



“WHAT DOES THAT ‘MBF’ LOGO MEAN?”

The Master Brokers Forum

South Florida's Elite Residential Real Estate Agents

While reading local publications, you may have noticed that a number of the real estate agent advertisements feature a distinctive "MBF" logo. Perhaps you have also seen the logo on the web sites or business cards of some the area's most respected and well-known agents. If you are interested in buying or selling a South Florida home, you should take a moment to learn what that logo means, and why the agent is including it on their materials.

The MBF logo indicates that the agent is a member of the **Master Brokers Forum**; a unique organization comprised of the region's top-producing and most ethical real estate professionals. Membership into the MBF is by invitation only, and limited to agents who have generated outstanding residential sales volume for a minimum of five consecutive years, and who conduct business in the spirit of cooperation with fellow Realtors, with strict adherence to the National Association of Realtors Code of Ethics.

Established in 1993, the MBF provides its members with the opportunity to network and exchange ideas, stay at the cutting edge of the real estate industry and new products, and spearhead the identity of the best of real estate professionalism.

In a real estate market that is as dynamic and chaotic as South Florida's, you should demand a level of expertise from your real estate agent that rises above the ordinary. You should look for an agent who has a long, consistent track record of multi-million dollar sales in the market, as well as the respect of their peers. You should seek a professional who long ago chose real estate as their career.

In short, you deserve and should demand a member of the Master Brokers Forum.

For more information and a roster of active Master Brokers throughout the region, please visit www.masterbrokersforum.com