

THE PPG DIFFERENCE

in FINDING YOUR PERFECT HOME!

THE PPG PLAYBOOK

- Sets you up on an FMLS/GA MLS search (and ourselves!).
- Networks with top agents in area(s) of interest for upcoming listings.
- Posts criteria/needs to dedicated agent network social media pages.
- Connects with our database of over 1K contacts to uncover potential new inventory (through Buyer Needs emails and calls).
- Connects with neighborhood social media pages/groups for your area(s) of interest.
- Continuously discusses buyer needs at all PPG and Keller Williams team meetings.
- Reaches out to all neighbors in your area(s) of interest to see if they have an insider scoop or would be willing to sell their home (if their home meets your needs).
- Utilizes vast social media network for cross-promoting buyer needs with our individual and team pages, tagging pertinent players for cross-promoting
- Meets weekly to constantly discuss WHAT ELSE can we do to find our clients a home!

STANDARD AGENT

- Sets you up on an FMLS/GA MLS search.
- Hopes a perfect home hits the market!

