

A Comparison:

3 Types of Real Estate Companies

I. Traditional (*Shorewest, Coldwell Banker, Homesale, First Weber*)

Basic Philosophy: The Company is King! Traditional Real Estate Companies believe the most important factor in successful sales is the **image and reputation of the Company**.

Strengths: Lots of **money** to spend on the **company's** promotion. Often, a strong referral program that includes a **national network** of agents.

Weaknesses: Too many **"average" agents** with too many "average" listings – your home gets lost in the numbers. (Note: the typical agent is new and inexperienced.) Lack of personalized service and customized marketing. Your agent **does not control** the representation of your home, the company does.

II. Small Independent (*Premier Properties, The Real Estate Company*)

Basic Philosophy: A Local Touch is King! Small Independent Real Estate Companies believe the most important factor to successful sales is the **local knowledge** of the **local agent** you choose.

Strengths: Lots of **visibility** in the local market. Often, a **well-recognized personality** that may have a pool of potential local buyers.

Weaknesses: Little if any national presence – no ability to network nationally to obtain the majority of transferee buyers. Usually, very small offices with a small market share that is **dependent upon one key person**.

III. 100% Companies (*Realty Executives, Re/Max*)

Basic Philosophy: The Agent/Customer Relationship is King! 100% Companies believe that the key to any sale is the relationship between the agent and their customer. Therefore, the customer is invited to **play an active role** in the sale of their property.

Strengths: The best of both worlds! 100% Agents have a **strong local presence** and are **networked internationally**, with a group of their peers, **under the umbrella of a national brand**. Thus, an unparalleled name recognition. Only **strong, established agents** qualify for the 100% system, so there are no "average" agents allowed. 100% Real Estate Companies and their Agents sell more homes than all others – locally, and nationally! Your service will be **customized** to best serve your needs, because our goal is **"to help you get to where you're going on time"!**