

EXTRAORDINARY AGENTS EXTRAORDINARY EXPERIENCES

LB LYNN BAKER



- Customer Experience Specialist (CXS) (CX University)
- Disney Institute – Quality Service Certificate
- Disney CX Summit 2018 – Disneyland, California
- Judge – Int'l Customer Experience Awards - Amsterdam
- Judge – Gulf Customer Experience Awards - Dubai

LB LYNN BAKER

EXTRAORDINARY AGENTS EXTRAORDINARY EXPERIENCES

LB LYNN BAKER

DIFFERENCE

customer *service*
& customer *experience* ?



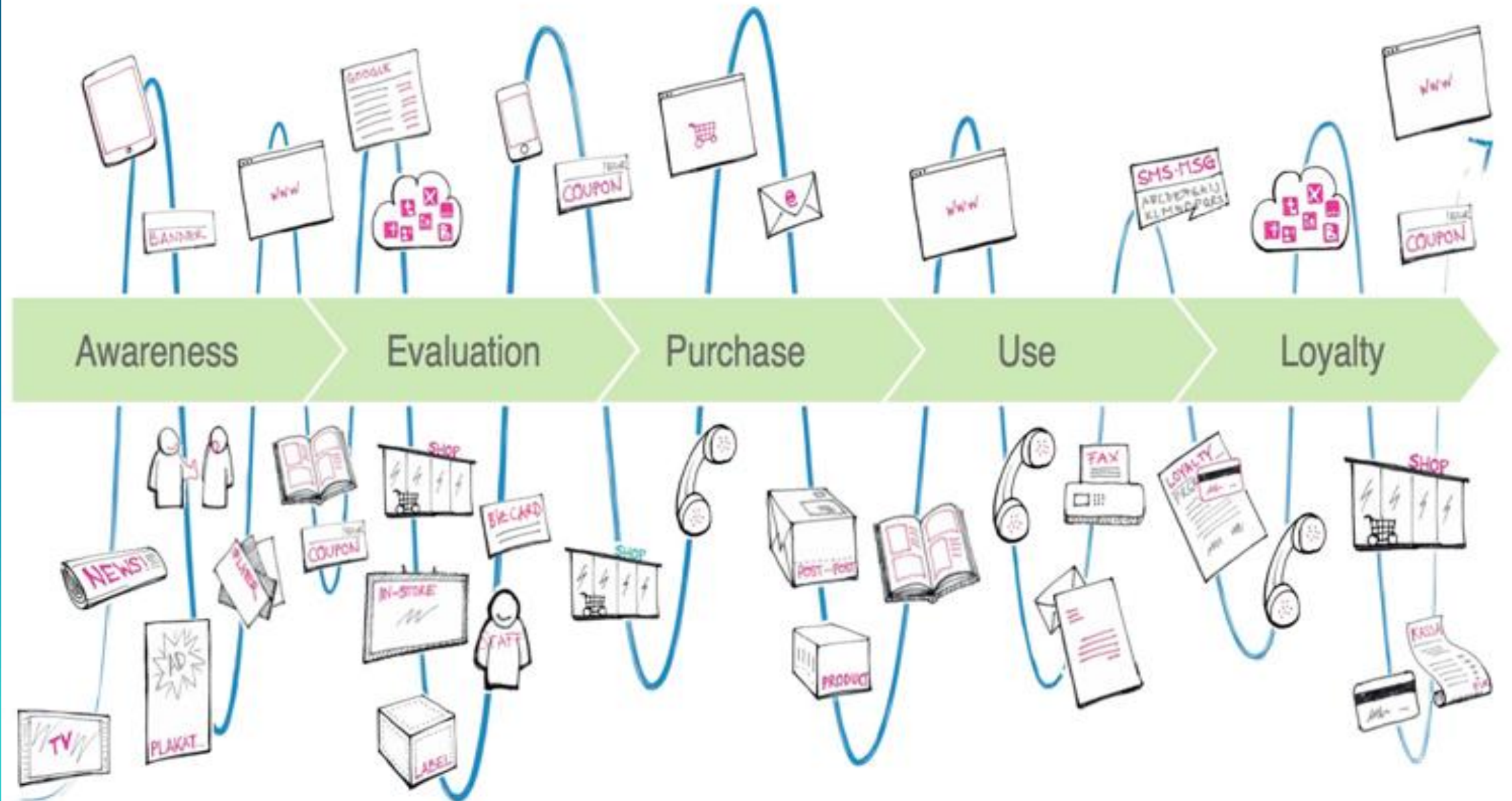
CUSTOMER SERVICE

Focuses on one part of
the journey

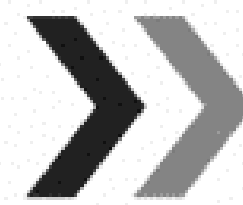


CUSTOMER EXPERIENCE

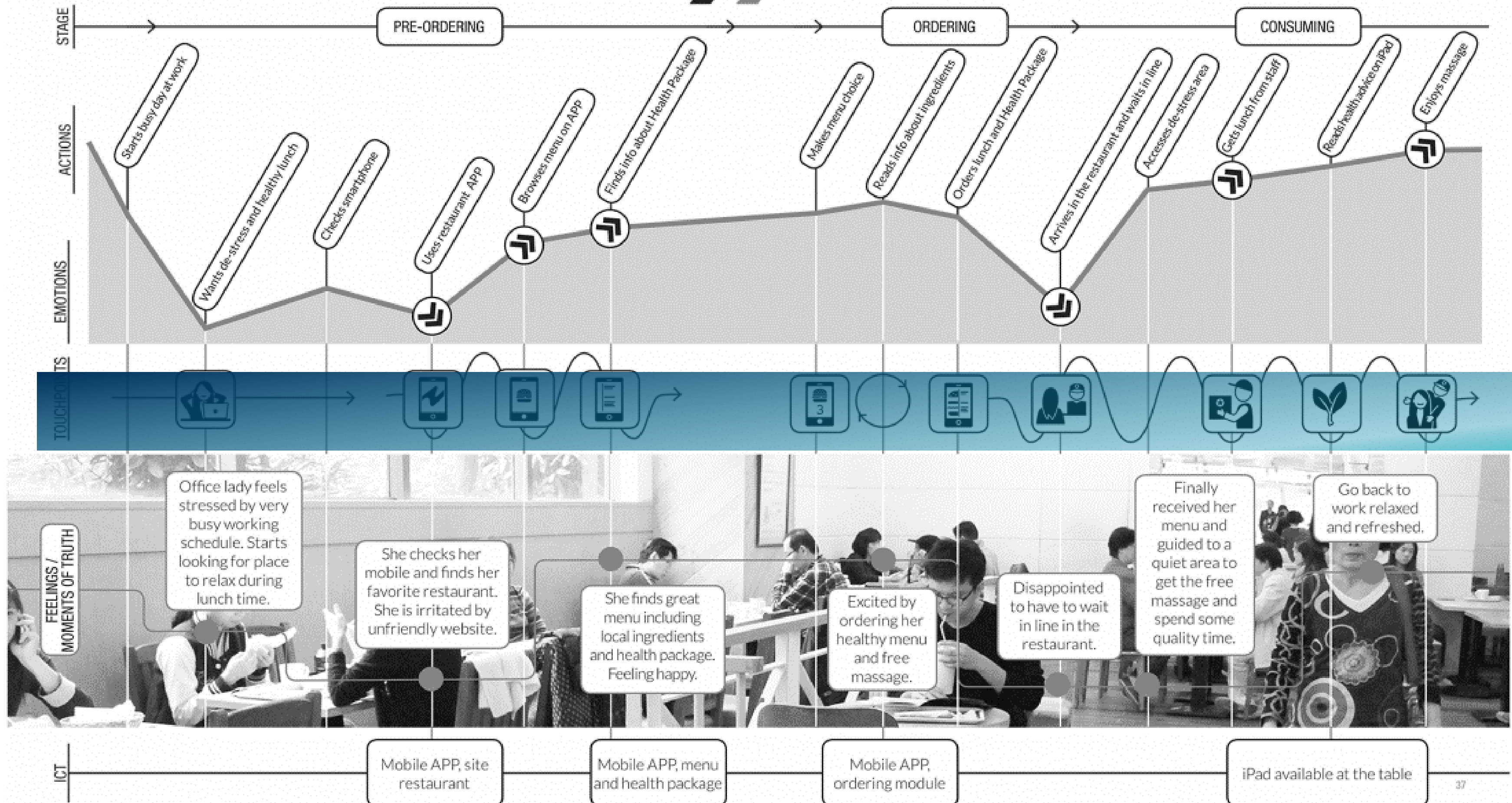
Focuses on all the touchpoints in the end-to-end customer journey



3 | 4 restaurant



customer journey map



property Sale or purchase

>>

customer journey map

André Blanchet



André is a software engineer who moved to Germany from France 2 years ago. He works at a medium-sized IT company located in Stuttgart. He has the new currency and no company.

His German is poor. But his English is fluent.

André agreed to participate in a long-term project that will take approx. 3 years. He also got a pay rise recently.

André lives in a flat in the city center. But he would like to move to a house as his neighbors are extremely noisy. André decides to buy a house instead of renting.

Actions

MORTGAGE PRE-APPROVAL			BEFORE BUYING				BUYING		
SETTING A PRE-APPROVAL	DECIDING ON THE LOCATION	RESEARCHING OPTIONS	HIRING AN AGENT	FINDING A PROPERTY	MAKING AN OFFER	SALE CONTRACT DRAFT	FINALIZING THE MORTGAGE	SIGNING THE CONTRACT	
<p>André decides to buy a house in Stuttgart. He opts for an existing property, as he would like to move in as soon as possible.</p> <p>After some web search of available options and talks with friends, André understands that he cannot buy property right now though he has some savings.</p> <p>Some of his colleagues pay a mortgage, and André believes that a mortgage is the best option for him as well.</p> <p>André's colleague advises André to get a mortgage pre-approval first to learn whether he is qualified for financing and how much financing he would receive from his bank.</p> <p>André goes to his bank where he brings all necessary documents and fills out the application form.</p> <p>André gets a mortgage pre-approval within 24 hours.</p>	<p>André would like to buy a house near the office. His company is located not far from the city center. That's why André looks for an affordable property in the metropolitan area.</p> <p>André searches real estate portals for the best offers. Soon he realizes that buying a house in the city will be too expensive for him.</p> <p>André checks prices in the suburban area. They are much lower. But André didn't plan to move to the suburbs. He likes living in the city.</p>	<p>André spends 2-3 hours a day on real estate websites and online property portals, but there are too many options.</p> <p>André cannot understand which ones suit him best.</p> <p>He makes a few phone calls to find out some details about the property he liked. But the calls are unsuccessful as nobody seems to be speaking French or English.</p>	<p>André asks his colleague, who helped him find a flat. The colleague tells André about his real estate agent who speaks English.</p> <p>André calls the agent, and they meet. The agent talks André into signing an exclusivity contract.</p> <p>The agent starts searching for options according to André's requirements. He finds a few houses during a month, but André doesn't like them at all.</p> <p>He wants to hire another agent, but he cannot as he signed the contract. André has to wait until the agent finds a better option or the contract expires.</p> <p>The agent finds no good options till the end of the contract. André hires two other agents from different agencies, with no exclusivity contracts. They are much more active than the first agent.</p>	<p>The agents find some attractive options. André visits a house that is five minutes walk away from the office. He likes the house.</p> <p>André informs the agent who told him about the house that he would like to purchase it.</p> <p>He also calls the second agent and tells him that he's found a house of his dream and doesn't need his services anymore. The second agent asks the details. It turns out that he also works with the house owner and was about to offer it to André.</p> <p>But as André told him immediately about the purchase, he won't have to pay a commission to this agent, only to the first one.</p>	<p>Some other people would like to buy the house. But André's offer is the most attractive. The owner consults with his agent and agrees to sell the house to André.</p> <p>A day before visiting a notary André accidentally shows the house to his friend who is an architect. The friend says that the roofing seems to be not meeting legal requirements and cause some problems with officials in the future.</p> <p>André asks the agent to find out whether it's true. And the house owner acknowledges that he introduced some illegal changes to the roofing.</p>	<p>The notary draws up a sale contract draft. Both sides get a copy of the contract to review.</p> <p>The agent quickly reviews the draft before leaving the notary office and says that it's completely OKAY.</p> <p>The draft copy is in German, and André cannot understand it in full. And the agent is too busy to translate it to him.</p> <p>André takes his copy to the office and asks his colleague to translate. The translation is not good enough as the colleague doesn't know how to explain some terms.</p> <p>André is quite satisfied with the translation. He hopes that he hasn't missed anything important.</p> <p>André is going to sign the contract as it is.</p>	<p>André's mortgage agent helped him find a better mortgage rate at another bank. André visits the bank where he fills in the application form and provides all the necessary documents.</p> <p>While waiting for the approval, the house owner warns André that if the approval takes more than 10 days, he'll agree to another offer.</p> <p>André gets his mortgage approved in 9 days.</p>	<p>André and the house seller meet at the notary and sign the contract. The notary registers the sale.</p> <p>André pays closing costs, including fees for the real estate agent and notary. Real estate agent's fee is much higher than André expected.</p> <p>A few weeks later, André pays the full purchase price to the seller. He also receives a bill from a local tax office requesting payment of the property transfer tax.</p> <p>Once he pays the bill, the notary instructs the land registry to transfer the property ownership. André, making him the legal owner.</p> <p>André moves into his own house.</p>	
Find out how much he can borrow and estimate his monthly rate.	Find a great location, preferably not far from his work.	Find a few options to choose from and learn more about them before visiting.	Find someone who'll help him with finding property options.	Choose one of the options he is offered.	The property owner agrees to sell the house to him.	Review the contract and discuss/change terms if needed.	Have the mortgage fully agreed before finalizing the deal.	Make all necessary payments and move in as soon as possible.	

Process and channels



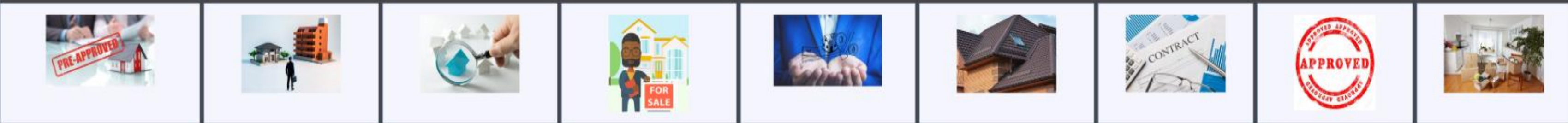
Experience



Problems

Mortgage rates at his bank are higher than André expected.	Prices are too high in the metropolitan area.	<ul style="list-style-type: none">Research takes too much time.Language barrier.	<ul style="list-style-type: none">The agent is not active enough.Finds bad options.Cannot hire another agent due to the exclusivity contract he signed.	A double commission in case a potential buyer gets an offer from one agent for a house that another agent has already offered.	It turns out that the house doesn't meet minimum legal requirements .	Some minor changes could be made if the translation was better.	Potential deal cancellation.	<ul style="list-style-type: none">High commission of the real estate agent.Ownership transfer may take more than a month.	
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Insights



Thoughts

“ Their rates are too high. I'm not ready to pay that much every month. ”	“ Should I buy a flat instead? Maybe neighbors won't be too noisy there... I don't feel like moving to the suburbs. ”	“ That's enough. I cannot search on my own anymore. I need help. ”	“ I can't believe that the contract ended! I'm sure that new agents will find what I want. ”	“ Co-h, I was so close to paying twice! ”	“ The man wasn't honest with me! I didn't like the house that much. I would cancel the deal. ”	“ I hope Hans hasn't missed anything important while translating the contract. ”	“ I nearly lost the house! ”	“ I'm finally home! ”	
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Ideas/Opportunities

<ul style="list-style-type: none">See what other banks have to offer.Hire a mortgage broker.Explore other options to get financing.	Communicate the advantages of living in the suburbs to potential buyers through online ads, billboards on the road and other print ads.	Hire a local real estate agent who speaks French or English.	<ul style="list-style-type: none">No exclusivity contracts.Peruse a wider range of offers from several agents.	Tell the second agent immediately that another agent already offered you the same property.	Before making a decision, pay for a full structural survey, which will outline any problems with the home. Hire an architect or a surveyor (architekt/sachverständiger) to do a survey.	Having the contract translated by a professional translator.	Secure the property with a reservation fee (0.5 % of the property price, usually refundable). This will hold the property for 2-4 weeks, while you finalize the mortgage.	<ul style="list-style-type: none">Find out the commission in advance as there are no laws regulating it.Make sure that there's a place to live in while the ownership transfer process is in progress.	
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THINK DIFFERENTLY

about how we run
businesses

“You’ve got to start with the
CUSTOMER EXPERIENCE and
work back toward the technology.”

- Steve Jobs



1997

THINK DIFFERENTLY

ABOUT OUR BUSINESS

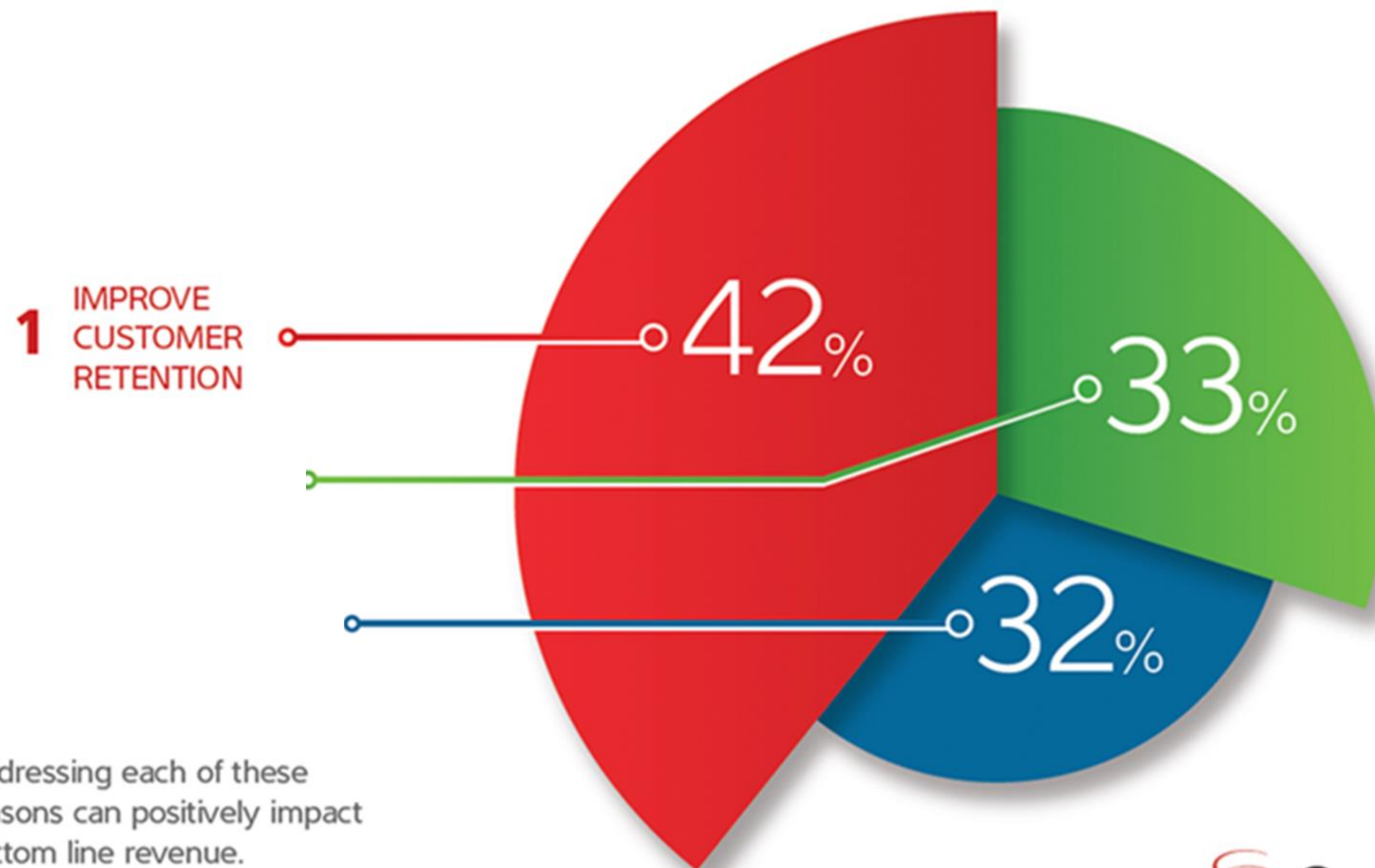


THINK DIFFERENTLY

CUSTOMER AT THE CENTRE..



CX POSITIVELY IMPACTS BOTTOM LINE



“Make a place for the Customer at the Boardroom Table”

Jeff Bezos – CEO Amazon.com

(U\$178bn – 2017)



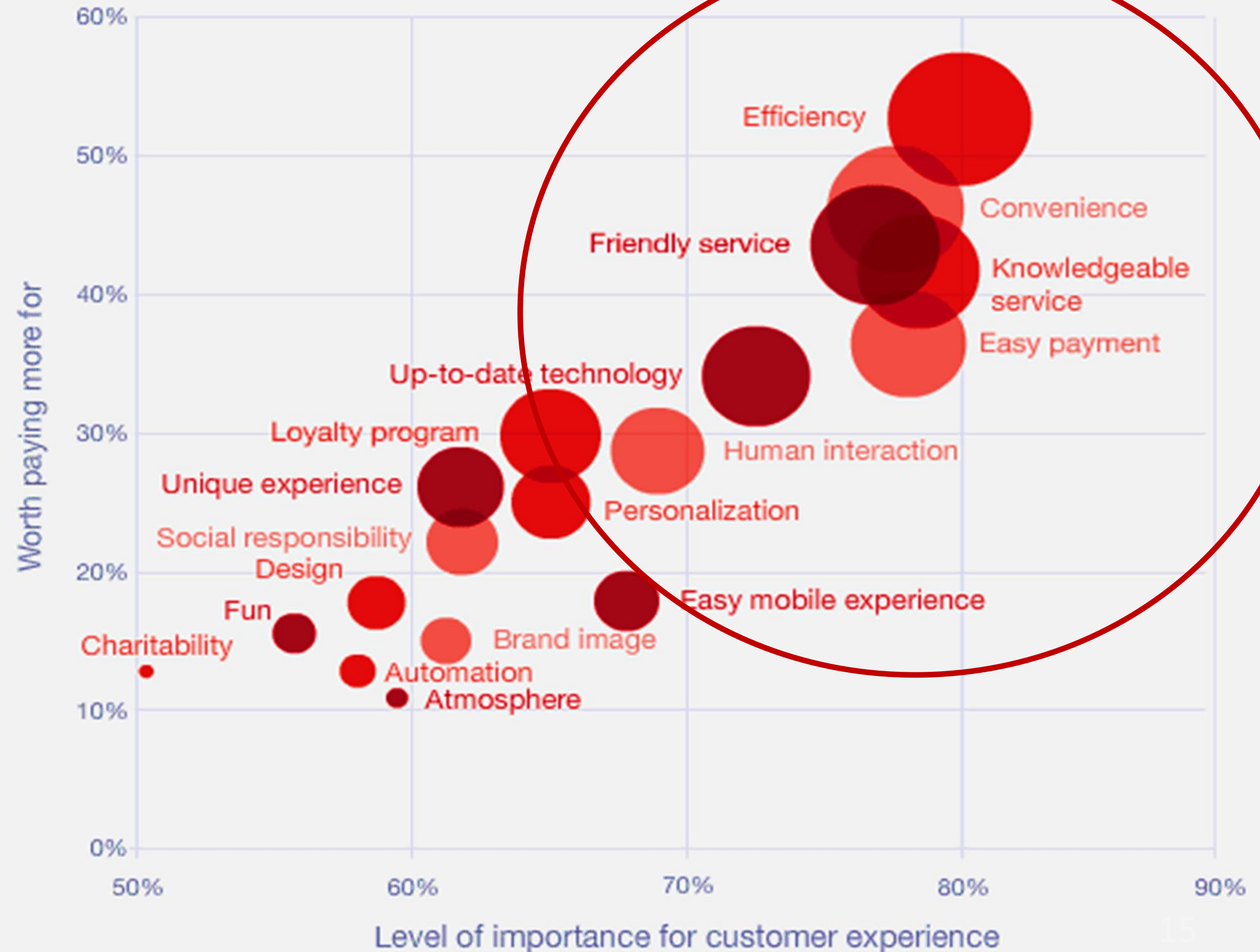


CX TRENDS 2019

TRENDS 2019

WHAT CUSTOMERS WANT.....

What people value most in their customer experience



CX TRENDS 2019

#1

convenience



BE WHERE THE CUSTOMER WANTS US, WHENEVER THEY WANT US..



The Uber logo, consisting of a cyan square with rounded corners and a white 'U' inside, is positioned on the left side of the image. The word 'UBER' is written in a bold, cyan, sans-serif font to the right of the logo. The background is a dark blue grid with diagonal lines and small squares.

UBER





VIRTUAL REALITY

in Real Estate

© www.HiddenBrains.com

CX TRENDS 2019

#2

personalisation





CANADA'S
REAL ESTATE COMPANY



ROYAL LEPAGE
COMMERCIAL



CARRIAGE TRADE
LUXURY PROPERTIES



MEDIA ROOM

FIND A HOME

FIND AN AGENT

INFO & ADVICE

JOIN OUR TEAM

ABOUT US

Login

Français

PRICE RANGE

\$0 \$5,000,000+

BEDS & BATHS

Beds Baths

BUY OR RENT

Buy Rent

SEARCH BY

Location

Montreal, QC, Canada



Advanced Search

1,000+ results

Gallery View

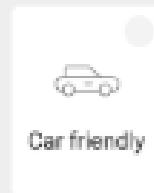
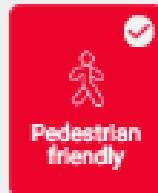
Map View

Lifestyle (7)

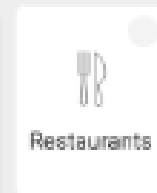
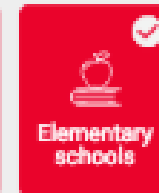
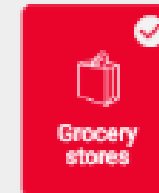
Sort By:
Newest

SAVE

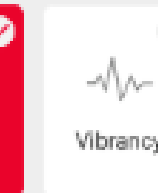
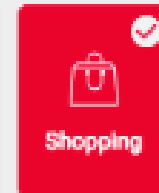
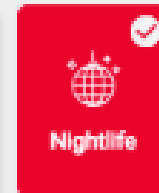
TRANSPORT



ACCESS TO SERVICES



CHARACTER



Powered by LOCAL LOGIC

NEW LISTING

House | 3 bds, 3 bths

\$1,278,900

7039z - 7041z Rue De St-Vallier
Rosemont/La Petite-Pa ..., QC

8

NEW LISTING

Condo | 3 bds, 3 bths

\$998,000

822-3940 Ch. De La Côte-Des-Neiges
Ville-Marie (Montréal ..., QC

8

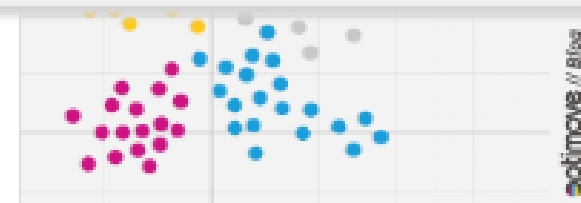
NEW LISTING

Condo | 2 bds, 1 bath

\$548,000

3476 Av. De Lorimier
Le Plateau-Mont-Royal ..., QC

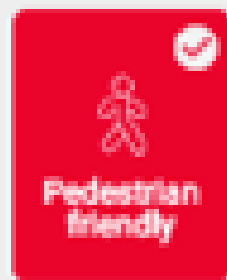
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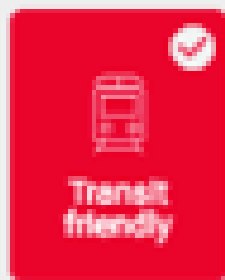
optimove // blog

The lifestyle match in action on the Royal LePage website

TRANSPORT



Pedestrian
friendly

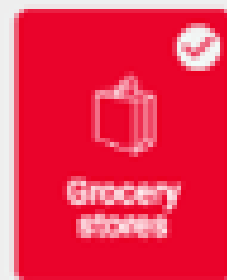


Transit
friendly

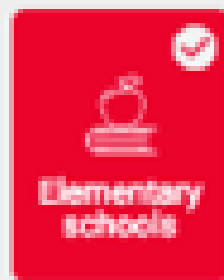


Car friendly

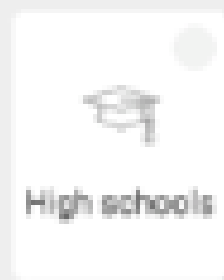
ACCESS TO SERVICES



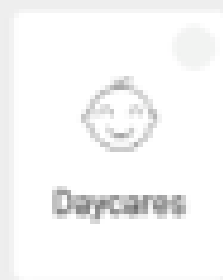
Grocery
stores



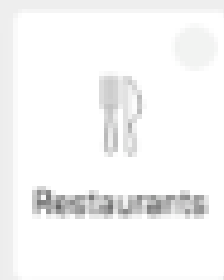
Elementary
schools



High schools



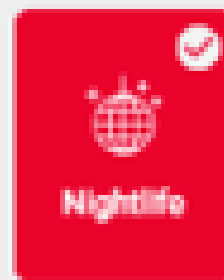
Daycares



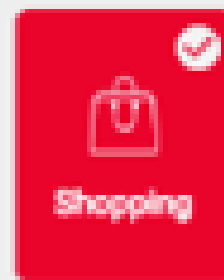
Restaurants



Coffee shops

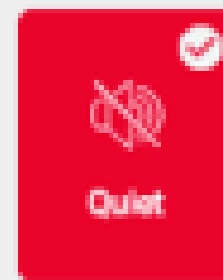


Nightlife



Shopping

CHARACTER



Quiet



Vibrancy

Powered by  LOCAL LOGIC

Great experiences doesn't have to cost millions.....



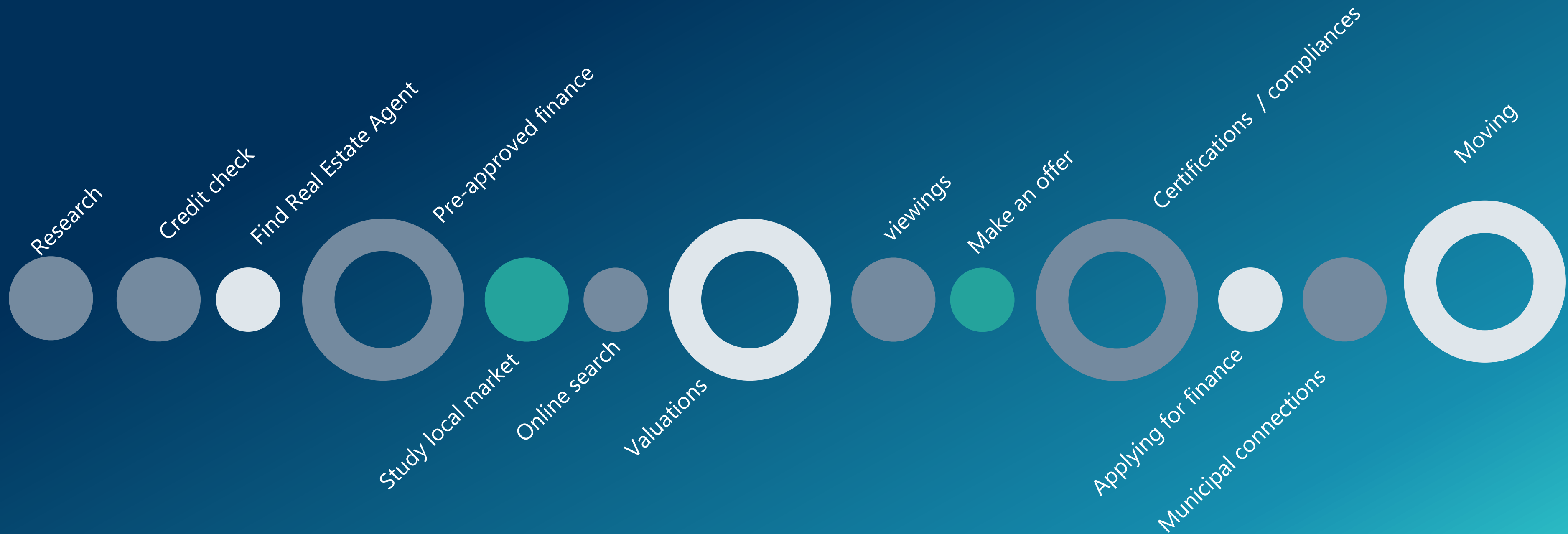
CX TRENDS 2019

#3

frictionless
experience



WALK IN THE SHOES OF YOUR CUSTOMERS.....



Check for obstacles and pain points in the process and smooth them out.

EXPERTS AT
DELIVERING A
FRICTIONLESS
EXPERIENCE



Disney

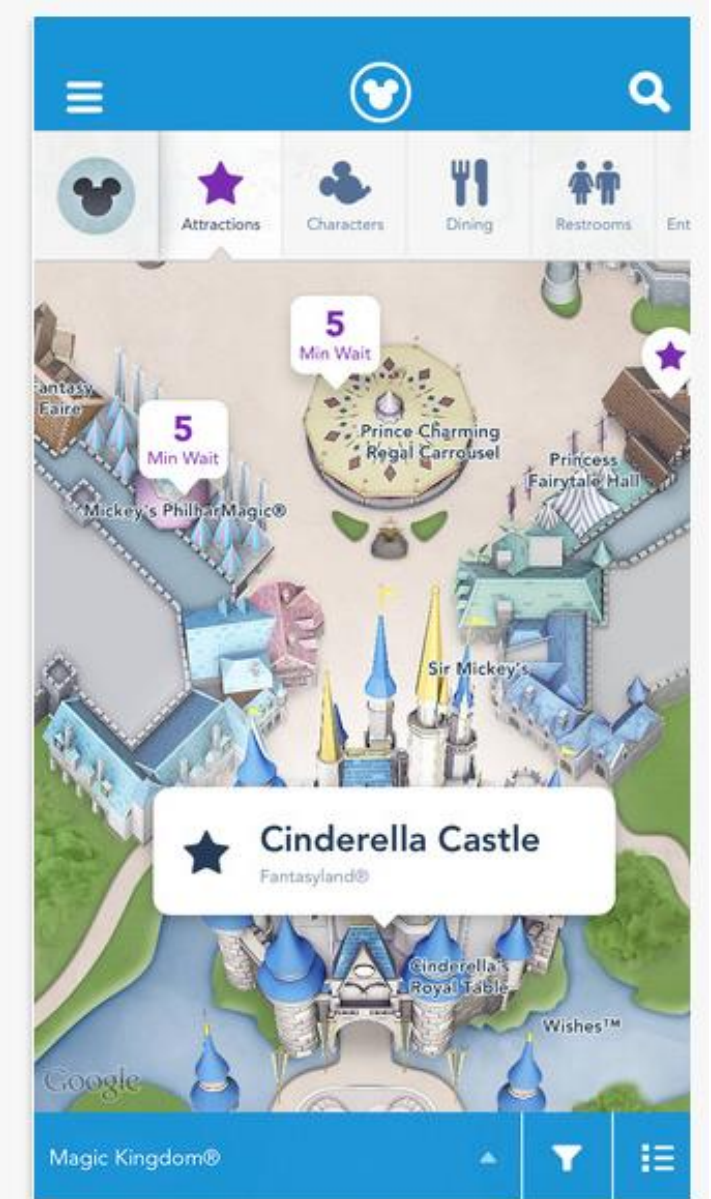
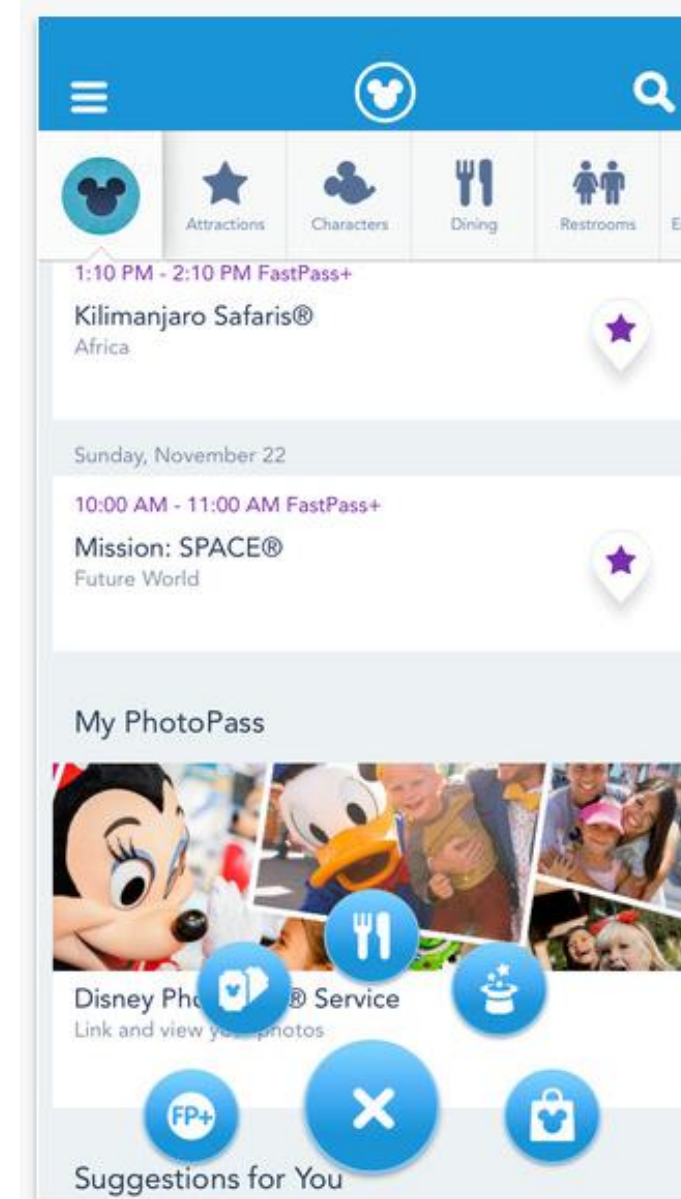
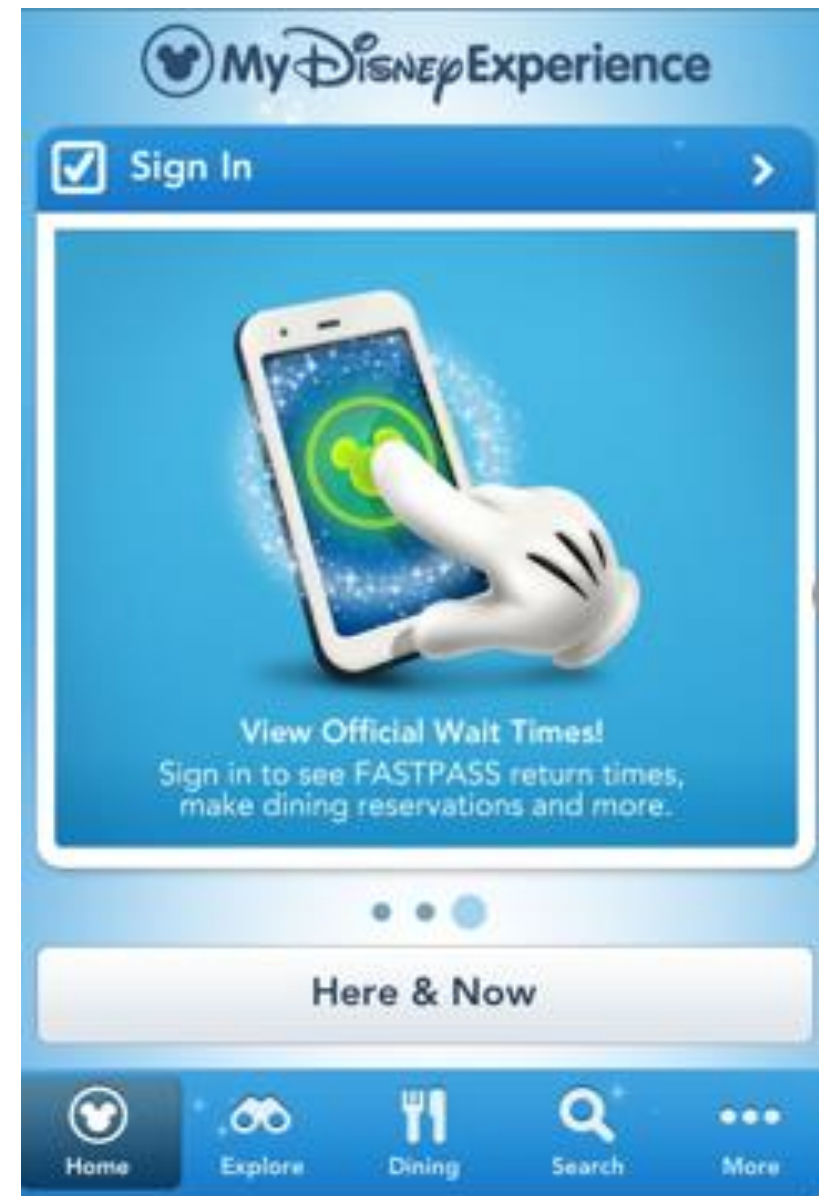
end-to-end
frictionless experience

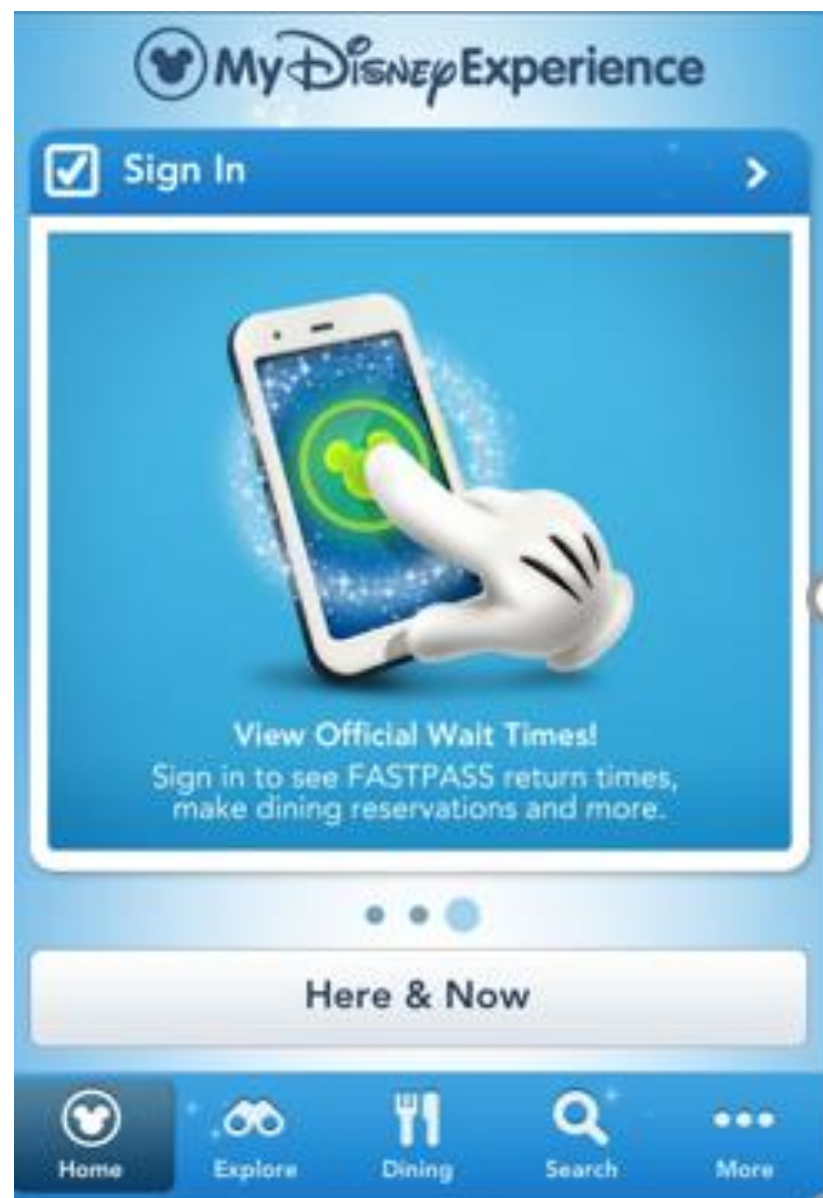


technology



U\$1 Billion





+



+





You can design and create, and build
the most wonderful place in the
world. But it takes people to make
the dream a reality.

— *Walt Disney* —

AZ QUOTES

CX TRENDS 2019

#5

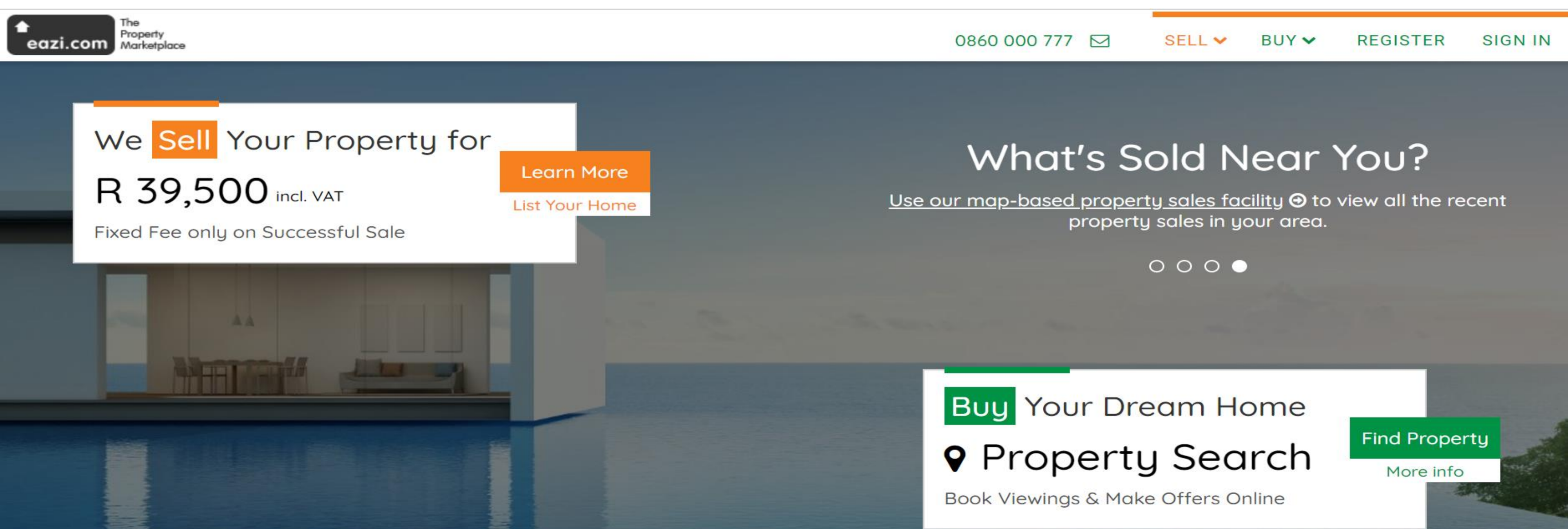
HUMANIZED
EXPERIENCE





THE
ELEPHANT
IN THE ROOM





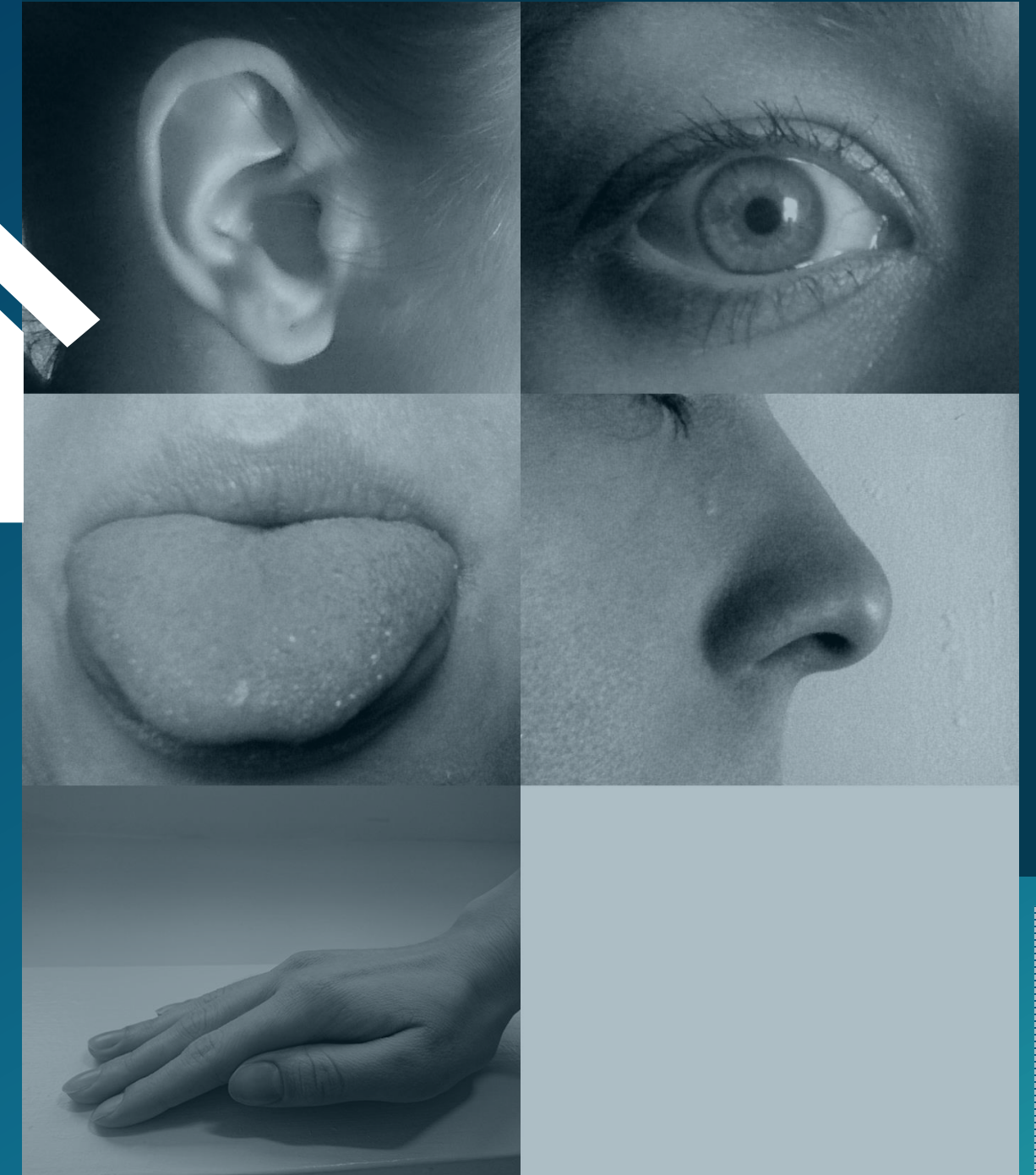
FORRESTER®

68% of customers say that the **brand representative** is to key a positive experience

Studies show that making customers feel valued and respected is the number one factor leading to customer loyalty.

HUMANISED EXPERIENCE

BEHAVIOURAL ECONOMICS
insight into human behaviour



see

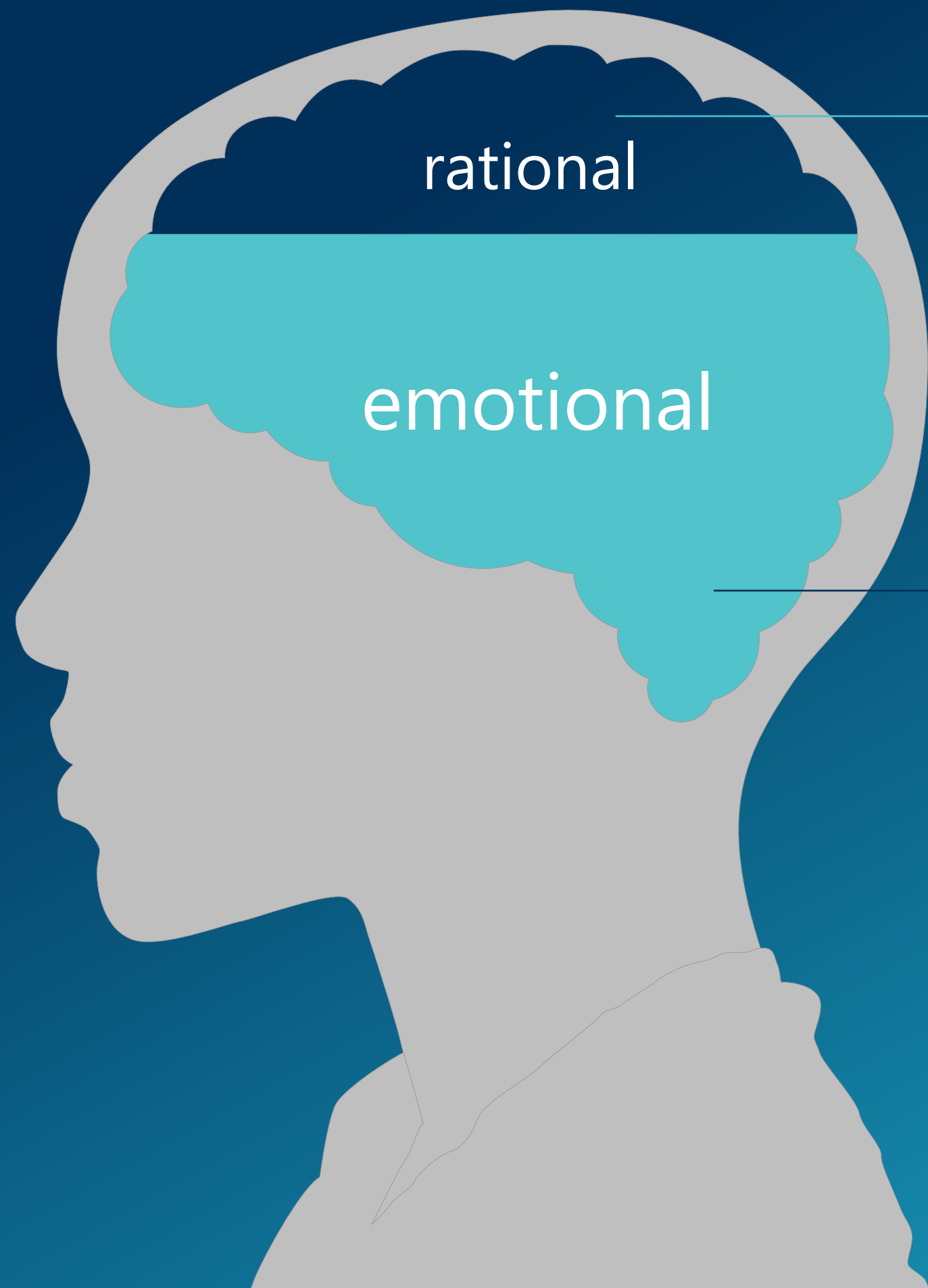
feel

hear

perceive



BEHAVIOURAL ECONOMICS



rational

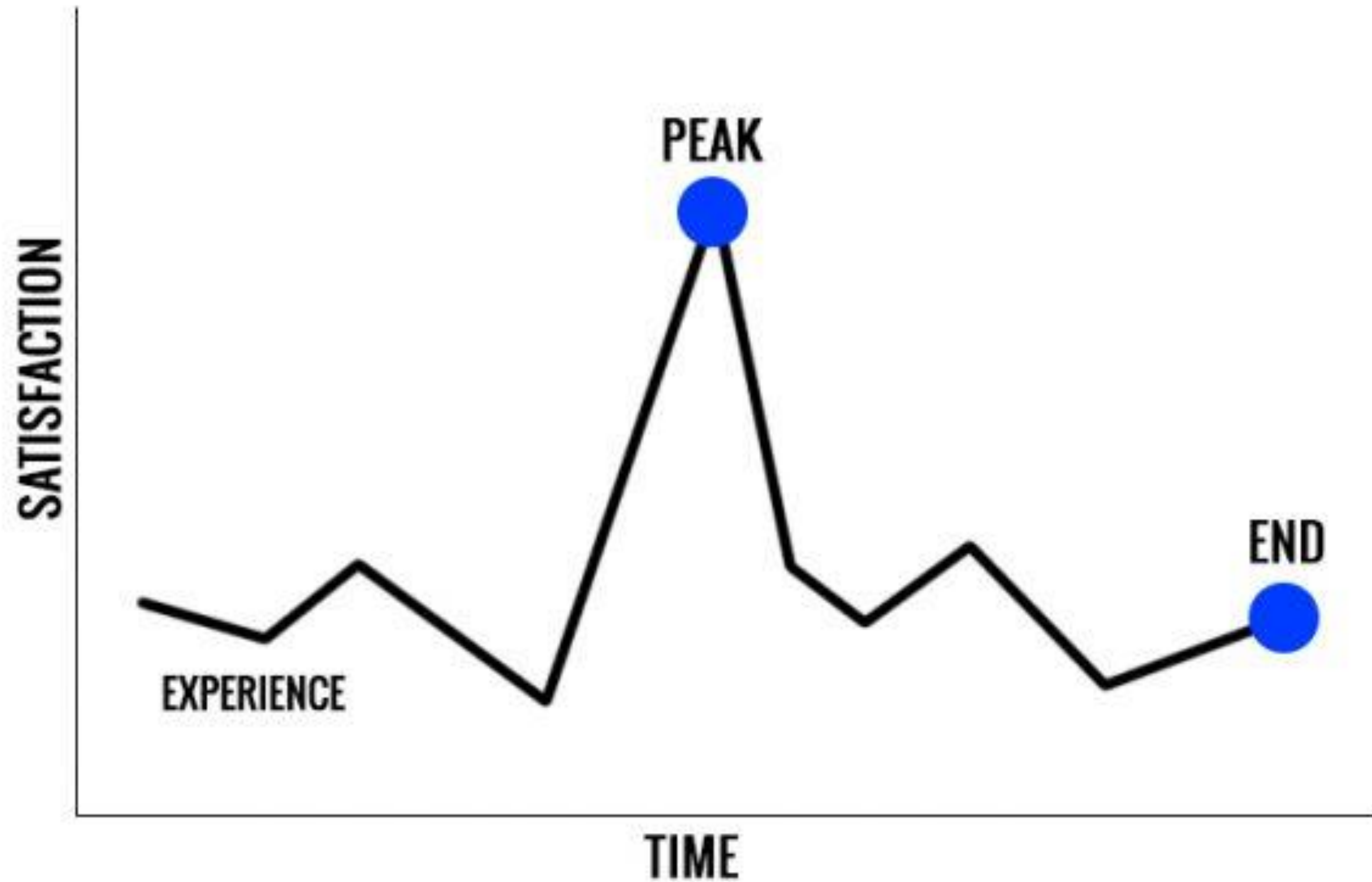
appeal to customer's **reason**
and they are yours for a day

emotional

appeal to customer's
emotions
and they're yours for a lifetime

BEHAVIOURAL ECONOMICS

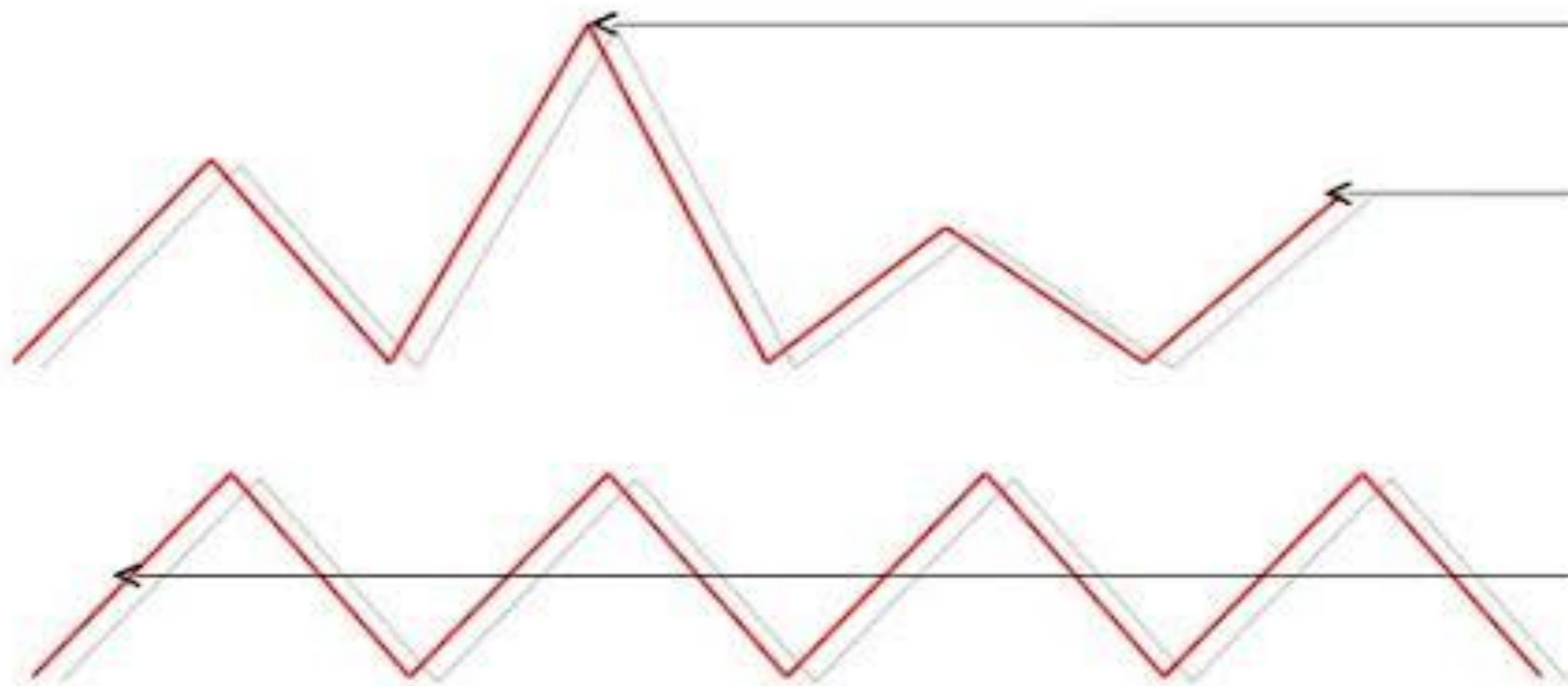
HUMAN PEAK – END RULE



HUMAN PEAK – END RULE

‘Peak - end rule’ on people’s *memory* of *experiences*

‘Peak – end rule’



We judge our past experiences almost entirely on how they were at their peak and how they ended

Net pleasantness or unpleasantness, or the length of the experience is almost entirely disregarded

Source: ‘Peak End Rule’ Danny Kahneman, Nobel Prize Winner

The Happiness Halo

The unexpected benefits
of applying behavioral science
to experience design

The happiness halo:
To better grasp the
three interconnected
influences on happiness,
think about a party.



Anticipation

A big part of the joy is in the anticipation: inviting your friends, imagining all your loved ones in one place, looking forward to all the fun (and guilt-free cake!).



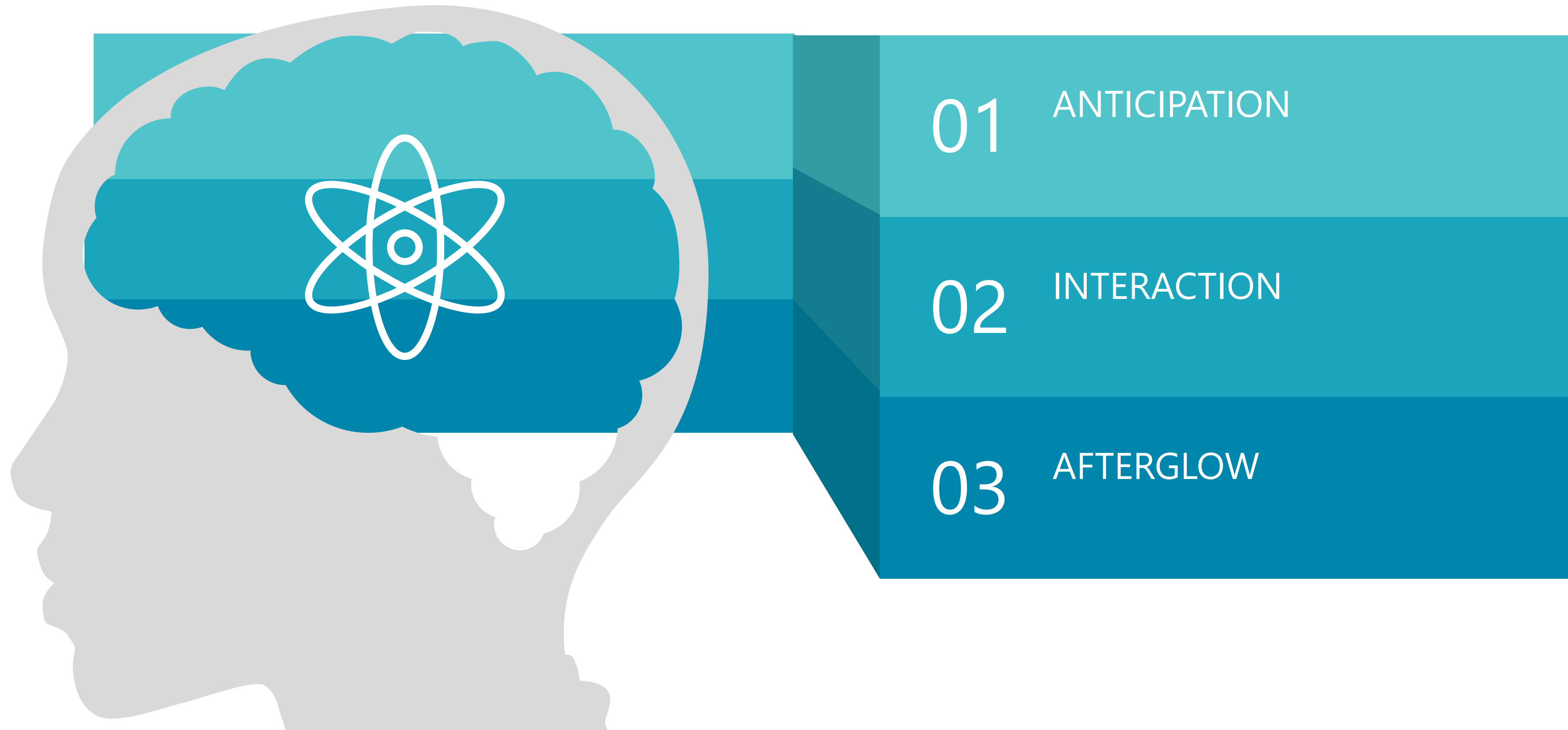
Interaction

Of course, the interaction is exciting and engaging in its own way, with laughter and surprises and connections (and maybe a little more cake).

Afterglow

Then, the memory of that party — the guests, the drinks, the laughs — has its own happiness, and there are those disproportionately powerful moments that dominate the scene in your memory and live on in nostalgic conversations, past decades of future parties.

Applying Behavioural Economics to property purchase & sales





ANTICIPATION PHASE



- TEASE

What can you do to build excitement during the anticipation phase?



- TEMPT

What can you say or do to give customers something to look forward to?



LIMITED PERIOD
% OFFER

- MAKE IT A TREAT

What can you do that entices customers to believe this is a limited time treat / offer?



INTERACTION PHASE



- IMMERSE

How can you immerse your customers in an experience?



- DIRECT

How can you focus choice in a way that is perceived as helpful and not limiting?



- ELEVATE

How can you make your customers feel special, even superior to other customers?



AFTERGLOW



- END STRONG

What's your last impression!
How can you make it
memorable?



- SURPRISE

What can you deliver to
bring unexpected joy to the
after glow?



- REINFORCE

What positive experiences
can you remind your
customer of to make you
memorable?

COMPETITIVE differentiation and remaining relevant



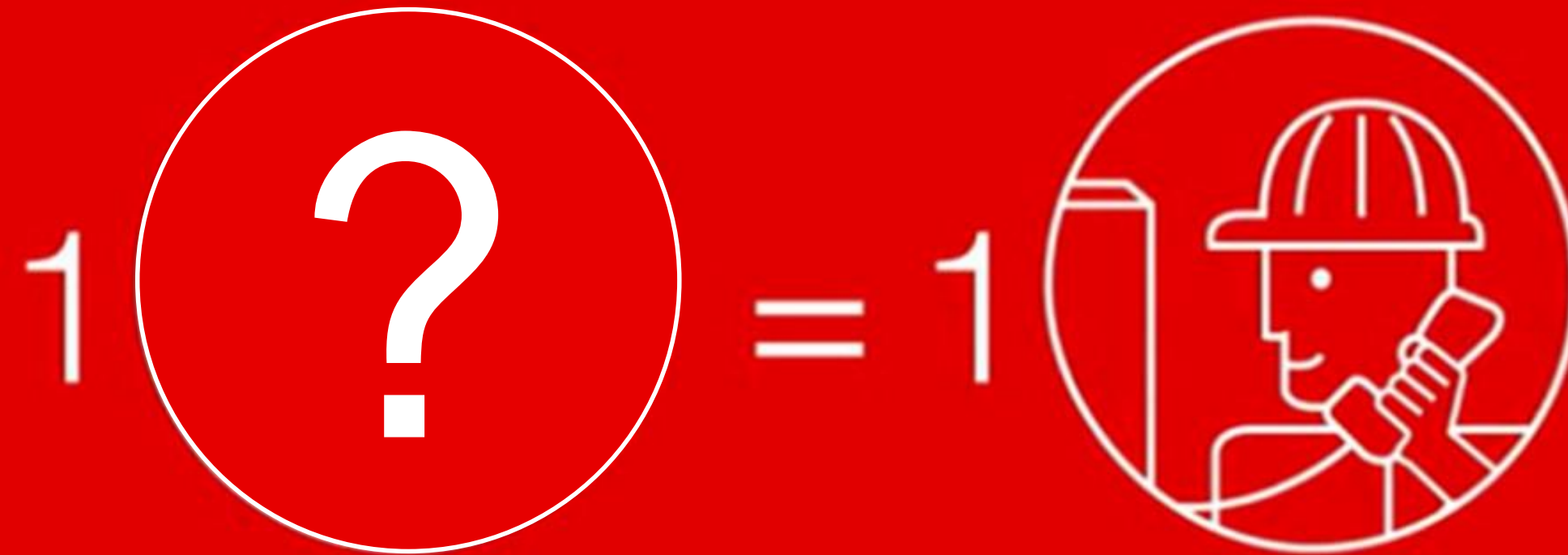
on remaining relevant
to our customers.....



THINK
DIFFERENTLY

COMPETITIVE
ADVANTAGE





LEW GEFFEN SOTHEBY'S

COMPETITIVE DIFFERENTIATORS

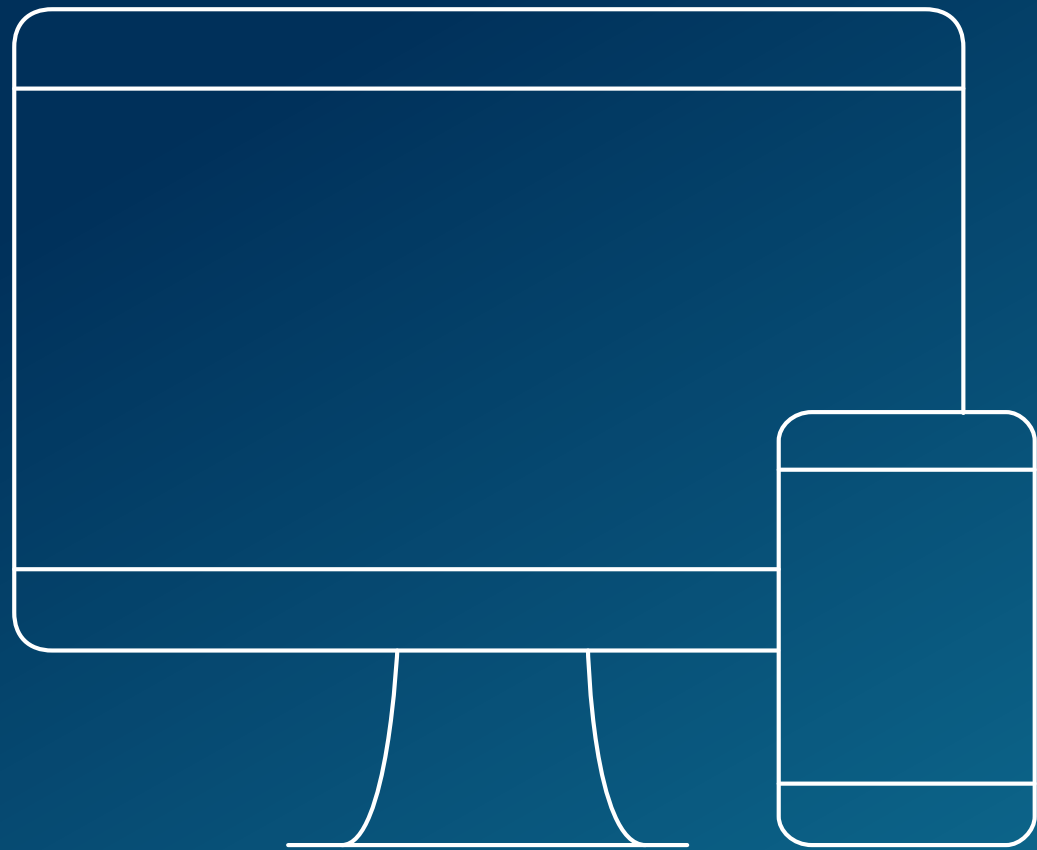




WHAT I WOULD DO

if I were an Estate Agent now





Embrace digital
in every possible way,
to increase my
efficiency and *effectiveness*



Embrace digital
to drive leads.....

Lew Geffen | Sotheby's
INTERNATIONAL REALTY

SHARE LIKE A CRAZY PERSON.....



Sotheby's
INTERNATIONAL REALTY

31M VISITS TO
SIR.COM
13PERCENT
INCREASE YoY

OVER 180,000
YOUTUBE SUBSCRIBERS
SILVER CREATOR
AWARD WINNER

ANOTHER RECORD YEAR
\$112B
IN ANNUAL GLOBAL SALES

EXCEEDED
\$1.4B
IN ANNUAL VALUE FROM

1,564
CLOSED REFERRALS

WE HAVE
990
OFFICES

72
COUNTRIES

WE HAVE 41 OF THE
TOP 250
TOP AGENTS IN AMERICA

1 OUT OF 3
OFFICES IS
OUTSIDE
OF THE UNITED STATES

WE NOW HAVE
22,500
AGENTS

Sotheby's
INTERNATIONAL REALTY

UNRIVALED
GLOBAL PERFORMANCE

\$112 BILLION
IN GLOBAL SALES VOLUME

22,500
SALES
ASSOCIATES

990
OFFICES
WORLDWIDE

72
COUNTRIES &
TERRITORIES

A POWERFUL STATEMENT.

When your home is represented by the Sotheby's International Realty® brand, it not only benefits from the worldwide recognition and prestige of the Sotheby's name, it also gains exclusive access to highly qualified global clientele. See below how the *Sotheby's International Realty* brand is successfully connecting homes with buyers worldwide.

69

COUNTRIES &
TERRITORIES
WORLDWIDE

880

OFFICES

20,000

SALES ASSOCIATES

SOTHEBYSREALTY.COM INCREASE IN TRAFFIC



25%
INCREASE FROM 2016

A hand is shown holding a spray can, with the nozzle pointing towards the right. The background is a vibrant, abstract composition of green and orange vertical stripes. The overall image has a dark, moody aesthetic.

Lew Geffen | Sotheby's
INTERNATIONAL REALTY



Only
one real estate brand



 **Lew Geffen Sotheby's International Realty**
81 subscribers

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Lew Geffen Sotheby's International Realty

81 subscribers

SUBSCRIBE

HOME

VIDEOS

PLAYLISTS

CHANNELS

DISCUSSION

ABOUT





lew geffen sothebys live campaign



Live CREATIVE

26,243 views • Feb 18, 2019



1



0



SHARE



SAVE



Lew Geffen Sotheby's International Realty
82 subscribers

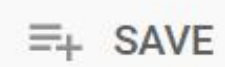
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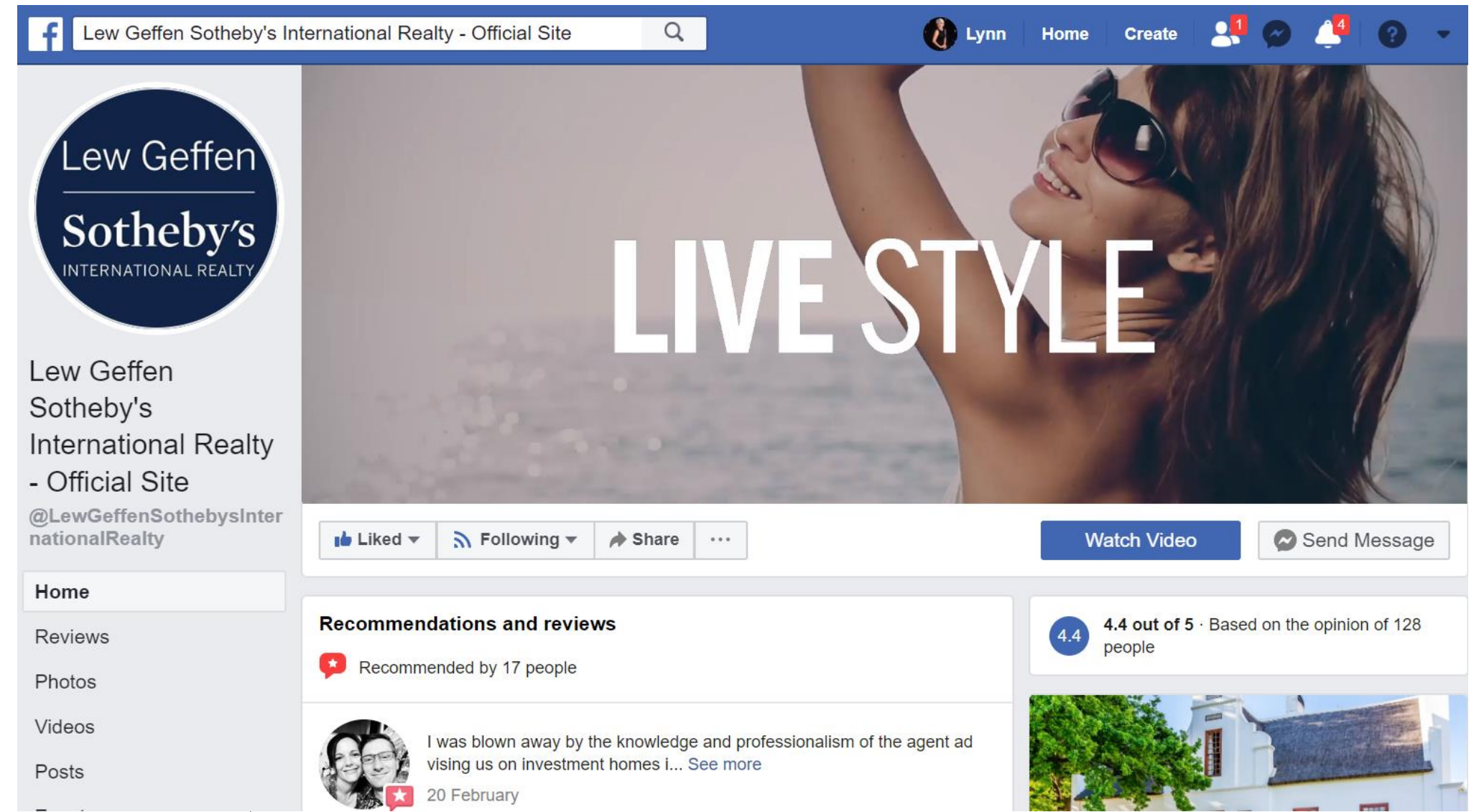
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Lew Geffen Sotheby's International Realty
82 subscribers

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Lew Geffen

283 Tweets



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Lew Geffen

@LewGeffen

Lew Geffen Sotheby's International Realty continues a century-old tradition of exceptional service and valuation of the finest, most beautiful and unique

📍 Johannesburg, South Africa 🔗 sothebysrealty.co.za 📅 Joined October 2010

119 Following **416** Followers

Not followed by anyone you're following

Tweets

Tweets & replies

Media

Likes



PINTEREST

SOCIAL SITE
THAT IS ALL ABOUT
DISCOVERY

LARGEST
OPPORTUNITIES



USERS ARE:

32% MALE
68% FEMALE

70
MILLION
ACTIVE USERS



TWITTER

MICRO BLOGGING
SOCIAL SITE
THAT LIMITS EACH
POST TO **140**
CHARACTERS

LARGEST
PENETRATION



BUT SPREADING
SLOWLY AND STEADILY

5,700 TWEETS
HAPPEN
EVERY
SECOND

560
MILLION
ACTIVE USERS



FACEBOOK

SOCIAL SHARING
SITE THAT HAS
1 BILLION
USERS WORLDWIDE

LARGEST
OPPORTUNITIES



COMMUNICATING WITH
CONSUMERS
IN A NON-OBTRUSIVE WAY

USERS SHARE
2.5 BILLION
PIECES OF CONTENT EACH DAY

1
BILLION
ACTIVE USERS



INSTAGRAM

SOCIAL SHARING
SITE ALL AROUND
PICTURES
AND NOW **15 SECOND**
VIDEOS

MANY BRANDS
ARE PARTICIPATING
THROUGH THE USE OF

HASHTAGS

AND POSTING

PICTURES
CONSUMERS
CAN RELATE TO

MOST FOLLOWED
BRAND IS

150
MILLION
ACTIVE USERS



GOOGLE+

SOCIAL NETWORK
BUILT BY GOOGLE
THAT ALLOWS FOR
BRANDS
AND **USERS**
TO BUILD CIRCLES

NOT AS MANY
BRANDS
ACTIVE,
BUT THE ONES THAT ARE
TEND TO BE A
GOOD FIT WITH A
GREAT FOLLOWING

GROWING RAPIDLY
WITH 925,000

NEW USERS
EVERY DAY

400
MILLION
ACTIVE USERS



LINKEDIN

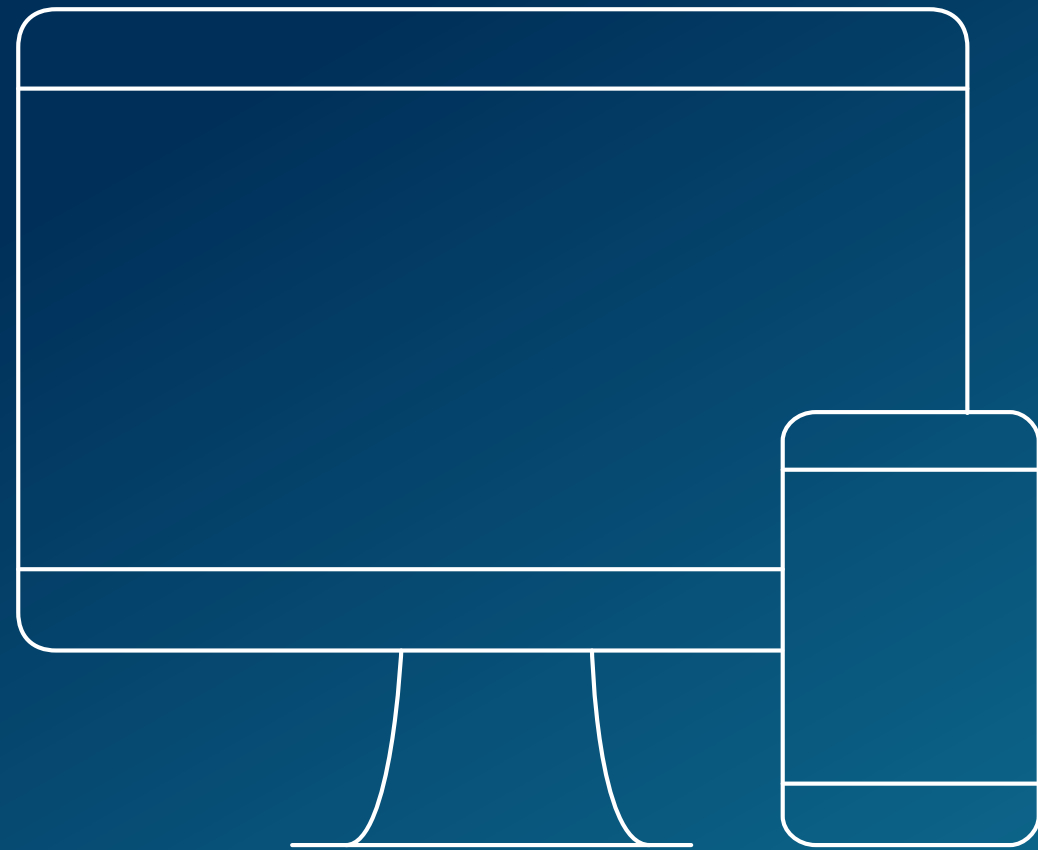
BUSINESS
ORIENTED
SOCIAL NETWORKING SITE

BRANDS THAT ARE
PARTICIPATING
ARE CORPORATE
BRANDS
GIVING POTENTIAL AND
CURRENT ASSOCIATES
A PLACE TO **NETWORK**
& **CONNECT**



79% OF USERS
ARE 35
OR OLDER

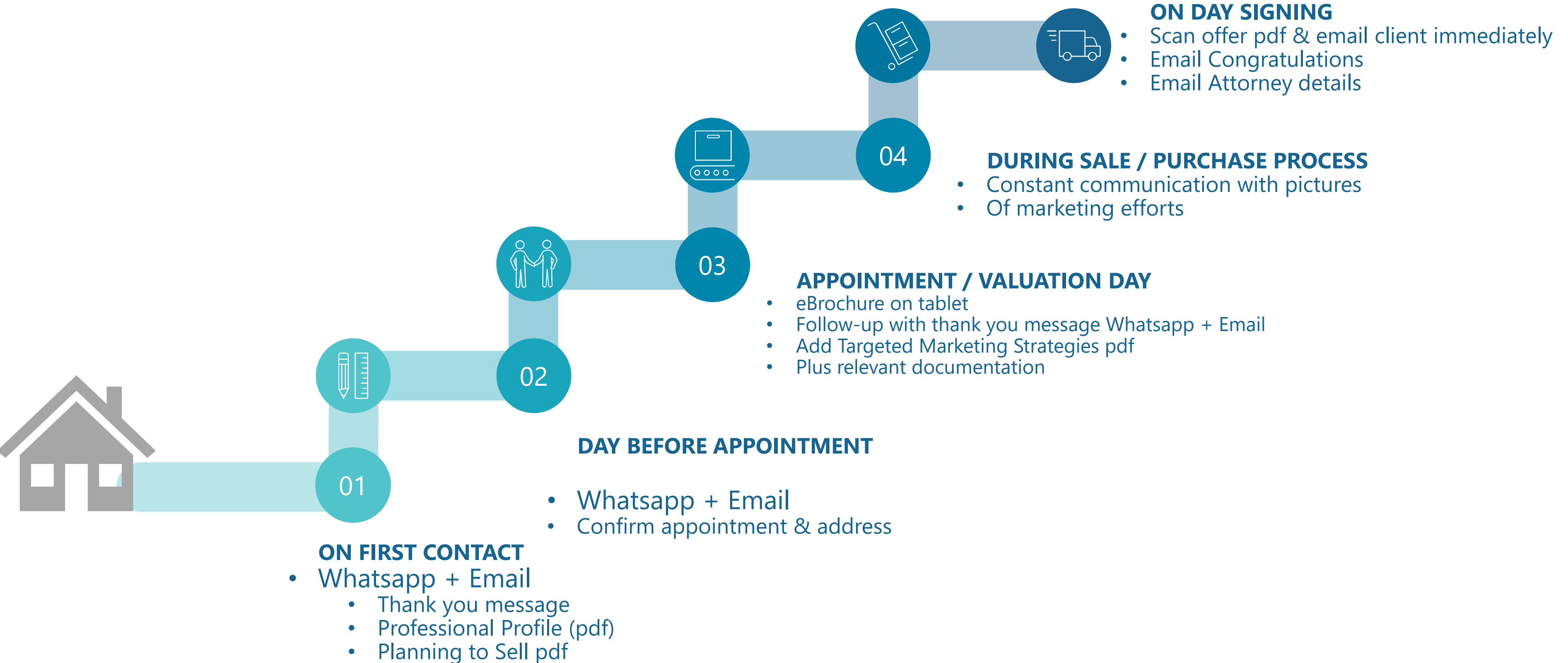
240
MILLION
ACTIVE USERS



embrace digital

to create a *differentiated*
& *extraordinary agent*
experience

Create a customer communication plan....





AFTER FIRST COMMUNICATION....

THANK YOU MESSAGE

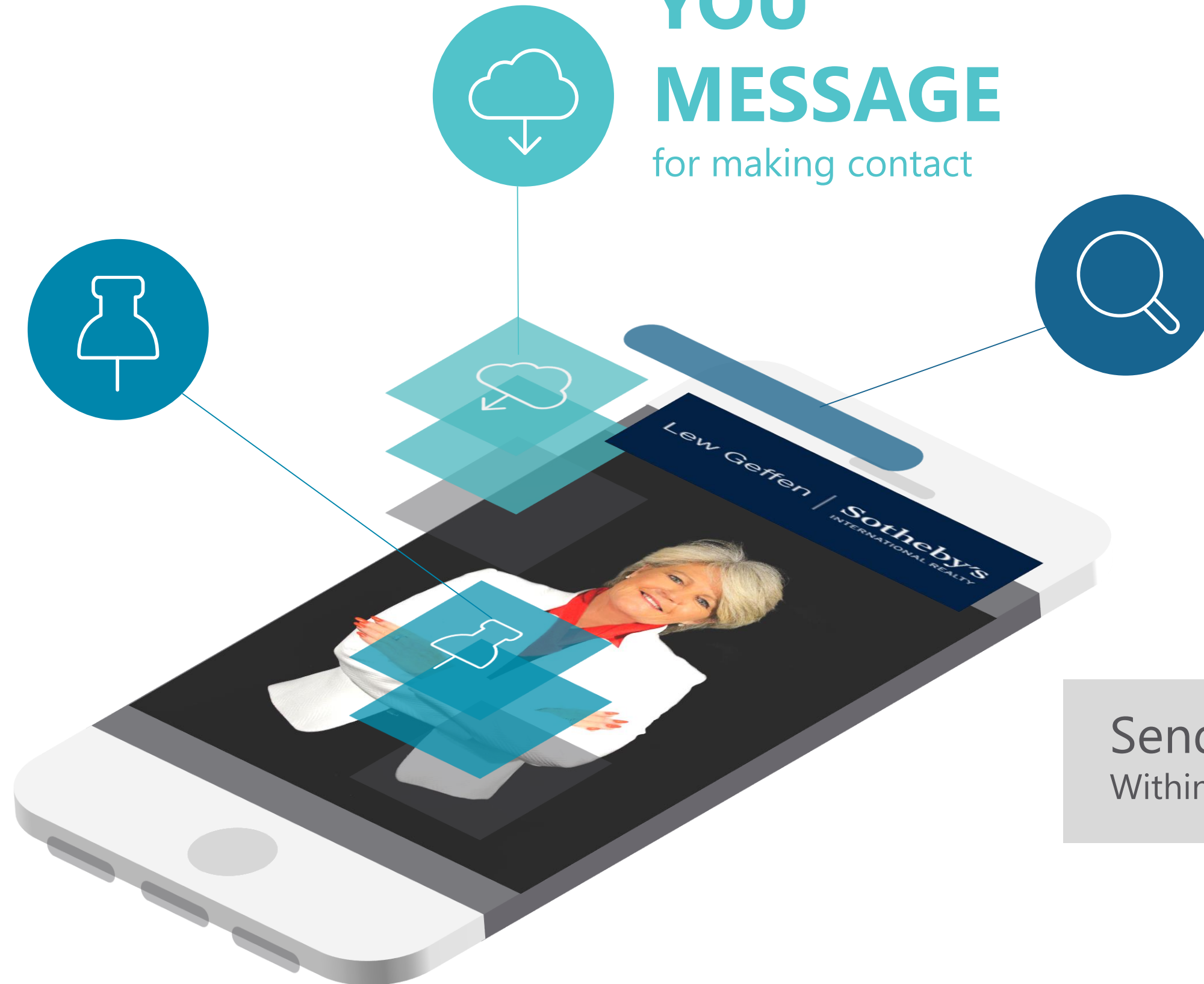
for making contact

CONFIRMATION

Confirm appointment
time

+ LINK TO WEBSITE

For more information on our
company, please visit
<https://www.sothebysrealty.co.za>



Send

Within 5 minutes of call

Lew Geffen | Sotheby's
INTERNATIONAL REALTY



Unique Properties
Represented by:
Kass Bunkell
And
Emma Morris



Since joining our company Kass and Emma have consistently demonstrated their outstanding skill and professionalism.

Not only do Kass and Emma display a keen understanding of what it takes to curate properties of distinction, but they are living testimonies to the service that Sotheby's International Realty® has become renowned for the world over.

Kass and Emma enjoy being part of the Sotheby's International Realty® network. "We felt the need for a more sophisticated and professional brand," they say. "The Lew Geffen Sotheby's International Realty network sets the benchmark for integrity, professionalism and service in the real estate industry."

Kass and Emma have maintained an excellent roster of notable clients and have an impressive track record that clearly demonstrates an above average strike rate of converting mandates to successful sales.

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INTERNATIONAL REALTY

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CamScanner

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Sotheby's
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COMPANY PROFILE

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CamScanner

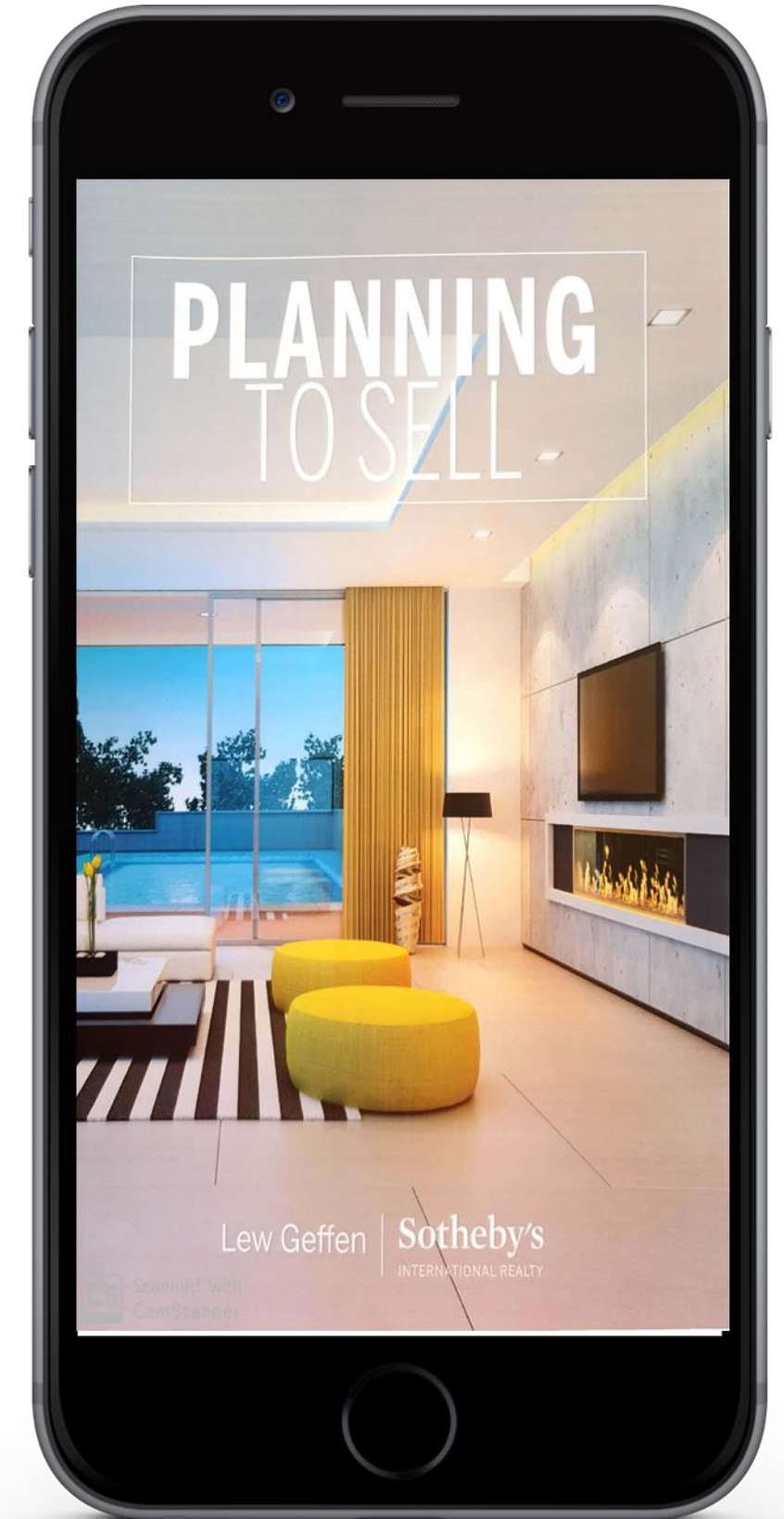
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DAY BEFORE APPOINTMENT



APPOINTMENT CONFIRMATION MESSAGE

Looking forward to meeting
you tomorrow





AT THE APPOINTMENT

immerse customers in a

dynamic visual

experience

WELCOME

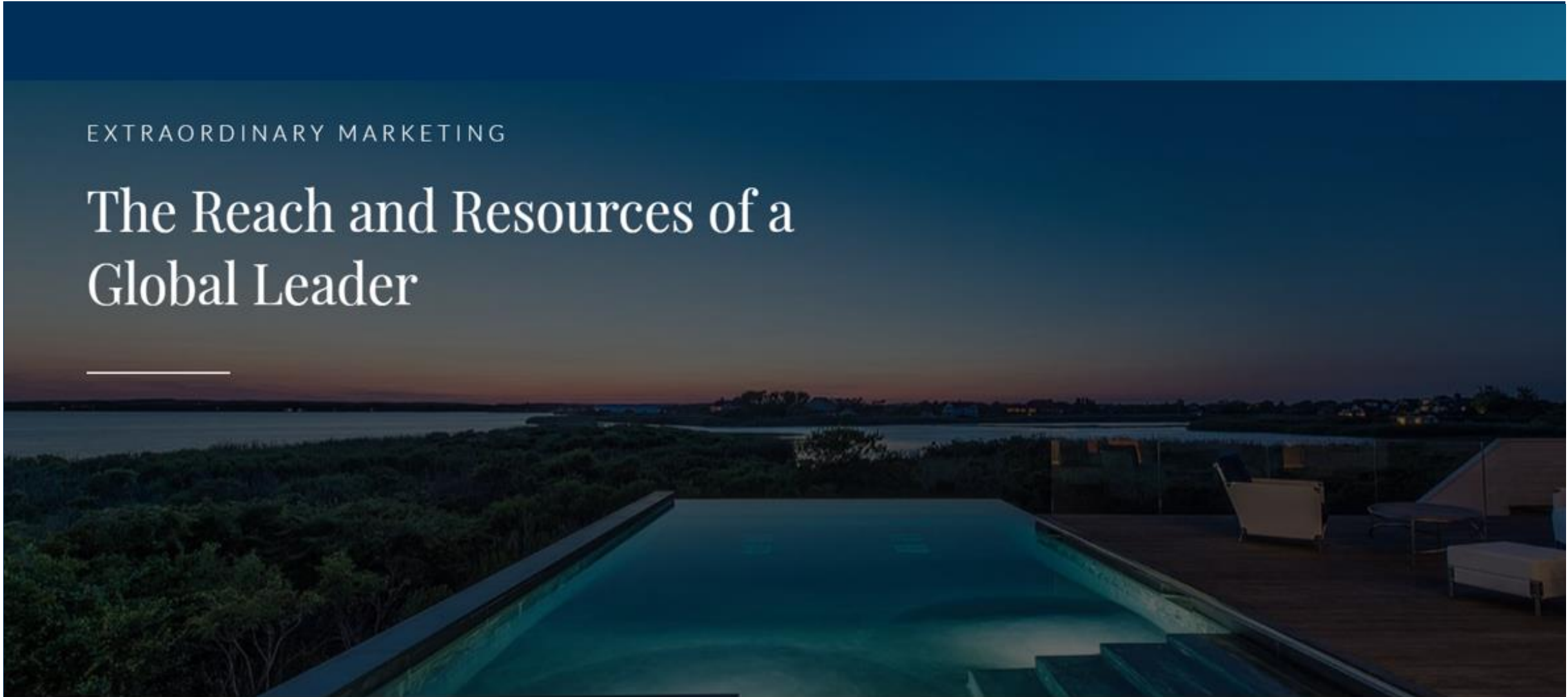
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Sotheby's

INTERNATIONAL REALTY

EXTRAORDINARY MARKETING

The Reach and Resources of a Global Leader



23000

—

SALES ASSOCIATES

1000

—

OFFICES

71

—

COUNTRIES & TERRITORIES

112 Billion

—

ANNUAL SALES



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INTERNATIONAL REALTY



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Sylvester Stallone



Cher



Jennifer Lopez



Johnny Depp



Robin Williams Estate



Penelope Cruz



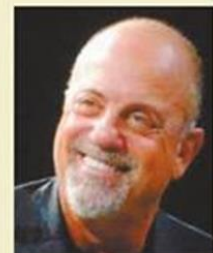
Shakira



Ben Stiller



Celine Dion



Billy Joel



Jane Fonda



Michael Jackson Estate



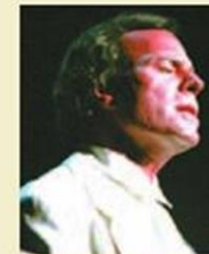
John McEnroe



Kylie Jenner



Miley Cyrus



Julio Iglesias

Some of our Clients

ADDED VALUE

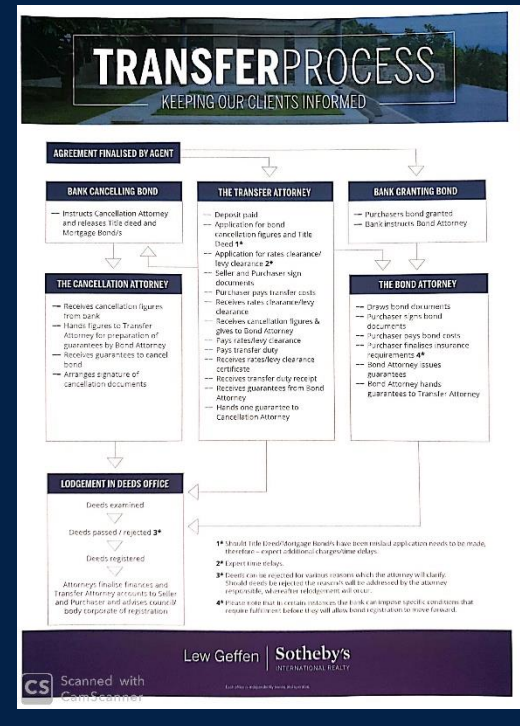
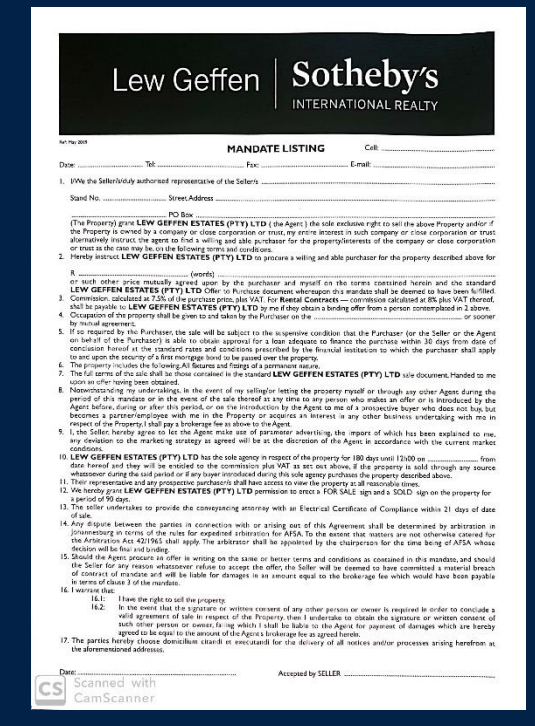
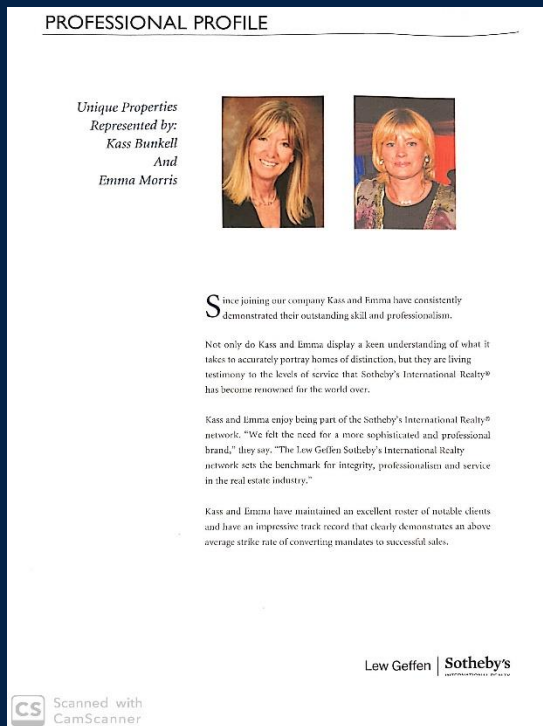
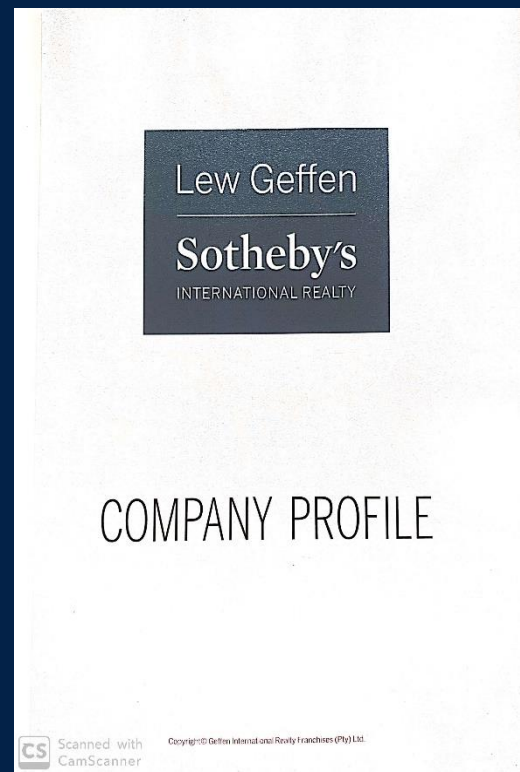
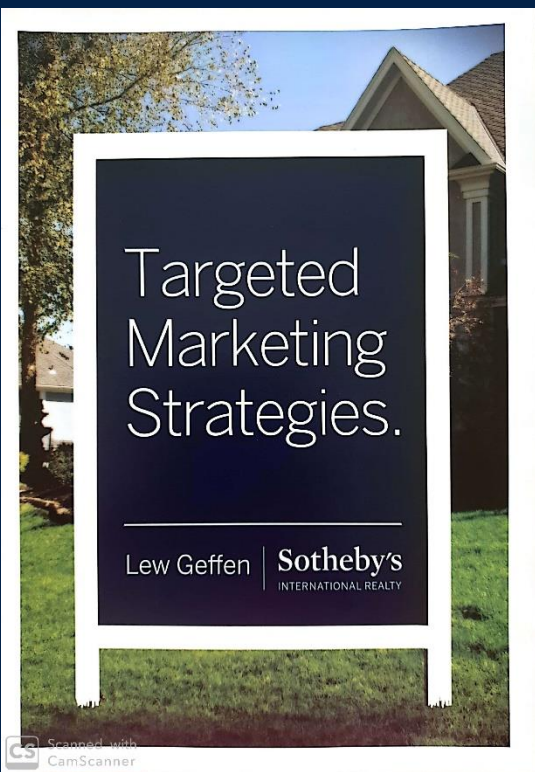


ooba home loans

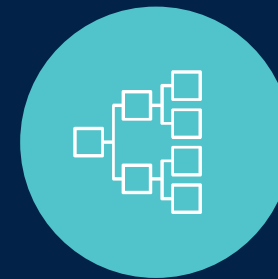
Buying a home?
Do you know how much you can afford?

Prequalify Now





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INTERNATIONAL REALTY



Cell #



Email

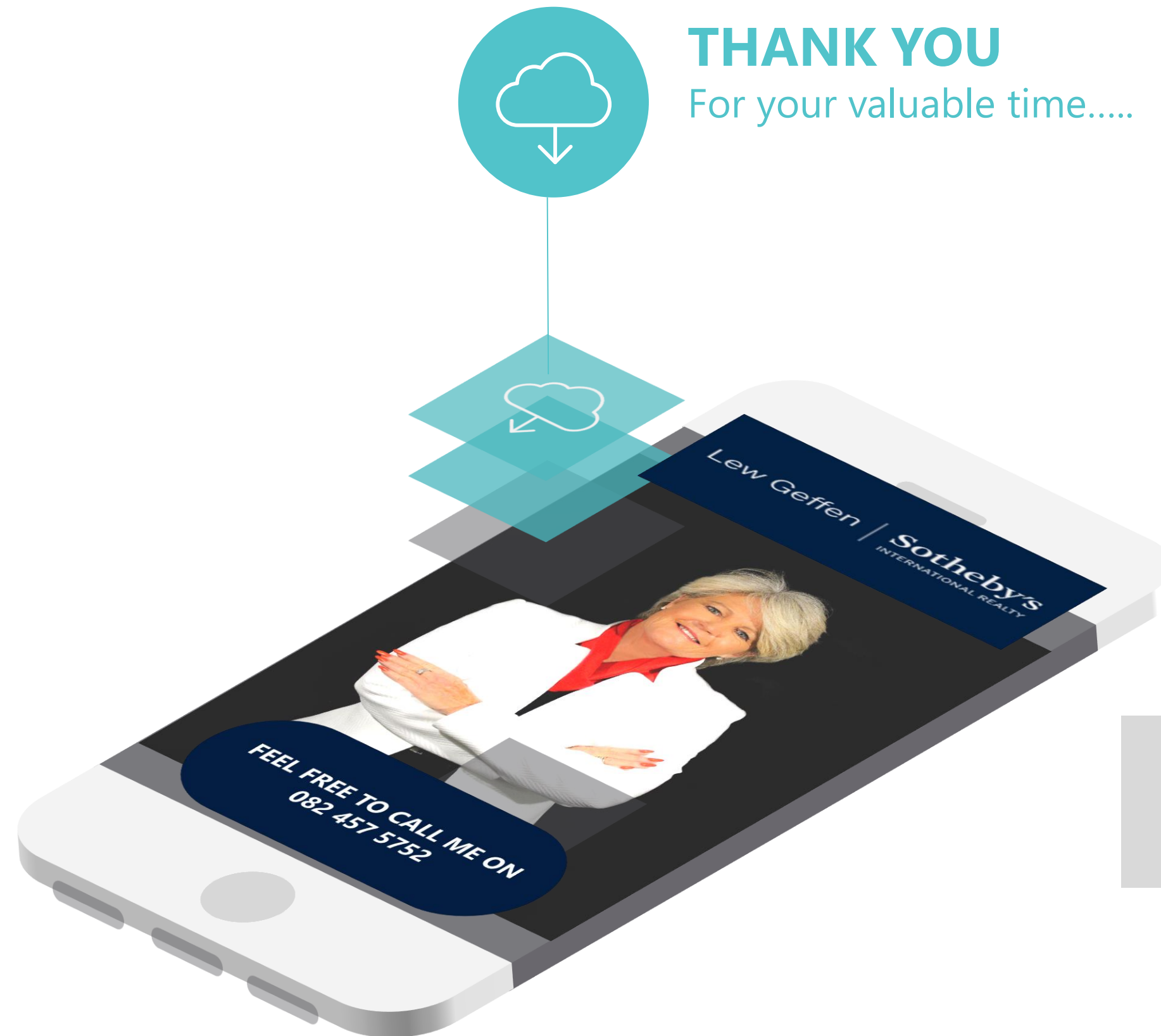


Website



Office landline

After appointment follow-up with Marketing collateral



Send
Within 1 hour of meeting

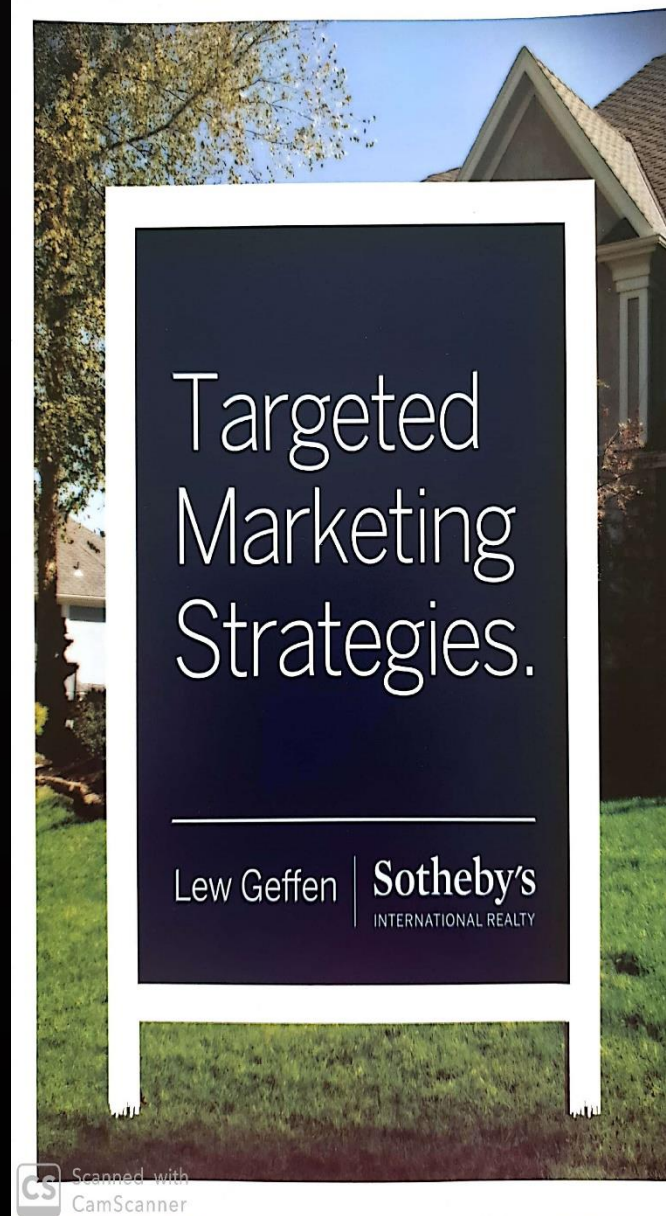
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Thanks for your time!

I'm on to marketing
your property



Feel free to call me anytime



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Buy



Residential

Web Ref Number Search

Get connected
with us



WHEN ALL'S SAID & DONE

we're in the people business
selling property



THANK YOU !

B LYNN BAKER

