

What We Do Better



CLIENT FOCUS

Our clients come first. We represent their needs, and won't sacrifice what is best for a client in order to close a deal. We provide personalized service (every deal is different), and we are always available.

MARKETING

Personalized marketing plans that reflect our deep understanding of local real estate trends and metrics, using social media, well-designed print collateral, and professional photography and copywriting services.

PRICING

Our ability to price comes from more than 15 years in the Detroit market. We do not provide false or unrealistic expectations in order to secure a listing. We will always provide realistic, data-driven pricing that maximizes the sale price, and we understand the subtle nuances of the market in order to facilitate the best price. Our office consistently sells properties at the highest values.

DESIGN AND ARCHITECTURE

We are an office of architecture buffs, contractors, do-it-yourselfers, art lovers and aesthetes. In sum, we not only understand real estate but we also understand houses and buildings, design and architecture, historic restoration and gut-job renovations. We work closely with some of the city's top architects, designers and contractors, and are happy to share our knowledge, whether you are remodeling a kitchen or need a city permit.

NEIGHBORHOOD KNOWLEDGE

We know this city intimately – all the neighborhoods, not just the ones that are currently in-demand. We understand the nuances, character, advantages and risks of every neighborhood in the city. Most of our agents are Detroit residents and live in neighborhoods across the city.

CLOSING

The hardest part of every transaction is simply making it to the closing table. Our office has an intimate understanding of the challenges, and we are experts at navigating the process to a smooth closing. We are especially skilled at managing expectations, limiting surprises and finding creative solutions.

INTEGRITY

We have earned a reputation as honest and trustworthy. We are also well-liked and respected in the community and work well with other brokerages. This is important when you are competing against other agents' offers. Your offer has a greater chance of being successful if your agent is well-respected and has a record of bringing realistic, sound offers to the table.