

RESTORING AGENT VALUE

The Producers Forum, founded in Palo Alto, CA in 2010, is an organization of real estate sales professionals deeded to providing existing and prospective clients significant value through enhanced organization and aggregation of the requirements and desires of qualified and motivated buyers and Off-MLS® properties

available for sale that may or may not be officially "listed".

By providing prospective buyers and sellers with a more complete real estate database, higher efficiency is created and increased opportunity become available. The database is vetted and continuously updated by real estate professionals for use by real estate professionals.

Real Estate Pros Only

Membership to the Producers Forum is limited to licensed and reputable real estate sales professionals as a way to protect the privacy of the individuals who supply the information and to ensure that the information is accurate.



Adding Producers' Forum to my discussion of what differentiates me from many agents working in the area, I was able to sign two new listings during the "quiet period" of November and December, and sell one of them.

Producers' Forum also enabled me to convert a buyer who had been trying to represent himself looking for a very specific property in north Palo Alto.

– Chris Iverson

A Unique Approach

What makes Producers Forum uniquely beneficial and destined for success includes the following:

- Producers Forum is not owned by a real estate company that may take away opportunities for other members
- No public web access to ensure that confidential data provided by agents is held by agents
- Identify the 60% of the market that is currently undefined, which will provide far greater efficiency in the market with better matching, better forecasting, better transaction management and more transactions
- Producers forum seeks to provide the tools to successfully market and sell by providing a web enabled matchmaking service for unlisted real estate between interested buyers and anxious sellers through engaged real estate professionals.

Property Candidates Criteria

- Every potential buyer, active or passive
- Withdrawn or cancel properties previously listed
- Upcoming properties for sale and not yet in MLS®
- Upcoming properties for sale that may or may not be officially listed on MLS®
- Listed properties that will remain off MLS®
- All unlisted for sale properties
- Investment properties currently inconvenient to show
- Discrete sellers who desire investment buyer so that they can stay in current home but sell short and rent back
- Seller with privacy concerns
- Sellers where the property needs work before going on MLS®



The Real Estate Exchange

Producers Forum provides a matchmaking service for unlisted real estate between interested buyers and anxious sellers through licensed real estate professionals.