

FLORIDA EDITION

TOP AGENT MAGAZINE

**1 Billion-Plus
Reasons Why
YOU SHOULD
BE ACTIVE ON
FACEBOOK**

**From Chaos
TO CONTROL**

**CREATIVE
MEDITATION**
for the
Real Estate
Professional

**BE THEIR
REALTOR®
FOR LIFE:**
How to Build
a Relationship
with Your
Clients that
will Last
a Lifetime

COVER STORY

**HEATHER
LEFEBVRE**

TOP AGENT MAGAZINE



HEATHER LEFEBVRE

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the USA, Europe, Canada, Australia, and New Zealand.*

1 Billion-Plus Reasons Why You Should Be Active on Facebook

By Bubba Mills



The number is staggering and potentially career ending for REALTORS® who ignore it: 1,440,000,000. That's the total number of monthly active users on the social medium Facebook.

That number alone is reason enough to use it regularly in your real estate business. But Facebook can also help turn you into the expert in your community. Just by sharing knowledge and relevant events about the community you can become the go-to source for all things local – a perfect way to capture the attention of prospective buyers.

Plus, Facebook advertising also gives you tons of targeting layers like age, location, recent life events and interests. Plus, it constantly adds new targeting filters and functions that help you reach even more niche prospects who closely meet your customer criteria. Talk about pinpointing a target audience.

Another Facebook real estate ad tool is Website Custom Audiences that lets you create Facebook ads that target users who have visited your website. And several apps specifically for Facebook have emerged. Consider these:

- **Heyo.com:** Helps you host contests, showcase promotions and highlight special offers.
- **Woobox.com:** Lets you easily create quizzes and other fun tools for engaging content.
- **Pagemodo.com:** Helps you make your Facebook business page both sleek and stylish and tabs allow for easy lead capture.

But the latest offering is just as cool. It's called Facebook Live and it lets you stream live video on the internet. I recently wrote about Periscope, another live video streaming app, but when you use Facebook Live you're automatically featured at the top of Facebook users' news feed. What's more, statistics show that live video is viewed more than recorded video.

How can REALTORS® use Facebook Live?

Open Houses: Broadcast a walk-through of a new listing and highlight all the great features.



Webinars: Host live webinars targeted to buyers and sellers. They can submit questions just like a real-life seminar.

Real Estate Talk Show: Offer the latest news in the industry plus share local events and your newest listings. In short, become the Lester Holt or Diane Sawyer of real estate in your town with your own "TV" show!

Facebook offers these tips for using Facebook Live:

Promote: Tease upcoming Facebook Live broadcasts for more viewers.

Plan better: Take time to plan what you want to do in the video, whether it's a few key talking points or to have a few questions ready ahead of time in a Q&A, in case incoming comments slow down.

Invest in some equipment: A shaky live stream turns off viewers so consider a tripod or other stabilizing tools, especially if you're taking viewers on a tour of an open house. And check the shot before going live.

Get the lighting right: If you're indoors be sure you have plenty of good lighting and avoid a lot of light directly behind you because it'll wash you out.

Sound good: A common mistake for beginners is overlooking sound. Consider an external microphone to make sure your viewers can actually hear you.



And if the live option makes you a little nervous, you can also stream pre-recorded videos. Hey, that has worked like a charm for TV for decades. Some businesses promote their web series to “air” on Facebook Live at a certain time like TV shows. After they are streamed, Facebook Live videos function as normal Facebook videos. Some business owners believe videos may perform better if they begin as live ones.

NowThis, a news company that publishes entirely on social platforms, experimented by streaming a 38-minute compilation of its favorite viral videos via Facebook Live. The stream received over 20,000 views and over 500 comments, according to Facebook's counters.

Yes, all the new-fangled internet tools, apps and options for REALTORS® can be a bit overwhelming. Just take it one step at a time and you'll slowly be right there in the business-winning mix. E-mail me today at Article@CorcoranCoaching.com and I'll send you more free information about how technology can help your real estate business.

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MAGAZINE



**HEATHER
LEFEBVRE**



HEATHER LEFEBVRE

Heather Lefebvre followed her true passion and began her real estate career in 2000 in her home state of Florida. She came from the finance world in California, where she was the top producing loan processor at her company. This advanced her into the field and gave her and her clients a very secure beginning. Understanding the backend is a big deal, Lefebvre explains. “I always had an admiration for real estate, design, and architecture. Most importantly, I love helping people attain their dream home. I find it very gratifying. I get to live out my dream and live and work with passion.”

Fast forward 16 years and she has her own team with Ocean Area Living through Adache Real Estate, LLC as the No. 1 top sales broker associate and one of the top 15 agents in Ft. Lauderdale in 2015, selling to a niche part of the market focused on vacation homes by the beach and waterfront properties. Adache Architects, a sister company, which was

honored Architect of the Year for the last two years, has a constant stream of chic and stylish condos and townhomes that it designs and then builds along the coast that allows Lefebvre to offer her direct clients early stage pre-construction pricing. One of her latest beach area properties is 30 Thirty Ocean in Fort Lauderdale, Fla. This property is set to open for sales in December 2016 and offers a chic, urban, and fun beach lifestyle with 24 townhouse style condos with three bedrooms, three and a half baths, and private elevators that open into the residence.

Lefebvre serves the Eastern portion of Broward County to a client base that is looking for vacation homes that they can use as high-end short term rentals. She is able to put together a full package for her clients that provide them all the resources they need to have their property managed, so they can continue to earn while they are at home in another part of the world. Her team at Ocean Area Living is



made up of seven sales agents that are multicultural, which allow them to interact with a diverse client base that is local, out-of-state, and international.

Because some of her clients are new to the Florida market, she takes the time to give them the lay of the land and find an area of SFLA Florida that is just right for their particular lifestyle. As a local to Florida herself, she is able to give a unique perspective to the area and really help a buyer find what they are looking for. “First, I take them on a tour through the different cities to land them on an area that they really like,” she says. “I try to genuinely help them find the right location for them individually.” She also provides corporate relocation assistance to businesses with her most recent being a Thai company that she has relocated 20 of its employees so far.

While Lefebvre serves all of the cities in Broward County, she has the top presence in Lighthouse

Point, Pompano Beach, Deerfield, and Fort Lauderdale areas, where every single internet search by a potential buyer in these areas will yield a top result of her listings. As a premier five-star agent with Zillow, she is able to keep her home listings top of mind and market them to their full potential. “This is very beneficial for our sellers because if someone is looking in these areas, it’s always going to be featured at the top of the search engine,” she says. She also uses worldwide marketing through a series of online websites as well as top newspapers such as the Wall Street Journal, The New York Times and the Jetsetter, to name a few.

This strong marketing presence allows Lefebvre to offer a unique savings benefit to her clients that they can’t get with anyone else. If she finds a buyer through her own marketing efforts, she gives 2 percent of the sales commission back to the seller. This added savings for the seller and buyer, allows



them to put money back in their pocket or use it to further their next home purchase – something that happens as often as 50 percent of the time. “Our goal is to bring the direct buyer and seller together when possible to save them as much money as possible.” she says.

She goes one step further by making sure every home she lists provides the best presentation possible by using professional staging. She knows the value this brings to a home sale. Within 15 seconds a potential buyer has developed either a positive or negative reaction to a home. Because of the value staging can bring a home, she will either use a seller’s personal furniture to create the ambiance she knows will bring buyers in or she’ll work with a stager to set the scene in a home to help influence buyers. In addition, Lefebvre helps her sellers get their home’s ready for sale by making several inexpensive recommendations to fix the home up so it gets top dollar for the transaction.

This constant care and dedication to her clients have earned Lefebvre many referrals and repeat clients, growing her business year-to-year. “I look at every customer as a long-term relationship so they never feel rushed,” she says. “It’s a marathon rather than a sprint.” Serving a range of clients, she uses a variety of marketing tools that include 87 local and national websites and over 40 international websites as well as international magazines. She is a certified Luxury Home Marketing Specialist, which gives her a leg up on promoting her listings locally, nationally, and internationally. She also holds the Certified Negotiations Expert and Certified Residential Specialist designations.

When Lefebvre isn’t practicing real estate, she gives back to the community in a big way through 4KIDS of South Florida, where she dedicates a portion of her earnings each month. Every year she increases her dedication to the organization that she has been involved with for over 11 years.





She is also active with Lifework Leadership Inc. that is currently working on a project to appreciate teachers in the community. For fun, Lefebvre enjoys traveling abroad as well as taking in the beach lifestyle, as you'll often find her searching for shells

and shark teeth, paddle boarding, or riding her bike along the coast every chance she gets. As her business moves along, she has plans to add more team members saying, "It's about finding and adding that special somebody that fits into our little family."



For more information about Heather Lefebvre visit OceanAreaLiving.com, call 954-254-7675 or email heather@oceanarealiving.com

OceanAreaLiving.com

Come Live The Beach Life...





Be Their REALTOR® for Life:

How to Build a Relationship with Your Clients That Will Last a Lifetime

In the world of real estate, an agent's relationship with their clients can make or break their career. This industry revolves around working well with people, and being able to develop a strong relationship with your clients is the foundation that your business is based upon. Just like with a house, if that foundation is weak, the rest of the structure is also going to be unsteady and fragile. The mark of a good REALTOR® is their ability to build up a good referral network and following of loyal clients. This isn't something that just happens by accident. Building healthy, strong relationships with your clients takes work and knowing how to gain another person's trust, respect, and friendship. Here are some ways to make sure you are building the right kind of relationship with your clients.

1. Use Your Friendliness and Optimism to Win Them Over:

No one wants a pushy, overly confident salesperson for a REALTOR®. Clients are much more inclined to put their trust in the hands of someone who is friendly when it comes to one of the biggest financial transactions of their lives. A pleasant, outgoing disposition will win you more clients as well as friends. You want to establish rapport in the first few minutes of first meeting prospective clients. Rather than starting with business right off the bat, begin your meeting with some small talk such as similar interests, hobbies, and family life. This will immediately help to put your clients at ease, and show that you are not simply trying to “sell” them something.

People also respond well to optimism. During what can be a very stressful time, clients need someone to help them stay positive when a situation looks difficult and challenging. Optimism also tends to radiate charisma, and people want to be around and do business with charismatic people. You want to learn how to understand, motivate, and inspire people.

2. Be an Inquisitive Learner and an Empathetic Listener:

Don't be afraid to show your curiosity and ask your clients a lot of questions. Some of these questions may even be difficult and uncomfortable. You want to discover and learn as much as you can about your client. Don't make the mistake of jumping straight into the role of the know-it-all. Every different client has unique needs, so you want to learn as much as you can about their specific situation before trying to propose a solution. You want to uncover their primary motive for buying or selling, and flush

out any potential concerns they might have. After you've gained as much information as possible, you can then gauge their interest in your possible solutions by asking “what if” questions. Being inquisitive also demonstrates to your clients that you are genuinely interested and invested in their situation.

On the other side of this coin is knowing how to listen empathetically. Empathy involves actually putting yourself or your mind in their shoes so you can genuinely understand their concerns, needs, and opinions. That understanding and empathy is then reflected in your conversation with that client. Your clients want to know that you care about their situation, and that they're not just another sale for you to make. People are much more willing to put their trust in you when they can sense that you are actually making an effort to feel what they feel in order to understand their situation.

Showing your interest through questions, and then thoughtfully listening goes a long way towards gaining trust. Showing empathy and acknowledging the feelings and emotions involved in your clients situation helps build a relationship founded on genuine care and trust.

3. Watch for Nonverbal Clues:

Most communication happens nonverbally, so knowing how to interpret your client's body language can be incredibly helpful. Here are a few things to pay special attention to:

Eye contact: Be careful with the level of eye contact you use with clients when first meeting. Too much and too little eye contact can send the wrong impression. You want to try and maintain eye contact around 70 percent of the time. That is the amount that most people are comfortable with. Pay attention to your client's level of eye



contact to determine how comfortable they are. When someone avoids eye contact that could mean they are not engaged in the conversation. A good way to quickly build a feeling of rapport when first meeting clients is to make eye contact when you first meet them and then start nodding yes to what they're saying. If the client reciprocates the eye contact and nodding, you've established a connection.

Choose the right handshake for each client: One handshake does not fit all people, and that first handshake can be crucial to making a good first impression. The way to do a good handshake for each client is to try and mirror the other person's handshake in strength, keep your shoulders aligned as you are preferably standing when you shake hands. While you shake your client's hand make sure you make eye contact and give them a sincere smile.

Here are a few tips for how to sound more credible:

When you talk to your clients avoid using filler words such as "um" and "uh", which can decrease your credibility. You also want to watch the tone of your voice. People tend to translate a deeper tone as sounding more credible.

You want to develop a relationship to last a lifetime when interacting with your clients. There are many things you can do to accomplish this, and using these tips can take you from getting just a few referrals and repeat customers to gaining a loyal client following. Taking the little extra time to make sure you are projecting the right attitude and making sure that you are doing things to gain your client's trust can make a world of difference for your business.

4. Prove your honesty and credibility:

Honesty and integrity are the two traits that 98 percent of buyers and sellers report are qualities they consider "very important". The thing is you can say you have these traits all you want on your website, bio, etc., but trust has to be earned, and the only way to do this is to prove your credibility.

Showing a little weakness can actually be to your advantage in this situation, and will actually make others more inclined view you as honest. You don't want to come across as too good to be true. When revealing this weakness, however, the key to coming out on top is turning what sounds like a weakness into a strength. For example, your service may be more expensive, but that's because you offer more personalized and extra services than your competitors.

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From Chaos to Control

By Barry Eisen

Below are 24 great ideas designed to give you back your time and life. Managing time, rather than letting it manage you is an art form. Little changes can make huge differences. Look at what is offered below and incorporate 1 or 2 ideas that make sense to do. You can always come back to the list for more when you're ready for more.

1. Get Ready the Night Before. Get it out of your head. Plan out your next day by writing a “killer” To-Do list and prioritize A, B and C business and personal priorities. You'll sleep better too.

2. Focus on the Important Things. Less is more. Commit to doing the A things on your To-Do list. Stop randomly playing games and surfing social media. Focus on what's important. Here's the procrastination-be-gone formula: Do the important stuff first. No "ifs," "ands," or "buts" - do it.

3. Remove the Clutter. Much of our "visual noise" is caused by stuff. Practice a three-part clutter rating system that will help you prevent and remove clutter:

- It's important now. Use it and then put it in its home (where it's supposed to be).
- It will be important. Put it in its home (where it's supposed to be).
- It's not important. Get rid of it: Toss it or if possible, consider donating it.

4. Get Organized and Stay That Way. Pick an organizational system, execute it, and stick to it. Your new system may feel foreign at first, but it will eventually form into a habit. If you slip or feel like you're ready to give up, recall the benefits of being organized and pick up where you left off. When necessary, make adjustments, but avoid switching to new organizational systems or you'll lose the benefits.

5. Keep One Calendar. Whether it's a Week/Month at a Glance appointment book, wall calendar, smartphone app, etc. - keep ONE calendar. First, keep track of the usual calendar events: birthdays, and appointments. Second, use your weekly calendar to keep track of bills, plan menus, make appointments with yourself to write or read, etc. This will help prevent the scenario of sifting through bills, notes, and multiple calendars.

6. Focus on What's in Front of You. Of course, not all tasks require 100% focus, but for tasks like prospecting or writing, never multitask. Lots of studies have shown the inefficiency of juggling tasks. If you refocus your attention on another task, it can take more time to refocus on your original task. Don't do it. Stay focused. Turn off your phone and disconnect from the internet during tasks, like writing or studying, to focus. Don't drop what you're currently doing to address something you just thought of or remembered. If you think of something completely unrelated to what you're

working on, jot down a few quick notes (a word or two to jog your memory will suffice). Keep up momentum: FOCUS.

7. Execute Decisions Faster. If you find yourself hemming and hawing over a decision, make a decision then and there. If the task has a lot hanging on the outcome, seek/ask for more information if you need it, but the key is: make a decision now.



Sometimes a fresh set of eyes is all you need to get back on track.

8. Delegate and Learn to Love It.

We can be greedy with our workloads. Drop the, “if you want things done right, you have to do it yourself” mentality. If it can be done by someone else (more effectively) and it’s not an important task, delegate it.

9. Just Say “No.” Stop agreeing to take on things for which you don’t have time. If you don’t have time for it or it will take your focus away from other priorities, say no.

10. HELP Is not a Dirty 4 Letter Word. Ask for help. Sometimes a fresh set of eyes is all you need to get back on track, but be sure your plea is directed at the right person and is respectful of their own priorities.

11. Time Activities. We all can get swept away by television, social media, internet browsing, article reading, and games. Allot yourself an amount of time for online activities and playing games. Set an alarm. When the time is up, stop the activity.

12. Time Your Conversations and Meetings. I’m not recommending that you don’t socialize or be rude. I’m recommending that you don’t allow conversations or meetings to completely disrupt your day. Allot yourself time. For “water cooler” talks, give yourself 5 minutes and keep them infrequent. For meetings, estimate how much time you’ll need to address the needs of those involved, come prepared, and if there isn’t

already an agenda, propose talking points to squeeze more value out of the meeting.

13. Call, Don't Text. Text messaging is supposed to be quick and to the point... not long, drawn out conversations. For anything beyond a quick yes or no question, call. For example, call for emergencies and all of those “how are you?” and “what ‘cha doin’?” questions. If it goes to voicemail, don't worry. Most people have access to visual voicemail anyway, so it will be like a text. Either way, trust that they will get the message.

14. Turn Aimless Browsing Into Growth Opportunities. Create an ongoing list of questions, curiosities, or things you've always wanted to find out more about. When you sit down to browse the internet, start looking for answers. You might surprise yourself with what you find.

15. Do Your Errands at the Same Time. Schedule time to do errands and plan a route ahead of time to ensure you're not wasting time bouncing back and forth across town.

16. Filter Your Email. How much time do you waste in your inbox? Filter your email:

- Create rules for recurring emails that don't require an action to be archived in a particular folder.
- Set rigorous anti-spam settings to block unwanted email from reaching your inbox.
- Form a habit of touching an email once: If you open it, you have to address it (e.g., respond and file).

17. Automate Responses. If you find yourself replying with the same or nearly identical responses for clients keep a template to quickly copy/paste the response and tweak it as necessary to personalize the message.

18. Automate Bill Payments. For any recurring bills that you have: AUTOMATE. Not only will this save you time, it may even save you money and raise your credit score if you're the forgetful type.

19. Sort the Mail in Your Hand. When you get your mail, don't let it sit in a pile. Sort out the junk right away and then prioritize other items respectively (see weekly calendar). If possible, go green by electing not to receive the hard copy.

20. Avoid Rush Hour. Do you commute to work? Negotiate a work schedule to travel during non-traffic delayed times. You can easily turn a 60-minute, traffic-jammed commute into 25 minutes by getting ahead of the traffic or waiting it out. Online apps, like Waze, do a good job informing of traffic problems so you can adjust accordingly.

21. Keep a Running Shopping List. Create a policy that for whoever squeezes the last bit of toothpaste out of the tube, kills the mustard bottle, etc., they are responsible to write it down on the shopping list. In doing so, this will save time from taking inventory as well as keep your shopping trip quick - get into the store, grab what you need, and go (rather than meandering down aisles).

22. Cook for Tomorrow. Double the amount of what your cooking and refrigerate/freeze the leftovers. It may take you a small amount of time to double what you're already making, but it will save you much more time making your next meal by not having to start from scratch.

23. Learn While You Workout. When on a treadmill, elliptical machine etc., listen to news, pod casts, and audiobooks rather than music to keep up with trends in your niche, current events, books, and learning at large.

24. Exercise More Effectively. Exchange moderation for higher intensity. You can have a more effective and efficient workout by putting more effort into a 30-minute high-intensity workout than 90 minutes of low-to-medium effort.

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Barry Eisen teaches personal development seminars and coaches Southern California top producing REALTORS®. "Your business will never grow more than you do" is the theme; self hypnosis and behavior modification are the tools for playing a bigger game. barryeisen.com, barryeisen@LA.twcbc.com 818-769-4300



Creative Meditation for the Real Estate Professional

The real estate world can be an industry of intense emotional and psychological pressure. Deadlines, meetings, employee needs, client needs and a hundred other items on which one needs to focus on a daily basis can create an environment that is not only not conducive to mental well-being, but can be outright detrimental.

Learning to quiet the mind has been the focus of meditation for millennia. While those not familiar with the concept of meditation may instinctively think of yoga mats, incense, and chanting when the word “meditation” arises, there are in fact, many forms of meditation that can integrate quite

easily into the daily hustle & bustle world of the busy real estate agent.

First, think about when you are alone each day. Here are some possible times to practice meditation during the work day:

- When driving to the office in the morning
- When driving to a showing or to meet a client
- Before your open house begins
- After the open house
- Driving home in the evening

Repeating a mantra can be very calming, particularly when you are trying to rid yourself of negative, self-defeating thoughts.

These are just five examples of times when you can take advantage of meditation techniques to quiet your mind and, by extension, increase productivity. A calm mind is a more thoughtful, better tuned instrument.

Here are some examples of meditations you can try.

1 For when you're driving, download and listen to any number of audio Guided Meditations available on the internet. YouTube has a generous selection of these, many of which are geared towards success in business.

2 Repeating a mantra can be very calming, particularly when you are trying to rid yourself of negative, self-defeating thoughts. It doesn't matter what words you choose, as long as you feel good about your choice. "I am a success" or "I will approach all of my clients with love today" are two examples. Whatever works for you and gets you into the desired mindset.

3 Something as simple as listening to pleasant music in your car can be considered meditation, provided it brings you to a place of comfort as opposed to one of spiritual discordance.

4 The most important thing, however, is to take time to find gratitude in everything you do. Count your blessings, be grateful the exciting career in real estate you have built for yourself.

Once you've mastered some of these techniques at quieting your mind, you can attempt to find some that work even better for you. Walking, plain silence, or even exercise can have meditative qualities and benefits if practiced on a regular basis.

When you're truly feeling calm, your clients can sense this. And with this comes the feeling that you can be relied upon to stay focused and calm in any unforeseen circumstances. And in the world of real estate, that's a highly prized commodity.

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