



February 17, 2022

Shaun Binner
Business Manager, LREA
Weichert, Realtors - Integrity Group Port St. Lucie
<https://newstartflorida.com/>

To Whom It May Concern:

Michael Naz & The Pro Business Group Inc. team has been nothing but stellar with managing key aspects of business development, marketing & sales strategies. The leadership & results driven approach has been the best results I've experienced.

Online Marketing Strategies: The careful implementation has been an integral component that Pro Business Group Inc has confidently implemented for our real estate firm. They have made several accomplishments with building our online marketing presence. Ranging from creating-updating Google Business Listing improving our website user interface and user flow. Writing specific real estate blogs addressing topics of concern with home buyers and sellers. In addition to business brokerage services.

The search engine optimization strategies have been of high quality. The submission link reports and keyword term summary are easy to understand with little effort or confusion. The back links, index links and submission links are strong and synced with relevant search terms.

Sales Strategies & Lead Generation: From the beginning we have had success with building warm leads. With the efforts of the telemarketing team, my phone has been flooded with call backs for a business we listed for sale.

In addition to the telemarketing and lead generation for home buyers and sellers, I am constantly kept in the mix with real time data, live stat reports and dial tracking details. We have made minor adjustments to the scripts, email outline and text messaging templates. In doing so the leadership at Pro Business Group Inc, has been hyper focused on ensuring our campaign is as smooth as possible.

Michael Naz and his team have a lot of knowledge dealing with multiple aspects of the real estate industry. Bringing a lot of tested methods and resources to my attention while satisfying business needs without taking up alot of my time with endless questions and meetings.

I recommend Michael Naz and the Pro Business Group Inc team to any real estate brokerage or business brokerage that is serious about building clientele and improving your overall brand identity and reputation.

Shaun Binner, Business Manager, LREA
Weichert, Realtors - Integrity Group Port St. Lucie
<https://newstartflorida.com/>

Shaun Binner