

LET'S TALK ABOUT SUCCESS.

CHRIS PREFONTAINE

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MEMBER PROFILE



Chris Prefontaine

Newport, RI

Founder, Smart Real Estate Coach

PUBLISHED TITLES:

Real Estate on Your Terms

With 25 years of experience and over \$80 million in transactions to date, Chris Prefontaine is a seasoned real estate veteran. He's built a robust family business mentoring real estate students across the country.

There was no need to sell Chris on the incredible benefits of becoming an author. Publishing a book had "always been a goal of mine. I knew it was a phenomenal tool to create the ultimate attraction marketing." Chris says. With a tenacious goal to stimulate "1,500 real estate transactions by 2022 around the country with his Associates," he decided to move forward with writing a book.

Armed with Advantage as his publisher, Chris released his best-selling book, *Real Estate on Your Terms: Create Continuous Cash Flow Now, Without Using Your Cash or Credit* in 2017. "With Advantage's bestseller campaign, we hit bestseller status, no problem." The book has served as a powerful lead magnet for new clients. Over a quarter of those who request the book go on to become clients.

When asked why he chose Advantage|ForbesBooks over other the myriad ways to publish, Chris explains, "[Advantage] understood attraction marketing... and had an [crystal] clear system outlined and executed." In describing his publishing experience, Chris highlights the value of his Authority Marketing Blueprint Day experience, "The [AMBD] was a marketing creation day in and of itself, and if we didn't publish a book, it would have been well worth the cost, just with that."

"It's not even measurable, the amount of new business [that came from publishing a book], and the doors it opened by way of podcast and radio interviews, and the speaking engagements it created," he raves. He describes Advantage|ForbesBooks as "a super proactive company [that lends] huge credibility to its authors."

SUCCESS BY THE NUMBERS

4

**AVG. MEDIA
APPEARANCES
PER WEEK**

2x

**INCREASE
IN CLIENT
CONVERSION RATE**

50%

**INCREASE IN BUSINESS
GROWTH YOY FOR
LAST 3 YEARS**

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