



43° NORTH  
REAL ESTATE

*A New Direction in Real Estate.*

# Visualize Change

Embrace Challenges.



no thinking is done in here.

43° North Real Estate is focused on creating results through change. We don't think inside the box...or outside the box...we think about everything we can do in a whole new way. Our solutions are unique and our ideas are intelligent strategies to address complex problems. We strive to create change, to master our tasks, and to operate at the pinnacle of our abilities. We change the world around us, we focus on the future and we create lasting communities. We build a legacy for our clients and ourselves while always holding to the values of ethical business practices, integrity, and trust.

*We embrace the challenge to be different.*

**43°**NORTH  
REAL ESTATE

# Community Driven

Selling A Dream.



Understanding what it means to truly embrace a community is what sets us apart. We create culture in every project we are responsible for. By focusing on the concept of lifestyles, we are able to illustrate to potential buyers what it will be like to live in one of our communities. We bring people together to enjoy life.

We believe that when people get outside and meet their neighbors, they enrich the community that they live in. By creating a rich and vibrant atmosphere, it creates a contagious energy that lures others who yearn to be a part of something special.

*We help build communities of lasting value.*



# Strength = People

Our Strongest Asset



Strategically creative solutions for a changing marketplace are what we specialize in. What was once done before is of no use to us now. Our marketplace is ever changing and evolving and we are up to that challenge. In fact, we thrive in conditions like these. Consistently we rise to the challenges of a changing market. **We are a fast & nimble ship that can change course on a dime and react to market conditions in real time.**

We can do this because our core people are strategic thinkers with over 100 combined years of Real Estate experience. Our group consists of people from varied backgrounds and educational bases... but we all share one thing in common - we are driven to out-perform our competition in everything we do.

Ethical | Visionary | Results Driven

the power to change the world around you  
comes from the simple act of taking

time to think about how it can be done better.

THINK!

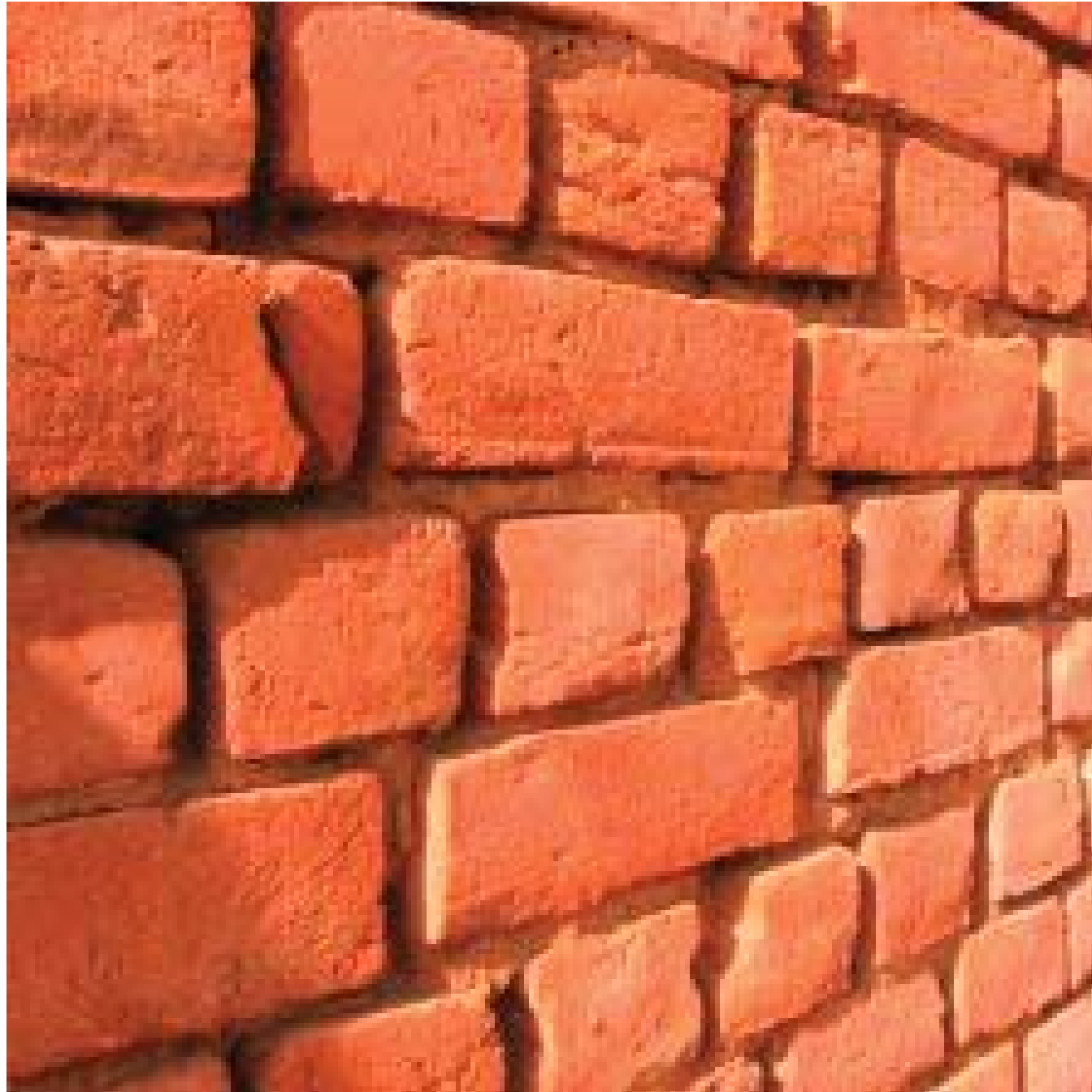
# Who We Are

Strategic | Focused | Different

## 43° North Real Estate is:

- We are experts in Real Estate, dedicated to representing Buyers
- We are a virtual, web-oriented, information resource to BUYERS
- We use technology to our advantage - others fear it, we embrace it
- We are masters at selling New Home Communities and New Construction
- We have a unified sales team - all members have situational awareness at all times
- We provide ongoing education and training to all of our members
- We have sold high-end and starter homes. We have sold Recreational Properties and Development Ground. We have sold condos, town homes and everything in-between. We are experienced with every product type and product mix you can throw at us
- We work with the top Builders and Developers in the Valley
- We are master marketers and event oriented
- We are relationship focused-we know everyone... and everyone knows us
- Above all else we are ethical - our agents are held to the highest standard





**New Construction Consulting is the New Home Division of 43° North Real Estate**

Our Mission:

*To leverage the experience of our New Construction Specialists in Boise, Idaho to the advantage of our clients by rendering objective opinions based on knowledge of the Boise Valleys top communities and builders.*

The sales team is born of a culture that fosters adaptive, outside the box, budget conscious solutions allowing our agents to be decision makers. Our team leverages this experience to minimize client anxiety while carefully crafting the marriage of the buyers ideas to a builder whose purpose is to provide thoughtful architecture in a manner consistent with the realities necessitated by land & budget. Our adaptive philosophy is conducive to the buyers natural investigatory inclinations, and people become immediately comfortable when they realize all options are on the table, that expectations are well defined and that the people they just met have answers. Making decisions quickly, having answers now, ball parking pricing at weird hours of the day is congruent to our buyers schedules, and a society that demands efficiency & convenience.



heat up your brand.

# FIREBRAND

Strategic Design and Integration

## **43° North Real Estate & FIREBRAND - A cohesive marketing machine**

Jeff's background in MARCOM gives him the unique ability to approach every project as a brand-building exercise. Communities that are marketed by 43 Degrees North are backed by the marketing expertise that comes with this background. By not having to hire multiple outside consultants (and having to absorb the costs associated with these folks) Jeff and his team can initiate, create, and execute marketing campaigns of the highest caliber quickly, efficiently, and at a tremendous cost savings to the clientele.

Jeff Martel is the Strategic Director and lead designer for FIREBRAND. Jeff has worked for national and multi-national marketing agencies both in California and Idaho. He was a senior Graphic Designer and project lead working on Packaging Design projects for Hewlett-Packard and was responsible of every phase of production for HP's LaserJet, ScanJet, and Photosmart product lines. Jeff has worked on Branding, Identity, Advertising, and Packaging projects for clients such as Microsoft, Hewlett-Packard, Frontier Natural Foods, Con-Agra, and multiple small to mid-sized companies.

Jeff holds a Bachelors Degree in Graphic Design from The Academy Of Art College University in San Francisco, CA and has over 13 years of experience in Marketing and Advertising. Jeff's design work has been featured in multiple trade publications and he has experience in every aspect of marketing and design.

[www.brandexplosion.com](http://www.brandexplosion.com)

# How It All Works

A Marketing Engine



What sets 43 Degrees North Real Estate Apart from the rest of the field is our integration of Marketing and Real Estate Sales. In today's marketplace you need answers now and you need strategic solutions to complex problems.

The following highlights our differences:

- We understand what it takes to build a community brand
- We integrate with the greater MLS Community flawlessly
- FIREBRAND and 43 Degrees North Real Estate are a seamless partnership
- We have the ability to create any type of marketing collateral in-house
- We are web 2.0 masters - we understand how the internet works
- We embrace technology and new ways of doing business
- We are a people first organization - work ethic is paramount to our business
- All team members within 43 Degrees North have situational awareness



## Jeff Martel - Broker/Marketing Director



Jeff has seemingly been in Real Estate his entire life by watching his parents become successful Real Estate investors while growing up in the San Francisco Bay Area. This experience inspired him early to learn what it takes to make it in Real Estate. Although Jeff decided to take a different direction in College and study Graphic Design and Marketing - it somehow always comes back to Real Estate. As the Marketing Director of 43 Degrees North Real Estate, Jeff's sole mission is to make our clients properties look good. From Print, to Media, to Web, he understands how to create memorable marketing campaigns that translate into sales. Jeff holds a Bachelors degree in Graphic Design from the Academy of Art College in San Francisco and has been trained in multiple disciplines for marketing. Jeff has also worked for national and multi-national marketing agencies both in California and Idaho. Jeff has worked on Branding, Identity, Advertising, and Packaging projects for clients such as Microsoft, Hewlett-Packard, Frontier Natural Foods, Con-Agra, and multiple small to mid-sized companies. He draws on his vast background of experience to create solutions for our clients that help promote projects in a cost-effective and successful manner that generate results. Jeff has the ideas that help grow our clients business, increase market-share, and make a statement.

After transitioning into Real Estate full time 5 years ago, Jeff has helped many clients realize their dream of Home Ownership. Jeff has the unique experience of planning large scale residential communities right from the start, working closely with clients to create lasting communities with true value. As the Designated Broker of 43 Degrees North Real Estate - Jeff holds all of our agents to the highest ethical standards and work ethic practices.

## Joe Grubiak - New Home Sales and Community Manager



Joe's passion for the Idaho Lifestyle was born as a fly fishing guide working around the Grand Teton and Yellowstone Park Ecosystems. Real Estate became a natural segway to continue his passion for the outdoors and beginning in 1999 Joe served as sales manager for Idaho Land & Wilderness Corporation, a division of Red Creek Land Company / Red Stone Properties...a national company specializing in the acquisition, development and sale of large rural residential and recreational acreage properties throughout Central and SW Idaho including: the 18,000 acre TWIN RIVER RANCH (Whitebird ID), 640 Acre WILDERNESS LAKE RANCH (High Valley ID), and 220 Acre DUQUETTE PINES (Idaho City ID). In 2004, Joe moved into residential Real Estate Sales with a focus on NEW CONSTRUCTION in the SW Boise Market. Representing many of the valleys top custom builders in some of the areas finest communities, and earning recognition as one of the valleys TOP PRODUCING NEW CONSTRUCTION AGENTS.

Understanding that ultimately people buy real estate from people, Joe is a pro at blending modern technologies with the time honored personal touch. In short, Joe understands that real estate is a relationship business and nobody works harder to impart their experience to the benefit of their staff and select clientele. In 2008 Joe Co-Founded New Construction Consulting with his partner Jeff Martel helping Buyers efficiently understand the nuances and personalities behind Boise Best Custom Home Builders and Top Developments. Joe holds a BA in Political Science from the University of Texas at Austin, is married to his best friend Holly and is a avid back country bush pilot!

**People Want To Do Business With People That Make Life Easier. That's What We Do!**

43° agents work in a TEAM ENVIRONMENT where EVERYONE BENEFITS FROM EACH OTHERS ACTIONS. This results in seamless 24/7 situational awareness regarding the needs of our builders/developers/clients/prospects, creating efficiencies of time, while maximizing prospect cultivation and ultimately client profitability.

**Our Mantra**

43° agents understand that OUR JOB is to CREATE OPPORTUNITIES FOR OUR BUILDERS, BUYERS & SELLERS. We will out-work our competitors on every level - we will provide unparalleled service and we will hold to the highest ethical standards in everything we do.

**To Learn More**

Our main brokerage site: [www.43re.com](http://www.43re.com)

Our new construction division: [www.NewConstructionBoise.com](http://www.NewConstructionBoise.com)

Marketing: [www.brandexplosion.com](http://www.brandexplosion.com)

**43°** NORTH  
REAL ESTATE

a culture of performance | a culture of results!



Ideas spark success

# Conclusion

Why we rule.

We are definitely not the biggest Real Estate company out there - but size doesn't matter (really it doesn't - ask anyone). What matters is will the company you work with stand behind you? Will they honor the commitments they make? Will you have access to the decision makers? Will you be happy? Will you be served?

When you choose to market your project with us - you get a full-service marketing think-tank dedicated to your success. We will live and breathe your project - we'll take risk with you and we'll share in the reward. We are a group of highly ethical, sophisticated visionaries who understand our marketplace. We live for this stuff.

Let's have some fun together.

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43° North Real Estate  
[www.43re.com](http://www.43re.com)  
7400 West State Street  
Boise, ID 83714