



Keller Williams Homestead and Classic Realty announce Preferred Partnership with Accelerated Real Estate Services

Accelerated Real Estate Services, December 07, 2009

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Keller Williams Homestead and Classic Realty today announced a new partnership whereby Accelerated Real Estate Services (ARES) will exclusively provide an accelerated marketing solution for their clients.

PR9.NET December 07, 2009 - Keller Williams Homestead and Classic Realty today announced a new partnership whereby Accelerated Real Estate Services (ARES) will exclusively provide an accelerated marketing solution for their clients. Accelerated Marketing or auctions are quickly becoming a larger part of real estate landscape and clients are seeking solutions as an alternative to the traditional methods of selling and buying real estate. This partnership allows for further differentiation of the Keller Williams solution in a rapid timeline, as well as provide an expanded set of expert tools for the agents.

ARES is a recognized leader in the West Central Florida market conducting accelerated marketing and is growing into other markets around the state and country centered on their proprietary model and technology, the Accelerated Listing Service (ALS)®. Robert Barber, CCIM, President and Karl Moeller, Chief Operating Officer will be on site to assist with introduction of the process and training of agents on the new service.

"The Keller Williams community is comprised of the best agents, but they're also very busy trying to assist all their client's needs. The implementation of a proven service that will shorten the time a property is on the market and still be delivered in a way that cares for the agent's interest is at the forefront of this new service. I am excited to bring this to the Orlando market first and love that our agents can continue to differentiate themselves as a part of our team", said Pat Skiffington, Keller Williams Homestead and Classic Realty Broker Owner.

"By partnering with ARES, we hope to contribute substantially to the productivity of our agent teams in a market that is one of the most difficult ever faced by real estate professionals. Beyond the benefit for agent teams, we hope to also contribute to the Orlando community recovery by getting sales done" added Skiffington.

"We are very excited about this partnership and view this as a strategic opportunity for both companies. Keller Williams Homestead and Classic are widely recognized as a top tier real estate brokerage firm in the Orlando market and we couldn't ask for a better partner. Pat and his teams have a wealth of expertise and even more, are the type of organization that embrace continuous development and seek only the best solutions for their clients," said Robert Barber, CCIM, ARES President.

The kickoff workshop luncheons will be held in both Market Centers in January 2010 (exact dates and times to be announced). Here, all agents will get an introduction into the new offering and learn how they can sell property in 30 days or less for their client's price.

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About Accelerated Real Estate Services

Here you will find the first Realtorcentric auction company. Our 60 years of experience in the disposition and management of real estate assets has benefited the largest builders, developers, brokers, institutional clients, law firms, receivers, trustees, courts, and government agencies including representation of RTC and FSLIC properties. Our organization has represented in excess of \$2 Billion in real estate transactions including hundreds of thousands square feet of commercial, well over 3,000 single family homes in Florida and Texas, resorts in Florida and Georgia, and tens of thousands of acreage.

Some of our clients include, 5/3 Bank, Synovus Bank, Whitney Bank, Florida Bank, Bank of America Community Development, Cornerstone Community Bank, First Home Bank, Johnson Pope Bokor Ruppel & Burns, Bilirakis Law Group, U.S. Federal Bankruptcy Tampa District, Rottlund Homes, Lennar Homes, KB Homes, Richman Homes, and the United States Military. We are also approved by the FDIC as a supplemental contractor.

In 2009, ARES has conducted over 100 auctions with auction volume of over \$35 million with a close ratio of nearly 70%. Navigating this market calls for experts that provide solutions, not services. Exit strategies are more than disposition. They require careful strategies that maximize product exposure and meet client goals.

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Accelerated Real Estate Services is a real estate marketing company with preferred real estate partners across the country. With over 60 years of real estate experience as the foundation we have developed a model deployed by some of the best real estate professionals in the industry. Real Estate will always be a localized profession. A true professional must be in the market everyday to best serve the Buyers and the Sellers. By leveraging the latest technology, adhering to a strict model, and executing a tested process for marketing properties in an accelerated manner, that local expertise is armed with tremendous tools to serve both the seller and buyer in today's market.

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