

# Join Our Growing Team

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*Leading*  
REAL ESTATE  
COMPANIES  
OF THE WORLD

LP  
LUXURY  
PORTFOLIO  
INTERNATIONAL®



Committed to our Family  
and Community of  
Realtors since 1958.

 Premier Realty Group



# A NOTE FROM

## Jessica Bohner

Broker / Owner

In 1958 Premier Realty Group (formally known as Lockhart Realty) was founded by Richard “Lockhart” Bohner and Trude, his wife. Richard at the time was a Pan Am pilot whose routes included Miami to NYC to London and back. He flew over the beautiful Treasure Coast regularly and continued to look down from the cockpit attracted to the area because of all the unspoiled property and crystal clear waterways. One day, he jumped in the car with Trude and took a drive up the coast to find our hidden gem of an area. Upon further investigation he concluded that the area the flagship office is located (Sewall’s Point) was owned by Bessemer Land Trust out of NYC. He arranged a meeting in NYC upon a future flying trip and came to an agreement with Bessemer Land Trust that if they successfully helped sell off the parcels of land that today make up South Sewall’s Point, in return they would be deeded the 2+ acres of property that Premier Realty Group sits on today.

Trude was deemed Broker as, at the time, it was not acceptable to have a second job as a pilot. They were successful in their venture, and thus the front section of our building today, which is built on a crawlspace (essentially an efficiency that could have been removed from the property should things not have worked out), became permanent.

In 1987, Steve Bohner purchased the business from Trude, and at the time there were five total folks working at the company. Over the next 30+ years Steve grew the company to 25 Premier Professionals and a full service support team with a sales manager in place. The company physically grew about 6,000 square feet over those years to what it is today!

In 2009, Jessica Bohner joined Premier Realty Group after a career on Wall Street in NYC after college. For five years she was a Realtor® followed by another five years where she wore every imaginable hat the company has in support roles including sales manager. In 2019, she became Broker/Owner.

Today the company has grown it’s array of services offered to clients across the Treasure Coast. With a full service support team, and the most top producing agents under one roof, Premier consistently vies for the top position amongst the competition for highest productivity per agent, all while achieving a great work-life balance.

Sincerely,

excellence

integrity



kindness

collaboration

relationships

1.

*Excellence*

Definition: To be distinguished by consistently exceeding expectations.

Behaviors:

- We are professional in the way we present ourselves to each other, our clients and the community
- We are life-long learners
- We are market leaders
- We come from a place of service
- We are focused on continuous improvement

2.

*Integrity*

Definition: The quality of being honest and having strong moral principles

Behaviors:

- We are honest, even if the truth is detrimental to our business
- We are ethical and fair to all parties
- We are authentic to ourselves and to others
- We do what we promise
- We are accountable
- We operate with full transparency

3.

*Relationships*

Definition: The way we feel and behave towards others

Behaviors:

- We create positive energy and excitement that is magnetic
- We trust each other
- We respect each other
- We speak honestly and kindly
- We encourage each other's success
- We encourage personal growth both individually and professionally

4.

*Collaboration*

Definition: A deep collective determination to reach a common goal, where all opinions have value

Behaviors:

- We work with each other
- We grow and adapt
- We encourage diverse opinions
- We compromise
- We empower each other
- We are open to alternative approaches

5.

*Kindness*

Definition: Helpfulness for others without expecting praise or reward

Behaviors:

- We are generous
- We are compassionate
- We practice gratitude
- We celebrate others' success
- We have a healthy respect for ourselves
- We care for our community

# Welcome to Premier



Premier has been helping agents succeed in real estate since 1958.

## Empowering Individuals

Premier Realty Group aims to 'Empower Individuals' through our mission statement. This extends not only to our esteemed clients but also to our staff and agent partners who are a part of the Premier family. We value your interest in our brokerage and encourage you to explore the opportunities for a career with one of the Treasure Coast's most reputable Real Estate Firms.

### Our Premier Advantages

*Below are just a few of the many income generators at Premier.*

1. Ninja Selling Installation and On-going Training
2. Premier Open House Program
3. Listing Presentation & Proprietary CMA Tools
4. FLOW - 3 Marketing Campaigns per month - created and sent to your database
5. Buyer Consultation Program & Packages
6. Customized Marketing Center
7. Opportunity Time Program for Walk-in Traffic
8. Premier INSiders Sales Meetings & Marketing Sessions
9. Client Appreciation Events
10. In-House Coaching & Mentorship Program

# Career Development

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To effectively assist families in buying, selling, or leasing their homes, our agents appreciate rigorous training and comprehensive support throughout the entire process. At Premier Realty Group, Career Development is more than just providing instruction and coaching; it is a continuous and integrated series of initiatives designed to enable our team members to not only become expert agents but also true real estate professionals.



## Training & Coaching

- Comprehensive first-year training curriculum
- Premier Mentorship Program
- Quarterly Business Planning Sessions
- Ongoing training including weekly sales meetings



## Agent Support

- One-on-one sessions with management
- Highly trained office staff
- Assistance with compliance and legal matters
- Non-competing Broker



## Marketing

- Social Media posts, newsletters, and more
- Wide variety of ready-to-use marketing tools
- Company paid for tools and services
- Caravan Opportunity weekly for all PRG agents' new inventory



## Technology

- Industry-leading suite of software tools
- Acclaimed real estate website
- Ongoing technology training and support
- Provided Server with redundancy & backups for essentially 100% up-time



## Transaction Management

- Streamlining the buying and selling process, making it more efficient and less time-consuming.
- Minimizes the risk of errors, omissions, or oversights.

# Training & Coaching

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## Your Path to Success

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At Premier Realty Group, our training and coaching programs aim to help agents fully develop the diverse range of skills necessary for achieving success in the real estate industry. Our comprehensive initial instruction spans over 8 weeks and is followed by a continuing array of classes and topics that cater to ongoing skill development. We incorporate the Ninja Training Installation to enable agents to progress their business while avoiding burnout and achieving work-life balance.

## High-Impact Coaching

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At Premier Realty Group, our performance coaching is tailored to guide and support agents with the latest sales tools and techniques. Our programs cover a diverse range of topics, including business planning, agent branding, time management, and communication skills, to ensure that our agents are equipped with the necessary skills and knowledge to thrive in the real estate industry.

In our **Monday Morning Sales Meetings**, we deliver an action packed meeting with valuable content to help drive your business. We follow this meeting with a caravan to our recently listed properties.



## TAKEFLIGHT



Our **PRG Internal Trainings** includes hands-on workshops and one-on-one coaching and business planning lead by PRG Staff.



**Level-Up Focus Group & Training** at Premier Realty Group, is where we offer weekly training no matter the level of the agent to be able to learn new skills or get a refresher on others.



Financial support provided to attend a **Ninja Installation** which will reprogram your thinking and establish habits that will put you on the path to success.

NINJA 気 SELLING

# Agent Support

Premier Realty Group firmly believes that achieving success in the real estate industry necessitates comprehensive broker support throughout an agent's career journey. To this end, we have spent over six decades developing a company infrastructure and culture specifically tailored to help our agents attain the pinnacle of success in their businesses.

Our agents can depend on the vast knowledge base of our managers and support staff, as well as the diverse array of sales and marketing tools at their disposal, to receive unwavering assistance and support in every facet of their careers. Support staff maintain a non-competing role so they are aligned with your success every step of the way.

## **Broker / Owner**

Handles company matters and brings years of valuable knowledge and experience with non-competing staff support.

## **Sales Manager**

Coaches Premier Professionals to achieve their business goals.

## **VP of Marketing**

Provides services to help promote your properties and attract buyers.

## **IT Director**

Supports all of the technology systems and tools needed to assist you in your full time real estate career.

## **Assistant Manager**

Assists Premier Professionals with their day-to-day business, office, and processing needs.

## **Administrative Assistant**

Provides essential support to Broker, handling both fundamental requests and tasks related to agent support.

**“Change is the only constant” - Heraclitus**





**Jessica Bohner**  
Broker / Owner



**Todd Miller**  
Sales Manager



**Casey Hack**  
VP of Marketing



**Josh Vinson**  
IT Director



**Amy Hammes**  
Assistant Manager



**Amelia Dickerson**  
Administrative  
Assistant

# Lead Generation



**Floor Time** - Our location is at the gateway to Hutchinson Island consistently presents walk-in opportunities.



**Support Staff** - At Premier we pride ourselves in having a full-time support staff ready to assist with all of your real estate needs.



**Community Partners** - As a committed community partner, Premier's longstanding relationships in Martin & surrounding Counties increases agents' reach to local organizations.

Premier believes in helping your business every step of the way.



**Corporate Relocation Services** - Our full-time allocated staff member assists in managing your relocation and referral business.



**Website** - Our state of the art website consistently drives traffic and creates lead opportunities for our agents.

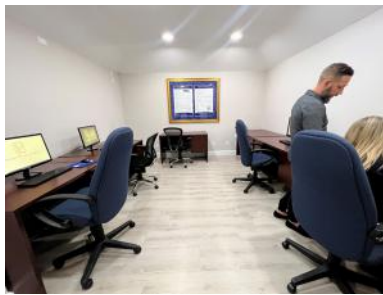
*Leading*  
REAL ESTATE  
COMPANIES  
OF THE WORLD

**LeadingRE** - By affiliating with Leading RE agents acquire leads all year long, providing assistance to clients who require relocation.

# Our Premier Location



Our real estate office's location offers a multitude of benefits that make it an ideal place for business. Firstly, we are located at the gateway to Hutchinson Island, providing easy access to this sought-after location. Our office boasts impressive amenities including three conference rooms, two resource centers, a computer room, and a lunchroom that also doubles as a venue for monthly lunch and learn sessions from vendors. Additionally, we have two in-house state-of-the-art printers and the highest square footage for a real estate building in the area. Our location also offers semi-private desk space for our agents, allowing them to work in a professional and productive environment. Moreover, being situated at the bridge to Hutchinson Island means that we get a lot of foot traffic, making our office easily accessible and visible to potential clients.

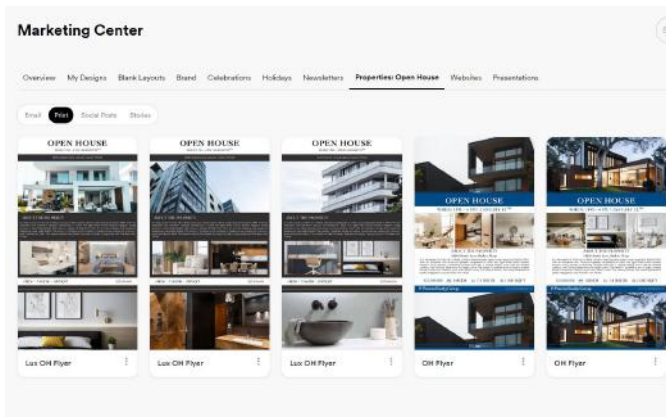


# Marketing

Premier Realty Group offers comprehensive marketing support with a wide range of tools that are designed to make things easy for you. From social media templates to open house flyers, social media boosted posts, listing brochures, postcards, agent websites, client appreciation events, and more, we've got you covered. We also provide ongoing marketing training that covers various topics like video production, branding, maximizing your online presence, and event marketing.

We firmly believe that to stay ahead of the competition, our agents must be the most skilled real estate marketers, and therefore, we dedicate significant resources and efforts to ensure that they are always up-to-date with the latest marketing trends and techniques.



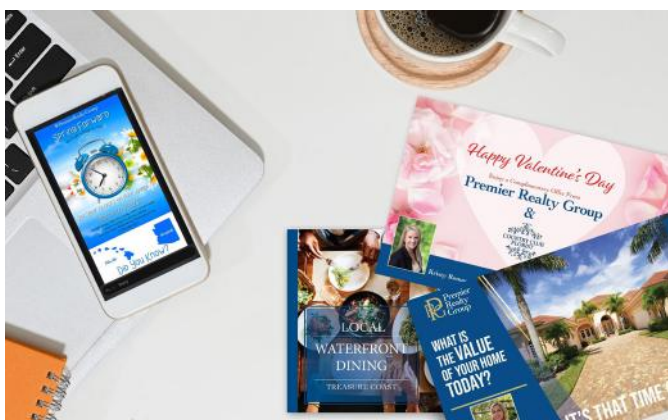


## Marketing Center

Premier's Marketing Center offers a diverse range of pre-designed and customizable social media posts, flyers, postcards, and other promotional materials, serving as a crucial tool in our marketing arsenal for our agents.

## Social Media Bank

Premier provides a comprehensive library of branded social media posts, readily available for you to share on your social media accounts. This collection encompasses a variety of posts, such as holiday-themes, market-related updates, LeadingRE and Luxury Portfolio content, local posts, and more.



## Monthly FLOW Pieces

As part of our FLOW program, you will receive two monthly postcards and a personalized email that will be sent out to your entire database. These marketing materials are pre-designed and customized with your information, ensuring that they are tailored to your business and clients.

## Open House & Buyers Packages

At Premier, we equip our agents with an array of resources, including flyers, social media posts, and sign-in sheets/QR codes to streamline their events. In addition, we offer comprehensive buyer packages designed to provide your clients with an in-depth understanding of the area they are considering as their new home.



# Technology

Premier takes pride in equipping its agents with a comprehensive set of technology tools that are essential for achieving efficiency and success in their real estate ventures. Moreover, we provide thorough initial and ongoing training to support agents in maximizing the effectiveness of these tools. Additionally, we customize a unique website for each agent to further enhance their online presence.

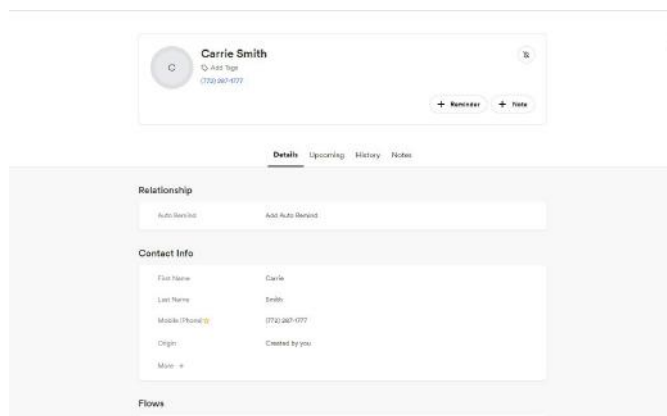


## Office 365

We use Office 365 to enhance productivity and collaboration, using popular tools such as Microsoft Word, Excel, PowerPoint, and Outlook, among others.

## ZipForms

We use ZipForms to manage and fill out legal documents electronically, helping to streamline the real estate transaction process.



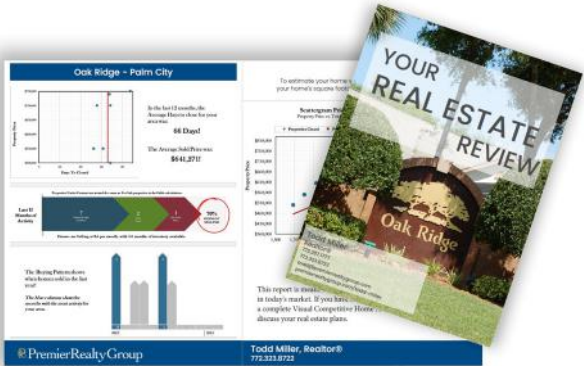
## Database Management

We use a CRM - customer relationship management software - designed specifically for real estate professionals, providing features such as lead management, contact management, and marketing automation to help agents streamline their sales process.



## Visual Pricing Tool

We use Focus 1st Visual Pricing Tool enabling agents to create visually appealing and customizable comparative market analyses providing detailed insights into a property's value and market trends, helping agents to effectively communicate pricing strategies to clients.



## IT Support

Our in-house IT support involves managing and maintaining the company's technology infrastructure and providing technical assistance to agents.

# Processing & Transaction Management

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Premier prides itself on helping you every step of the way. We are here to assist you from Listing Agreement, to Contract, to Closing. Our Assistant Manager is here to start up your listing online, timeline your contract, and close out everything to get you paid! They also track your production throughout the year so you know exactly what your volume is and where your greatest source of business is coming from.





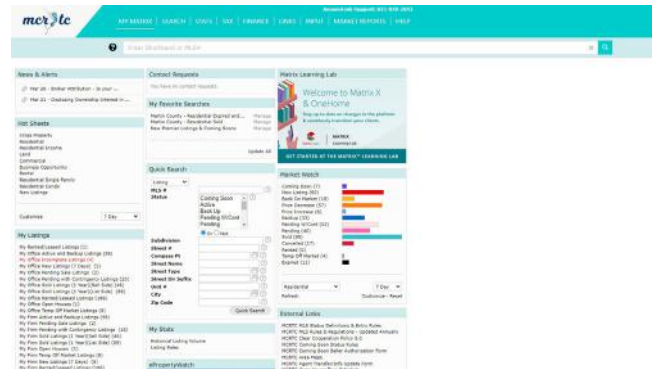


## Escrow Services

With our in-house processing, we hold our buyers escrow in a Trust account during the transaction and will wire the funds directly to the title company three days before closing.

## MLS Input

MLS input is available to be done for you, taking the burden of mistakes and time associated with data entry off your shoulders. Our office provides e-fillable input forms for anything that needs to happen through Matrix MLS. Listings, pendings, price changes, and closings will be handled in-house, to free up your time. Our affiliation with Luxury Portfolio also means that your \$1,000,000+ listings are added to their website by us, to add exposure for your luxury clients' homes!



## Referral Coordination

Our affiliation with LeadingRE means we have expert and professional partners all over the world, ready to help your clients buy or sell their home. So, when your clients decide to move out of an area you service, we can connect them to the right agent that will help them every step of the way! You bring the client; we do the rest for you!

## Easy Billing and Statements for Taxes

While there are very few items not included in working at Premier, anything that does have a cost associated is handled through our easy billing system. We streamline billing by sending a monthly invoice and billing you without the hassle of coming in to the office! We also keep a record of all charges/purchases and send you a complete yearly statement to make your taxes that much easier on you!



# Company Culture

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## We're A Team and A Family

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At Premier Realty Group, we consider company culture to be a crucial component of our organization, and we take pride in offering one of the most outstanding cultures in the real estate industry. Our culture emphasizes a friendly and familial atmosphere, promoting a strong sense of camaraderie among our agents and staff, which has contributed to our impressive track record of retaining agents for more than two decades.

Having been a family-owned business since 1958, we maintain our tradition of treating our agents like family.





**Premier Charitable Fund**  
by Premier Realty Group

# Building Community One Realtor® At A Time



With over 60 years of experience selling real estate on the Treasure Coast, our roots run deep in the communities we serve. Premier Realty Group found a unique way to channel the company's success and generosity of Premier Professionals to making local impacts. A portion of proceeds from each sale by our Premier Professionals is donated in the client's name to the fund and matched by Premier Realty Group. Under the leadership of Jessica Bohner, Premier's third-generation broker/owner, the company established the Premier Charitable Fund in 2019, granting donations to local non-profit organizations that make substantial impacts in the community.

# Awards

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## Recognition for Hard Work

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At Premier Realty Group, we recognize and appreciate the exceptional work of our agents by hosting an annual awards ceremony, where we applaud and honor each agent's achievements in real estate.

Furthermore, we maintain a consistent practice of acknowledging our agents' success throughout the year through various award categories as follows.

- **Gold Keys** - Awarded Each Month for \$1M+ in written and closed business
- **Crystal Keys** - Awarded as Earned for achieving 10 Gold Keys
- **Pinnacle Awards** - Awarded as Earned for achieving 5 Crystal Keys
- **Tenure Awards** - Awarded Each Year
- **Peer-Voted Awards** - Awarded Each Year
- **Achievement Awards** - Awarded Each Year based on performance

# Agent Testimonials

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I have really enjoyed my time here. I believe the experience, but most importantly, the people have had a profound effect on not just me as professional, but in my personal life as well. Its been an honor to be a part of it and to get the opportunity to continue to grow.

*Chris Justice, REALTOR®*

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Premier offers me so many things that I never had before in my real estate career. I anticipate that with the training, support staff and resources, I will have a very successful career with Premier.

*Lori Watkins, REALTOR®*



Premier Realty Group not only provides it's agents with cutting edge training, but also ensures we receive the support needed to perform our job at the highest level of quality customer service. Premier also hold a special place in our community 501C3 charities by providing grants to local charities on a quarterly basis. Premier agents provide a concierge experience to clients both selling and purchasing Real Estate while impacting local charities on a grassroots level. It's an honor to work at Premier.

*Nannette Walsh, REALTOR®*

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The last half of my real estate career has been spent here at Premier. It has provided me a pride in being able to work with the best of the best in our business. Location, longevity and reputation of Premier cannot be surpassed locally.

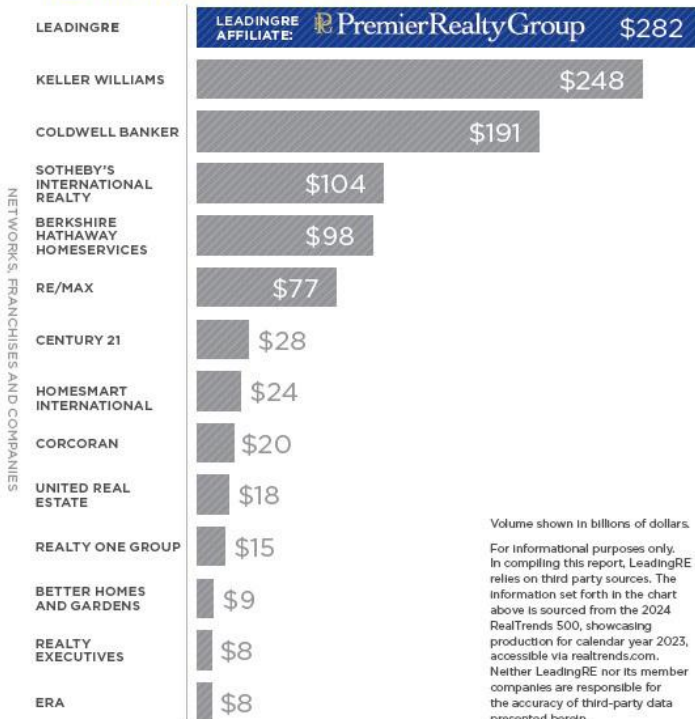
*Rosalind "Roz" DeGraff, REALTOR®*



# Relocation Services & Your Global Connection



2023 U.S. HOME SALES VOLUME AMONG THE TOP 500 U.S. REAL ESTATE FIRMS.



By affiliating with Leading Real Estate Companies of the World, the Relocation Service of Premier Realty Group acquires leads all year long, providing assistance to clients who require relocation.

As an exclusive network of brokerages spanning the globe, LeadingRE enables Premier agents to expand their outreach and aid clients in virtually any location worldwide.

*Leading* REAL ESTATE COMPANIES OF THE WORLD®

# Luxury Listings



By being an affiliate of Luxury Portfolio International, we have access to an exclusive network of affluent and discerning buyers and sellers, who are seeking the highest level of service and expertise in the luxury real estate market. Additionally, agents receive exclusive marketing tools and resources, including customized advertising and exposure on Luxury Portfolio International's highly-trafficked website. This affiliation helps agents to establish themselves as leading authorities in the luxury real estate market, and to provide their clients with unparalleled service and resources.



## Ready to Learn More?

At Premier Realty Group, we are interested in hearing from both seasoned and novice agents alike, as we offer opportunities to discuss your real estate career. Our distinctive training and supportive programs have aided numerous agents in achieving success, and we are eager to do the same for you.

Schedule an office tour and interview with us by contacting us today. We are excited to meet with you and explore the possibilities!

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INTERNATIONAL

# PRG Premier Realty Group

### Main Office

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2 N Sewall's Point Road  
Stuart, FL 34996

### Downtown Location

772-287-1019

28 SE Ocean Boulevard  
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