



**The Philadelphia Region's
Leading Independent Brokerage**

Elfant 
Wissahickon
— REALTORS® —

About EWR

- More than **150+ licensed agents** and **six broker-owners**
- A **vast knowledge** of the real estate market across the **Philadelphia region**
- **Five offices** located in Chestnut Hill, Rittenhouse Square, Spring Arts, Fishtown and Flourtown
- Representing **buyers and sellers** in every category of **residential** and **commercial** property at **every price level**
- **Committed to the community** through the support of numerous causes and nonprofit organizations

Leaders in Real Estate



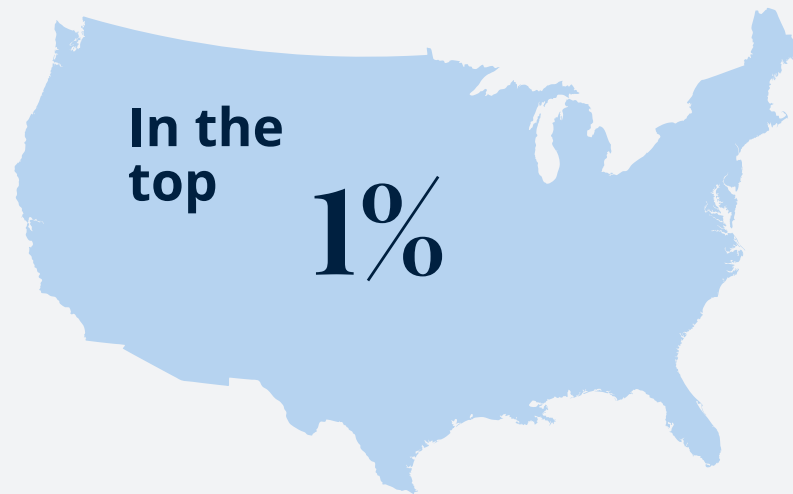
OUR REALTORS' PRODUCTIVITY



of the national average



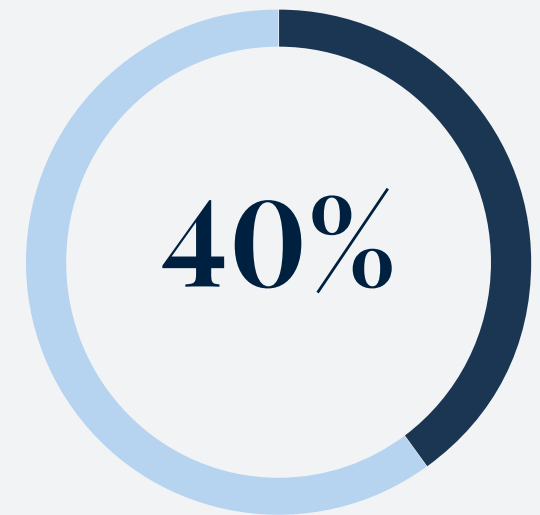
OUR COMPANY'S PRODUCTIVITY



of all 110,000 independent and affiliated real estate brokerages across the U.S.



BUSINESS BASED ON REFERRALS



nearly twice the national average of 21%

We are the **2nd largest** independent real estate brokerage in Pennsylvania.

Uniquely EWR

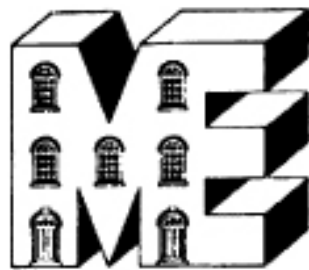
When you hire an EWR agent, you benefit from the collective expertise of all of our licensed agents and broker-owners, because ours is a highly collaborative culture.

The EWR Advantage

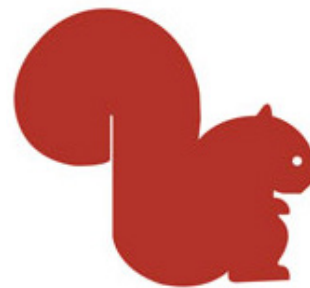
- Inherent **professionalism** and a strong **code of ethics**, with enormous respect for our clients, the industry and one another
- Dedicated to providing our clients with **exceptional service** every day
- Large enough to harness the power of **substantial experience**, and still positioned to deliver **highly personalized service**

A Rich History

- Officially established in 1993
- A merger between two successful real estate firms—Martin Elfant, Inc., founded in 1946, joined its sales division with Wissahickon Realty, formed in 1983.
- 75 years of proven experience



Martin Elfant Inc. Real Estate



Wissahickon Realty

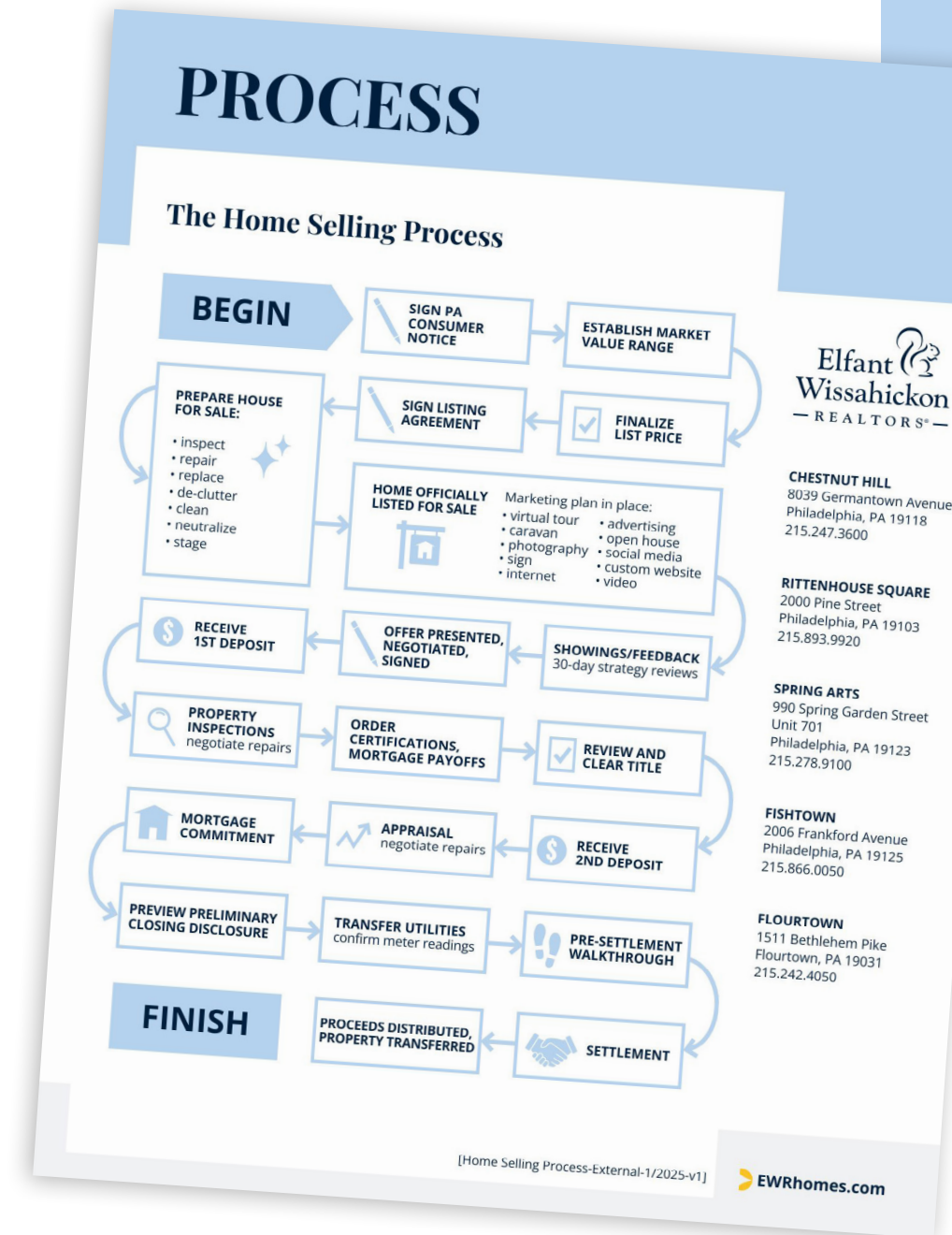


Proven Strategies. Progressive Tools.

- EWR agents are committed to providing an unparalleled experience when buying or selling your home.
- From developing a customized strategy, to leveraging every available tool, to utilizing the most progressive technologies, we'll craft a comprehensive approach that delivers results.

Preparation and Education

- Competitive **marketing analysis**
- Tools including **detailed flow charts** for buyers and sellers, and **personalized worksheets** outlining tasks, deadlines and amounts due
- **All-points checklist** to prepare your home for potential buyers





The EWR Caravan

EWR agents preview our newest listings, combining our extensive market knowledge to determine appropriate pricing and positioning for each property.

Listing Your Home

- **Bright MLS (Multiple Listing Service)** disseminates information and photography to over 90,000 agents and covers 40,000 square miles of real estate
- **Broker Reciprocity** that allows your property to appear accurately on competitors' websites
- **Listing Syndication** that shares your listing globally through 900 websites including Realtor.com, Homes.com, Trulia.com and Zillow.com

realtor.com®

 Homes.com

 trulia®

 Zillow.com™
Your Edge in Real Estate

Today's Marketplace



90%

A stylized laptop icon with a white screen displaying '90%'. The laptop is dark gray with a lighter gray base.

**of home buyers
today use the
internet to search
for real estate.**

Capturing the Online Audience



- **Maximum exposure** through enhanced listings on the most highly trafficked housing portals
- Professional **photography** and stunning **virtual tours**
- **Social networking** through Facebook, Instagram and a popular blog

Traditional Marketing Strategies



- Attractive signage
- Professional and friendly appointment center
- Open houses
- Broker luncheons
- Targeted newspaper advertising
- Direct mail and neighborhood announcements
- Our strong presence in the community

Related Services

- Broad-based mortgage sources
- In-house title insurance company
- Professional processing and state-of-the-art transaction management system
- Home warranty option

