



PKG Properties Launches “The Active Broker Network” to Fill the Sales Gap in the International Luxury Resort Properties Market

Signs W Hollywood Residences as First Client...

London UK August 3 – PKG Properties, Ltd., which launched in January to provide a new level of integrated sales and marketing to the luxury resort real-estate sector worldwide, has established “The Active Broker Network” and signed W Hollywood Residences in Hollywood, California as its first developer client.

“We developed the Active Broker Network to fill a gap in the international luxury real estate marketplace,” said Robert Mechlin, president and CEO of PKG Properties, Ltd. “Developers always have great relationships with their local brokers. What’s missing is that relationship on an international level. The available options such as advertising, realtor associations and brokerage networks, only provide a passive connection. The developer still has to build that direct connection and manage the relationship themselves. That’s where the Active Broker Network comes in. We’ve already done that work for them”

The Active Broker Network provides developers with a turnkey solution to marketing their properties worldwide. PKG Properties maintains contacts with leading international brokers in over 20 major wealth centers throughout Europe and Asia.

When a developer signs on as an Active Broker Network member, PKG Properties performs a market study to determine which wealth centers are the best targets for the development. “Then we match the development with our partner brokerages in the target markets,” added Mechlin. “Finally, and most importantly, we manage that connection by assigning the developer an experienced real estate sales agent whose sole function is to manage the sale of the property.

PKG Properties works with member developers to provide the international broker with all the tools and information necessary to effectively represent the property to their clients. Both developer and broker have access to PKG Properties’ online CRM system for real-time client status throughout the sales process. Meanwhile, the Active Sales Executive manages the end-to-end brokerage sales process for the developer using CRM as a vital tool to focus effort where the brokerages are producing results.

About PKG Properties Limited

Based in London, PKG Properties Limited, in partnership with LifeStyle™ Marketing specialist Premium Knowledge Group, of Dallas, TX, provides integrated marketing and sales services to luxury property developers worldwide. Their international capabilities are supported by partner offices located in strategic wealth centers including: London, Dallas, Miami, Vancouver, Dubai, Abu Dhabi and Bahrain. Senior management has wide ranging global experience in the US, Canada, Central America and South America, the Caribbean, UK, Ireland, France, Italy, Spain, Germany, Russia, Belgium, Holland, Scandinavia, Greece, India, Pakistan, China, Hong Kong, Japan, South Africa, Australia and New Zealand.

PKG Properties can undertake a project at any stage of development from the concept stage through final sellout. From the start they integrate all of their marketing and sales functions through the LifeStyle System and perform other functions such as hiring and training local sales staff, assisting in the creation of sales centers, sales management and process implementation.

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