

ROBERT PAUL  PROPERTIES



CAMBRIDGE | BOSTON | CAPE COD | SOUTH COAST



TRUSTED
EXPERTS IN
HOME SALES
FROM THE BEACH
TO THE CITY



OUR VISION

Imagine a real estate company that values each client and pays attention to every detail. A company that combines a time-honored approach with cutting-edge technology to successfully guide each client to achieve their unique quest, and does so with consistency and while having fun.

We are that company. This is our vision.



THE ROBERT PAUL STORY

In 2009 Robert Kinlin and Paul Grover created a homegrown, nimble and independent company to modernize and elevate the sale of fine homes.

As an independent private brokerage firm, Robert Paul Properties focuses on providing personalized service and results with an engrained culture which pivots on enduring relationships and trust. These relationships are fortified by a track record of unparalleled success.

With 10 strategically located offices, our Cambridge group of highly regarded agents are empowered through support systems which provide each agent the time and knowledge to best serve their clients.

OFFERING AN
ELEVATED LEVEL
OF SERVICE,
MARKETING, AND
ATTENTION TO
DETAIL THAT THE
MODERN, SAVVY,
AND DISCERNING
CLIENT
DESERVES.

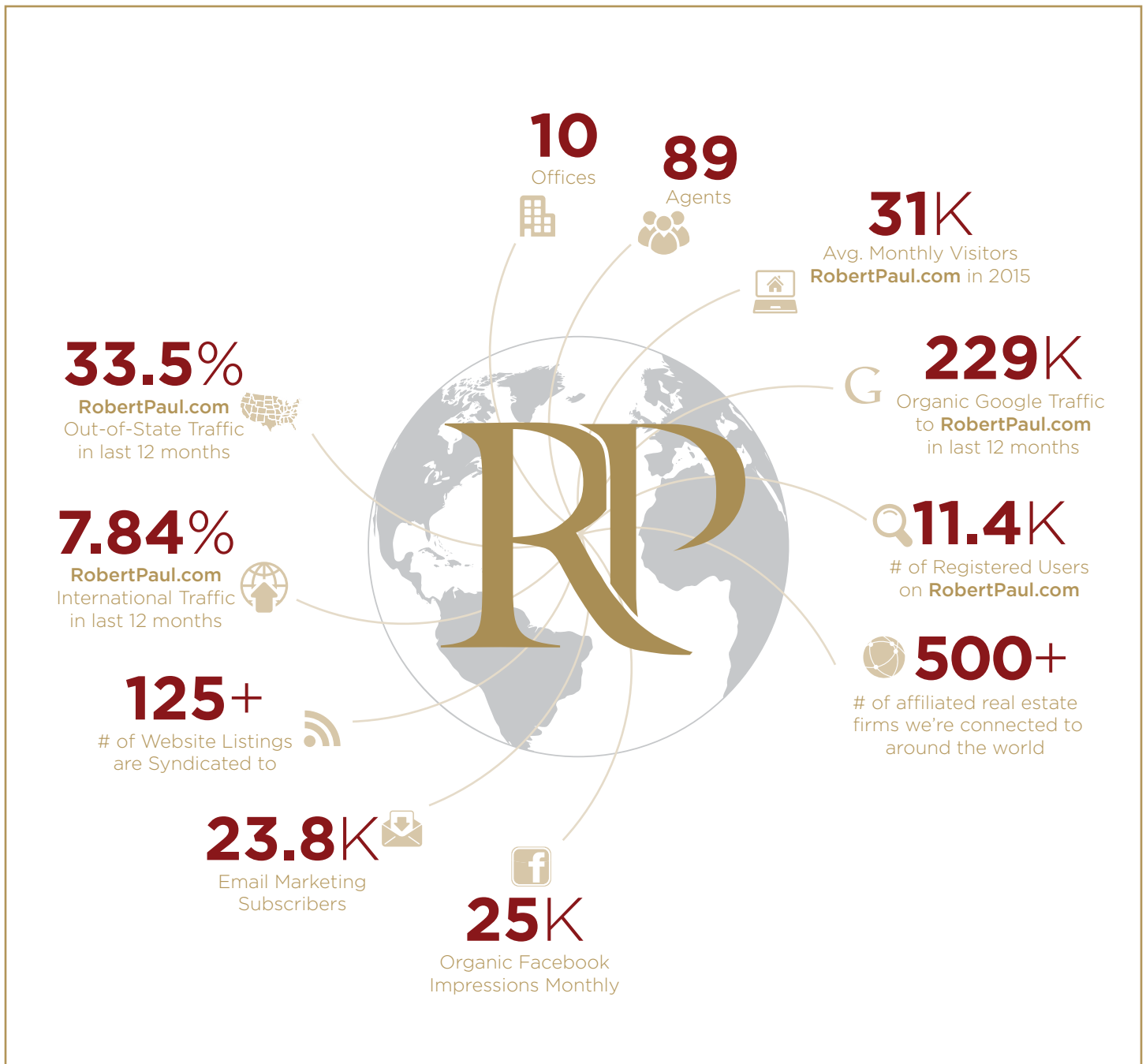
ROBERT PAUL OFFICES



BOSTON/CAMBRIDGE METRO

CAPE COD





A GLOBAL PLATFORM
SHOWCASING YOUR
PROPERTY TO
QUALIFIED BUYERS
AROUND THE
WORLD. ~

POSITIONED TO GET YOU NOTICED

Our marketing and advertising focuses on the best channels to reach buyers locally, regionally, and around the globe. Recognizing that 90% of buyers begin their search online, we have invested heavily in our digital footprint by strategically positioning ourselves across the web including: our award winning website, vast and leveraged syndication, a multi-platform social media presence, and strong affiliations and partnerships.



OVER
500 FIRMS

4,600 OFFICES

120,000
ASSOCIATES

OVER
50 COUNTRIES

\$321 BILLION
IN ANNUAL
HOME SALES

THE POWER OF INTERNATIONAL AFFILIATION

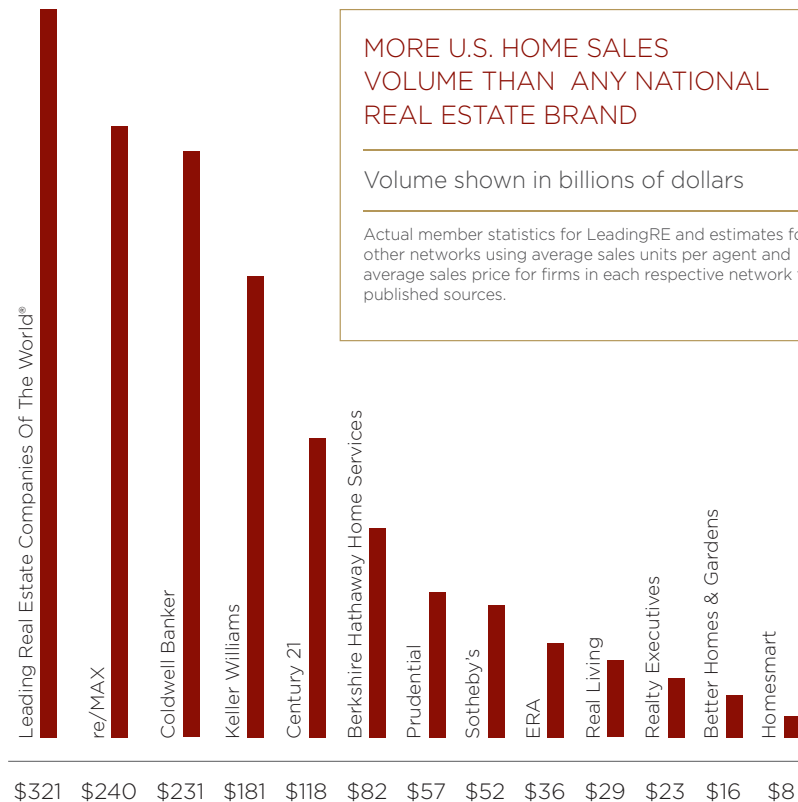
LUXURY
PORTFOLIO
INTERNATIONAL®



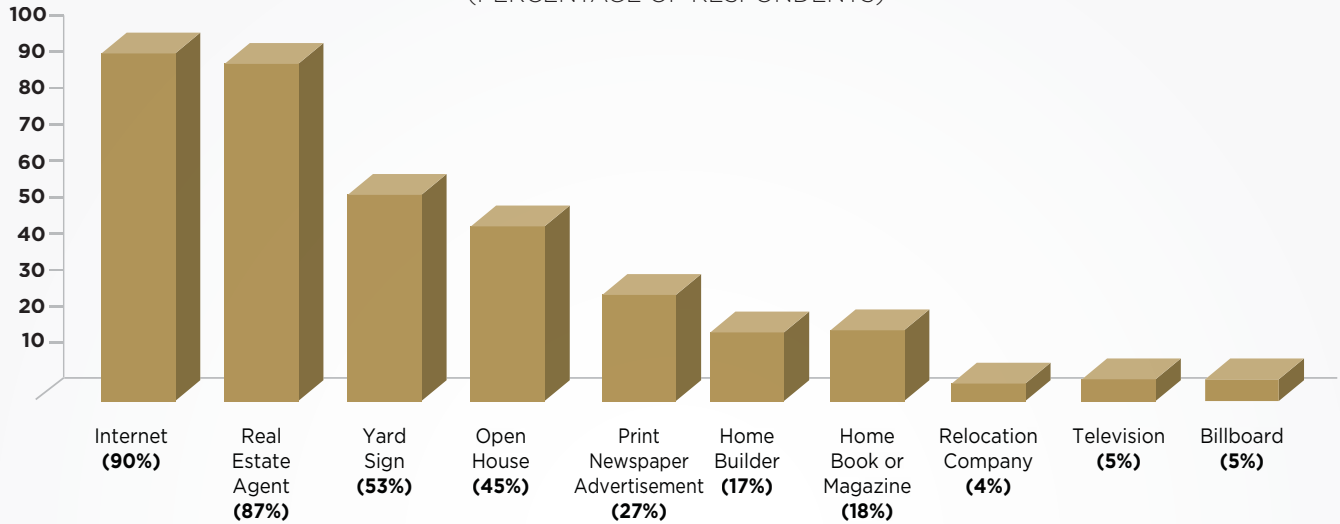
MAYFAIR
International Realty

LEADING
REAL ESTATE
COMPANIES®
of THE WORLD

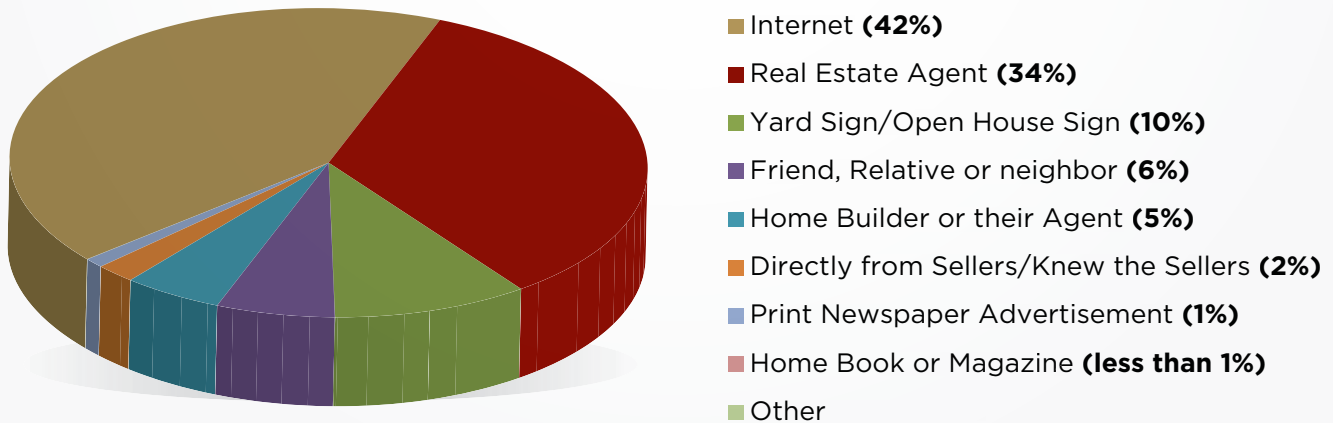
The strongest names in the business, including Leading Real Estate Companies of the World, Luxury Portfolio International, and Mayfair International Realty, make us a global – not just a local – real estate company working on your behalf. The independent brokers that make up these extraordinary invitation-only networks wield both the insight-driven technologies and the trusted relationships that today's consumer requires. Through these connections we are able to amplify your property's exposure to targeted audiences, including leveraging the highly trafficked websites of over 500 top local real estate brokerages and the connections of 120,000 associates in over 50 countries.



HOW BUYERS SEARCH FOR THEIR HOME (PERCENTAGE OF RESPONDENTS)



WHERE BUYERS FIND THEIR HOME (PERCENTAGE DISTRIBUTION)



UNDERSTANDING
THE MODERN
HOMEBUYER'S
PROCESS IS KEY TO
OUR STRATEGY. *~*

IDENTIFYING YOUR HOME'S BUYER

While the use of the internet in the home buying process has increased dramatically, so has the use of a realtor—up from 69% in 2001 to 89% this past year. Thorough representation is needed now more than ever, which is why we see ourselves as the gatekeepers to your home, carefully vetting prospective buyers and reaching the right eyes at the right time to present them with compelling content to keep them invested in your home.



DRAWING A CROWD FOR YOUR HOME

With our elevated approach to brokerage, we understand that to achieve your goals we must be creative, relevant and bold with our brand and property marketing. On the digital side of the marketing spectrum, we have heavily invested in the media today's buyer uses to search for properties.



DYNAMIC WEBSITE

Our inviting, easy-to-use and responsive website makes finding a home easy on a computer, phone or tablet.



ENHANCED SYNDICATION

We attract potential buyers at the early stages of their entry into the market by enhancing our listings at key aggregating portals across the web.

ROBERT PAUL
PROPERTIES
OFFERS
AN **8-POINT**
STRATEGY, AND
AN 8-POINT
MARKETING
SYSTEM TO PUT
YOU AT AN
ADVANTAGE IN THE
MARKETPLACE.





ADVERTISING IS NO LONGER ABOUT A SPECIFIC PROPERTY, IT IS ABOUT CAPTURING A BUYER'S ATTENTION AND GAINING THEIR BUSINESS. *~*

LOCATION & LIFESTYLE

The Robert Paul brand is built upon our deep respect for, and extensive knowledge of, the communities we serve and the properties we represent. We amplify this across our website and social media to situate ourselves as a buyer's go-to source for information on our region and properties available on the market. With a wealth of experience marketing both the location and the lifestyle, we are uniquely qualified to deliver a buyer for your home.



EFFECTIVE & DYNAMIC ADVERTISING

We approach advertising from several angles to let buyers know about the fine homes we represent.

LOCAL → **REGIONAL** → **NATIONAL** → **GLOBAL**

Robert Paul Properties advertises in many targeted, well-recognized publications, attracting high-value buyers. From beloved community papers and regional magazines, to renowned national and global media outlets, our print ads are about reaching out to potential buyers in a wide range of markets and bringing them to your door.

PERSONAL → **DIGITAL** → **DIRECT MAIL** → **PRINT**

We believe in a well-rounded marketing plan and use our well-cultivated channels to promote your home. We start by alerting our agents, often before a home is even on the market, so they can reach out to their clientele. Then we digitally alert the real estate community at-large as well as our vast, well-qualified buyer pool. Next we reach out to your neighbors via direct mail, and finally we present your property to the population at large through print advertisements, social media, and inclusion on the top syndicated real estate websites, as well as our own.



Media Sampling

THE WALL STREET JOURNAL

WellesleyWeston
MAGAZINE

ACTON CONCORD CARLETON LYNN NEWTON
north bridge
MAGAZINE

THE WESTON
TOWN CRIER

duPont REGISTRY

BOSTON HOMES
THE COMPLETE GUIDE

CAPE COD TIMES

THE
CAPE CODDER

The
Barnstable Patriot

The Enterprise
Falmouth • Walpole • Bourne • Sandwich • Barnstable

SOCO

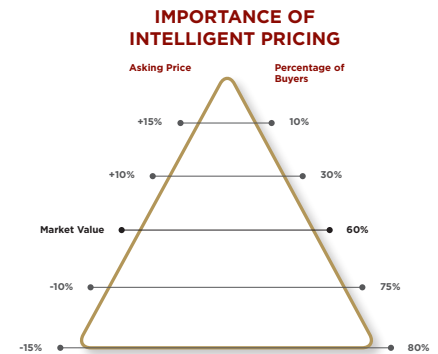
DISTINCTIVE HOMES

HOMES & LAND
MAGAZINE



PRICING

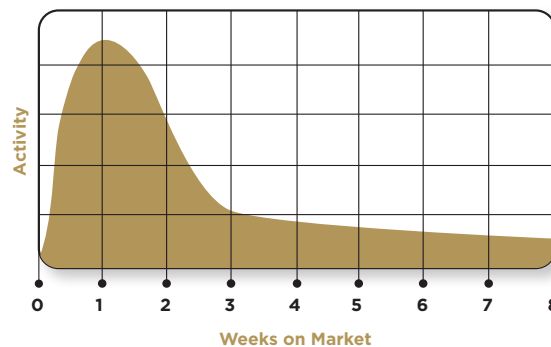
Determining the best asking price can be one of the most challenging aspects of selling a home. It is also one of the most important. Pricing your property strategically to ensure that you maximize your sale price takes skill and hyper market knowledge.



PRESENTATION

In presenting your home to the market for the first time, it is critical to be "buyer ready". The experts at Robert Paul take away the stress and tedium of this process by addressing the key factors involved: price, location, condition, marketplace, and contract terms. With all of these factors assessed against the data and competition, and your home optimally managed for price and condition, you will take full advantage of the initial burst of attention any newly launched listing receives.

ACTIVITY VS. TIMING



TIMING

A property attracts the most attention, excitement and interest from the real estate community and potential buyers when it is first listed on the market. Improper pricing at the initial listing misses out on this peak interest period and may result in your property languishing on the market. This may lead to a below market value sale price, or, even worse, no sale at all. Therefore, your home has the highest chances for a fruitful sale when it is first listed on the market and your property is strategically priced.

THERE ARE MANY FACTORS THAT AN EXPERT TAKES INTO ACCOUNT WHEN PRICING A HOME. IT TAKES A DEPTH OF MARKET KNOWLEDGE, STRONG STATISTICAL ANALYSIS, AND A TEAM OF AGENTS TO EFFECTIVELY DETERMINE PERFECT PRICING.

ROBERT PAUL PROPERTIES AND ITS AGENTS APPRECIATE AND SUPPORT OUR COMMUNITIES

Part of being a Realtor and selling homes is a love of and enthusiasm for the communities in which we live and work. Our passion goes beyond the properties we represent and extends to the people we are lucky enough to work with. From agents following their own passions to our company-wide support for area philanthropies, we understand the importance of giving back.



RPCARES



OFFICES

HARVARD SQUARE

19 Arrow Street | Cambridge
617.876.1414

AGASSIZ

1693 Massachusetts Avenue | Cambridge
617.864.1414

BOSTON

140 Newbury Street Suite 301 | Boston
617.262.1414

DENNIS/YARMOUTH

1555 Route 6A | East Dennis

508.619.3766

MID CAPE

867 Main Street | Osterville
508.420.1414

UPPER CAPE

279 Main Street | Falmouth
508.540.9800

BAYSIDE

3256 Main Street, Route 6A | Barnstable
508.362.1414

LOWER CAPE

499 Main Street | Chatham
508.945.5553

OUTER CAPE

237 Commercial St, Level 3 | Provincetown
508.487.3020

SOUTH COAST

155 Front Street | Marion
508.748.2400