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EVERY STORY IS A JOURNEY™



“OUR ECHO AGENT WAS AMAZING!”

FROM BEGINNING TO THE VERY END, THEY WORKED CONSTANTLY TO MAKE SURE MY WIFE AND I GOT OUR HOME AT A VERY CHALLENGING TIME IN OUR LIVES.”



WHY CHOOSE ECHO?

Choosing a Real Estate Brokerage and Realtor can appear to be a complex choice. Do you go with your Aunt Gertrude? (You know she's not the best problem solver). Or do you pick the agent doing all the business in a neighborhood? We'll make it easy and explain why Echo Fine Properties and our agent experts are your best choice.

ECHO's Awards for Excellence, Our Track Record and Client Testimonials.

Echo Fine Properties has won both the Palm Beach Post Community Choice Award for six consecutive years (out of 3,696 Brokerages), naming ECHO the best Real Estate Brokerage in Palm Beach County and the Treasure Coast. Comparable to the MVP in baseball or the Academy Awards in the movie industry, these "Bests" were awarded by the residents of the community.



the **Trusted Voice in South Florida Real Estate.**

We have been featured in the following: ABC, NBC, FOX, CBS, Palm Beach Post, Wall Street Journal, AARP, Access Hollywood, AP News, Axios, CNN, CNBC, Epoch Times, Florida Weekly, Fortune, Golf Digest, Homes & Gardens, Huffington Post, Inman, Medium, Money, Miami Herald, MSN, NPR, Nasdaq, NY Post, Newsweek, People, Readers Digest, Real Deal, Stuart News, Sun Sentinel, Palm Beach Shiny Sheet, Scripps News, TC Palm, USA Today, Today Show, US News, Yahoo Finance, Zero Hedge, Martha Stewart and more. And ECHO stories and quotes appear almost weekly in major media!

TESTIMONIAL # 587

“WE COULD NOT BE HAPPIER OR MORE SATISFIED

OUR ECHO AGENT WAS OVER THE TOP HELPFUL IN GUIDING US THROUGH THE CHALLENGES AND HURDLES OF THE PURCHASING PROCESS.”

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ECHO FINE PROPERTIES

OUR STORY

WE ARE NOT LIKE ANY OTHER BROKERAGE!

When Founder, Jeff Lichtenstein entered real estate in 2000, he was astounded to see an antiquated business model – Realtors designing their own ads, making brochures, taking photos, or building their own Website. Not only did they lack the talent or money to pay for these critical support functions, but the time they spent finding and selling homes for their clients was cut drastically. And their customers suffered with a poor reach to find the end purchaser.

THE ECHO SUCCESS STORY: BY THE NUMBERS

BUYER SIDE TRANSACTIONS* 2,324

BUYER SIDE VOLUME* \$1.5 BILLION

MILLION DOLLAR+ SALES* 455

HIGHEST ECHO SALE 64.5 MILLION

*2020-AUGUST 2025

About Us

The ECHO team has multiple skill sets, laser focused towards one goal. 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, we work towards one goal; making your home sale or purchase the best experience possible and getting you the best terms and price.

What's with the Dolphins?

Dolphins are in South Florida, Atlantic Ocean and Intracoastal Waterways. They are almost preternaturally friendly and have shown incredible acts of kindness. Maybe you've seen the videos. They also work together in a pod. And they have a "superpower" – a kind of advanced sonar. It's comparable to ECHO Location.

For us, friendliness is actually a prerequisite for a job at ECHO. We work together in a team format and like dolphins, we employ the most advanced communication technology to help find homes for our purchasing clients and locate buyers for our home sellers.



OUR APPROACH IS DESIGNED

AROUND YOU

EVERY DEAL STARTS WITH HONEST COMMUNICATION.

let's talk

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 your lifestyle 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 stunning brochures, we want to know what makes your home so special. We "interview the house" in depth. "What was the first thing you felt when you walked into your home?" often gives us great clues on why the buyer will want to purchase it.

Preparation for Sale

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.



Show You the Money

Sometimes it's a rush to get a deal across the finish line. Other times we remain radio silent and let the other party sweat. We always consult with you in negotiations as to market conditions, what's your goal and then carry out your instructions to secure the deal.



Feedback Throughout the Closing Process

There is no sigh of relief when the contract is signed. Anxiety builds 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.



WHERE OUR BUYERS COME FROM



450K ECHOFINEPROPERTIES.COM SUBSCRIBERS



3.5 MILLION MONTHLY SOCIAL MEDIA REACH



7 IN-HOUSE CLIENT CONCIERGE TAKING INCOMING CALLS CHATS/EMAIL/TEXTS



TOP GOOGLE POSITION OVER 14 MILLION EVENTS ON ECHO WEBSITE



OVER 11 MILLION EMAILS SENT ANNUALLY



LARGEST PURCHASER OF ZILLOW BUYER INQUIRIES

ECHO, Not the Agent, is Spending Heavily in Marketing Dollars

ECHO has invested millions of dollars into our Website and Search Engine Optimization (SEO) since 2009 to pop up at the top of over 17,000 subdivision searches. When those potential buyers call/email/text/chat, we have our seven client concierges to answer the phone. Real live humans! We make sure they are matched with a specialist and made aware of your home.

We are the Largest Purchaser of Zillow Buyer Inquiries in Palm Beach County and the Treasure Coast.

Zillow is far and away the most recognizable Website throughout the world for worldwide, nationwide and local searches. When those buyers inquire on a house, we capture them.

Where Do Even More Buyers Come From?



your home.
your community.

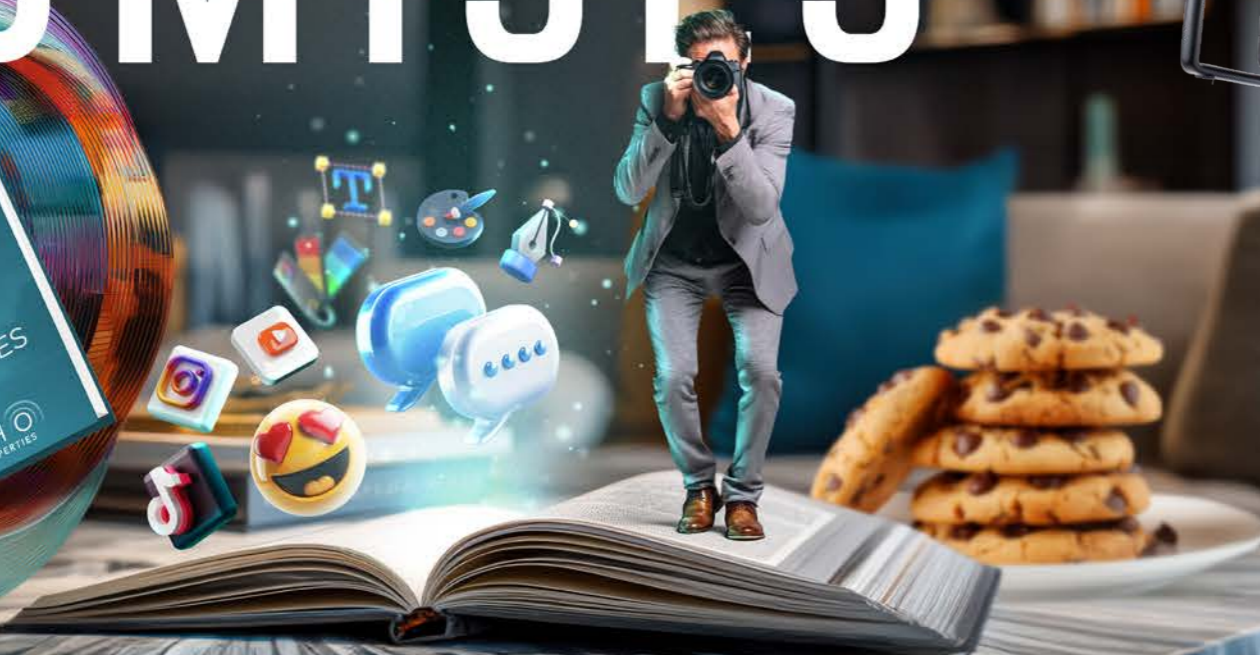
the perfect match

ECHO HomeMatch™ is an innovative patent pending technology that not only matches you to the right home, but the right community as well.

Simply scan the QR code to take our step by step quiz to find the perfect home in a community that supports the activities and features you're looking for. From equestrian to boating to pets and everything in between, Echo Home Match is Your Soulmate in Real Estate™.



57 OUR HOME ECONOMICS GUARANTEE PROMISES



Almost every technology we use to sell: Social Media, Drones, iPhones, and Chat didn't exist until recently! ECHO leads the way in services, technology, communication, and marketing.

We Pay

Unlike other Brokerages, WE PAY the costs to have all In-House Support. By having In-House professionals and owning top-of-the-line equipment, we create an infinitely better marketing product for your home.

In-House Professional Photography and Videography

Our In-House team utilizes drone aerials, night shots, Flambient Photography, Matterport walk through, interior and exterior editing, floorplans, virtual staging and cinema-level video and in-house editing. True video is shot for the MLS as well as Viral storytelling on Reels and TikTok. Your home will look its very best with our staging and mastery of the imaging medias.

In-House 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.

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 seven concierges overnight. Today, a significant part of our Buyer leads come from social media. By having our own photojournalists and IT specialists, we create and distribute your home in TikTok, Instagram Reels, and Facebook for maximum reach.



Home ECHOnomics. Looks like a play on a word. Actually, it's kind of an upgrade.

ECHO Fine Properties has an updated vision and method for buying or selling a 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. The Home ECHOnomics Guarantee has 57 Promises to ensure everything that is supposed to happen, happens.



POINT GUARANTEE

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, Dollhouse & Floor plans
10. In-House unlimited interior and exterior photos.
11. In-House Drone (3 types) aerals
12. In-House Flambient & 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 1000's of real estate Websites
22. Virtual Staging
23. Ylopo Digital/Social Media Placement
24. Custom Zillow Video Tours
25. Realtor.com enhanced placement
26. Trulia.com placement
27. Facebook & Facebook Placement
28. Showcase Streaming LIVE Tours
29. Instagram
30. Twitter
31. TikTok / 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 LuxuryRealEstate.com
37. Mass Weekly Email for Open Houses and features listings (over 450K 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



ECHO IS GLOBALLY CONNECTED

FOR BOTH LUXURY AND AFFORDABLE SALES, ECHO IS CONNECTED TO A WORLDWIDE COLLECTION OF TOP BROKERS REPRESENTING THE FINEST LUXURY PROPERTIES



A “Who’s Who” in Luxury Real Estate that has been leading the industry since 1986.

\$300B in Annual Sales

130K Luxury Real Estate Professionals

70 International Markets

LuxuryRealEstate.com is a hand-selected group of more than 130,000 professionals with properties in more than 70 countries that collectively sells over \$300 billion of real estate annually, making it the most elite and comprehensive luxury real estate network in the world.

Our reputation and in-depth knowledge of the South Florida market is seen regularly and respected by many viewers, which translates to real recognition and credibility for everything we represent:

- ECHO partners with Zillow (the #1 real estate Website worldwide) and is the largest purchaser of Zillow Inquires in South Florida.
- Our Website brings in 14 million events each year. National and overseas buyers find us on the web because of our SEO dominance.
- And to top it off, we provide Monthly Online Property Performance Reports:



ECHO IS TRULY LOCAL

SUPPORTING OUR COMMUNITY AND LOCAL BUSINESSES ALONG THE WAY IS HOW OUR EFFORT GOES BEYOND REAL ESTATE IN SO MANY WAYS.



ECHO's Tug-of-War to Stop Cancer raises \$14,000+ for cancer research.

Top ECHO Agent, Andrew Levy, Pays Lunch Debts For 400+ Local Children.

ECHO Fine Properties Offered Free Grocery Shopping and Delivery for Anyone in Need During Covid

We Even Offer Free Services Such as Appealing Local Tax Increases.

We truly believe in being a huge asset to our 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.

Echo fed 25,000 people through its now-famous PB&J Strategy.

In 2022 several in our office wanted to help victims of devastating Hurricane Ian on the West Coast of Florida. We decided upon Peanut Butter & Jelly sandwiches. Really?!? Sounds silly. But it was really smart. Each sandwich was packed with 450 calories and was a great meal replacement for linemen and newly homeless people. We started small and then found the entire community wanted to partake. We had members of country clubs, kindergartners, businesses, and communities all take part.

Older people and younger people sometimes want to physically help but it's hard to get involved. In this case both groups were essential, and it made people feel good to physically be doing something to help out someone else. All in all we made and delivered 25,000 meals. Afterwards, we took the lessons and urgency of problem solving and getting things done for our own business and applied the same principles. We even wrote a book. How Making A Sandwich Can Change Your World. The Amazing Success Of The PB&J Strategy.



