



A GLOBAL NETWORK

Waterfront Properties connects continents in its worldwide marketing strategy.

BY NILA DO SIMON

With its secure and stable environment, the United States is a prime option for foreign home buyers and investors. As the domestic economy continues its strong recovery, more international workers and those looking for second and third residences have been eyeing the U.S. market for their home purchase. And as large as the global market is, Realtor Rob Thomson has closed the gap between international waters and his northern Palm Beach County market.

With his vast network of luxury brokers throughout the world, Thomson has boots on the ground across the globe. The managing partner at Palm Beach County's exclusive real estate firm Waterfront Properties and Club Communities, Thomson's strong ties and marketing relationships with leading brokers in the United Kingdom, mainland Europe, Asia and Latin America have consistently led to home sales from international buyers.

His membership into the invitation-only Who's Who in Luxury Real Estate has prepared a path for domestic sellers to market their homes to a worldwide audience. As the only Palm Beach County Realtor on the Board of Regents, the executive committee of the internationally connected Who's Who in Luxury Real Estate community, Thomson has brought his listings in front of not only local eyes but national and international ones as well.

When leading Swiss real estate agent Edgar van Schaik met Thomson at the recent Monte Carlo symposium of the Who's Who, van Schaik knew instantly he had a trusted ally in Thomson. After hearing of Thomson's extensive Internet and modern marketing knowledge, van Schaik was impressed. Though separated by thousands of miles, van Schaik was immediately struck with the chance to keep a working relationship with Thomson and his Waterfront Properties team. The director of Swiss-based Rockefeller Estates, whose affluent clientele enjoy access to an exclusive lifestyle, says, "When I see a guy like Rob, I see there's a connected and trustworthy person who is worth investing in. In the end, it's a people's business, and Rob and I clicked."

Rob Thomson



Edgar van Schaik



Debbie Fisher



Todd Cutter



Nick Churton

Debbie Fisher, a Charleston, South Carolina-based member of Who's Who in Luxury Real Estate, knows firsthand how connecting with someone like Thomson can benefit her clients. When Thomson found out one of his local clients was looking for a home in Charleston, he knew immediately he had a dependable friend and broker he could refer to the client. Fisher quickly connected with the client and is currently helping him find a home with sizeable dock space for his boat.

Since she met Thomson at a conference last year in Valencia, Spain, Fisher has championed Thomson's innovative and modern approaches to real estate, even pulling some concepts into her own real estate firm, Handsome Properties. Fisher draws parallels between her coastal market and Waterfront Properties' luxury one, using those similarities to heighten her organization's strengths.

"Rob is extremely willing to share ideas with all the members of Who's Who," she says. "He's just given me so many ideas about SEO, website, marketing, what works, what doesn't work."

Todd Cutter, another executive member of Who's Who in Luxury Real Estate, also has had firsthand knowledge witnessing Waterfront Properties' modern marketing. Cutter, who cofounded 2 Costa Rica Real Estate with his brother, Scott, remembers sitting in a Who's Who meeting in New York when Thomson and Marketing Director David Abernathy presented a session about advances in real estate technology. As Cutter puts it, "The entire room was in shock over their forward-thinking ideas. And this is not an easy room to impress. I watched the reaction of a lot of people in the room and saw the eyes of amazement."

Beyond that, Cutter has built a strong relationship with Thomson during the nearly five years they've known each other. "We are referring our clients to a great person," he says of Thomson. "If our clients are selling their domestic homes to live in Costa Rica, we know we can refer them to Rob and Waterfront Properties to get their homes sold."

Perhaps one of the strongest advantages Waterfront Properties has is its direct partnership with London-based Mayfair International Realty. With its huge international reach, Mayfair has effectively marketed the northern Palm Beach County properties across the globe since 2005. The partnership has essentially multiplied Waterfront Properties' already advanced and impressive marketing efforts, directly reaching out to English-speaking audiences around the world.

"We are really Rob's firm in Europe," says Nick Churton, managing director at Mayfair. "We have created a resource for them to reach a market that they would not normally have reached. It was great to have Rob here in London this January in our office to discuss the market in Florida."

To do so, Churton and his Mayfair office reach out directly to media sources from the United Kingdom to Singapore and communicate the available homes Waterfront Properties has in its inventory. "We find it's important to be out there in the international market," Churton underlines. "The Internet isn't the only answer; publications are, too."

One of the best examples of Mayfair's work includes how an American expatriate living in Singapore read an article in a U.K. newspaper that Mayfair marketed. The article spoke about a beautiful home in the United States. The American called his wife, and soon the two purchased the property, securing a vacation home in the United States.

"Rob had the foresight to work with us, and it is our job to show how we can expose this property to a broad audience," Churton says. "What we do is give it added value, added exposure, added opportunity for the sellers."

For Thomson and his entire Waterfront Properties team, the value of having such a vast global network has been one of its most effective tools for their clients. And, it's just one more way Thomson is bridging the gap between countries.



For more information, visit waterfront-properties.com or call 561-746-7272.