

Illustrated Properties & The Keyes Company Merger

Questions & Answers

July 20, 2016

Q: Why did Illustrated Properties Real Estate decide to merge with The Keyes Company?

A: While looking for a potential partner, we saw many similarities between our two companies. Here are a few of those similarities:

- Illustrated and Keyes are both local, family-owned companies with strong, deep roots in Florida's real estate industry.
- Illustrated is #1 in our markets and Keyes is #1 in South Florida. Combined, we are head and shoulders above the competition.
- Illustrated and Keyes each sold approximately two hundred multi-million dollar homes and are true leaders in the Florida luxury real estate market.
- Illustrated has 20+ branches and Keyes has just under 40. Our powerful coverage ranges from South Dade to Collier and Volusia counties.
- Our companies both attract and keep top-tier agents, maintaining one of the highest retention rates in the industry.
- We are both full-service companies offering mortgage, title and insurance services to our agents and their customers. These offerings are what customers need and agents want.
- We are members of the Leading Real Estate Companies of the World® network and, together, we garner more than 60% of South Florida's incoming referrals.
- We both understand how important technology is, not only to our future, but also our ability to compete and win in today's market.
- Illustrated and Keyes are both philanthropic organizations.
- Our "Independent" models bring together our combined industry knowledge and leadership.

There are no other real estate companies in Florida, let alone the nation, that are so well matched.

Q: What are the benefits, to both Illustrated agents and consumers, through the merger with The Keyes Company?

A: As consumers and agents continue to demand more services, only those companies who are able to offer these services will be able to effectively and continually compete and win. The combined companies have the leadership and management, resources, technology and marketing to allow us to thrive in an ever-changing industry.

Who better to provide selling or buying services than the largest independently-owned real estate firm in Florida and the #1 Broker in all of Palm Beach County. Our combined South Florida sales and services are approaching \$6 Billion dollars. Together, we are stronger.

Q: What is Bud Adams' involvement?

A: As the Chairman of Illustrated Properties, Bud Adams will continue supporting and advising our agents, as well as assisting in determining the current and future direction of the company.

Q: Will there be any management or staff changes?

A: Our #1 goal and promise is to continue providing the best support both for our agents and customers. Tom Day, Virginia Spencer, Cathy Weiss and others will continue to work alongside each of you. As we grow, we will always have a place for members of our team who deliver upon that goal. People and management are an integral part of our company philosophy and we believe in this partnership.

Q: Who is The Keyes Company?

A: We all know the Keyes name. The Keyes Company is a powerful network of people, knowledge and services that work together to influence Florida real estate and attract business from around the world. In addition to operating under the same set of family-led values for nine decades, The Keyes Company's independent real estate model brings together our industry knowledge, leadership, Associates and full breadth of real estate products and service offerings into something greater—a network that is as powerful as it is personal. For customers, the promise of membership in the Keyes family means unique access to our influence, local expertise and industry leading products and services in one place.

They believe, like we do, that their business is about more than just real estate, it's about taking care of people. With more than 2,700 Realtors® in 35+ South Florida offices they have achieved \$4.4 Billion in real estate sales and services in 2015.

Q: Will there be a name/company change?

A: **No.** Illustrated Properties will still be called Illustrated Properties. The name everyone knows will remain.

Q: Will I need to transfer my license to the new company?

A: Good news! It's an automatic transfer. This will be done for you.

Q: What happens to my listings?

A: Listings will be serviced under the existing contract, which will be assigned to the new company. You will be able to market your properties as you always have. The company will notify the MLS for you.

Q: What happens to my current split arrangement?

A: More good news! Your arrangement will stay the same.

Q: What about fees?

A: Illustrated Properties will continue with its current fee structure.

Q: What about advertising?

A: We will continue with our current world-class advertising, which has always been a hallmark of our company, including our affiliations with Christie's, Luxury Portfolio and LeadingRE®. Additional advertising opportunities are being reviewed to further enhance our position in Palm Beach and the surrounding markets.

Q: Will Keyes or Illustrated Properties have access to either's technology or programs?

A: Both companies have unsurpassed productivity tools, technology and programs. We will be looking at how to best leverage the other's and, in time, offer you the best of our combined resources.

Q: Will there be a public relations effort placed about the merger?

A: Yes. We have engaged with a high-level PR firm to manage the positive message to the media. We anticipate a lot of interest. Should you be contacted by any media, we ask that you refer them to Paula Renaldo, Chief Marketing Officer for The Keyes Company, at 954-914-4192 or PaulaRenaldo@Keyes.com.

Q: Will any Illustrated Properties and Keyes offices combine?

A: Not at the present time, but this might make sense in the future. As Keyes and Illustrated have locations in similar markets, there may be benefits to combining select locations. Much thought and planning would first need to be undertaken before any offices combine.

Q: Will any of Keyes' management team be working directly with us?

A: We will see some new faces around our offices as Keyes' key management begins to learn more about us. Fritz Hawkins, *Keyes General Manager*, Joy Linet, *Vice President of Keyes' Family of Services Division*, Barb Kozlow, *Keyes' Regional Sales Manager for Palm Beach County*, and others will be visiting offices and meeting with staff and agents. We each have much to learn and leverage from the other.

Q: What should I expect in the coming days and the future?

A: It will remain business as usual. We will have the same company name, same people, same philosophy, and same management. Our commitment, from Bud Adams, *Chairman of Illustrated Properties*, and Mike Pappas, *CEO of The Keyes Company*, remains to provide superior customer service, a warm environment, individual coaching and assistance – especially on difficult deals – and to treat everyone as family.

This partnership will undoubtedly concern our competitors, many of whom will be calling you in the coming days to promise greener pastures. Remember, by joining forces with The Keyes Company we are now the largest independent firm in Florida, a Top-25 firm in the nation and #1 in all of South Florida, giving buyers and sellers all the more reason to place their trust in our team.