



by Kathleen O'Brien-photography by Larry Katz of Katz Photograph



company profile

"Sharon is a dedicated, focused and fun loving broker. We work hard and have tons of fun," says Tom McCue of St. Louis Realty Broker/Owner Sharon Colona. M. Kelley McGinley also an agent in the office shares this about Sharon and the office, "Sharon's drive and enthusiasm towards real estate is infectious. She not only acts as a leader in her role as broker but as a motivator too. I worked for another real estate brokerage before coming to St. Louis Realty. The environment here is so more positive and we all work together and another out where we can. You don't really get that at other real estate offices."

So what more needs to be said? Much more than can fill these two pages—but we'll give it a go.

St. Louis Realty, the first and one of only two exclusive seller agencies in the St. Louis Metro area, was founded in 2001. Its goal is designed to save homeowners money without jeopardizing service. They accomplish this with reduced commissions and an uncompromising dedication to their sellers and listings. Their focus, which is entirely on listings, is to pass on substantial savings to their clients, while their clients still reap the benefits of a full-service real estate company. How can they still give unparalleled service with reduced commissions? Founder Sharon Colona says, "This company was founded on the belief

that our sole focus is listing and selling homes and we work full-time at it so we can sell more than the average REALTOR". With the increased sales we can provide a discounted rate of 5%. While many other offices sell only 1-2 every few months at the higher commission, we are able to sell twice that amount and our sellers are the ones who benefit." Yet, they are not so focused on listing properties that they lose sight of the ultimate goal of providing customer service to each listing, so that each property receives the best marketing, the best agent and a timely close—to that end no one agent will list more than 10 properties at a time. "We never want to compromise the high level of service that our clients deserve and we strive to provide."

Marketing a home is one of the key components which ultimately results in a sold property. St. Louis Realty doesn't hold back on the marketing of their listings. They provide a premium marketing plan which includes full color brochures, TV ads, print ads, etc. They follow-up with showings, get feedback daily and pass that information on to their clients by phone or instantly via e-mail. "All agents have the daily goal of selling the homes they've listed, we have proven that by exclusively representing sellers and focusing on them 100%, that our homes sell quicker and for a higher price. Another group of sellers that benefit are expired listings. We have found that many times homes haven't sold because they are overpriced, with the reduced commission that we offer, it gives those listings the ability to reduce their selling price without losing money."