

CROWN REAL ESTATE™

We treat everyone like Royalty

Dear Clients:

Crown Real Estate extends a big welcome!

As a client of service organizations myself, I have observed a clear distinction between service providers who take the time to understand and address client needs, and those who simply move clients through their system.

Over the years, and on an ongoing basis, my team at Crown Real Estate and I have spent countless hours breaking down each “minute-step” of the home buying and selling process (over 200 events). We continually improve our systems, host and attend various real estate seminars with other realtors across the country, and emulate service excellence models such as **Tiffany & Co., Nordstrom’s, the four Seasons and the Ritz Carlton**. As a team we read extensively to improve our ability to serve. Our reading list includes works by Ken Blanchard and Sheldon Bowles (*Raving Fans, Gung Ho!, High Five, Who Moved My Cheese*), John Maxwell (*21 Irrefutable Laws of leaderships, Failing Forward, 17 Indisputable Laws of Team Work*), Jan Carlson (*Moments of Truth*), Jim Collins (*Good to Great*), and Todd Duncan (*The Power! To be Your Best, Life by Design*). Of most importance though, we listen carefully to our clients. We believe that our success is most accurately measured by the number of friends and “Raving Fans” that we make along the way.



We strive to simplify the home buying and selling process for you, minimize the effort and time required of you, and work as your personal real estate broker that maximizes the effectiveness of your overall buying and or selling strategy.

We are pleased to have this opportunity to serve you, and look forward to providing you with unsurpassed excellence during your buying or selling transaction.

Sincerely,



Mo Boutara

Managing Broker, President/CEO

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