

# PARTNERSHIP CREATES NEW Platinum Group Realtors

**P**urchase of a home still ranks as the largest single investment by individuals and families, and it's a process that can prove difficult and confusing. Eight top-producing real estate brokers recently opened a new company to turn the process into a "platinum experience."

The Platinum Group Realtors LLC, 6760 Corporate Drive, Suite 300, opened its doors for the first time on Jan. 3 and pledges "platinum service and platinum results." A large new sign facing the highway broadcasts the brokerage to Interstate 25 traffic, and places the firm in a choice, north side location, according to Steve Glisan, one of the partners.

The new offices, which feature a cozy foyer complete with cappuccino cart and thin-screen television

perched for easy viewing of business and world news, are the result of an extraordinary partnership agreement between the brokers, who also are owners of The Platinum Group: Dean Weissman, Brent Demos, Steve McFarlane, Mike MacGuire, Steve Glisan, Frank Fanelli III, Anne Marie Flynn and Ed Behr.

Several members of the group started meeting last July to discuss how to organize a different kind of real estate brokerage, independent of national franchises and owned equally by partners.

"There's a lot of unrest at brokerage companies charging fees to top producers and we don't need it – the Internet helps makes this possible. We all thought we could create something that was a fantastic place to work and someplace we could control costs," explains



Front row from left: Steve McFarlane, Steve Glisan, Dean Weissman. Middle row: Anne Marie Flynn, Renee Behr, Melissa Fanelli. Top row: Mike MacGuire, Ed Behr, Frank Fanelli III, Brent Demos.

Glisan. The move, he added, is part of a national trend toward formation of local companies, avoiding pricey franchise fees and broker fees to managers and franchise holders.

With no recruiting, Platinum Group's 24 individual offices are nearly full, and a list of associate brokers includes: Kandi Warning, Shari and Mark Wallick, Marilyn Thiel, Matt Pickett, Lynn Mazzetti, Amy Kunce, Tina Herron, Theresa Gwynn, Carey Goldberg, Melissa Fanelli, Patricia Edwards, Rachel Diedrich, Brenda Burns, Meri Burgess, Nanette Britt, Renee Behr, Kathy Batchelder, Michael Barclay and Susan Auld. The selection process has its emphasis on service, according to MacGuire: "The idea here isn't about level of production. We want to know what the community thinks of you (a broker). Do you have raving fans out there?"

"The client needs to understand when they get one of us they get all of us. It's truly creating value for the consumer again. Here's where customers will really benefit. Acting as our own business instead of a huge conglomerate, in this environment we don't compete with one another."

The Platinum Group touts its partners' combined 116 years of experience and their ability to learn and benefit from each other's expertise. They share their anecdotal experience, communication skills and philosophies about how best to serve the client, whether buyer or seller.

"Partnerships are very rare in this industry," says Fanelli. "A company is usually controlled by the owner or a mega organization. Everybody is so shocked we got so many part-

ners together – it's difficult to find. There's a lot of ego. One thing we talked about was 'check your ego at the door.' There is no hierarchy with this partnership."

What can a homebuyer or seller expect from The Platinum Group? First, the company welcomes first-time buyers as well as seasoned ones, advising them about values of properties beyond what is apparent at first glance. For sellers, the group and its associates have the experience and connections to make a listing sell for the best price. MacGuire even traveled to Pueblo for lighting fixtures to enhance a house; along with other improvements totaling \$2,500, the firm helped the seller earn \$22,000 more at the sale.

This is the kind of help most people need, because their eyes aren't on real estate every day. And for the partners and their associates at Platinum Group, it's about satisfaction and professionalism.

"I think personally I was looking for a place where I could have fun working again – something small and intimate. The synergy of the group is powerful," sums up Flynn. ☺☺

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ON THE WEB: <[www.platinumhomesales.com](http://www.platinumhomesales.com)> for the brokerage. Individual partners and associates also have their own web sites. Check <[www.ppar.com](http://www.ppar.com)>, click on Find a Realtor and type in Platinum Group under company name to find some individual sites. The Platinum Group may be reached at 536-4444