



selling with

*Corey & Pierre*  
REAL ESTATE GROUP

@properties®  
REMI

CHRISTIE'S  
INTERNATIONAL REAL ESTATE

home is...

Where we make *memories*. Where we *build relationships*. Where we *celebrate milestones*. Where we *laugh*. Where we *love*. Where we *dream*.

It's so much more than a place to live, and finding that special place you want to call home starts with finding an agent who understands that.





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INTERNATIONAL REAL ESTATE?

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## what is @properties Christie's International Real Estate?

After becoming the #1 brokerage in Chicago and the #8 brokerage in the United States, @properties expanded into the Metro Detroit market. Combining the power, technology, network, and infrastructure of @properties with a smaller, local boutique brokerage in Alexander Real Estate, @properties Birmingham was created and the headquarters office opened in 2021.

@properties completed the acquisition of Christie's International Real Estate to further their stake in the market, increase the services that they can provide their clients, and strengthen their local, national, and global reach. Christie's International Real Estate is one of the leading luxury real estate companies, successfully marketing high-value real estate around the world for more than 30 years. Through its invitation-only affiliate network spanning 48 countries and territories, Christie's International Real Estate offers incomparable services to a global clientele at the luxury end of the residential property market. The company has offices in London, New York City, Hong Kong, Los Angeles and Palm Beach, and its affiliated brokerages have recorded approximately \$500 billion of real estate transactions over the last five years.

Now @properties Christie's International Real Estate, they are one of the nation's most innovative real estate firms. Combining local ownership, unparalleled market knowledge, and the scale and resource of a leading national and international brokerage, @properties Christie's International Real Estate offers the best service, overall experience, and results for buyers and sellers in the market.





## who we are

Corey & Pierre are a part of @properties Christie's International Real Estate's Birmingham office and have a large presence on the Woodward Corridor from Bloomfield Hills, Birmingham, Royal Oak, Huntington Woods and into Detroit, but their approach to their clients and marketing strategies allows their business to travel far beyond these cities. Their passion for real estate is driven by the most gratifying part of their job - seeing and helping their clients make positive life changing moves. Their number one focus in every one of their transactions is to not only get the job done for their clients, but to make sure they are blown away by their experience.

Corey & Pierre have spent their years in real estate learning not only what it takes to buy or sell a home, but what their individual client needs are. They understand that every client is different and that every client should be given a personalized plan to fit those individual needs. They use their professionally trained negotiating and sales skills, industry and community contacts, as well as customized marketing strategies to make sure all of your real estate goals are exceeded.



### Corey Light

[coreylight@atpropertiesremi.com](mailto:coreylight@atpropertiesremi.com)

Corey Light is a dedicated, client focused Realtor who makes sure each and every one of his clients are taken care of as if he was in their shoes. With more than 15 years of real estate experience, he has brought his experience, knowledge and passion for real estate to @properties Christie's International Real Estate and was a part of the Birmingham office launch in 2021. Corey grew up in Metro Detroit, graduating from Oakland University and currently residing in Huntington Woods. In his free time he enjoys traveling, playing basketball, golf, and spending time with his wife Lauren and their children, Brayden and Sophie.



### Pierre Binandeh

[pierrebinandeh@atpropertiesremi.com](mailto:pierrebinandeh@atpropertiesremi.com)

Pierre Binandeh has been surrounded by real estate for most of his life. From property investments, to representing his clients, real estate is in his blood. His meticulous and empathetic approach to any deal assures his clients of a smooth experience from their initial meeting all the way through to the closing day. Pierre was born and raised in Metro Detroit and currently resides in West Bloomfield. In his free time he enjoys working out, playing golf, and most of all spending time with his wife, Laura and daughter, Nora.



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what we do



## The Power of 2

### A SYNERGISTIC APPROACH

We live by the saying, “the whole is greater than the sum of its parts.” Our main focus is always doing the best for our clients, and realized that we could do that by creating synergy and coming together to form a partnership. This partnership allows us to become a more valuable asset to all of our clients than we could have as individual agents, and give them the attention that they deserve. Both of us have our hands in every aspect of our business, which allows us to collaborate on each transaction to maximize our full potential. You have two Realtors working on your side, both outreaching, hunting for potential buyers, and handling all other aspects of the selling process. The two of us handle the transaction from start to finish, so you won't find yourself lost in the shuffle of different coordinators and assistants and appearing as just another client in our database. We promise personalized service, and that is what we deliver.

## The True Meaning of Concierge Service

### SELLING REAL ESTATE ISN'T A ONE-SIZE-FITS-ALL BUSINESS

Every property and client requires a unique tailored approach to optimize the result you are looking for. We know you're busy, so we go the extra mile to ensure you have the most positive and least stressful experience when going through the selling process. We handle everything, from pre-listing to post-closing, including professional photography, staging advice, recommended vendors, title work, negotiations and much more. Our emphasis on communication, organization and follow-through ensures that deadlines are met, documents are distributed and every item is in place to make your transaction efficient and seamless.





## Stay in the Know

### COMMUNICATION IS KEY

Selling a home is a huge step and a very complex process. You are hiring us to not only help you sell your house, but also to be your partner in the journey. In today's market, a quick response is critical. Whether there are questions, negotiations, showing requests, or any other tasks, they will be responded to right away. With two of us on your team it allows us to respond diligently and work around your schedule. Something important to us is to communicate and keep our clients updated and informed each step of the way. We will always continue to communicate with you to keep you in the know.

## Exposure is Everything

### THE NEW SCHOOL, OLD SCHOOL, AND EVERYTHING IN BETWEEN

We are strong believers that utilizing today's technology is the best way to sell a home, but that does not mean we let up on other various ways to outreach and find a buyer. By using new school methods of innovative and creative technology combined with old school methods of cold calling and print marketing, we make sure to leave no stone unturned.

@properties Christie's International Real Estate showcases your home to the largest audience of homebuyers through marketing programs that are built around EXPOSURE. Exposure through an internal network of agents and their client databases; through an in-house marketing department with full print and digital capabilities; and through an exhaustive catalog of online, mass media and grassroots marketing initiatives - all tailored to address the specific challenges and opportunities of the marketplace.

## Real Estate Matchmakers

### FINDING THE RIGHT BUYER FOR YOUR HOME

Anyone can take a picture of a house, post it online, cross their fingers, and hope for the best. That's not what we do, and that's also not what is going to get you the highest price in the fastest time.

Selling real estate is all about matching buyer and seller, and we do just that. With relentless marketing, utilizing multiple avenues of outreach and our extensive network, we go out and hunt for the buyer of your house. Selling a house takes hard work, and you won't find harder workers in the business.

## Your Success is Our Success

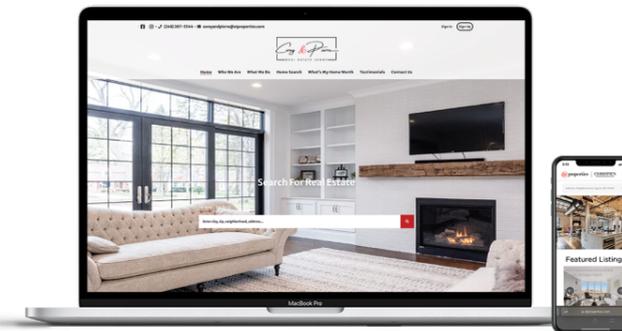
### WE ARE ALL ONE TEAM WITH THE SAME GOAL IN MIND

Success for us is always measured by our clients' success and satisfaction. That stays consistent from our first meeting, through the transaction and after closing. Our goal is to get your property sold with your specific needs in mind, make the entire process as smooth and seamless as possible, and exceed all of your expectations.



## We Provide Maximum Exposure

- coreyandpierrerealestate.com
- atpropertiesremi.com
- christiesrealestate.com
- Multiple Listing Service (MLS)
- Zillow.com
- Trulia.com
- Realtor.com
- LeadingRE.com
- Over 750 other real estate websites
- Professional Photography/Drone and Video
- Custom Property Brochure
- Direct Mail
- Adwerx
- E-blasts
- Social Media ads
- Market within a Market - @agent app
- Open Houses
- Staging
- Always creating new and innovative strategies
- And Much More!



## Your House, Your Website, Why Share?

### YOUR OWN PERSONALIZED WEBSITE FEATURING YOUR LISTING AND NO ONE ELSE'S

Sure, we have your house marketed on almost a thousand real estate websites and apps, but you deserve more. We will create a website that is specifically for your property, and showcase all its beauty, without letting buyers get pulled away from your listing to check out "other similar properties." We want them buying your house, not anyone else's. With digital, social and print ads directing buyers to your property's site, we capture their attention without interruption.

## Head-turning Signage

**EXPOSURE IS EVERYTHING!**

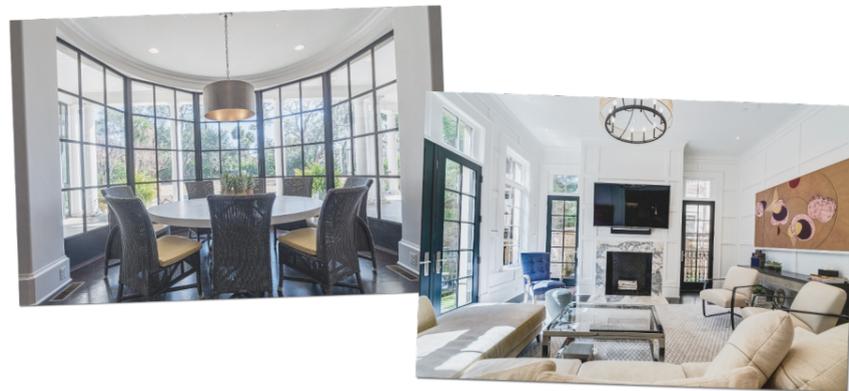
Any way we can get eyes looking and heads turning, we do it. When someone is searching for a home, they typically have their family, friends, coworkers and just about anyone they know on the look out. We make sure that anyone driving by your house will notice our bold signs and they'll be sure to stop and write down the information to give to someone they know looking to buy a house in the neighborhood.



## High-end Professional Photography & Videography

**HAVE WE MENTIONED THAT EXPOSURE IS EVERYTHING?!**

In today's day of searching for real estate, your home for sale has approximately 2-3 seconds to capture a potential buyer's attention. People are typically scrolling homes on their phones or tablets, which is why professional photography is one of the most important steps to selling your home. We will provide you with the absolute best listing photos, drone footage, video tours, and more.



## Captivating Print & Digital Marketing

**YOU WON'T FIND US JUST PUTTING A PAPER PRINT OUT ON THE COUNTER**

We are not selling a pair of shoes or a t-shirt. We are selling your home. When we present our marketing materials to potential buyers, whether it is a \$10k home or a \$10M home, we showcase your property in the most luxurious and professional way. Our full multi-page listing brochures, just listed postcards with QR codes linked to your property, and our other marketing materials are all of the highest quality, have clean and eye-catching designs and stand above all of the competition.

Utilizing the power of technology, we are able to specifically select the exact audience that will be looking for a home just like yours. Your home will be showcased through targeted ads on social media platforms like Instagram and Facebook. Additionally, we will display your home through Adwerx, which is a powerful advertising tool that will place our ads on websites like ESPN, USA Today, ABC News and many more.



## what our clients are saying

*“Two words. Absolutely amazing.”*

As long as Corey and Pierre are working in real estate, **I will never buy or sell a home without using them and their expert services.** These two are incredible at what they do and they made the entire process easy, comfortable and enjoyable.

Our experience: We had found a lot to build a brand new home. The builder told us we had two weeks to list our house and accept an offer or our reservation on the lot would expire. My wife and I looked at Corey and Pierre and, without hesitation, they said they could do it. We had only known Corey and Pierre for about two weeks but **the way they communicate to you and explain everything so you feel comfortable and informed on every decision you make made us very confident in their ability to do so.** The race was on.

Corey and Pierre worked tirelessly for what seemed to be seven days in a row from 7AM to 11PM. Utilizing the internet (social media), their contacts and an open house, within a week we had over 40 people request a showing at our home. Three days before the deadline we had an accepted offer and were able to continue the process to build our new home.

During such a stressful situation, Corey and Pierre were a lot of fun to work with. They helped calm us down and ease any concerns we had. **I am sure they have many clients but never once did we feel that we were taking a backseat to someone else** that was trying to buy or sell a home at the same time. In fact, most times, Corey and Pierre made us feel like we were the only clients they had. They devoted so much time and gave us their undivided attention anytime we met with them. It was an amazing experience.

There are many real estate companies out there and even more real estate agents but I know, without a single doubt in my mind, that Corey and Pierre are the absolute best that you will find and I would highly recommend them to anyone looking to buy or sell any property.”

- JOE AND SARAH, BUYERS & SELLERS

*“When I am spending money on any service, especially as one as important as hiring someone to help me buy and sell a house... I will scrutinize, analyze, and criticize every little aspect of that journey where needed.”*

I could completely let go (for the first time!) and let Corey and Pierre handle everything on the largest purchase AND sale of my life. I quickly saw they were experts that pay attention to the finest of details, and that I had zero to worry about. **They were forthright, knowledgeable, proactive, extremely personable, and made this the smoothest journey for my family and I.** I have truly never enjoyed working with anyone more, on any project. They handled both the sale of my home and the purchase of our new house with extreme ease. My only regret is that we don't buy a new house too often and therefore won't be able to work with them again in the near future!

I highly recommend Corey and Pierre for both selling and buying your home. It is a stressful time for the family, and you need gurus (they are beyond experts) like these that **completely understand the emotional, technical, and financial aspects that go into the whole journey.”**

- ALLAN & SHARON, BUYERS & SELLERS

## features & recognitions

AS FEATURED ON THE COVER OF REAL PRODUCERS MAGAZINE



Named in Hour Detroit as "Real Estate All-Stars,"



Ranked in the top 300 agents in Oakland County by Real Producer's Magazine





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