

# Launching a New Era in Valley Real Estate

One company's new approach to how people buy and sell homes may well be at the forefront of the industry's next major evolutionary step. And for many, it can't happen too quickly.

The PEM Real Estate Group, and more specifically their new PEM Premier Properties division, believes the time has come to create a new value proposition for their clients. Considering the state of our crippled economy and the stagnant housing market, people are beginning to rethink just about everything having to do with spending money.

It's that shift in thinking that drove PEM's founder Paul Mashni to reevaluate client expectations, satisfaction and perceived value pertaining to real estate transactions. His conclusions, and his new business model, may well surprise industry veterans and be the precursor of a new era in real estate.

"With the increasing complexity of regulatory mandates associated with home sales and financing, real estate agents of a generation ago offered clients a real and necessary expertise," observes Mashni. "But when the real estate bubble created an influx of under-trained agents delivering minimal service, it lowered standards across the board and agents became a commodity."

***PEM Premier Properties is confident that its clients can save as much as half the expense of today's typical transaction costs.***

Today's emaciated housing market has greatly reduced the number of agents, but hasn't yet forced significant change in either their compensation model or the way they do business. Mashni believes discerning buyers and informed sellers – especially those in High Net Worth markets – will seek, if not demand, a much higher level of service and professionalism.

He's also anticipating that at the same time client expectations of service are rising, their willingness to accept traditional fees and commissions is waning rapidly. It's a shift in consumer attitudes and expectations that PEM Real Estate Group is well positioned to meet.

To start with, every agent at PEM Premier Properties is a polished professional supported by an experienced administrative staff. In addition, their alliances with veteran mortgage representatives of PEM Capital Group and access to an entire staff of property maintenance specialists ensures prompt, professional execution throughout every phase of the process.

While PEM Premier Properties is already able to offer buyers and sellers a higher echelon of professional and personal real estate services, they are now going a step further. They are modifying compensation formulas and reducing transaction costs on a case-by-case basis.

Mirroring the increased value of real estate in Maricopa County over the last 40 years, commissions have increased rapidly while the agent's job has essentially remained the same. For sellers to pay 6% commissions when home values were soaring 10% a year seemed acceptable. But in a more typical environment of 2% per annum appreciation, paying the equivalent of three years worth of equity in commissions alone now seems an exorbitant price to pay.

PEM Premier Properties is confident that in light of its corporate efficiencies and diverse resources, its clients can save as much as half the expense of today's typical transaction costs.

Delivering more service while lowering compensation can be a difficult balance to achieve. "It can only work if you have the right combination of people, properties, processes and corporate commitment," states Mashni, "but when you do, it's a powerful, winning combination."



PEM's founder  
**Paul Mashni**

Clients in Scottsdale and other affluent neighborhoods looking to buy or sell a home are starting to hear about all that PEM Premier Properties has to offer. Those that personally investigate the assertions of superior service coupled with financial savings soon realize the interview goes both ways.

That's right. PEM Premier Properties has determined that to give exceptional service while reducing their income from each transaction is only practical if they work with the right people and the right properties. Not everyone becomes a client.

In contrast to how quickly the housing market has changed, the real estate industry has been stubbornly holding onto outdated service and compensation models that PEM Premier Properties is now committed to reconfigure.

Even the pundits are beginning to question if the entire real estate industry is at an evolutionary turning point. According to clients of PEM Premier Properties, the change has already arrived. And for them, it proved to be a great leap forward.

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