

Project Notes

ASSIGNMENT

Create a summary of services and description on behalf of real estate company's LinkedIn presence.

CREATIVE SOLUTION

I worked with the owner of the real estate company to establish the main points that she wanted to express to people who visited her company's LinkedIn page. I suggested that we focus on the benefits that a family-owned boutique firm could offer clients, in comparison to the less-personalized customer service that people can expect to receive from large corporate firms.



Welcome, and thank you for visiting Westside Realty of California! We are a boutique, family-owned firm specializing in residential real estate primarily in Westside Los Angeles. Our number one priority is offering clients a transaction experience in which their full financial potential is realized and the stress of the process is minimized. With 25 years in the business, we know that selling or buying your home is one of the most important financial decisions you can make. We also know that it can be one of the most frustrating. Choosing the real estate team whose professional and personal qualities fit your needs is the most important step you can take to turn your dreams into a reality.

Meet our founder and broker:

My name is Shari Etaat and I would like to take this opportunity to tell you about what makes our company different and how our services can be of use to you. So what makes us different? Our company is founded on the belief that personal attention and honesty are the most important philosophies in real estate—because honestly, what is more personal than your home? I am eager to offer my assistance in making the process of selling or buying pain-free and rewarding because too many people are discouraged from pursuing their real estate goals due to unsatisfactory experiences with previous agents. Client needs often get lost when their agents are constrained by corporate policies which prioritize meeting quotas over handling transactions with a sensitivity attuned to the unique needs of unique clients. In fact, after years of working at one of the nation's largest and most recognized real estate companies, I decided to found my own independent and smaller company because I could not give my clients the personal attention they deserved in this environment—and my clients deserve to feel like more than just a number. My deep understanding of the market, background in investment banking, sensitivity to client needs and my history of successful sales in the Los Angeles Westside make me confident that I can help you accomplish your goals regarding your property. Whether you need to produce marketing materials for your property, coordinate the best staging professionals in the business, or simply need a boost of encouragement, my team and I are always prepared to take care of every aspect of the transaction. I take pride in the sincere and long-lasting relationships that my team and I build with our clients, relationships that stay strong because we ensure that our clients' needs are met from start to finish. It is our steadfast commitment to integrity and quality service that has formed the cornerstone of our success—and the reason why our clients are inspired to refer their friends and loved ones to us.

Thank you and we hope to hear from you soon!