

THE ENLOE GROUP July 2023

Coming Soon to a TV Near You

REALTOR TEGAN JOINS EMMY NOMINATED TV SHOW AS PORTLAND HOST

Our team is excited to announce that Realtor Tegan Enloe has been selected to host a national TV show about Real Estate and Lifestyle with Emmy nominated producers. The show will air on Cable TV and available to stream on Amazon Fire, Apple TV, and Roku.

How Does it Work - Tegan will be working as a host and production manager for "Selling Portland" with American Dream TV. As a host, she will be featured on camera as she shares about attractions in the area. As a production manager, she gets to plan her segments for content including which businesses, organizations, and listings she features. Having creative control over the content is incredibly important to Tegan as it allows her to share her authentic voice and what makes the Portland area special to her!

When Do You Start Filming - Filming starts THIS MONTH! Tegan has already booked her first featured locations and arranged with producers and the film crew to start capturing content. Shows will typically visit two locations per segment and feature a mix of lifestyle highlights in Portland (plus surrounding areas) and real estate. Content films one month, heads to postproduction and marketing, and then airs on the networks the following month. Episodes will be available every other month.

How to Get Involved - For this upcoming season, show producers are looking for homes to feature that share the stories of sellers in the Portland market. If you or someone you know is planning to sell in the coming months, please send our team a message. We'd love to pitch your listing to the producers for the show.



LUXURY LISTING

Broker's Open House

If you've been watching *Selling Sunset* on Netflix, you've probably heard of a "Broker's Open" event. Have you ever wondered if they actually happen in "real life" real estate? While uncommon, the answer is YES! Read more about the event we hosted last month for our newest luxury listing in Happy Valley.

Our team reached out to local area agents to personally invite them to our newest luxury listing. We provided photo worthy food by local food celebrity and author Lea Dixon ("The Platter Girl"), a professional on-site photographer for complimentary marketing images, and encouraged attendees to use this as an opportunity to share this noteworthy property with their clients by taking pictures, videos, and loading content to their social media.

We had 50 realtors and lenders through during the two-hour event. In fact, we had to extend it slightly because agents kept showing up! The result was a full social media and marketing take over with multiple reels, videos, and social media posts shared by other agents to their buyers list and network. This gained maximum exposure for our clients and their property!

There are literally thousands of realtors to choose from when listing your home, and while we all take the same exam needed to get our licenses, it's the dedication to our clients and our strategic marketing efforts that push our team ahead of the rest. We are always striving for opportunities to get our properties seen by the most buyers and their agents. Hosting this broker's open was another way we go above and beyond for our clients.

Design Trends for Luxury Homes

- ✓ Large windows and bright whites for an abundance of natural light
- ✓ Outdoor entertaining space
- ✓ Multiple rooms/areas for conversations and gatherings
- ✓ Oversized kitchen islands
- ✓ Light, natural wood tones on flooring, doors, and light fixtures



Upcoming Trainings

FREE, ONLINE EDUCATIONAL OPPORTUNITIES FOR OUR CLIENTS

We truly believe that knowledge is power, and it's our goal to help position our clients in a way that allows them to make informed decisions about growing their personal wealth through real estate. We have two upcoming trainings scheduled in the coming weeks and we'd love to see you there.

Webinar

HOME BUYING IN TODAY'S MARKET

THURSDAY, JULY 27 @ 6:00 PM

theenloegroup.com/trainings



The Enloe Group

Realtors in OR + WA
Premiere Property Group, LLC

- 503-724-8731
- hello@theenloegroup.com
-



Natalie James

Lender in OR + WA
NMLS #392407

Webinar

INVESTMENT PROPERTIES 101

TUESDAY, AUGUST 8 @ 6:00 PM

theenloegroup.com/trainings



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Hyle Bradley

Real Property Management Solutions

Our home buyers class answers questions about what it's like purchasing in TODAY'S market. Rising interest rates, lower inventory, and trends specific to the City you are shopping in all impact what the purchasing process will look like for you.

We cover how we make your offer stand out, how we protect your interests, the inspection, appraisal, lending process, and more!

Whether you've considered buying a rental property, or converting your current residence into one, this class will provide an overview of the things you need to know about owning and purchasing investment properties.

Our team will cover key differences between short-term (typically vacation) rentals and long-term rentals, how to identify the best properties plus successfully offer on them, and loan options.

REGISTER: [THEENLOEGROUP.COM/TRAININGS](https://theenloegroup.com/trainings)

Featured Listings

11406 SE TRUSTWORTHY PL, HAPPY VALLEY

This 3,725 square foot custom-built 5 bed, 3 bath home features swoon worthy details and endless custom upgrades



Offered at \$1,225,000

5 3 3

17197 SW KINGLET DR, SHERWOOD

Located in the highly desirable Woodhaven Community, this home features 5 upstairs bedrooms and totals at 2,492 square feet



Offered at \$700,000

5 2.5 2

Alice in Wonderland Event Recap

Thank you to everyone who came by our Spring Client Appreciation Event! We celebrated with an Alice in Wonderland themed party complete with our very own Alice! Alice read stories to the kids, performed a scene/song from the movie, and played endless games of cornhole and croquet with party attendees!

We bought back a crowd favorite with our build your own flower bar station, where guests could create their own arrangement to take home and enjoy. And of course, we had the over the top decorations you'd expect from any of our events.



Join Us For a Circus Themed Party

SUNDAY JULY 23RD, NOON - 4:00 PM

At The Enloe Group, we consider our clients to be the most important part of our business. Working closely together throughout one of life's most important decisions means that our clients are more like family to us. And that's why we love any excuse to throw a party and celebrate with you!

Our Summer client event will feature outdoor lawn games, a complimentary cartoon artist, circus performers, and more! All past, present, and future clients are welcome. Reach out to us if you are missing your invite so we can send you more details!



Meet Your Team

The Enloe Group is a full-service real estate team serving both Oregon and Washington. Our team provides concierge level service at competitive rates to give you the best buying or selling experience possible. Residential, commercial, bare land; our team has experience doing it all.

WWW.THEENLOEGROUP.COM | 503-724-8731

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