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Premiere Property Group rises to the top

Robust suite of services and lower desk fees fuel locally-owned brokerage's rapid growth

By Nicole DeCosta
Contributing Writer

Premiere Property Group is one of the fastest growing real estate brokerages in the region.

With seven offices in Oregon and SW Washington, the locally-owned brokerage has grown to more than 400 agents since 2009. Why? The company was built by Realtors for Realtors.

The second largest real estate brokerage in the region, the company was recently ranked No. 8 by the Portland Business Journal's "2015 100 Fastest Growing Private Companies."

So, what is attracting so many new and seasoned real estate professionals to Premiere?

The answer is a comprehensive and innovative, broker-friendly business model specifically designed to position agents for success. The company's efficient, scalable business model leverages the most advanced industry technologies and marketing tools to help its brokers.

And, brokers with Premiere are able to invest more in their clients by keeping desk fees low — less than half of other competitive brokerages — while offering robust marketing and business strategies.

Since there are no out-of-state franchise fees, the local owners are proud to have profits stay within the local community as they are reinvested back into the company.

Premiere Property Group was formed by six brokers in the midst of the 2009 recession to create a new business model, one that could survive in tomorrow's economy, yet was not the traditional top-heavy brokerage structure.

The founding brokers believed that one succeeds in business — and in life — by helping others also succeed.

"My career at Premiere Property Group has been like a shot of vitamin B. It is new and refreshing," said Bill Huffer, Premiere Property Group Real Estate Broker. "Premiere has taken the stress away of the high desk fees, franchise fees and transaction fees."

It is founding ideas like these that keep the excitement level high.

"You want someone who is passionate about marketing to be selling your home," said Steve Nassar, Premiere Broker and Vice President of Sales and Marketing. "I'm all about



ABOVE: Founded in 2009, Premiere Property Group has quickly grown to become the second-largest real estate brokerage in the Portland area. **BELOW:** Premiere uses advanced technology to provide "dollhouse" views of properties for sale, enabling home shoppers to get three-dimensional previews of each home's interior.

PHOTOS COURTESY OF PREMIERE PROPERTY GROUP



creating systems and efficiencies to help our agents better perform. What our company is rolling out in 2015 is extremely exciting. We're going into hyperdrive."

Nassar joined Premiere Property Group adding fuel to the rapid fire and unsurpassed growth trajectory the north-west brokerage has experienced since opening during the recession.

Experienced agents and those new to the real estate industry are gravitating to Pre-

miere Property Group to take advantage of its unparalleled advantages.

Technology: Nassar referred to the 3D technologies their brokers are utilizing — 3D interior tours that showcase the entire home, not just still photography snapshots.

"It's like Google streetview, but inside a home," he said. Through the technology, one can walk down hallways and spin around in rooms to get a look and feel for the layout and scale of the spaces.

from one another. Continued education is big. And our mentoring program is individualized."

"We have a team of four reviewing brokers available to assist agents with paperwork and questions," Premiere Property Group President Kelly Yock added. "Questions are always answered quickly."

"I love that the leadership genuinely cares about the broker's wellbeing and success," said Sandy Reeser, Premiere Property Group Real Estate Broker.

The company culture encourages sharing, synergy and masterminding at its core values.

"I love that I can talk to the owners easily, bringing suggestions, comments or questions and getting answers or implementation fast," said Jennifer Johnston, Premiere Property Group Real Estate Broker.

Hands-on mentorship opportunities: The company attracts seasoned professionals and those new to the real estate industry. And there are roles for both through a unique mentorship program.

"A mentee is paired with a mentor for four real estate transactions. They can ask questions and truly do hands-on learning in the field," Nassar said. "The true win-win is the mentee gets real

PREMIERE PROPERTY GROUP AT A GLANCE

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SERVICES: Residential and commercial real estate brokerage and property management services. Seven offices serve the entire Portland metropolitan area.

world work experience and the mentor gains an apprentice that they can utilize to show homes and more."

Mary Megrane, Premiere Property Group Real Estate Broker, said, "the mentorship program is a huge boost when starting your business."

Weekly educational workshops and mastermind sessions allow team members to share strategies and stay up with latest technologies.

Grassroots growth: The company's rise to become the second largest real estate brokerage in the region was somewhat of a grassroots movement.

Without a flashy marketing campaign or big franchise dollars to back its opening, Premiere built a solid business upon referrals — from both clients and real estate agents who joined the company.

The bright future: Amin Allison, Premiere Property Group Real Estate Broker, said, "this is the company that is built by a Realtor, for a Realtor. I doubled my annual sales since joining this company and I keep more money in my pocket."

Premiere Property Group was built from a solid base of fundamentals while strategically adding innovative marketing strategies and great employees.

And now, by utilizing Nassar's marketing to continue to enhance listings, locals will be seeing a lot more Premiere For Sale signs around town.

"You thought we were an interesting story before," Nassar said, "watch what happens next."

Premiere Property Group is headquartered at 5000 Meadows Road, suite 150, in Lake Oswego. For more information, visit PremierePropertyGroup.com. 6237691000