

Pauline Longdon presents...



**“Cash In On The
Cognizant Consumer:
How To Laser Target Them,
Respectfully Take Their
Money and Make Them Rave
About The Experience!”**



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Who is Pauline Longdon?

(The Copy Alchemist)

If you are not familiar with Pauline Longdon, she is an Emotional Direct Response Copywriter and Marketer, who has crammed a decade of copywriting experience into only a few short years.

She has made the transition from retired Army Nursing Major to a complementary therapist, businessperson and now as a well-paid, in-demand professional copywriter.



Pauline uses her vast life experience and natural communication style to translate her client's heartfelt and mindful ideas into meaningful marketing messages.

She has actively sought out opportunities to expand and accelerate her development as a copywriter and marketer. Pauline has learned from and worked with some of the best marketers and copywriters in the business, such as Dan Kennedy, Drayton Bird, Alexi Neocleous, Scott Haines, Ted Nicholas, John Carlton, Clayton Makepeace, Mike Morgan, Chris Haddad and Carline Anglade Cole. She has even been personally mentored by Lorrie Morgan, Trevor "Toe-Cracker" Crooks and Parris Lampropoulos.

Mal Emery was one of the first people to recognize Pauline's writing ability and asked her to join his coveted copywriting team. She blew him away with her first-ever "Shock and Awe" Pack and she continues to do so. Mal Emery is well known for his no B.S style of critiquing. Often documents have more red pen on them than black ink. To have a Mal Emery Critique with only "ticks" and short comments is rare indeed... yet, for Pauline, it is a common occurrence. She has never been given a client or an industry she couldn't write a winning marketing pack for.

Pauline has managed to catch the eye of many of the copywriting veterans around the world. Her grounded personality and solid character make her a pleasure to work with.

She is now an A-list copywriter and marketer.



"...Pauline Has That "IT" Factor!"

"I've been in the Marketing Industry for over a decade as a world-class copywriter and strategist.

When you've trained thousands of copywriters as I have, you start to know which ones have raw talent and which ones need some extra help.

Pauline has that "IT" Factor I've rarely seen in professional writers who have been doing this for eons.

She grasps exactly how to make her product shine while racking up high conversions for her clients.

*She's **naturally savvy** on so many levels.*

Highly recommend her work."

- Lorrie Morgan , Red Hot Copy



"Cash In On The Cognizant Consumer: How to Laser Target Them, Respectfully Take Their Money and Make Them Rave About The Experience!"

I know the title of this report may sound manipulative. I mean, "cash in" makes it sound a bit like business, doesn't it?? But isn't that the purpose of business? To find a starving crowd, give them what they want and make money?

Of course, there is a set of ethics that goes along with the money-making part, such as delivering what you promise. But frankly, when you make money in business, you are cashing in on something or someone!

Now that's out of the way, allow me to congratulate you. Funnily enough, some people didn't like the title of this report and didn't download it because of the name. That's unfortunate because they miss out on information that would have assured future riches from the cognizant consumer.

You weren't like them. You take your business seriously and take every opportunity to give yourself an advantage. So well done!

Now, let's get down to business...

The modern-day consumer is more cognizant and conscious than ever before. For the marketer, copywriter, and business owner, we have to be more aware of what we do when selling.

You may be reading this thinking, "what is a cognizant consumer?" and that's a great question. (Please note I used to call them "Conscious Consumers", but that name was hijacked to mean something different.)

Let's start by revealing what they are not. They are not:

- Tree hugging hippies
- Hipsters
- New Age healers
- Psychic readers or
Conspiracy
theorists

They are people just like you and me. In fact, you are probably a cognizant consumer, and you don't even know it. (I know I am, which is why I know so much about them.)

So, before we dive in too deeply, let's quickly define the word "cognizant"

1. Knowledgeable of something, especially through personal experience
2. Aware, informed, or conscious of something



3. Understanding or realizing something

Now the next question you're probably asking is, "why would we worry about the 'cognizant.' consumer?" Isn't this just a passing phase that'll go away soon then we can get back to 'real' selling?"

Well, that's what traditional marketers said about knowing how to sell to women.

They foolishly ignored an emerging trend and felt the consequences of their inaction. Some became the walking wounded and were able to recover slowly over time. However, many others became as extinct as the dinosaurs they truly were.

The reason because women now make over 85% of all the buying decisions and influence the rest. The fad or phase hasn't passed, and it looks to be getting stronger.

To not consider the cognizant consumer would be at the peril of your business and future reputation. So, although it may seem a little "woo-woo" or "out there",... it's not! It's business, just a little different than what you're used to.

Let me explain.

The problem we have today is, our prospects are veterans at being sold to. With many totally jaded or fatigued from the experience. So, when we sell, we never truly start the sales process at zero.

As Dan Kennedy says

"We Don't Sell To Virgins!"

Even before we start selling, we are sitting at a minus number and depending on the industry (think of Real Estate Agents or Used Car Salesmen), you could easily be at minus 1,000,000!

Of course, knowing exactly who you are marketing to and their level of awareness (like Eugene Schwartz discusses in the brilliant book 'Breakthrough Advertising') is critical. But these days, we also need to consider their level of consciousness and awareness.

The tools we have in our magical bag of persuasion can end up being a double-edged sword. Used in the right way, the prospect trusts you, buys from you and will continue to do so provided you give them a reason to. However, use them the wrong way, and they can have a negative impact on your immediate and future success.

You see, the cognizant consumer is looking for more than the best price or the best customer care because these should be the minimum standard they receive anyway.

These consumers are looking for more from the businesses and companies they deal with. To help you know exactly what they want and expect from you, I've compiled a list of the top needs of the cognizant consumer.

So here they are...



Need #1: Be Purpose Focused Not Profit Driven

They want to know your purpose why you do what you do?

The cognizant consumer understands that you need to make a profit to stay in business, but the profit needs to:

1. Not be at their expense
2. Be used mindfully and
3. They need to approve of the cause or purpose

They want to know what you support and what you don't. Therefore, **you** need to be clear about what you support and don't!

A past example of this was when Walter Palmer, the Dentist, shot and killed a Lion called Cecil on a hunting safari in Zimbabwe (in 2015). You might remember it was plastered on social media for at least a week and made it to the mainstream media.

Dr. Palmer's practise was shut down due to the sustained efforts of people who were appalled by his actions. This is not the actions of the cognizant consumer but more of a mob "justice".

Where the cognizant consumer comes in is in the direct disdain and collateral damage. If they were already clients of Dr Palmer and disapproved of his hunting, they would immediately find another dentist.

If they weren't clients of this dentist but had a moral objection to his actions and then found out someone they dealt with did a similar thing, they would stop doing business with them.

This happened to Go Daddy. The CEO, Bob Parson, is a hunter. Because of what Walter Palmer did, pictures and posts started to pop up everywhere showing him with a dead elephant that he had shot. His personal life has tarnished his company's reputation and

Cognizant Consumers Took Their Business Elsewhere!

And they started to look more closely at who they were doing business with.

So, what you do is important to the consumer, even if it is their business or not.

The cognizant consumer wants to know (will find out) how the profits you make from them are utilized. And if they disapprove, they will boycott you.

Take, for example, Gloria Jeans, a coffee chain in Australia. People in the GLBT community won't go there because the company made a sizable donation to the Australian Christian Lobby. This group opposes same-sex marriage. Gloria Jean's tried to explain their actions, but the cognizant consumer had already moved on.

Companies that use Palm Oil are boycotted (unless it is sustainably grown) due to the destruction of vital Orangutan habitats.

And then we have the chocolate maker Cadbury's. This company is continually upsetting



consumers by reducing the size but not the price of their products and changing ingredients (they briefly switched from cocoa butter and used Palm Oil. Not using the actual ingredient that makes chocolate, chocolate! The horror!!)

Consumers Are Not Stupid And Should Never Be Treated As Though They Are!

Banks that fund mining will lose customers who are environmentally aware. Café's or mothers and their supportive friends will boycott restaurants who disapprove of breastfeeding in public.

This may make you think, "so what?" or think that it is not a big issue. If you're a business owner, that kind of thinking could be dangerous to your future.

I am sure Walter Palmer has a lot of regrets about that hunting trip, and so would his employees. You see, what you do doesn't only affect you. It affects everyone around you!

This is something the cognizant consumer knows all too well.

When you know the answer to these questions, "What is your purpose? Why are you in business? Why do you do what you do?" and weave them into your business message, the cognizant consumer will happily engage with you and give you their money.

Need #2: Be Customer Focused Not Product or Company Focused

The cognizant consumer is no different from anyone else when it comes to "*What's In It For Me*" (WIIFM). However, they want more than your best, because that is the minimum of what's expected of you.

Where they differ is the cognizant consumer would seriously question why you're in business if you are not doing your best.

They expect good benefit-driven marketing and want compelling "reason why" marketing. Why should they buy from you? What do they get when they do?

One company that does this well is Apple.

When they market their products, it's not about the products. It's about the customer and their experience.

Think about how they make the product fit into the consumer's life, not the other way around. In fact, they do this so well, their customers then become avid fans. Sure, there are some who "unsubscribe" from their tribe, but they were probably on the fringe of Apple's avatar anyway.

The Mac versus P.C. (remember "*Hi, I'm a P.C.*," "*Hi, I'm a Mac*") campaign is a great example of



them honing into their target market and giving them what they want.

From their advertising campaigns to their stores, Apple knows exactly what their customers want, and they give it to them. Their products are all about lifestyle, status, and experience. There are no accidents that these are precisely the needs of the cognizant consumer.

Even with Apple as a company to model off, many companies still concentrate on themselves and what they **want** the consumer to want. This approach doesn't work on the cognizant consumer.

They Want To Know What They'll Get From Dealing With You

The cognizant consumer also wants you to change not only their lives but the lives of the greater community.

If you need to concentrate on your product or business, chances are, you don't know enough about who you are selling to.

I had a client in the New Age space, and you'd expect this crowd to get this, but they didn't. I researched the avatar, wrote to them exclusively and addressed all their wants, needs and desires. But apparently, there was one desire I missed my clients need to talk about themselves incessantly.

They "improved" the copy, so it was more about them, inserting information and stories that were bragging and boastful. They completely missed the mark, and the results we had originally hoped for never happened. (Of course, my copy was blamed, but *my copy* was never actually tested. The client's copy was the one that was tested, and it failed the "What's In It For Me?" test.)

A simple way to move towards being customer-focused is to use the "So what?" question. You simply ask, "so what?" after any claim or statement you make to ensure they are customer-focused, not product/company focused.

It may be a bit of an effort at first, but it's one that will be rewarded by the cognizant consumer time and time again.

Need #3: Value-Driven Not Price Driven

No matter what they are buying, every customer wants value for money. And when I say value, I don't mean what it is physically worth. I mean what it is worth to them, and this is important to understand.

Unfortunately, many businesses are still price-focused and driven. They see the dollar signs and forget about the invisible value of connection and consideration.

It's not all their fault, though. Our society is incredibly price-focused because that is how they have been trained by businesses. It's a catch 22 situation! They will price shop to get the best



deal and search the web for hours to get the lowest price.

Discounting and being price focused is a quick way to the bottom, and the death of your business.

However, to the cognizant consumer, the price is still important, but not as important as the value they receive.

There is a saying in sales, "If the customer is concentrating on the price, you haven't done a good enough job in selling them the benefits."

To take their eye off the price, you need to give them enough value. Then they will pay what you ask (but be warned, don't overcharge just because you can. They will notice this!)

So, what kind of value do they want?

They Want Experience And To Know You Have Considered Their Needs

Here's an example

I was camera shopping with my Father. He had his eye on an Olympus, and it was a little more than he expected to pay. We asked if the salesperson could do a better deal (as I said, we all want the best deal we can get), and they did the whole "let me just ask" routine (after trying to persuade us to get a cheaper Canon or a Nikon instead.)

The salesperson returned with a pleased look on his face. He informed us he could "knock" \$50 off the price! (The problem with this sales tactic is the consumer instantly thinks the camera was overpriced by \$50 in the first place!) My dad wasn't too impressed with this because it wasn't about the money. He had in his mind that he wanted at least a camera bag and a spare battery if it was possible.

We explained to the salesperson that a camera bag or an accessory pack would be a better deal because my dad was taking the camera on a trip to Africa. He wanted to make sure the camera was protected, and he didn't want to have to try to recharge the battery all the time.

The salesperson was perplexed and just kept saying that he had already taken \$50 off and it was a great deal. (Sales tip the customer tells you if it's a great deal, not the other way around!)

We said that the camera bag and battery would be instead of \$50. He couldn't comprehend why we didn't want the \$50 off (because it was more!)

What was happening was a miss communication of needs and value. The salesperson was price-driven, and we were value-driven. We were stuck with nowhere to go!

So, we did what any consumer would do we went to another store.

At the new store, they already had the spare battery in the pack, the price was the same. My



dad ended up getting a camera bag and paying a little extra for a memory stick he needed.

Essentially, he paid more at the second store, but he received exactly what he wanted. He was happy with his purchase (although it cost him more) and is busy enjoying his new camera.

To sell effectively to the cognizant consumer, you need to work out what is important to them.

Can you give them something that has a high perceived value but is low cost to you? How much would a camera bag be worth to the retailer? Not much!

But How Much Is That Same Bag Worth To The Consumer?

Not to mention the gesture of “giving” them something they need anyway.

See, this is where businesses and companies get it wrong. The value you deliver doesn't have to cost you much at all. Business owners freak out, thinking value has to be expensive.

Here's a great example

Do you know how much the toy in a McDonald's “Happy Meal” is worth? Probably a few cents if that!

But what is its perceived value? It is enormous, and when it is part of a collection, it's priceless!

This is a great example of taking the consumers eye off the price and selling the “value.”

What is the cognizant consumer, “Happy Meal Toy” in your business?

Need #4: Use The Right Language

When I say use the right language, I am not talking about swearing or trying to polarize people.

What I am talking about is using the pushing, force-based language you use with males and the pulling, attraction-based language you use for females.

This is why you need to know exactly who you are marketing to.

Usually, males respond positively to challenge copy, e.g. “You're a pussy if you don't join us today. How can you even look into the mirror and call yourself a man?” type of statements. The hard sell works well on males.

But don't try that on a female! Females respond to softer copy, e.g. “When you join our



community, you will be supported and surrounded by other women like you.”

When it comes to the cognizant consumers, they may be both male and female, but one thing they all hate is the hypey, hard sell.

Challenge copy will be challenged back or ignored completely. They prefer the softer, more mindful copy (even the men.)

This is important to know because the female-oriented copy works well for this market.

The funny thing is, even to this day, many advertisers still talk to women as if they are men because they can't do it any other way (and ignore the cognizant consumer completely!) They must have missed the memo about women making over 85% of the buying decisions and influencing the rest. Don't worry, it's not our problem!

Now, when I say softer, mindful copy, this doesn't mean you water down the sales pitch, or worse still, not make one! You just don't challenge women or try to shame them into buying.

Why?

Well, “pissed off” women won't buy from you and will purposely buy from your competitor just to make you suffer! (We can be bitchy like that! As a woman, I can say this.)

You also don't want to make women angry because their buying decision can influence hundreds of people.

Here's a great example

Not too long ago, I was talking to a speaker who was visiting from the U.S. He had just run out of toothpaste and was in a bit of a panic. He asked me if we had Crest toothpaste in Australia.

I had to tell him the bad news we don't have Crest down under!

He Was Devastated!

I made a few suggestions, but he had his heart set on using Crest and only Crest! I

asked him why he was so dedicated to his brand of toothpaste.

He told me that his Mother had given him Crest as a child, and it was all he has ever used. In fact, he tried to make his wife change brands (she wouldn't). His Mother had been given Crest by her Mother. And it went back one more generation from there.

This company who had nurtured and then triggered a buying decision in a woman back in 1955 (when Crest first hit the market) was still reaping the rewards some 60 years later!

The headline on that ad was “Look, Mom — no cavities!” This company knew exactly who was going to buy their product and what was important to them! (What lovely pulling,



attraction based words!)

This relates back to the cognizant consumer perfectly.

A friend of mine told me about a few emails he'd received. The subject lines were "Quite frankly, I'm confused!" "I can't believe you haven't joined up yet!" and "What are you waiting for!"

These subject lines are modelled off direct response headlines such as "Quite frankly, I'm puzzled", and there would be a puzzle piece attached to the top of the letter. The physical mail pieces worked a charm, but the email subject lines lack context. And another problem with the email is, it's all about the sender.

My Friend Instantly Unsubscribed From These Email Lists!

Why?

Well, if the sender is confused, how do they think they can help anyone else! This is the first thought of the cognizant consumer.

These kinds of subject lines have been overdone, and if you offend them, the cognizant consumer will unsubscribe from your list quick as a flash. Sometimes that is a good thing because it cleans your list, but if most of your market are cognizant consumers, then you risk losing your list!

Perhaps a better subject line could have been, "Can you help me understand something?"

What you say now will have lasting effects beyond your expectations.

Can you imagine how many people in that speaker's family use Crest toothpaste because of the buying decision of one woman in 1955??

What words will you use to have that kind of effect on people?

Need #5: Be Honest And Don't Fake It

This is simple, don't promise what you can't deliver!

I see a lot of marketing campaigns with outlandish promises and making dangerous claims. There are regulators who will shut you down and consumers who will never believe you again. It is not worth it.

The cognizant consumer will see this kind of "fakery" a million miles away. And they have a very highly tuned B.S. detector which will make things difficult if you are incongruent with your marketing.

Here's a great example...



A while back, I had a client who wanted me to create a marketing campaign for his business. His business was being threatened by a multinational store that had moved into his area. The locals were extremely excited about the new store in town.

The client wanted me to make the campaign a “shop local and keep your dollars here” type of deal. This was an easy task for me to do.

To help him grow his list, I suggested he do a prize draw as an ethical bribe to encourage people to leave their details. He loved the idea.

I wrote the campaign ad, researched his area to find the perfect prize (it just so happens I grew up in the area, so I knew the area and locals well).

When I suggested the prize, which was popular in the local area, he scoffed at me and said, “the locals don’t want to win a prize for this crappy area. They want to go to Sydney and spend a weekend up there. I’ll do that instead!”

Now, I’m not sure if you see what he did there, but I did, and I warned him against it. To send the prize winner to Sydney was incongruent with his “shop local” message.

He proceeded with his “shop local” campaign with the free weekend in Sydney. The campaign bombed, and he blamed it on my copy. (You have to blame someone, don’t you!)

Being congruent with your message and market is vital with any consumer but even more so with the cognizant consumer.

Years ago (2012), the Madden Brothers from Good Charlotte were the poster boys of Kentucky Fried Chicken (KFC) in Australia.

But there was a problem. Up until then said they were vegetarians. One of their band members, Billy Martin, had been given the “Vegetarian of the year” award.

The Cognizant Consumer Called B.S. On This Straight Away And Things Became Messy!

KFC lost customers, and the Madden brothers lost fans.

Another factor some business owners try to fake is testimonials. I have only one piece of advice about this if you have to make up testimonials, then you need to get out of business. It is simple to ask your current clients for a testimonial or if you have a new business, think of another way to get the proof you need.

It’s not that hard.

I recently launched a product on ClickBank called “Manifest Your Man: Heal Your Hurt, Get Your Goddess Back and Learn To Love Again!” I knew I needed testimonials for my marketing but it was a new product. To get the testimonials I needed, I ran a (free) beta test with 27 women so I could:

- ☐ Test the program and



□ Get testimonials

It worked a treat! I had all the testimonials and proof elements I needed for my marketing for the cognizant consumer. They bought the proof and the product!

The next factor you never want to fake is empathy. When it comes to marketing and copy, a lot of people fake empathy in their writing and it is obvious.

There is an insincere disconnect that sends people running. The way to have true empathy with your market is to put yourself in the position of the client.

As a copywriter, I find it hard to write for the retirement market. Not because I can't. It's because when I write about pensioners, I totally immerse myself into every aspect of their day to day life.

It Breaks My Heart That So Many Live Off So Little!

I can tell you there are tears flowing as I write, which makes for convincing and connecting copy. I even created "The Tea Bag Retirement Test" for a client and I can't look at tea bags the same way now.

Just quickly, "The Tea Bag Retirement Test" involves knowing how many times you can reuse a tea bag before you have to throw it away or add another one to get a decent tasting cup of tea. You'd be surprised at how many pensioners do this. If you don't do this, you have passed the test, and you have a bit of money to fund a good life and retirement.

True empathy leaves a huge impact on the reader. Fake empathy leaves an empty, almost "ripped off" feeling in the reader. Don't fake it.

My video sales letter for "Manifest Your Man" is dripping with empathy because many of my friends are in that market. Their pain and frustration are real, so the copy needs to be real as well. There is no faking anything in that market!

So, there you have the 5 top needs of the cognizant consumer.

I hope this report helps you to understand how to connect to the needs of the cognizant consumer.

The consumer is now more aware and awakened than ever before. They don't fall for the fakery. This is why it's so important to know how to truly connect with them and still be able to make the sale.

The Cognizant Consumer Is Cashed Up And Ready To Buy... From The Right Person

They won't begrudge you making money, but they don't want to be treated like a cash cow either.

I had a client who wanted to tap into the "Pink Dollar" because there was a ton of money to



be made.

He asked me to create a campaign so he could get his share of this lucrative market. I asked him what he was offering them and what they would get from dealing with him.

He hadn't thought about it and didn't care. He wanted me to not overthink it and just "come up with something to get him some of that *pink money*!"

It was clear to me he would fail to meet any of the needs of the market, and the campaign would be a dismal failure. If I write crap copy, I am happy to wear the consequences, but I know from my extensive training that even the best copy cannot carry a bad offer!

We didn't work together because I know how powerful my words are, and I don't want to help business owners "rip off" people.

The cognizant consumer is real and growing in numbers.

They expect more from you as a business owner, and when you give it to them, you have a customer for life. Your careful consideration of their needs will result in loyal, raving fans.

Now you have the insider guide to their top 5 needs. You can start to connect with the cognizant consumer and start to reap the rewards.

Happy connecting!

Write to the heart and mind,

Pauline Longdon

"The Copy Alchemist"

www.TheCopyAlchemist.com

P.S. If ever you need help in creating your mindful marketing message... I offer a range of services, including:

- Freelance Copywriting Services: Wherever you need words that compel people to take the action you desire.
- Copy Strategy Calls - To identify and zero in on your market, Story development etc.
- Copywriting "CriTweaks" - I'll rework your current copy and fine-tune it so you can increase your conversions
- Copywriting mentoring

To book any of the services above, email me at: **Pauline @TheCopyAlchemist.com**



"...A True Asset To Any Company or Business"

*"Pauline has been writing on my copywriting team for the past 2 years, and in this time, she has been a solid, reliable writer **producing countless winning marketing packages**. She continues to blow me away with her grasp of marketing ideas and the way she seamlessly applies them to the written word.*

*I know that whenever I give Pauline a project, it will be done in a timely and efficient manner... and always to her consistently high standard. **In fact, when I critiqued her first project, she surprised me because I barely needed to use my red pen.** Now days, I don't even get it out of the draw.*

*It has been a pleasure to watch Pauline become **one of Australia's Top Female Copywriters**, if not in the world. She is an extremely versatile marketer/ copywriter and has written for over 34 different industries since starting on my team. Her willingness to dig deep when she researches an industry, combined with her ability to find the exact emotional triggers, ensures **her copy hits the mark every time**.*



Pauline is a pleasure to work with and a true asset to any company or business she works with."

Mal Emery *Australia's Millionaire Maker*

"...The Best Of The Best"

*"Pauline's commitment to her work is unparalleled. From the first initial contact with her, I knew she was going to give 110% to the job. Her excitement really **made me feel at ease** and that we had given the job to the right person!*

Communication was a slight concern for me as we are in different states; however, Pauline was always able to be contacted and would always get back to me as soon as possible. If she couldn't be contacted for a few days, she would give me as much notice as possible.

*Her work is **the best of the best**, and you always feel like you can speak freely with Pauline if there are ever any changes or issues you have. Working with Pauline is a pleasure, and it feels **more like a partnership**. She is extremely reliable and really went above and beyond for us. I highly recommend her and her work. Thanks, Pauline!"*

Jeacinta Martino *Martino Property Group*

