

Boutique?

WWW.NORTHSHOREPROPERTIESREALTY.COM

- 1. Quality vs Quantity:** Instead of focusing on how many homes we list or sell, we concentrate on customer service. We understand that each client has different needs and we make their satisfaction our highest priority.
- 2. Teamwork:** Since we function as a team, there is no internal competition. We work as a close-knit group in the best interest of our clients. You have our entire office dedicated to your best interest.
- 3. Freedom to Market:** Since we are not bound by the same rules and regulations of corporate companies, we are free to design our marketing campaign to suite the needs of our clients. This gives us the go ahead to think outside the box without restrictions.
- 4. Exclusive hand-picked agents/highly trained:** Boutiques style agencies must consider the impact that the agent will have on their business. Since the culture of a boutique is super important to its success, agents are hand selected, closely supervised and receive on-going training.
- 5. Expand the Brand:** As a boutique shop we do not have the luxury of large brand name notoriety so rather than rely on name recognition alone we are eager to go the extra mile for you to "expand our brand".
- 6. Level playing field:** Since boutique firms have access to the same MLS as larger more corporate companies, your home will get the same exposure. That being said, your home will still be marketed on the major portals such as Zillow, Trulia, Realtor.com to name just a few.

