



A Premiere Boutique Real Estate Company

WHAT IS A BOUTIQUE REAL ESTATE COMPANY?

Some of you may be under the impression that a “boutique” real estate company such as Red Diamond Realty, caters to high end real estate only, or too small to break into the competitive real estate market. In reality, these companies are extremely specialized businesses with a culture centered on customer service and professionalism. As a client of a Boutique Real Estate Company, you can expect above average representation in any transaction from a small lot to sprawling estate and everything in between. You will rest assured knowing that not only your Broker, but the entire office is working diligently to ensure a smooth and skilled transaction.

HOW IS A BOUTIQUE REAL ESTATE COMPANY SIMILAR TO A LARGE REAL ESTATE COMPANY?

In an age of technology, and where instant gratification is expected, a Boutique Real Estate Company such as Red Diamond Realty can offer the same if not more benefits than larger franchise firms. Boutique Companies offer the same Multiple Listing Service (MLS) representation as larger companies. Meaning, all companies have the same access level to the same properties whether representing a buyer or a seller. Online marketing offerings at larger companies and Boutique Firms are not equal. Red Diamond Realty does not just offer your home on sites like REALTOR.com, Homes.com Zillow and Trulia but on many others as well. Unique custom home websites are designed on each home listed. Much of the technology that REALTORS® provide their clients are provided through the MLS system. This technology is available to both large companies and boutique firms. Large Real Estate companies have high quality marketing products, just like Red Diamond Realty, a boutique company. Often, boutique companies are able to specialize their marketing even more than larger firms. Here at Red Diamond Realty we have a marketing department whose sole focus consists of marketing for our clients and company. Every agent on #RDR Team receives support and tailored made marketing for each property and client. Fun Fact this benefit is free and included in our Marketing Plan available to everyone who calls Red Diamond Realty their agent of choice!

SO WHY IS A BOUTIQUE REAL ESTATE COMPANY BEST?

Quality or Quantity

Boutique Companies know that each client has different needs. Instead of focusing on the number of homes they purchase or sell, the boutique company can concentrate on Customer Service and property specifics. The boutique company knows that your opinion has a more significant impact than at a larger company and will strive for your satisfaction. Nor is it chained by large company expenses, rules, or doctrines.

#RDR Team Support

The small close-knit group that a Boutique Company, like Red Diamond Realty, helps to facilitate the needs of each agent and therefore the needs of their clients. By choosing a Boutique Real Estate Company you can guarantee that the entire office is dedicated to your best interest, our team is always there to lend a helping hand.

Agents Are Hand Selected

The owner, Cyndi De Palermo with 35 years of Real Estate experience is working to cultivate a small and professional environment, which means only the best and most driven receive a spot on the #RDR Team. At Red Diamond Realty you can expect each agent to be proficient and dedicated to each client.

Passionate About Cultivating Company Brand

Unlike a larger company, Red Diamond Realty has something to prove and does not have a large brand name to use as a source of their worth. We are eager to show our ability to compete with a larger franchised firm.

Quicker Innovation & Customization

Large companies have more “red tape” and company regulations that restrict the ability of your agent to be innovative. Red Diamond Realty offers instant communication with the company owner who works in a close environment with her agents, allowing for quick and cutting-edge customization in marketing your home. Most marketing is done in house, so your agent will not need to wait for weeks before your home is represented in the market place. The headquarters are local and, in your community, not in another state.

#RDR Cause

Red Diamond Realty cares about the rights of buyers and sellers more than building a business empire. Our primary cause is not to build a business empire, but to be sure their community thrives through home ownership. The Red Diamond agents can be found sitting on local boards, volunteering and being active within communities and neighborhoods.

Your Community First

Your community is Red Diamond Realities community. We are committed to an economically sound, beautiful and welcoming community, because our business only does well if the community does well.

Call us at Red Diamond Realty

"Let's Get A Move On!"

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