



# Unlock Your Independence

**PLATINUM**  
PROPERTIES

 A Keyes  
Family Company

*Founding Member & Shareholder of*

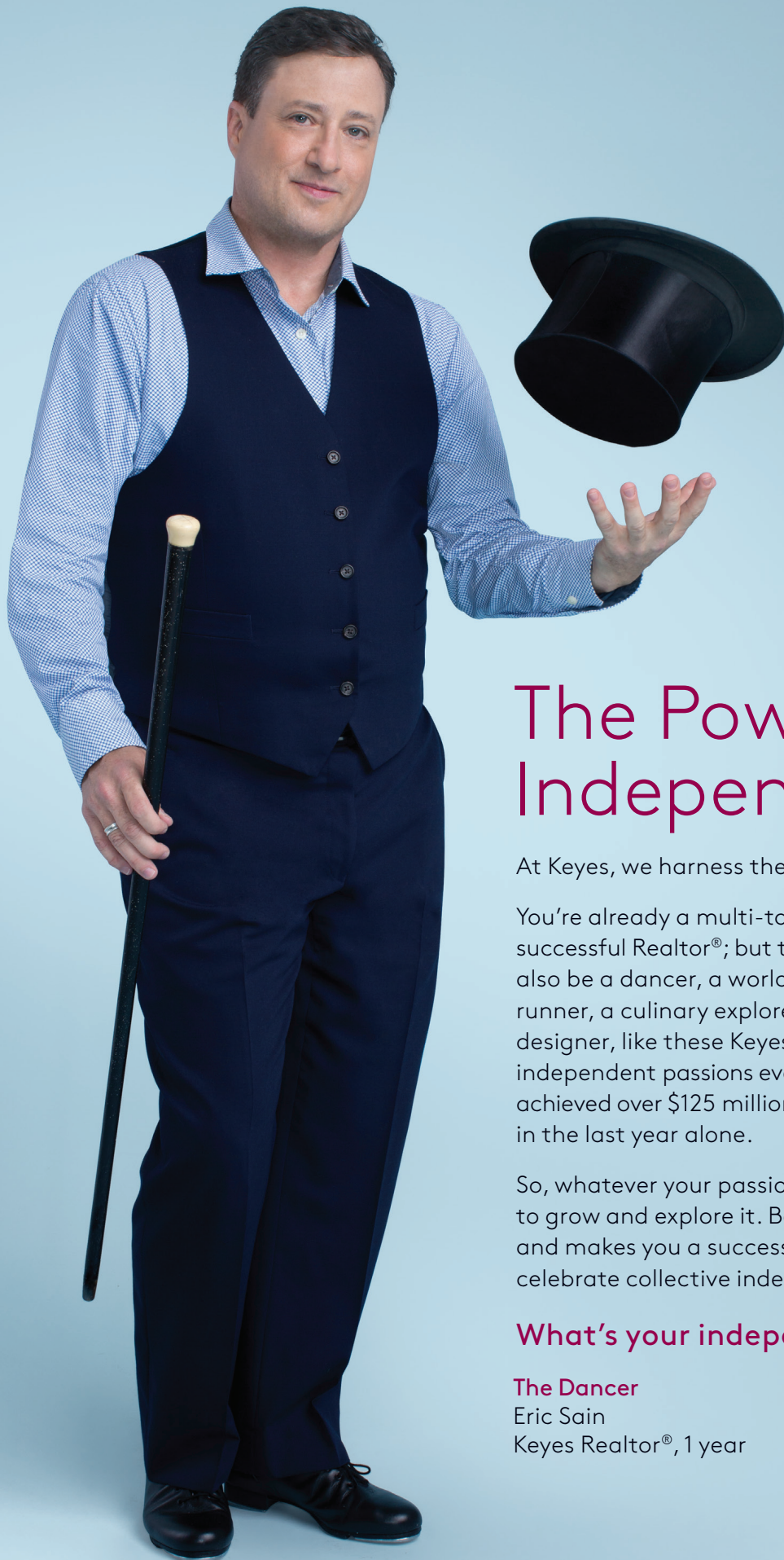
*Leading* REAL ESTATE  
COMPANIES  
OF THE WORLD.

**LUXURY PORTFOLIO**  
INTERNATIONAL®



# Celebrating Collective Independence

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# The Power of Independence

At Keyes, we harness the power of independent people.

You're already a multi-tasker, a go-getter, and successful Realtor®; but that's not all you are. You may also be a dancer, a world traveler, a dog rescuer, a runner, a culinary explorer, a boxer, or a fashion designer, like these Keyes Realtors® who pursue their independent passions every day and, collectively, have achieved over \$125 million in real estate sales with Keyes in the last year alone.

So, whatever your passion might be, we enable you to grow and explore it. Because passion is what drives and makes you a successful Realtor®. At Keyes, we celebrate collective independence.

## What's your independence?

### **The Dancer**

Eric Sain

Keyes Realtor®, 1 year



**World Traveler**

Anderson Ohman  
Keyes Realtor®, 7 years



**The Dog Rescuer**

Nancy O'Brien  
Keyes Realtor®, 17 years



**The Runner**

Kevin Spina  
Keyes Realtor®, 8 years



**The Culinary Explorer**

Vivian Aponte Blane,  
Keyes Realtor®, 14 years



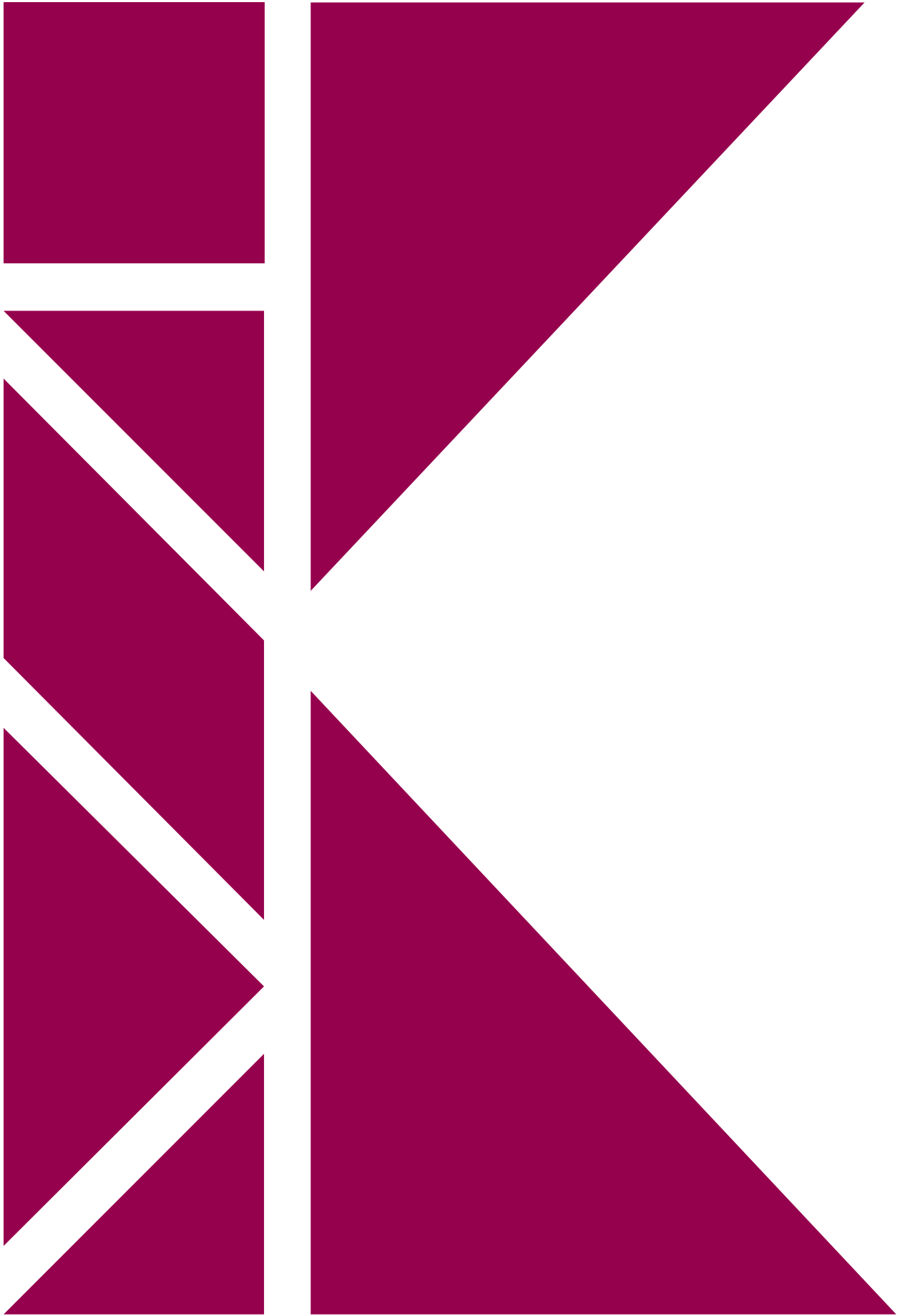
**The Boxer**

Roberto Welin  
Keyes Realtor®, 9 years



**The Fashion Designer**

Theresa Caldwell  
Keyes Realtor®, 1 year



# Celebrating Collective Independence

A mission. A promise. A formula for success since 1926. And today, it's the inspiration behind the bold new look for the Keyes brand.

The Keyes Company "family" has grown to include Platinum Properties and Illustrated Properties while remaining a powerful network of people, knowledge and services that work together to influence Florida real estate and attract business from around the world.

We've created a unique balance of autonomy and support that fosters the best talent and ensures each member of our family the greatest opportunity for success.

# Mission

To deliver the best experience, foster the best talent and ensure the largest opportunity for success and growth.

# Our Values

## Heritage

A solid reputation you can trust, thanks to nearly a hundred years in the real estate business.

## Sincerity

Our goal is to use our network of people, knowledge and services to help you make informed decisions.

## Individuality

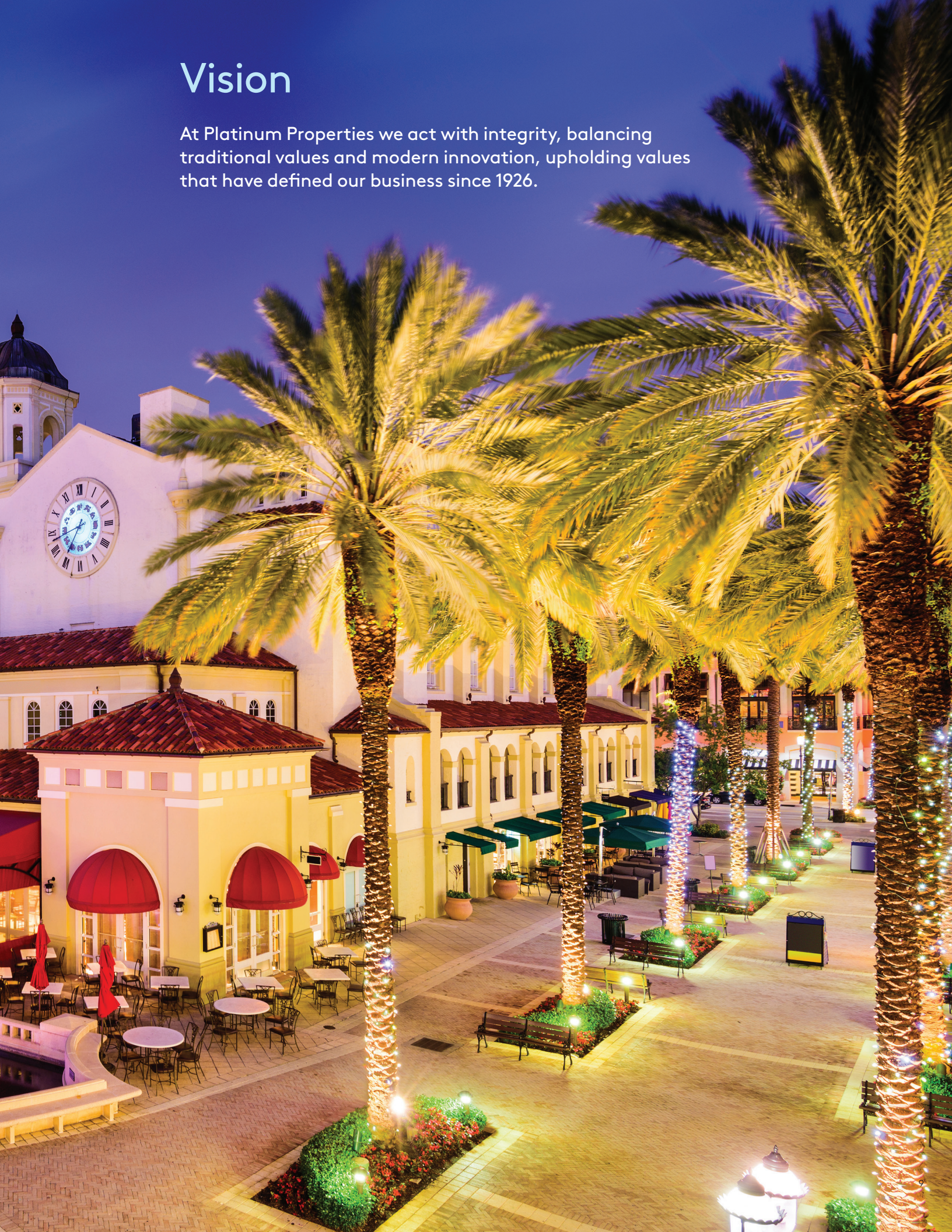
Attracting the best of the best means a stronger team and a better experience for our customers.





# Vision

At Platinum Properties we act with integrity, balancing traditional values and modern innovation, upholding values that have defined our business since 1926.





We believe that our business is about more than just real estate: it's about taking care of people.

## A Rich Legacy and Culture



Dolphins Cancer Challenge - February 2016

Four generations of family ownership have nurtured a strong culture of philanthropy and company values throughout the Keyes family of companies network. With its philanthropic work, civic involvement and the championing of important causes, Keyes is continuing to enrich the lives of the communities it serves, including to date donations of over half a million dollars to the Dolphins Cancer Challenge.

The Keyes Company  
has a long-standing  
commitment to  
help improve our  
local communities.





A Market  
Leader With  
a Family Feel



Become a part of something greater. Join a network of members that receive unparalleled benefits and unique advantages.



# The Most Comprehensive Network in Florida

**50+ Offices**  
In Florida

**7 Counties**  
Miami-Dade, Broward, Palm Beach, Martin, Collier, St. Lucie and Volusia

**3,000+ Realtors®**  
Talent and dedication that's second to none

**90+ Years**  
Independently owned and operated since 1926

**Global reach**  
A network of 50+ countries

**Accessible Offices**

**Regional Influence**

**Dedicated Realtors®**

**Legacy of Awards**

**Leading Real Estate Companies of the World®**

Join an impressive, forward-thinking community of talented real estate experts who put customers' needs first.

Our family of companies includes Illustrated Properties and Platinum Properties. Through this network we are ranked the number one independent brokerage serving Florida.

## *The Keyes Family of Companies*



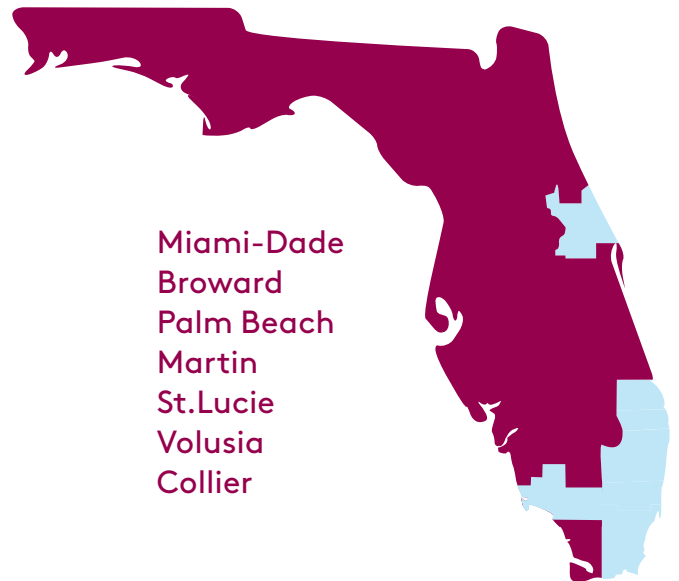


## We're Local

### **Platinum Properties knows Florida.**

Our experience in the region stretches back nearly a century. Nobody understands the ins and outs of this market better than we do.

"We live here, just like you," says CEO and Florida Native Mike Pappas. "Chances are, your Realtor® might very well become your neighbor."



Miami-Dade  
Broward  
Palm Beach  
Martin  
St. Lucie  
Volusia  
Collier



## We're Global

Being part of the global economy goes far beyond technology; it requires the human touch. We are proud to belong to the global network whose name says it all — Leading Real Estate Companies of the World®. Only the best of the best are part of this collection. Wherever you go, the Leading Real Estate Companies of the World® logo is a symbol of the finest local real estate professionals.

Founding Member & Shareholder of  
*Leading* REAL ESTATE COMPANIES OF THE WORLD  
**LUXURY PORTFOLIO** INTERNATIONAL®

Argentina	Czech Republic	Italy	Saint Martin
Aruba	Denmark	Jamaica	Scotland, Great Britain
Australia	Dominican Republic	Lebanon	Singapore
Austria	England	Luxembourg	Sint Maarten
Bahamas	England, Great Britain	Malaysia	South Africa
Barbados	France	Mauritius	Spain
Belgium	French West Indies	Mexico	Sweden
Belize	Germany	Monaco	Switzerland
British Virgin Islands	Gibraltar	New Zealand	Thailand
Canada	Greece	Panama	Trinidad & Tobago
Cayman Islands	Guam	Portugal	Turkey
China	Iceland	Puerto Rico	Turks & Caicos Islands
Colombia	India	Qatar	United Arab Emirates
Costa Rica	Ireland	Romania	Uruguay



# The Benefits of Our Network



United by our strong  
collective values,  
we understand that  
independence fosters  
success.

# Freedom and Flexibility

Flexibility

Personal Solutions

Marketplace Success

Services for Buying & Selling

Vast Network

Global Resources

Platinum gives our Realtors® the freedom and flexibility to achieve the most for their customers. The result is a powerful and personal solution. You have the choice to focus on your business and the market that best suits you. Additionally, whether your

customer is buying or selling we offer valuable turn-key services so you can succeed for them. Our vast network allows you to tap into the best resources from around the globe, thanks to our partnership with Leading Real Estate Companies of the World®.

# Choose Your Market

Platinum's comprehensive spectrum of services offers you the opportunity to tailor your real estate career to your own individual interests. Our unparalleled reach affords you access to an exceptionally wide range of properties and markets.

Want to combine residential with commercial sales? No problem. Would you rather specialize in the luxury market? Go for it. We're uniquely equipped to support your choices. Thanks to our commitment to freedom, flexibility and a "face-to-face" approach to excel, Platinum has become the destination for Realtors® who crave choice.

▲ We understand real estate, and our expertise will help grow your understanding.

*The Keyes Family of Companies*








# Turn-key Solutions

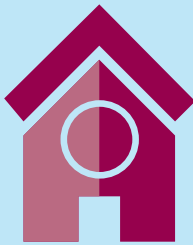
Selling real estate is hard enough. Keyes' full spectrum of services covers whatever customer needs arise. Through our extended partner network, Capital Partners Mortgage, Benchmark Title and Escrow, Keyes Property Management and Keyes Insurance, Keyes provides you with all the right tools to help deliver a seamless transaction for your customers. Our Realtors® are given control over the deals, and are empowered to act with speed and efficiency. This creates happier customers, who continue to come back.

 Access a comprehensive network of talent and services you can rely on. What you need. When you need it.

The Platinum Property Family of Services provides a truly, unique turn-key offering.



Capital Patners  
Mortgage /  
Benchmark Title  
and Escrow



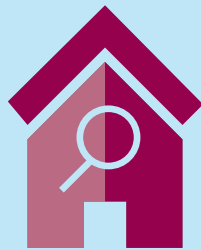
Keys  
Insurance



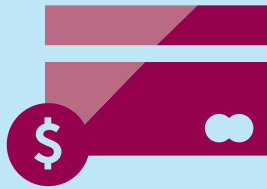
Keys Property  
Management



Moving  
Assistance



Property  
Inspection



Credit  
Repair



Support when you  
need it, advice you  
can trust, insights  
that lead to  
empowerment.



# Why Platinum Properties?





**STRATEGY**

**ANALYSIS**

**MANAGEMENT**

**PLANNING**

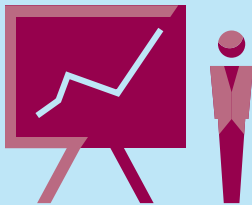


Platinum is changing the independent real estate model to empower everyone to make decisions through insights and knowledge.

## Training That Leads to Success



Multiple options to guarantee growth. Learn in person, in a group setting or online.



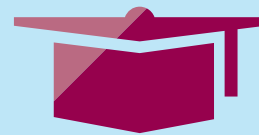
### Training Opportunities

As a Platinum Realtor<sup>®</sup>, opportunities to learn and grow never stop. We offer over 100 training sessions that allow you to learn online on your own time, one-on-one or in a classroom.



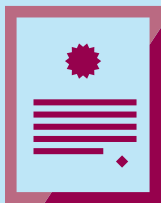
### 5-Star Certification

Benefit from top quality business certification, technology certification, sales certification and much more.



### Access to Keyes University

An online collection of training webinars and live tutorials designed to sharpen your skills at every level.



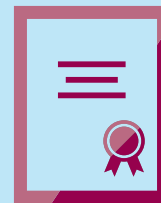
### Advanced Masters Programs

Learn how to be the best from the best minds in the business.



### Business Planning & Assessment

Assess your business and create a plan that capitalizes on your existing business assets.



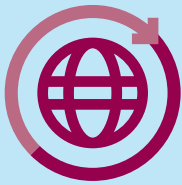
### Licensing Set-up

All the help you need to attain pre-licensing and certification, online or in the classroom.

## Tools That Get Results

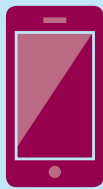


Effective market reach and manageability through access to comprehensive marketing tools.



### Automated Listing Marketing

Virtual Tour, YouTube Video, Property Website, Property E-Postcards and E-Flyers, Just Listed / Just Sold Postcards.



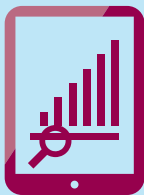
### 24-Hour Property Hotline

Want to track all incoming information requests about a listing and forward interested parties straight to your cell phone for a dynamic walk-through? Our hotline gets it done.



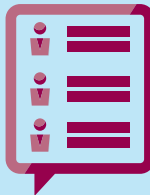
### Drip Marketing & Direct Mail Postcards

Keep your name and listings alive in the market with personalized and automated e-marketing, and strategic print mailings through our partners.



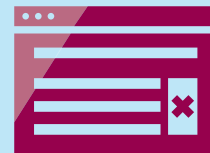
### Market Watch E-Brief

Alert potential sellers about neighborhood sales and the value of their homes.



### Social Media That Works for You

Compelling, relevant and automated social media posts. Show that you're on-trend and engaged.



### Online Ad Space

Advertising online with these next-level partners lets everyone know you mean business.

With our award-winning technology, Platinum emphasizes the importance of ease and efficiency for success.



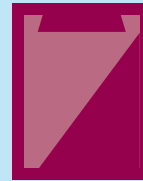
### PlatinumConnect™ Your Virtual Assistant

Our proprietary real estate platform delivers everything you need to stay in touch with customers, in one centralized location.



### Automated Survey System

Collect real data like reviews and testimonials after every sale at the touch of a button with the option to post to Realtor.com and your website.



### Your Custom Transaction Platform

Our transaction management system allows you to close signed contracts faster and with greater ease.



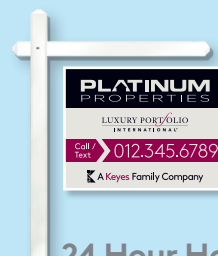
### Mobile App

Let your customers search for homes any time, anywhere.



### Your Own Domain

Every Platinum Realtor® has his/her own mobile-friendly website with a personalized URL. Think YourNameHere. PlatProperties.com.



### 24 Hour Hotline No Missed Leads.

Scale up your business by boosting your marketing materials and by having access to prestigious resources.



### Professional Buyer & Seller Presentations

Add a personal touch via customized seller listings, expired listings, for sale by owner (FSBO), buyer presentations, buyer tours and all-new tablet presentations.



### Keyes Luxury Premium Portfolio

Add exclusive luxury property brochures, postcards, flyers and farming pieces to your arsenal. Create an elevated feel for high-end deals.

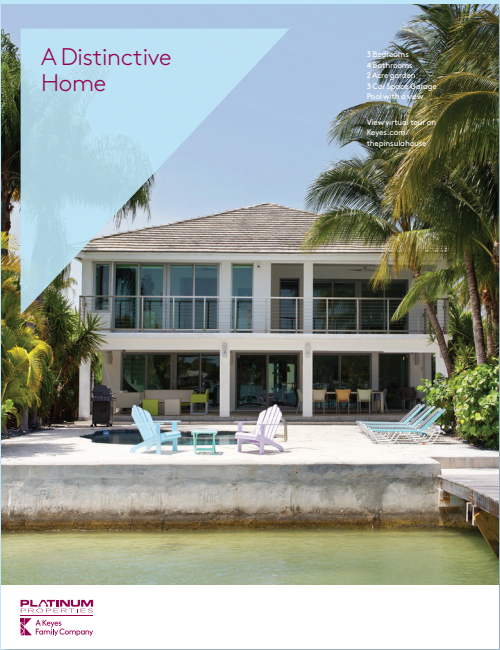


### LeadingRE®/Luxury Portfolio®

Leverage an elite global network of local firms and Realtors® and advertise within the Luxury Portfolio® system.

■ The Keyes Company's commitment to delivering new tools to our Realtors® earned us RISMEDIA's Tech Titan Award in 2016.

# Tried & True Marketing Expertise



Magazine ad



Just Listed Postcard



Newspaper ad



Property Sign

Our Realtors® are known as the best of the best. From traditional to cutting-edge marketing, print advertising to networking and word of mouth, our Realtors® expertly deliver maximum exposure, closing after closing.



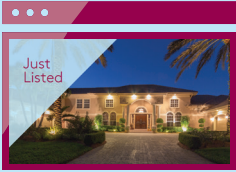
# Online Marketing Worldwide Reach



**Virtual Tour**  
360° Visit



**More Views**  
on YouTube



**Extra Photos**  
**Syndicated**  
36 per property



**Digital Profiles**  
Property Website



**Listing Syndication**  
+ 900 Websites | MLS



**Automated Social Media**




Platinum has an aggressive strategy for attracting buyers by distributing listing information and photographs to over 900 premier consumer websites. From Zillow and Trulia, to Realtor.com, we maximize every opportunity to reach qualified prospects.

In addition, thousands of relocation leads are directed to Platinum through our affiliate members of Leading Real Estate Companies of the World® annually. The Keyes Company's listings are ranked the “#1 Most Viewed” properties on LeadingRE® companies’ member websites worldwide.

# The Choice is Clear

With our family, you're always welcome. That's the beauty of building a relationship with our extended network of informed, committed Realtors®. Platinum allows you the freedom and flexibility to work on your terms, while providing the support and tools you need to learn, achieve and grow.

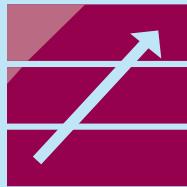
 You're here for a reason. Platinum attracts business people of the highest caliber.

Platinum Properties is as much organization as it is family, sharing the value of expertise and empathy with our employees, Realtors<sup>®</sup>, customers, and contacts.



### Professional Integrity

Caring, dependable Realtors<sup>®</sup> who are ethical, friendly and trustworthy.



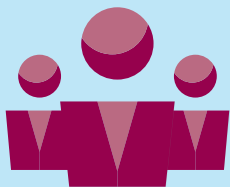
### Future Vision

Balancing traditional values and modern innovation.



### Unrivaled Service

Exceptional individual service, quality, and reliability across our community.



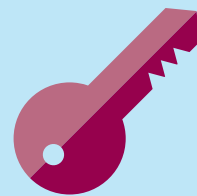
### A Natural Sense of Family

Providing a personal, friendly environment.



### Unsurpassed Quality

Committed to providing quality service and helpful guidance.



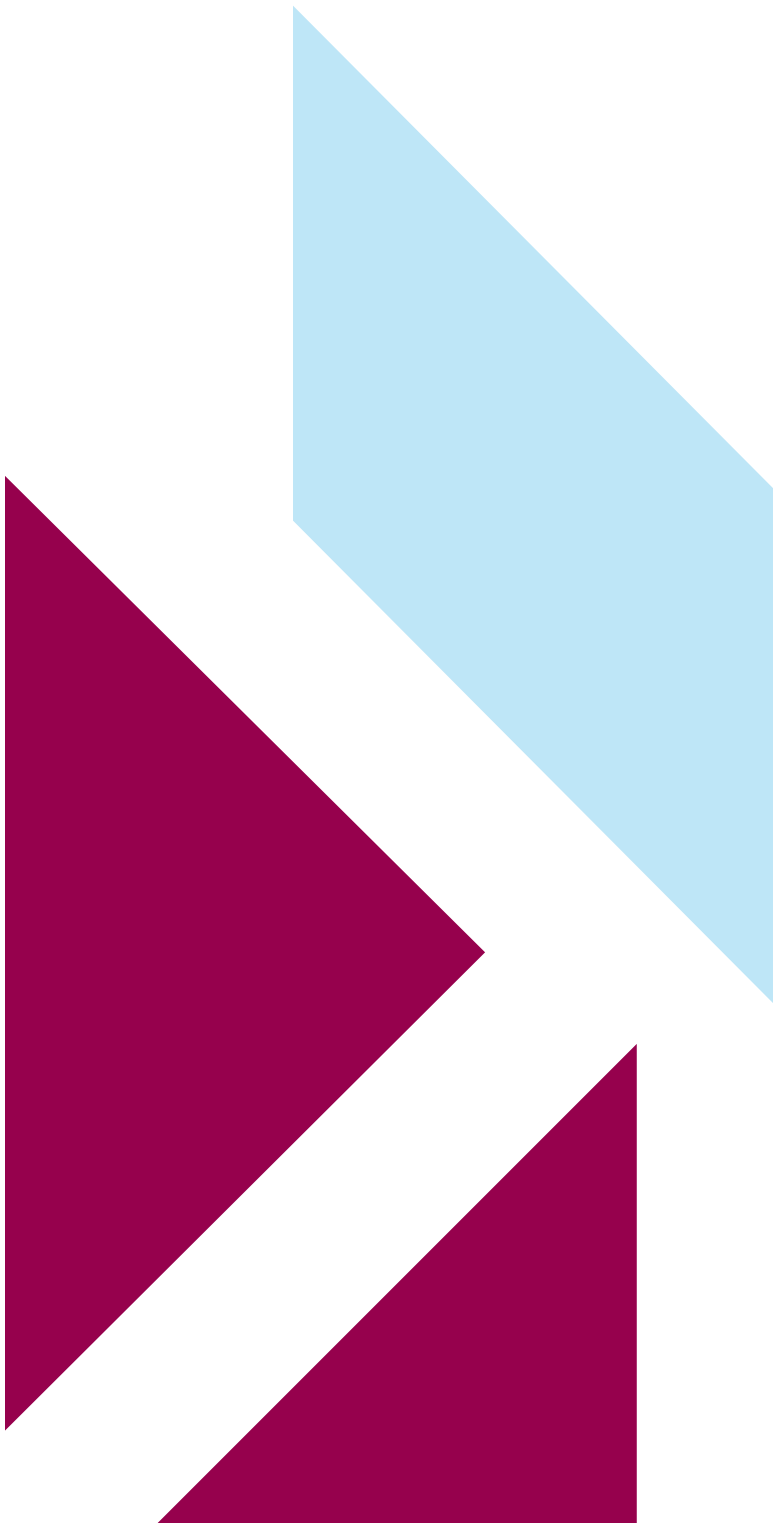
### Turn-key Solutions

What you need.  
When you need it.



Welcome to  
the Family!






When you are part of our family, there are endless privileges and resources that can lead you to the answers you need.

# Join Platinum Properties, a Keyes Family Company

Sharing is a cornerstone of Platinum success, and we like to think that success should be shared, family style. As our business—and our team of Realtors®—has grown and evolved, the many benefits have been passed around for everyone to enjoy.

Platinum makes it easy to enhance your image, build a reputation and strengthen your career. Whether you are new to the business or a seasoned pro, Platinum support begins the moment you reach out.

If you'd like to be a part of a like-minded community of leaders who will support you on your path to success, join The Keyes Company today.

 There's room for you at Platinum. Come share in our success.





"Your real estate career will get our complete family support. That's our promise."

— Mike Pappas, Keyes CEO  
& Florida native

We're excited to have you as a member.  
Let's schedule an appointment today.

James Kirvin, CEO

561.301.2598

Chris Small, Principal

561.339.6981

Platinum Properties  
120 Intracoastal Pointe Drive | Suite 200  
Jupiter, FL 33472

**PlatProps.com**





**PLATINUM**  
PROPERTIES

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 A Keyes  
Family Company