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What Makes Us Different?

In the next few weeks we will be posting an informational series here in “The Pilot” highlighting our profile and our services that we feel set us apart from other agencies:

#s 7-12 See in last weeks “Pilot”

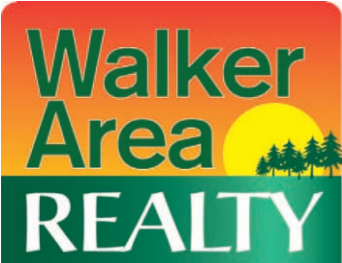
13. We are the only local agency that belongs to 3 Multiple Listing Services, giving our clients more exposure than any other company in our market. We are active members of the Greater Lake MLS (our local area MLS), the NorthStar MLS (a statewide MLS that covers most of MN and western WI) and the Northwest Minnesota MLS, NWMNMLS (includes the Bemidji area market and spans to the North Dakota border). We are the only local agency that belongs to the NWMNMLS. The Northwest Minnesota MLS is important because it covers Bemidji and surrounding area but also because many of our buyers come from North Dakota, especially Fargo and Grand Forks. We have found that a high percentage these ND buyers prefer to use NWMNMLS agencies to find the properties they purchase. We have sold many properties to ND buyers due to our membership in the NWMNMLS.

14. Our beautiful northern Minnesota vacationland, lake home market draws buyers from all over the US and is beginning to be noticed internationally. Therefore, we have recently added to our marketing a 4th MLS, the Worldwide MLS by ProxioPro. This MLS allows us to post properties on an international platform that is viewed by agents & buyers around the globe. This MLS provides us access to discrete, affluent buyers that are otherwise very difficult to reach. We personally have sold area properties to buyers from many states stretching from Florida to California to Alaska to Virginia to Colorado to Arkansas to Arizona and into Canada plus many states in between. We expect this new Worldwide MLS network to be very beneficial in exposing our beautiful vacationland to unfamiliar buyers and agents in the US and abroad.

15 - 20 See you next week in the “Pilot”

Please ask to see our many dozens of references!

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Rick & Nancy Schaefer

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