

TOP PRODUCER

Rob Thomson, North Palm Beach County's #1 Agent with \$136 MILLION in sales in 2014

BY NILA DO SIMON

Rob Thomson



Brewster Kump



Beth Bourque



Collette Henderson



Marcie Kipper



Sheri Carter



an extended period of time. While sitting alongside Thomson in his Jupiter office, Kump saw firsthand the strength of Thomson and Waterfront Properties' marketing.

"Rob just did a short email blast that talked about this property to a couple thousand potential buyers on his website looking for properties on the river," Kump recalls. "As we're sitting there, there were about 20 to 30 replies to that email. I was watching it all happen live and couldn't believe the rapid interest that he was generating from one email."

"And then, within about two weeks, we had that property under contract. I couldn't believe how quickly that transaction happened, and then I thought, 'I'd rather be a part of it than competing with it,' and that's what prompted me to join Waterfront Properties."

Kump came on to Thomson's team soon after and saw that incident was not a fluke. Impressed with Waterfront Properties' advanced lead system that matched the targeted interests of potential buyers with newly listed properties available even before they reached MLS, Kump became part of a team with cutting-edge tools to help both buyers and sellers.

Even more impressive to Kump is Thomson's reach with other premier brokers. As part of the invitation-only Who's Who in Luxury Real Estate organization—a global collection of 130,000 luxury real estate professionals—Thomson and Waterfront Properties are connected to the finest brokers in the world who represent exclusive properties in more than 60 countries, collectively selling in excess of \$128 billion of real estate annually.

"I know of no other broker who has anything even close to what Thomson has with his global reach," Kump says. "This gives his clients an edge above everyone else in this market."

Meghan Barry, president of Who's Who in Luxury Real Estate, says Thomson, as a member of the organization's prestigious Board of Regents, attends the quarterly conferences that take place around the globe to connect with his fellow luxury brokers.

"Cultivating relationships has really become a part of Rob's business model," Barry says. "When you know brokers in global markets like Rob Thomson does, you have powerful knowledge that helps your clients. You are now a broker of the world, not just a local one."

Thomson's worldwide connections have resulted in him becoming a trusted ally to those colleagues in various points on the globe.

"Brokers know they can trust Rob with their clients," Barry says. "Everyone in Who's Who knows if they have clients who are looking to buy or sell property in the Jupiter area, they can trust Rob to take care of them."

But, as Barry notes, it's not just Thomson's high level of professionalism that make a difference. It's also his willingness to help others.

"Rob's constantly having other brokers from other areas come to his office to see how he and his team operate," she says. "These Realtors, who are already some of the best in the business, come back with such a wealth of information that they are able to apply in their markets."

The Waterfront team's international reach does not just lie with Who's Who. Waterfront created a partnership with London-based Mayfair International, which connects northern Palm Beach County sellers to buyers in Europe, Asia and Australia.

Beth Bourque, a member of Thomson's team, says she now consistently works with both local and foreign buyers to find their homes. "With our northern county properties listed with Mayfair's various websites, we're able to reach buyers not just in Florida but also around the world," she says.

But as connected as Thomson and his team are to the global market, it's their ability to connect with buyers and sellers that have made them the area's top producers.

"Rob wants us to create a lifetime relationship, not just a business transaction," says Collette Henderson, another member of Thomson's team. "What I've learned from him is that it's not just about the deal, it's about the experience. Everyone can go through the formality of getting a listing, but he goes beyond. It's the little things. Once, when a seller was sick, I wanted to be sure to take care of her and get her medicine when she was unable to go to the pharmacy. We've created a relationship with this seller, so it was important to us to not just make sure her home was taken care of but that she was as well."

And while many of Thomson's traits have impressed Marcie Kipper since she joined his team 14 years ago, she admits the one that stands out is his strong negotiation skills. "So many times, it's happened where you think a deal is going to break up, but then somehow Rob manages to put it all back together," she says. "He does it with compassion and makes sure that both sides walk away as winners. There's no one better in this business at negotiating than Rob."

Sheri Carter, who has known Thomson for more than 40 years and has been a part of the team for the last 15, is the first to point out Thomson is perhaps the hardest-working person she knows. He starts each day before 5 a.m. and is still sending emails well into the evening. "With communication being such an important part of the business, Rob and our team are all about responding to the brokers, sellers and buyers each day," Carter says.

ROB THOMSON
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For more information, visit waterfront-properties.com or call 561-746-7272.