

# Experts In Real Estate

BY NICOL JENKINS | PHOTOS BY MELISSA KORMAN



Local, knowledgeable, and experienced is what Jerilyn Walter is looking for when adding to her already successful roster of agents.

“Not only do they need to understand the business of real estate, they need to know the ins and outs of their community, area trends, and have a strong desire to create and sustain a successful real estate practice,” says Jerilyn.

Because of her careful selection process and her extensive knowledge of the real estate business, Jerilyn Walter, Broker/Owner of Posh Properties has seen tremendous growth with her real estate firm. “I started Posh Properties with \$900.00 and a vision,” says Jerilyn, “We expect to reach over \$135 million in sales for 2020. I couldn’t be more proud of my agents and their work ethic.”

Posh Properties, with offices in Delray Beach, Boynton Beach and Ocean Ridge, founded by Jerilyn Walter, is a successful boutique Real Estate firm with the top expert area agents in the field that maintains a personal experience for each client while professionally handling the business of real estate. With over 52 Realtors, Posh Properties continues to grow while focusing on their customer’s needs, which Jerilyn believes is the core of their success.

Unlike the larger corporate real estate firms, Posh Properties is able to offer a local based boutique experience for their customers that include a local’s understanding of what the communities, properties and areas offer, and the expected growth and changes for the future.

Also, unlike other corporate real estate firms, with an average of only 20% top producers, 40% of Posh Properties’ agents are recognized as top producers. This success has caught the attention of other national brands and companies. “It has been a slow but progressive process and now Posh Properties dominates many of the area’s neighborhoods. I have been approached by numerous national companies to merge and manage some of their offices. For now, I love what I do, and I am there for my agents and am continually focusing on how to help them best represent their customers, which leads to growing their business. We are part of the fabric of the community and it helps make us outstanding agents,” said Jerilyn.

The agents are on the Board of many local charitable organizations including Caring Hearts, the Delray Beach Chamber of Commerce, the Boca Raton Chamber of Commerce, Lantana Chamber



of Commerce, Bound for College, and much more. Jerilyn Walter is also a member of the Global Alliance, Palm Beach Board of Realtors and the Miami Board of Realtors.

“The Real Estate industry is constantly changing, and our weekly training classes and monthly digital marketing classes help my agents keep up to date on how to best represent their current seller’s homes and easily assist customers who are out of state to relocate to South Florida. We are not just bringing buyers out looking at houses. We provide them tours of the areas to help them understand the lifestyle, and find an area that suits their needs,” said Jerilyn. “Our office has agents who have lived in New York, California, Massachusetts, New Jersey, and all over the country, that can easily communicate with customers to help them find their new home. We are not agents who steer people to a property, because of a sale, we help them find the neighborhood and home that fits their lifestyle.”

Even during the beginning of the pandemic, Posh Properties had their doors open for their customers. Owner Jerilyn Walter felt it was important to be at the office every day to answer any questions for her customers and her agents. “I wanted to let them know Posh Properties was here, and they could count on us.” She even personally delivered food to all her agents and their families, and provided customers swag bags with toilet paper, masks and hand sanitizers. “I wanted to make sure our customers did not feel left alone, and to know our agents are here for them.”

“Delray Beach is on the center of the map right now. Property values have and are continuing to increase and now is a good time to buy. Inventory is diminishing quickly, and the values are going up. If you are looking to downsize and stay in the area, now is the time to do it,” said Jerilyn.

Posh Properties has also expanded their business, with an in-house title company, Big Wave Title and Escrow, helping sellers and buyers understand their costs and keep a good eye on the progression of the transaction and keeping their customers informed. They also offer a commercial department, and notaries are on staff, in addition four different languages are spoken. Posh Properties ex-

pansion also includes a dedicated Social Media Marketer, Dedicated SEO and Blogging, 2 in-office administrators and in-house lender. The local real estate agency also plans to establish Boca Raton and Lantana locations.

“We are always looking for more good agents who know the business of real estate and want to build a long term sustainable real estate practice. Our job as Realtors is to advise and negotiate on our customer’s behalf,” said Jerilyn. “We have real estate experts in every area. Our agents are people who live, work and play in our area’s communities.

Posh Properties real estate agents are here to help you! They love answering the phone and talking to the customers. “It’s what we are here for, and we appreciate every opportunity” said Jerilyn.

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