



# Quest to Success.



# How We Make a Difference

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RealtyQuest Inc. is a full-service real estate company located in Southwest Florida servicing Collier, Lee, Hendry and Charlotte counties.

We are a team of full-time, fully committed Realtors. We promise to use a proactive approach to help our customers reach their goals. Our experienced team values honesty and dedicated customer service. This coupled with unparalleled social and digital marketing expertise ensures each customer has the best experience buying or listing a home.

Our primary focus is the prosperity and growth of our agents. We provide our team with the very best in education, technology, support and everything in between to help them take their business to the next level.

*"Joining the RealtyQuest Family has been the best decision for my career. The resources, support, guidance and assistance provided by this brokerage is outstanding".*



**Wood Casimir**  
Realtor

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# Monumental Marketing

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RealtyQuest Inc. offers top tier, 1-on-1 marketing support increasing the social & digital media presence of our agents, helping promote their brand.

**With the help of our marketing department, our agents can:**

- Increase their social media presence through social media content creation & management.
- Promote listings & open houses to expand clientele & increase reach and visibility.
- Present professionally designed booklets and graphics to potential customers.

**Our in-house marketing department is entirely dedicated to the success and development of our agents.**

*"The RealtyQuest marketing department took my listing on the Boston Red Sox Training Grounds and promoted it to a custom audience in Boston. Because of this, my listing reached 4,166 people with 30 direct link clicks & helped me get my listing sold faster than I could imagine."*



**Teresa Watkins**  
Realtor

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# Passive Social Media Growth

Our in-house marketing team continues to develop personal branding and builds custom audiences through:

- Social Media Advertising & Promotion
- Digital Media Geocoding
- Lookalike Audience Targeting
- Radio Show Interviews
- On-air features, seen on Wink News, Fox 4, Out and About SWFL, etc.

Our marketing department will customize, create, and post social media content on behalf of our agents. While they are closing transactions, our marketing department is building their social media presence by providing them with content seen below and more.



# Industry's Best Technology

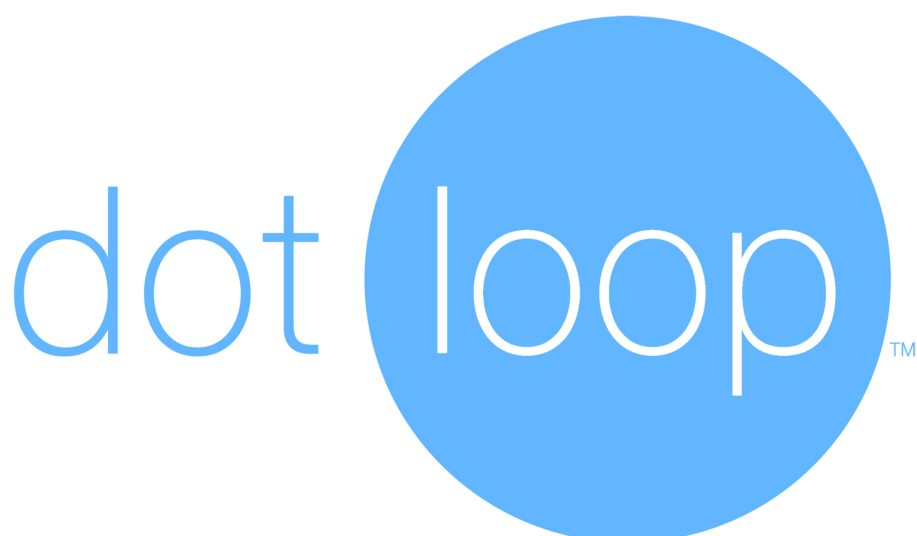
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Our agents work more efficiently with the industry's leader in online lead generation, **Commissions Inc.**

- Strongest conversion engine converting leads to sales.
- Effortless lead contact system.
- Mobile phone app to manage leads on-the-go.
- Automatic drip campaigns based on DISC assessment answers.
- Dramatic Increase in lead conversion rate.

Our agents stay organized with **Dotloop**, transaction management.

- Paperless transactions.
- Streamlined processes.
- Superior forms management.
- Pre-made templates prepared for all transactions of our agents.



peoplework not paperwork



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# Education, Training, & Coaching

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## Reoccurring Technology Training

Increases business success and compliments classes that local real estate boards provide!

## Ongoing Team Coaching

Coming together is a beginning. Keeping together is progress. *Working together is success.* We help our agents define their goals and make suitable choices that help understand their vision. Collectively, we help them achieve their goals.

*"Our agents are the most knowledgeable, most informed in the Southwest Florida Region. We align weekly coaching with local board information so our agents are able to answer any question from their clients. We prepare them for real life situations that may arise and help them understand market data and so much more. You will become a better agent at RealtyQuest Inc."*



**Cliff Donenfeld**  
Broker

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# Endless Support

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**24/7 accessible broker dedicated to the success of our agents.**

Cliff Donenfeld's sole obligation is to ensure the success of our RealtyQuest agents. Having worked in every sector of our industry, Cliff has the experience and unique understanding to appreciate the day-to-day activities management that agents should be doing to be successful. Early in his career, he learned that maintaining and building relationships were a key element to success in this industry. As a result, Donenfeld has received numerous awards including the #1 award winning floor agent and the Diamond award. A believer in professional training and mentorship, he also helped create a Broker endorsed training program for floor agents.



## Paramount Office Locations.

Immediate access to our offices in **downtown Fort Myers** including our office on **5th Avenue in Naples, FL.**



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# Strong Financial Foundation

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**Great Partnerships = Greater Success.**

RealtyQuest Inc. is part of a larger corporate team with **exceptional** footing in the Real Estate Industry.

**Norcom Mortgage** is an extremely well established, family-owned and operated business. Norcom Mortgage is highly successful, offering a variety of loan programs that are flexible and affordable.

Norcom is experienced in loan origination up and down the east coast and constantly expanding their footprint into new territories.



**Phil Defronzo**  
President  
Norcom Mortgage



**Patti White**  
President  
RealtyQuest Inc.

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# On-boarding Made Easy

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On-boarding has never been easier. With our multi-week on-boarding program, our agents:

- Meet all relevant members of our team – including our broker and marketing manager on the first on-boarding call.
- Meet with our Broker to go over a 90 Day Road Map to Success Plan.
- Meet with our Brand Manager to create Facebook Business Page & receive personalized listing & buyers package.
- Meet with our dedicated staff to receive DotLoop, CINC & Microsoft Outlook credentials.
- And so much more!

Agents transition faster with our on-boarding package. This package includes:

- Personalized Listing Package
- Personalized Buyer Package
- Secure company email with spam preventative
- Dedicated IT support team

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# Are you ready to Join the Quest?



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