



# Rob Rahter

LUXURY HOME SPECIALIST

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> It's no coincidence that a former newsman was behind the biggest news in the Windermere luxury residential market in quite some time. Rob Rahter of Keller Williams Realty is a former TV news producer-turned Luxury Home Specialist. Rob just recently sold the iconic mansion at the end of Down Point Lane in Windermere. But this was not your normal sale. The estate which was once listed for almost \$15 million dollars went to auction after hundreds of people toured the mansion in month long pre-auction marketing blitz. But when the buyer failed to perform, a replacement buyer was secured in less than two weeks. The high profile transaction attracted worldwide attention and successfully cemented Rob's place in the market as the luxury real estate agent who gets the job done.

Williams, an elite group of specially-trained luxury agents within the company. This group consists of only about 600 agents worldwide who meet a couple times a year for networking, exchanging of ideas, and to attend seminars aimed at better serving their specific clientele. Being able to market properties directly to agents from outside our area and who are actively working with qualified buyers gives Rob a tremendous advantage over the smaller boutique brokerages. Studies show 82% of home sales are the direct result of agent connections, so if you're ready to sell and think your agent and their connections do not matter, think again.

Rob spent 15 years in television news and knows the power of marketing and advertising. Rob knows that selling luxury homes is about selling a lifestyle over a need. And while any REALTOR® can list a home, it takes special skills to sell with success – not just in the luxury market but in every price point. Now more than ever you need an agent who gives your home the distinctive edge to command the right attention and stand apart from the competition. As evidenced by the auction, Rob utilizes every possible sales method to deliver what the client wants. And while an auction may not be right for everyone, there's no denying that it works.

Rob also serves in a board of director's-type leadership position at the Keller Williams Classic office, located across the street from Universal Orlando, and often teaches classes for new agents. Rob and his wife, Elizabeth, an attorney, have four children and live in Windermere. They are very involved in the local community and own rental properties and other businesses. They like to spend their family time boating on the Butler Chain of Lakes. <

The auction option is not for everyone and may not be for the faint of heart, but it is becoming an increasing effective tool top agents like Rob Rahter are using to stand apart in this highly competitive real estate market. But this doesn't mean Rob sacrifices any of the traditional methods to produce a quick sale. Rob knows that nearly all home buyers and sellers utilize the internet in the process so he invests heavily in his internet presence. Rob "owns" the top listing position for Windermere on the world's #1 real estate website which delivers an estimated 500% more views for his listings than other agents. He is also a Featured Agent and owns multiple website addresses, including RobSellsWindermere.com, RobSellsOrlando.com, MyOrlandoLuxuryHomes.com, and numerous neighborhood-specific domains.

Rob is especially proud of the fact that he was the first Windermere-resident member of the exclusive Luxury Homes by Keller

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