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# POSH PROPERTIES

BY JERILYN WALTER  
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Posh Properties is no stranger to hard work and big dreams. With only \$900.00 in her pocket, Jerilyn Walter founded Posh Properties in February 2012. Jump ahead 10 years, and you will find that Posh Properties has 3 office locations with over 50+ licensed agents, annual sales in excess of \$200 million, and has become a well-recognized boutique brand. From Jupiter to Miami, Posh

Properties, a member of 4 Boards, Palm Beach County, Miami-Dade, Broward County, and Martin County, has built a reputation as a strong brokerage with experienced and knowledgeable agents that possess a strong work ethic.

“Our brand and agents go well beyond the typical sales approach to real estate. We understand we’re in it for the ‘long game.’ Although our job, as agents, is to advise and negotiate,

you can only do that well when you are educated in the market and the industry. Successfully assisting our customers with buying or selling a property at the right price, with the best terms, and with minimal disruption to their lives, is crucial to our continued growth and success”, says Jerilyn Walter.

“After years of successfully selling with high-profile corporate brands

and growing tired of opportunities being given because of position or familial ties, and not ability, I founded Posh Properties. I recognized there was a niche in the market for a firm that treated its agents like a working family team and customers with an appreciation for the opportunities they entrust in us. I wanted to create a brokerage that would sustain and, many times, thrive in all market

fluctuations. Knowing our market, offering customers excellence in representation, never grows old.”

Tackling new locations is where they have made the most impact. Posh Properties’ first location, in Downtown Delray Beach, was there long before any other real estate firms. An area that was mostly ignored or controlled by the same firms and agents for years. It was the perfect spot to open their

flagship office. Over \$300m of potential buyers have walked through their doors in 2022 at that location alone.

“Now we have our sights on Admiral’s Cove. It is the perfect opportunity to bring in experienced agents with a fresh perspective on the community that uses innovative ways to nationally and internationally market their listings and attract qualified buyers. In addition, our dedicated marketing department develops individual websites for each property and creates effective social media content to showcase each home as a single entity.

Like so many of their customers, several Posh Properties’ agents have relocated to South Florida for that warm and sunny lifestyle. Many are well-established licensed agents in other states with thriving practices. Phil DeCarlo is one of those agents.



A native New Yorker, and a graduate of New York University (NYU), it was always Phil's dream to live in South Florida. That dream finally came true a few years ago. Working with longtime childhood friend and Posh agent Anthony Aliberti, Phil and his wife, Lisa, found their dream home in Jupiter, Florida.

"My wife, Lisa, and I enjoy the lifestyle that Florida has to offer. So, after many years of visiting Florida and enjoying all its beauty, we took a chance and made Jupiter, Florida, our new home. We love living in Paradise, a place where most people come to vacation!"

As an active real estate broker in New York, New Jersey, and now Florida, Phil has assisted numerous customers with all property types. Whether a co-op in Manhattan, a single-family home in the suburbs of New Jersey, ocean front condominium in Florida, or an investment property in New York,

Phil has successfully handled every type of transaction possible.

Although early in his career, he chose a business-to-business path and worked with some of the most distinguished and successful companies in Publishing and Pharmaceuticals. Real Estate became his passion. Phil strives to educate himself and, in doing so, holds several degrees, including a master's degree from NYU and a Business Administration degree in Marketing from Bernard Baruch College. After becoming a licensed realtor and joining the RAPB, he now holds the designation Realtor®. In addition, he has gone on to earn his certification as a Senior Real Estate Specialist (SRES®) and an Accredited Buyers Representative (ABR®). "These earned qualifications let you know that I don't take my profession for granted; I invest in myself to be the best I can at my craft," says Phil.

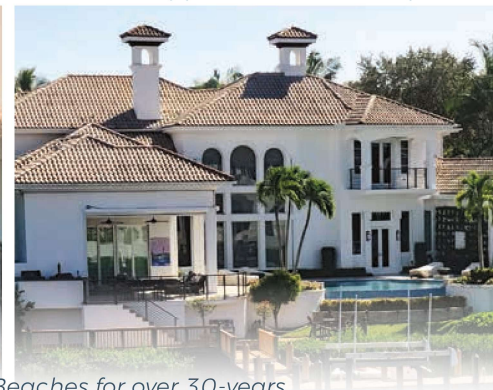
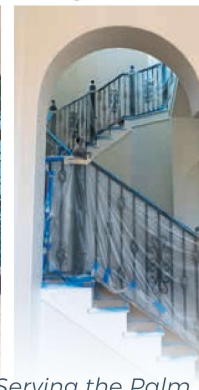
Phil also believes it is essential to be involved in the community, "Giving back to the community where I live, work and play is imperative. I support this by investing personal time at local events, sponsorships, and gift-giving within our community. Additionally, as Vice Chair for Community Outreach for the second year in a row, I oversee our team as it takes on projects such as garden plantings at the VA hospital in West Palm and house painting projects with Habitat for Humanity", just to name a few.

You can reach Phil DeCarlo at (917) 531-2229, philipdecarlo1@gmail.com, or check out his website at Phil.poshflorida.com



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