



Peace Sotheby's International Realty Elevates Luxury Marketing with Levifi's Game-Changing Print Technology

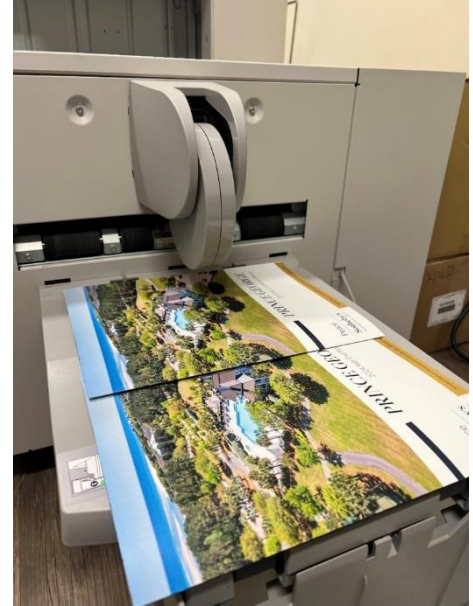
A Client Success Story

Client Overview

Brian Fournier is Chief Operating Officer of Peace Sotheby's International Realty. He's been a resident of Pawleys Island, SC for the past nine years. Brian's journey with the company began as the Marketing Director, and for the last four years, he has transitioned to the operational side of their real estate firm.

Peace Sotheby's International Realty is a luxury real estate brokerage that operates within the prestigious Sotheby's International Realty global network. Their mission in the real estate market is multifaceted:

- a. **Elevated Client Service:** Dedicated to providing an unparalleled level of service to their clients, whether they are buying or selling a property. This includes personalized attention, expert guidance, and a seamless transaction process.
- b. **Global Reach with Local Expertise:** As part of Sotheby's International Realty, they offer their clients access to a vast international network of qualified buyers and sellers. Simultaneously, they maintain deep local market knowledge and expertise in the Grand Strand area of South Carolina, ensuring their clients benefit from both global exposure and specific regional insights.
- c. **Showcasing Exceptional Properties:** Specializing in marketing and selling distinctive properties, from luxury homes and beachfront estates to unique investment opportunities. Their marketing strategies are designed to highlight the unique features and value of each property they represent.
- d. **Building Lasting Relationships:** Aiming to build long-term relationships with their clients based on trust, integrity, and exceptional results. They understand that real estate decisions are significant, and they strive to be a trusted advisor throughout the process and beyond.
- e. **Innovation and Excellence:** Committed to staying at the forefront of real estate trends and technology, continuously seeking innovative ways to better serve their clients and maintain their position as a leader in the luxury real estate market.



In essence, Peace Sotheby's International Realty is dedicated to connecting discerning buyers with extraordinary properties and providing sellers with sophisticated marketing strategies and global exposure, all while upholding the highest standards of professionalism and client care.

Role of Printing in their Marketing Strategy

High-quality printed materials are crucial for Peace Sotheby's International Realty. Their commitment to quality and attention to detail is perfectly embodied in these materials, setting them apart from competitors.

Printed materials help:

- a. **Reinforce the Sotheby's Brand:** They are a tangible extension of the luxury, exclusivity, and professionalism associated with Sotheby's International Realty, meeting the high expectations of discerning clients.
- b. **Build Trust and Credibility:** Presenting a meticulously crafted brochure demonstrates their commitment to marketing a seller's home to the highest standard, instilling confidence and showcasing your professionalism.
- c. **Captivate and Engage Buyers:** In a digital world, a beautiful, printed piece offers a unique sensory experience. It allows for detailed storytelling with stunning visuals, creating a lasting impression and serving as a valuable take-home item for buyers to revisit.
- d. **Differentiate in the Market:** Investing in superior print quality immediately sets Peace Sotheby's International Realty apart, signaling a higher level of service and a more comprehensive marketing approach.
- e. **Complement Digital Strategy:** Printed materials work seamlessly with digital efforts, using QR codes to link to online tours or listings, creating a cohesive, multi-channel experience.

High-quality printed materials are a cornerstone of Peace Sotheby's marketing strategy, building trust, attracting listings, engaging buyers, and reinforcing their position as a leader in luxury real estate.

The Challenge: Print Marketing that couldn't Keep Up

Peace Sotheby's previous printing setup significantly hindered their marketing by failing on scale, speed, and simplicity, which are critical attributes needed to thrive in the luxury market.

Those limitations impacted us through:

- 1. **Scale:** They couldn't produce enough high-quality materials to meet demand, limiting their market reach and forcing cost inefficiencies for larger volumes.
- 2. **Speed:** Slow production meant missed opportunities in a fast-paced market, falling behind competitors, and reduced agent productivity due to waiting for essential collateral.
- 3. **Simplicity:** A complex process led to inconsistent quality, brand representation issues, and wasted resources, making it hard to maintain the meticulous detail Sotheby's is known for.

These issues collectively prevented Peace Sotheby's marketing from being as agile and effective as required to attract listings and buyers.

The Turning Point: Meeting Levifi

A proactive visit from Steve Attias, a Levifi technology consultant, was Brian's initial introduction to Levifi. His visit provided the initial connection, and from there, it became a collaborative process of "working through the options and finding the best solution based on Peace Sotheby's business goals and needs."

This proactive approach, followed by a thorough discussion and consultation about Peace Sotheby's specific requirements, is what led them to become a Levifi partner.

The Solution: Levifi's Print Platform

During the selection process, Levifi's attention to detail and support were essential. They directly addressed Peace Sotheby's prior challenges with maintaining quality, speed, and simplicity, ensuring brand consistency, minimizing errors, and providing reliable guidance, all crucial for Peace Sotheby's International Realty's high standards.

Levifi's print solution has been a game-changer for Peace Sotheby's International Realty due to its intuitive, simple use and template-driven capabilities. This directly addressed past issues with complexity, allowing them to "dial in" print marketing efforts.

Significant improvements:

1. **Improved Quality & Consistency:** Templates ensure every printed material meets Peace Sotheby's high standards, maintaining consistent branding and professionalism.
2. **Enhanced Speed & Efficiency:** Simplicity and templates reduce production time and training, empowering staff and speeding up your marketing campaigns.
3. **Greater Scalability:** The intuitive system allows for efficient production of high volumes, overcoming previous limitations.

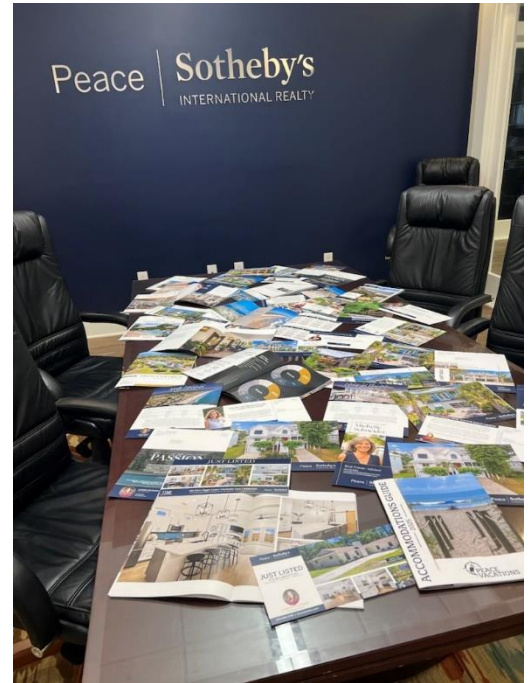
In essence, Levifi's solution transformed Peace Sotheby's printing from a challenge into a streamlined, high-quality asset. Since partnering with Levifi, Peace Sotheby's

states their booklets have seen significant quality improvements, now featuring better binding and higher quality visuals.

Impact on Business Results

These improvements directly translates to:

1. **Elevated First Impressions:** Booklets now present properties and their brand with a truly luxurious and professional feel.
2. **Reinforced Brand Image:** The enhanced quality perfectly aligns with Peace Sotheby's high standards, building greater trust.
3. **Compelling Storytelling:** Superior visuals and durable binding allow properties to be showcased more effectively, captivating potential buyers.
4. **Stronger Differentiation:** These high-quality materials offer a clear advantage in attracting both listings and buyers in a competitive market.



The enhanced quality of Peace Sotheby's marketing materials, especially the booklets, significantly boosts their sales team's ability to stand out in listing presentations.

This directly helps them to:

1. **Attract More Listings:** The superior quality visually demonstrates our commitment to high-end marketing, building seller confidence and differentiating Peace Sotheby's advantage over competitors, leading to more wins.
2. **Impact Sales:** While indirect, better materials attract higher-quality buyers and elevate property perception, contributing to stronger offers and smoother transactions.

Ultimately, by empowering Peace Sotheby's team to excel in presentations, these enhancements directly drive their core business goals of increasing listings and sales.

Levifi's White Glove Service Approach

Levifi's dedicated support team has played a pivotal role in Peace Sotheby's overall satisfaction with their print platform, truly making a significant difference.

"Having Brad as an asset is invaluable. Having a specific point of contact who provides immediate assistance when issues arise with our machine is crucial for maintaining seamless operations and minimizing downtime. This level of personalized, responsive support goes far beyond generic customer service."

Brian Fournier, COO, Peace Sotheby's International Realty



Further mentioned was the ease of supplies replenishment and the consistent availability of "amazing" support means that the entire process of managing Peace Sotheby's printing needs is simple and reliable. This proactive and reactive support ensures that Peace Sotheby's investment in Levifi's print platform continues to perform optimally, directly contributing to the consistent quality and efficiency of their marketing efforts.

Levifi's exceptional White Glove service and support are evidently a cornerstone of Peace Sotheby's positive experience, ensuring that their printing capabilities remain a strength, not a challenge.