



CREATE A SUPER SPHERE

Use Your
Unique Selling Proposition
to Create a Sphere of
Active Referrers

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Founder & President





Specialization Helps You SOAR!

Specialize by Property Type

- Luxury estates
- Waterfront homes
- Historic properties & preservation homes
- Eco-friendly / sustainable housing
- Tiny homes & modular housing
- Ranches, farms, and equestrian properties
- Mobile/manufactured homes
- Mixed-use developments (live/work spaces)
- Student housing near universities
- Senior living communities
- Affordable housing programs

Specialize by Client Demographic

- First-time buyers
- Move-up buyers
- Downsizers / retirees
- Military families
- Corporate executives (relocation packages)
- Investors (flips, rental portfolios, 1031 exchanges)
- International buyers & expats
- Divorce or estate settlement clients
- Multigenerational households
- High-net-worth individuals



Specialization Helps You SOAR!

Specialize by Geography

- Coastal properties
- Mountain cabins & rural retreats
- Urban condos & lofts
- Suburban master-planned communities
- Resort towns & second-home markets
- Opportunity zones (tax-advantaged areas)
- Gated communities & country clubs
- Golf course properties
- Ski resort housing
- International cross-border transactions

Specialize by Lifestyle/Niche

- Smart homes & tech-integrated living
- Green living / off-grid properties
- Pet-friendly housing (yards, HOA rules)
- Accessible housing (ADA-compliant, universal design)
- Luxury rental concierge services
- Co-living spaces (shared housing models)
- Artist lofts & creative studio spaces
- Sports & recreation-focused communities (tennis, boating, equestrian)
- Faith-based or cultural community housing
- "Lock-and-leave" properties for frequent travelers



Specialization Helps You SOAR!

Specialize by Service Model

- Buyer representation only
- Seller representation only
- Dual agency expertise (where legal)
- Transaction coordination services
- Pricing strategy advisor (CMA specialist)
- Marketing-heavy listing agent (staging, video tours, drone photography)
- Investor consulting (ROI analysis, portfolio building)
- Relocation concierge (schools, lifestyle, logistics)
- Real estate coaching / mentoring for investors
- Community ambassador (deep local networking, events, sponsorships)

Specialize by Transaction Type

- Short sales & foreclosures
- Probate & estate sales
- Auction properties
- Lease-to-own arrangements
- Commercial leasing (office, retail, industrial)
- Property management services
- Vacation rental management (Airbnb, VRBO)
- Land acquisition & development deals
- Tax lien & distressed property investments
- Co-op and condo transactions



Put Me In Your SOAR List!

First Time Home Buyers

- College and University Employees
- Hiring Managers
- Credit Counselors
- Insurance Agents
- Apartment Managers
- Daycare Providers
- Wedding Planners
- Fitness Centers
- Used Car Dealers

Luxury Homes

- Jewelers
- Luxury Car Dealers
- Financial Planners
- Country Clubs
- Travel Agents
- Interior Designers
- Luxury Spas
- Tutors
- Personal Trainers
- Accountants
- Private Schools

Empty Nester / Low Maintenance

- Retirement Planners
- Golf Courses
- Travel Agents
- Charitable Organizations
- Volunteer Organizations
- Landscapers
- Lawn Maintenance / Snow Removal
- Handymen



Put Me In Your SOAR List!

Vacation Homes / VRBO

- Property Managers
- Cleaning Services
- Sporting Goods Stores
- Home Furnishing Suppliers
- Local Restaurants
- Entertainment Venues
- Pet Boarding Facilities

Fix & Flip / Investment

- Contractors
- Remodelers
- Bankers
- Handymen
- Plumbers
- Electricians
- Landscapers
- Painters
- Home Improvement Centers

New Families

- Schools & Private Schools
- Marriage Counselors
- Day Care Centers
- Pediatricians
- Tutors
- Toy Store Owners
- Sports Centers
- Insurance Agents
- Car Dealers
- Estate Planners



Put Me In Your SOAR List!

Relocation

- Moving Companies
- Cleaning Services
- Auction Houses
- Care Rental Companies
- Contractors
- Hiring Managers
- Higher Education
- Temp Job Services
- Self - Storage Facilities

Military

- Publications and Websites
- Car Dealers
- Motorcycle Dealers
- Support Groups
- Officers
- Elected Officials
- Day Care Services
- Hunting and Gun Suppliers
- Fitness Centers

Green or Smart Homes

- Charitable Organizations
- Nursery / Garden Center
- Water Filtration Suppliers
- A/V Home Theater Specialists
- Wi-Fi and Home Wiring
- Home Security Specialists
- Electricians
- Solar Suppliers
- EV Charger Installers
- EV Car Dealers



Put Me In Your SOAR List!

Pet Friendly Specialist

- Veterinarians
- Pet Supply Stores
- Pet Shelters
- Pet Boarding
- Pet Sitters
- Fencing Companies
- Dog Walkers
- Pet Groomers
- Farm & Feed Stores
- Dog Trainers
- Pet photographers

Multi-Generational Living

- Senior Living Facilities
- Elder Law Attorneys / Trust Attorney
- Estate Planners
- Home Health Agencies
- Day Care Centers
- Occupational Therapists
- Home Modification Contractors
- Immigrant Community Groups
- Architects
- Septic Engineers

Golf Course Living

- Golf Course Employees
- Golf Pros
- Golf Shops
- Sporting Goods Stores
- High School / College Golf Coaches
- Country Clubs
- Fitness Directors
- Event Coordinators
- Boutique Fitness Studios
- Outdoor Living Contractors
- Chiropractors



Thank You!

Chad Rueffert

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From Your
Friends