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**Bob Bass**  
John L. Scott Affiliate Owner



### Why John L. Scott?

Bob Bass and his partner Craig Groves started Park Pointe Realty in Boise, Idaho in 1984. By the late 1990s, convinced that real estate was going the way of the Internet, they decided they needed to either build a program of their own or affiliate with a company that was already taking advantage of this exciting new technology. In 1999, a partnership with John L. Scott was born.



### A New Brand in an Established Market

Though John L. Scott had been around for almost 70 years at that point, Bass faced the prospect of introducing a new brand to the Boise marketplace. A long history of professional integrity, family values, and excellent client service meant very little to a population that had never seen John L. Scott's green "For Sale" signs, website, or advertising.

"John L. Scott helped us create a roll-out system to align their brand with our large inventory. It was noticeable that there was a new company in town," remembers Bass.

### Stong Brand. Strong Presence.

John L. Scott provides us with marketing tools and ideas that are timely and realistic," says Bass. "We take those and implement them in our own market. We can build on the John L. Scott brand, but make it more appealing to Boise residents. And we're free to do our own advertising and branding. We have the autonomy to manage our business."

"The John L. Scott brand is very strong, very credible. We're known throughout the state. That all started with a strong launch with the support of John L. Scott."

**John L. Scott** | REAL ESTATE

To discuss how you can become a member of the John L. Scott Network, contact us at 206-230-7600 or [franchise@johnlscott.com](mailto:franchise@johnlscott.com)

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