

The Iconic Agent Damon Greene, with Real Broker, Spotted at The Viceroy in Clearwater Beach Florida

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New construction marketing veteran Damon Greene, a real estate agent with Real Broker LLC, who specializes in new construction marketing and sales, was recently spotted at the highly anticipated Viceroy Residences in Clearwater Beach, sparking speculation he?s planning an exclusive broker presentation for the luxury waterfront project where residences are priced from $2.5 million to $12.5 million.

Greene, who alongside partner Nathaniel Crawford of Black Luxury Realty are responsible for helping sell over $400 million worth of new construction sales since 2020. Rumors have it the duo may be organizing an exclusive lunch and learn presentation with Realtor Jamie Garlock from The Collective Team and several VIPs from Real Broker. The anticipated event would provide select real estate professionals with access to the exclusive Viceroy development, representing the only ultra-luxury waterfront residences currently under construction on Clearwater Beach and Florida's west coast at this exclusive price point with full Viceroy hospitality services.

The Viceroy Residences Clearwater Beach marks the brand's entry into an unprecedented level of fully serviced, resort-style beachfront living on one of Florida's most coveted locations. With only 86 sleek contemporary residences and over 25,000 square feet of indoor and outdoor amenities, the development is designed by renowned Randall Stofft Architects with interiors by Steven G.

Greene's involvement in the project fits perfectly with what he's known for: connecting real estate agents with premier new construction opportunities throughout Florida's most desirable markets. His company, The Iconic Agent, specializes in bridging the gap between traditional real estate practitioners and the new and pre-construction sales and developers.

In a previous interview, Greene stated, "I've had conversations with, and trained, thousands of real estate professionals in the last half decade. One thing I noticed is that agents don't think they can sell luxury new construction and preconstruction because they are afraid? or feel they lack experience. Secondly they treat new and pre construction like a traditional resale transaction. The agents feel they must be the expert and they take an adversarial approach to the sales staff. That is completely opposite from the reality. The sales staff is your bestie... your resource... your partner not your enemy. This is the reason we host the trainings we have and the broker opens we facilitate? to bring together real estate professionals and on site staff so that everyone knows how to work with eachother the right way... and they all win. One thing my partner Nathaniels says all the time... I can't sell all the real estate, you can't sell all the real estate, so we share what we share and do what we do so we all can win."

Greene's track record includes helping thousands of real estate agents navigate the complexities of new construction sales across multiple US markets. His agent-focused educational programs, and broker open/site visits have become highly sought after in the Dallas-Fort Worth area, Tampa Bay, Atlanta, and South Florida, with expansion into additional markets reportedly under consideration.

The Viceroy brand brings a distinguished pedigree to the Clearwater Beach project, with the luxury hotel and resort collection maintaining exclusive properties in destinations including Chicago, Santa Monica, Los Cabos, and Sugar Beach in St. Lucia. The brand's entry into residential development represents a strategic move into the high-end real estate market, leveraging its reputation for sophisticated hospitality and bespoke service.

The development's design emphasizes sweeping sunset views over the Gulf of Mexico, with floor plans ranging from two to five bedrooms crafted from premium natural materials and appointed with European appliances and fixtures. Eight exquisite penthouses crown the collection, offering the ultimate in beachfront luxury living with the signature Viceroy service standards that have defined the brand's global reputation.

The rumored exclusive presentation would be the latest in Greene's series of high-profile broker open and

learning events, which have become benchmarks for professional development in the new construction sector. The educational format typically combines detailed project overviews with market analysis and sales technique refinement, focusing on collaborative approaches between agents and on-site sales teams.

Real Broker LLC, Greene's affiliated brokerage, operates as part of a growing network of technology-forward real estate companies focused on agent support and innovation. The firm's emphasis on education and professional development aligns with Greene's mission to elevate industry standards in new construction sales through partnership-based approaches.

Greene and Crawford's agent-focused events have gained recognition for their comprehensive approach to new construction education, combining market insights with practical sales strategies that emphasize collaboration over competition. Their programs address the unique challenges agents face when transitioning from traditional residential sales to the specialized world of new and pre-construction properties. More details about The Iconic Agent?s New Construction Marketing Training and Events can be found at https://www.theiconicagent.com

The Viceroy Residences project stands alone in the current Florida luxury market as the singular ultra-luxury waterfront development combining this price tier with full-service Viceroy hospitality amenities. The development offers residents access to resort-style pools, spa facilities, private cabanas, and the anticipatory service standards that have made the Viceroy brand synonymous with luxury hospitality worldwide. Details about this exclusive project can be found at: https://www.viceroycwb.com

While specific details about the timing and format of the anticipated Viceroy presentation remain undisclosed, real estate insiders are buzzing about the potential event among Tampa Bay area professionals. The combination of Greene's reputation for fostering agent-developer partnerships, the Viceroy brand prestige, and the unique positioning of this waterfront luxury project creates a compelling opportunity for quality real estate agents seeking to expand their new construction expertise.

The broader implications of Greene's interest in the Viceroy project extend beyond individual sales opportunities, potentially demonstrating his continued commitment to opening doors to Florida's most exclusive new construction developments. His approach of creating collaborative relationships between real estate professionals and new construction sales and development teams has become a model for successful luxury and new construction marketing and lead generation.

Industry speculation continues regarding the scope and timing of Greene's involvement with the Viceroy project, though sources familiar with his previous broker presentations suggest the event will maintain his

signature focus on education and relationship-building between agents and on-site sales professionals.

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The Iconic Agent

We help realtors feel more confident in growing their businesses by exposing them to proven systems that allow them to tap into any residential new construction market.

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