



Advance Realty reports a 33% increase in sales for the 2nd Quarter

Advance Realty, inc., July 30, 2007

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In the midst of national reports of slumping real estate sales, Advance Realty enjoys steadily rising sales volume.

PR9.NET July 30, 2007 - Baltimore, MD - While the national real estate industry has been experiencing continually declining sales, Advance Realty has reported steady growth in sales volume. The Full Service Discount Experts prove their model to be a winning formula for success as sales rose 23% from April to May, 21% May to June, and a 33% increase for the second quarter over first quarter total sales figures.

The continued rise in sales during a declining market is proof positive that Advance Realty is capturing greater market share as consumers opt for the full service discount model. Increasing public demand for lower commissions has been documented in several industry publications such as the Swanepoel Trends 2007 Report and the Federal Trade Commission's report 'Competition in the Real Estate Brokerage Industry' released in April of this year.

Michelle Gardner, Director of Business Development explains the dramatic increase in sales; "Consumer demand for full service at lower commissions was the basis for the inception of our model. We fully anticipated this trend and we are confident that sales activity will continue to accelerate with growing public awareness of our brand."

Director of Franchise Development, Adam Schechtman, recently took to the road covering five major metropolitan areas to deliver seminars aimed at spreading Advance Realty's money-saving message. Schechtman states, "While the media reports a national 'market decline', we have witnessed just the opposite. The bottom line is that most consumers still require the professional expertise of a quality real estate representative. What they don't require is being charged excessive commissions due to inflated property values. That's the secret of our success. There is plenty of sales activity; it's simply a matter of offering full service for less. Every day more real estate customers turn to Advance Realty and we expect this to continue."

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About Advance Realty, inc.

Advance Realty, known for its low 1.75% fee and expert full-service offering, was established in 2001 in Baltimore Maryland and developed as a new real estate franchise that would end the pattern of climbing fees so commonly associated with real estate. Through the "List more, Sell more" system, agents are offered the most incentive-rich, income-producing program available in the trade. Now with offices in multiple states, the company offers complete real estate services and money-saving programs to clients in addition to numerous agent benefits including profit sharing, integrated real estate technologies and comprehensive training.

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