



Press Release, January 2017.

Premier Listings is proud to announce the launch of its luxury division for properties in excess of \$1 million. Situated in the middle of it all in downtown Boca Raton, Premier Listings' new division will serve clients with luxury real estate buying and selling needs.

Boca Raton is booming. There are major plans in the works with eight approved projects that are close to or already under construction, all of which are within ½ mile of the Premier Listings downtown Boca Raton office. New developments include the coveted Residences at Mandarin Oriental, a five-star urban resort including a hotel and 85 luxury condominiums starting at 1.8 million. Additional projects include Via Mizner phases 2 and 3, Tower 155 Condominiums consisting of 170 units, University Village with 829 units, and Fairway Commons Park Place with 398 units.

South Florida has been growing in popularity with its great weather, shopping, dining, resorts and more. With the acceleration of Boca Raton's downtown development comes an increasing demand for skilled and experienced real estate professionals, who can help clients navigate their lifestyle options. Each agent in Premier Listings' luxury division is highly trained on available listings and the various restrictions of neighboring communities.

Additionally, Premier Listings has already generated a strong digital presence with thousands of followers on its popular Facebook page. Through its websites, www.premierlistings.com and www.premierlistingsluxury.com, visitors have free access to the MLS and off-market listings. Also, they have the option to create a free account where they can save properties, make notes, share homes, request showings, and receive property alerts.

Besides specializing in Boca Raton properties, Premier Listings Luxury also showcases a large collection of South Florida ultra-luxury oceanfront, Intracoastal Waterway, and deepwater real estate as well as mansion estates, country club estates, and condominiums.

Its reach in Palm Beach County covers Highland Beach, Delray Beach, Manalapan, Point Manalapan, Hypoluxo Island, Ocean Ridge and Gulf Stream. Indian River County areas include Vero Beach, Town of Orchid, and Indian River Shores. In Broward County, areas include the yachting capital in the Venice of America, Fort Lauderdale, as well as Sea Ranch Lakes, East Pompano Beach, Hillsboro, Hillsboro Shores, Lighthouse Point, and East Deerfield Beach.

Headed by veteran luxury agent, Jennifer Govberg, Premier Listings Luxury utilizes an entirely different approach to the luxury market, offering innovative "power" and "reverse marketing" strategies (underused techniques in the luxury realm). Regarding its listings, Premier Listings develops a unique and strategic approach to each property, as no two homes are alike. The goal is to create a buzz around each listing, for maximum exposure to qualified clientele. The utmost in discretion is always maintained when required. To find out more about Premier Listings unique process, please visit premierlistingsluxury.com or contact Premier Listings Luxury directly at info@premierlistings.com or 844-521-SOLD (844-521-7658.)