



POSH AGENTS ENJOY BEAUTIFUL OFFICE SPACE CREATED FOR AGENTS TO WORK AND COLLABORATE

## Agents Have The Pulse On The Local Markets

BY NICOL JENKINS | PHOTOS BY MELISSA KORMAN

If you are looking to buy or list your home in Delray Beach or the surrounding area, Posh Properties has a team of local real estate experts to professionally guide you through the process.

Posh Properties is a boutique real estate firm with a dedicated team of professionals who have a strong pulse on the area's real estate market. The firm, founded by Broker Jerilyn Walter, who lives and breathes real estate, wanted to create a firm that specializes in the local area markets and trends. This strategy has proven to be very successful in helping Buyers find and purchase the right home, and Sellers to quickly sell their homes at the right price.

"I started Posh Properties in an effort to move away from the large corporate image of just selling homes, and get back to the business

of 'Real Estate.' I fought hard to create a strong, well respected local brand, in Delray Beach, Boynton Beach and Ocean Ridge, where we also have offices. I have been able to accomplish this by getting entrenched in our community, our local charities including the Chamber of Commerce Chairman's Club, Board Member of Bound for College, Pineapple Grove Board Member, Caring Hearts Ambassador, and an annual sponsor for the Chris Evert Charities. It's important to know what's going on in our communities on an organic level, a lot of the other agencies tout international appeal but they don't have the

insight about the 'heartbeat' of our local markets," said Jerilyn.

The philosophy at Posh Properties regarding a small community is; "When you are a vital part of your community, you will always be successful." Delray Beach Realtors and longtime residents, Steve and Lori Martel are an example of this.

Steve and Lori Martel recently joined the team of Posh Properties professionals. The husband and wife have been a team for over 25 years in the real estate business and are an integral part of the Delray Beach community. Along with their 12-year-old son Ethan, they are involved in local schools and arts and charity events, including the Space of Mind Academy, The Milagro Center, Chamber of Commerce, the Historical Society, Elks and Old School Square. You can also find the couple at downtown events such as Savor the Avenue. Or you can find them selling homes for premier builder Bella Homes as their exclusive agents.

"We chose Posh Properties because of the direct connection to the local scene. The boutique real estate firm is part of the fabric of the community instead of a larger company that lays on top of the community," said Steve. "We've been selling real estate, full time, for the past 25 years. We specialize in all types of real estate, including first time buyers, relocations, and new construction. Our business is built on your referrals."

"We are not just here to sell properties; we have a genuine interest in enjoying what the city has to offer and giving back to our community," added Lori.

Steve and Lori compliment each other not only in everyday life, but also in business. Lori has a degree in Marketing, while Steve has a degree in English Literature. Both have been in sales and customer service for many years. Steve is also a local singer songwriter who has performed at the Arts Garage and Old School Square.

Steve Martel is their upfront guy. He's out there every day making connections with everyone and anyone who wants to talk real estate. Buyers, other realtors, builders, bankers, people in the grocery store, you name it! All of these connections translate to selling more houses for their sellers, and finding just the right homes for their buyers. Lori is more behind the scenes, working on market analysis reports, marketing and advertising, pricing, setting up open houses and broker tours, and following statistics to make sure they are on track with pricing for their sellers and buyers. Lori also makes sure their buyers meet their goals by noting dates and staying in touch with the lenders, title companies and attorneys.



JERILYN, STEVE AND LORI UNDERSTAND COLLABORATION IS KEY TO KNOWING OUR MARKET

"With our diverse backgrounds, we are able to bring more to the table for our buyers, sellers and builders," said Steve. "We are here for our clients. We get a lot of satisfaction in getting the job done, and getting our clients to meet their goals. I've never felt like I've worked a day since I have become a realtor; every minute is enjoyable."

The husband and wife team feel right at home at Posh Properties.

"Everyone shares information and tries to help and work for the client. We all work together to help the client reach their goals," said Lori.

"We attract agents who have the same values with the community; we are all on the same page," said Jerilyn.

"The difference between Steve and Lori and other agents is that many live by the beach and never get there, but they go out and enjoy everything Delray Beach has to offer. They get out there and enjoy the community, and knowing the city makes it easier to sell," added Jerilyn.

Posh Properties continues to grow with more than 40 agents and recent expansion into more areas with new offices in Boynton Beach and Ocean Ridge.

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STEVE AND LORI MARTEL ALONG WITH STEVE PETRUCCI OF BELLA HOMES



AS BELLA HOMES EXCLUSIVE LISTING AGENTS, THE MARTELS ARE PART OF THE PROCESS, ALWAYS KEPT INFORMED ON THE STATUS

