

RE/MAX CENTRAL of Las Vegas Creates Innovative Model to Sell Las Vegas Real Estate in Turbulent Economy

It's no secret the local Las Vegas Real Estate market is going through some changes – but, it's a much better picture than what the media is painting. Yes, our area is awash in approximately 13,000 foreclosed homes and prices will remain low until these distressed properties are sold. And this foreclosure inventory negatively impacts our local real estate market at all levels, including homeowners, renters, sellers and buyers alike.

But, our market is in much better shape than you would think and we may have bottomed out. Our sales have increased every week since January of this year and the number of homes closed in the last 30 days as of the middle of March are 44% higher than those in early January of this year. Pending sales, which is an indicator on whether closings will be up or down in the next 30 days, are up over 89% since January – this tells us there is renewed activity in the marketplace, including Las Vegas homes!

A local Las Vegas Realtor, RE/MAX CENTRAL of Las Vegas has developed a proactive and innovative business model that blends marketing, out of the box thinking and extensive training, with an end game of helping to sell Foreclosed homes. They have also spent a great deal of time on the front end of the sales process educating consumers (both buyers and sellers) so they understand how this specialized real estate transaction should be handled advantageously. The co-founders of this firm, Ruth and John Ahlbrand are also working closely with Senator Harry Reid's Foreclosure Task Force to educate and inform our local markets about how to deal with Foreclosures.

RE/MAX CENTRAL's systematic approach starts out with their bringing in third party organizations to provide extensive amounts of training for their sales team, as the Foreclosure process is highly specialized and can be difficult to work through. This training is integral to their systematic approach, as it enables their sales team to work effectively with consumers in a consultative manner during all phase of the sales process, ensuring all transactions are handled smoothly and with excellence in customer service.

RE/MAX CENTRAL, a Las Vegas real estate company, couples their sophisticated training process with daily research to come up with a list of Las Vegas Foreclosed homes that is current and then utilizes aggressive marketing to drive broad consumer awareness of great Foreclosed home deals to a specialized web site <http://www.tourvegashomes.com>. The site has a simple form that enables visitors to quickly register for regular bus tours of Foreclosed homes throughout the greater Las Vegas area, with tours that target our multinational region, including specialized tours in Spanish and Chinese.

But RE/MAX CENTRAL of Las Vegas doesn't stop with just generating foreclosure inventory and then selling it via a bus tour like some of their less sophisticated competitors. They conclude the Foreclosure bus tours with a visit to their training facility where they hold a question and answer session for all and hand out a Foreclosure Booklet they have written, which provides a good overview of the entire process.

Their systematic approach, careful planning and solid execution have already been recognized in the broader market – we've been told that several national news media outlets are preparing feature articles on their pioneering methodology which will compliment their being featured in the last month via two of our local TV stations. Stay tuned for more good news about this local innovative company, formed by professional client-oriented Las Vegas Realtors!

About the Author

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