



Advance Realty Secures Spot in Realtor Magazine's Franchise Report

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September 2007's Realtor Magazine notes a shift toward discount real estate franchise models.

PR9.NET September 05, 2007 - Baltimore/MD/USA - This year's biennial Franchise Report by Realtor Magazine highlights the internal growth and increasing numbers of alternative fee real estate franchises. Advance Realty was recognized as an "emerging player" in a comparison chart of residential real estate franchises. Robert Freedman's article entitled "Affiliation Up" is paired with the report and expresses the shifting momentum from independent real estate companies to affiliate and corporate owned brokerages as the last two years saw an average growth of 15 percent. Freedman notes that "-there's no doubt that the move toward affiliation remains strong."

With a second quarter report of a 33 percent sales increase, Advance Realty has experienced markedly higher growth as the Full Service Discount Experts. This inflation, despite the cooled market, supports the claims made in the 2007 Swanepoel Trends Report and Federal Trade Commissions report released earlier this year which predicted a consumer demand for lower commissions in the industry.

Using the market's present phase to their advantage, Advance recently hosted 5 Maryland area seminars, spreading their message to "Sell with Savings" to consumers, agents, and brokers alike. Just returning from their first Florida Association of Realtors show as an exhibitor, Advance is due to attend three additional upcoming tradeshow in September; The Georgia Association of Realtors show which will be held in Asheville, North Carolina, the Maryland Association of Realtors show in Ocean City, Maryland and the Delaware Association of Realtors show in Dewey Beach, Delaware.

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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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