

New South Florida Real Estate Brokerage Launches with Fun, Clever Branding Sure to Dominate the Local Market



Delray Beach, Florida Jun 1, 2022 ([Issuewire.com](https://www.issuewire.com)) - Pure Realty Group launches in South Florida with clever new branding set to dominate the local market. Led by Susie Fernandes, an experienced Broker Associate, Pure Realty Group is reinventing real estate with streamlined processes and creative, cutting-edge marketing.

Partnering with leading creative agency Realtor Image, Fernandes launched her vision of seamless real estate in the South Florida market with the debut of Pure Realty Group. Paired with her extensive real estate expertise, along with stand-out signage, value-based branding, and innovative technologies, Fernandes deploys well-rounded sales tactics and leading strategies to buyers and sellers.

Soon, homeowners and visitors to the area will notice sassy trademarked signage popping up in neighborhoods, like "Yes, I'm available," and "Sorry, I'm Taken." "It was important to me to hone in on my personal values, while also adding personality to what can be viewed as a rather dull task," Fernandes speaks of her new brokerage. "In a market where house hunting can seem ominous, let's add a little fun and spice!"

As a long-time South Florida resident, Fernandes offers extensive knowledge of the local real estate marketplace and she understands that buying or selling a home can be a very emotional process that is further complicated when you consider that real estate transactions are typically large financial commitments. To best serve her clients, Fernandes fully engages herself in continuous research on the latest housing market and the most innovative marketing technologies.

If you are interested in learning more about Pure Realty Group in the Delray Beach and South Florida marketplace, contact Susie Fernandes today at (561) 843-0321, or by email at susie@purerealtygroup.com.

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