERIENCE, WE HAVE THE INSIGHTS TO MAKE THE DEAL HAPPEN.

The Lichtensteins have honed their skills in negotiation through years in the textile and real estate markets. Negotiation is an art that few Realtors really possess. It takes an innate ability to “read” each individual and to 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.

Decades of working with buyers and sellers from all walks of life, all corners of the United States, and around the world, give clients who have The Lichtenstein Team in their corner a big advantage.







# LET'S TALK

## EVERY DEAL STARTS WITH OPEN 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 the 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 as to 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.

# JEFF

Jeff, Founder of Echo Fine Properties, is nicknamed “The Machine” because of his long hours and ground-breaking efficiencies. He has successfully sold more than an astounding 1,000 transactions and it’s rare to find a situation he hasn’t been in before. Jeff manages the entire team, invented its systems, and oversees all processes. While intense at work, Jeff prefers to just be called “Jeff” and is wonderfully approachable. Prior to becoming a Realtor in 2001, Jeff spent the preceding years as VP of Sales for Western Textile in the home furnishings textile industry. Jeff traveled an exhausting 35 weeks a year. While he continues to work long hours, it’s nice to be home for dinner with his 2 children and wife each evening.

# CARY

Cary Lichtenstein, Broker, specializes in working with high net-worth individuals. His educational background was in finance and economics at the University of Illinois. He later earned a J.D. at DePaul Law School in Chicago. Rather than following a legal career, he opted to enter a family home furnishings textile business which he grew 20-fold over 30 years and then sold at age 53 to Leggett and Platt, a Fortune 500 company. His negotiating ability and knowledge of the area is at a master level. Cary enjoys mentoring our agents and is an invaluable resource in helping close or structure complex transactions. A 20-year resident of Admirals Cove, Cary loves spending time with his wife of 49 years, Bette, and oil painting.

# LISA

Lisa Lichtenstein, a Chicago native for 26 years, has a rather unique background for a Realtor. As a courtroom attorney for over 16 years in both Illinois and California, Lisa has litigated hundreds of trials, motions, hearings, appeals, and conferences. Lisa partners with Cary and her law background gives her clients a strong advantage, since advocating for clients and law are undoubtedly critical components in any real estate transaction. Lisa is a joy to work with, as coincidentally, her parents gave her the middle name of Joy. According to her parents, the name is a perfect fit!





# Introducing the art of buying and selling your home HOME ECHOnomics



ECHOnomics. Looks like a play on a word. Actually, it's kind of an upgrade. ECHO Fine Properties is introducing an updated vision and method for buying or selling your home. It's really an art form because it combines aesthetics, advanced technology and innovative business solutions in a way that no other

Realtor can match.

And it's an update that's already an acclaimed winner. Here's the proof.

## 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.

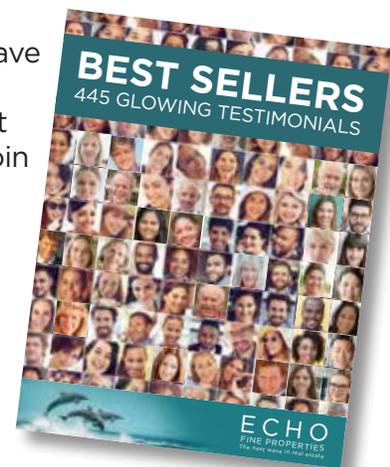
Insight and experience can be powerful. An example: Our back-office operations are unique. Using our own systems, we can often put a more accurate value on your home than a website that can't see many of the things a home has to offer. Those specific details can help your transaction go more quickly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

## The joy of Home ECHOnomics.

Buying or selling a home can be a nightmare. Yours can be a dream. So many details you don't have to master. So many pitfalls you don't have to worry about. So many folks on our long, long list of satisfied customers. Join them. You're going to be very happy that you did.



# HOME ECHOnomics

57 PROMISES TO ENSURE EVERYTHING  
THAT IS SUPPOSED TO HAPPEN, HAPPENS.

1. In-depth meeting to learn your goals
2. Strategy session including staging
3. Review all facets of the process in advance
4. In-depth knowledge & ECHOnomics Team appraisal for pinpoint pricing
5. In-depth interview to learn about your home
6. Detailed MLS Entry & Verification
7. Client MLS Proof Sign Off
8. Multiple County MLS
9. In-House writer & professional proofreading for all marketing materials
10. In-House unlimited interior photos
11. In-House exterior photos. Natural sunlight rule
12. In-House Drone (3 types) aerials
13. In-House night photography
14. In-House IT photoshopping
15. In-House photo journalist for video tour
16. In-House video movie of your home
17. In-House Client Concierges receiving 40 plus Buyer inquiries daily pushing your home
18. Lots of little stuff from making keys to placing signs
19. 8 Page Magazine style brochure on heavy stock metallic paper
20. E-Brochure
21. Featured on EchoFineProperties.com top Google placed website
22. MLS populated to hundreds of real estate websites
23. Illustrated Properties website
24. Exclusive Ylopo placement with Facebook
25. Ylopo 7 Step Facebook ads
26. Zillow enhanced placement
27. Realtor.com enhanced placement
28. National/International luxury affiliates & networking
29. Trulia
30. Facebook & Facebook Ads
31. Echo Blog
32. LinkedIn
33. Instagram
34. Twitter
35. YouTube
36. Pinterest
37. Mass-Email for Open House (over 100k subscribers)
38. Mass-Email feature of your home
39. Open Houses (Cookies, Mylar Balloons)
40. Showing your home in person
41. Feedback weekly & after every showing
42. Palm Beach Post in-season
43. Monthly blast (1000's) to Buyers & Agents
44. Market to your community directly
45. Cold calls to find a buyer for your home
46. Marketing to Echo Team
47. Marketing to Illustrated Properties agents
48. 24/7 Professional branding from attire to car
49. Buyside computer match of your home to active Buyers
50. In-House Rental Specialist
51. Expert Negotiation
52. Legal Expert Resources
53. Mortgage Resources
54. In-House Closing Coordination (Appraisal to Inspection)
55. Title Expert Resources
56. Jeff & Cary Lichtenstein Broker expert advice
57. Closing Celebration!

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Local  
Postal Customer

PRST STD  
ECRWISS  
U.S. POSTAGE  
PAID  
EDDM RETAIL

