



Top Performing Real Estate Brokerage Talks Agent Service Strategies

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The HomeSmart Advantage Group, a real estate brokerage based in Tucson, AZ, is nationally recognized for its excellence, particularly in terms of agent retention. A key way in which they achieve this, as shown in an article RISMedia published, is by offering full transparency.

Andy McDonald, broker at HomeSmart Advantage Group, explains: "While I run an entire company, I treat it as if it were an individual agent. If I have to make a decision, I imagine myself like I'm an agent again and determine what my personal feelings would be about it. I make it a point to ensure that my agents are happy because they don't just drive the business but they also represent it."

For McDonald, it is vital that service and technology are balanced, as this is what increases agent happiness. He has developed and perfected his tools and techniques during his 17 year career, which is a proven strategy. Full details are available by [clicking here](#).

McDonald understands that agents must be engaged and have job satisfaction. To achieve this, the brokerage as a whole must offer full support, which in turn leads to word of mouth advertising. McDonald

adds: "My best recruiters are my agents themselves."

One of the things that sets the HomeSmart Advantage Group apart is its unique technology and fee structure, as well as its approach towards retention and service. In a recent interview, McDonald said: "We are the best because we offer everything that matters: the best fee structure, professionalism, support, and service."

For the brokerage, transparency lies at the heart of its success. McDonald always explains his expectations clearly, while at the same time discussing his personal commitments, which he always sticks to. Furthermore, knowing the importance of technology, and how this provides benefits to agents, it's always top of mind. The model is explained in greater detail by visiting HomeSmart International. In conclusion, McDonald ends by saying, "The goal is to make sure that every agent can be productive, and that they are not distracted by technology. This approach to agent service is something that is seen across the entire HomeSmart International group, as well as in its unique franchise model."

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HomeSmart Advantage Group

HomeSmart Advantage Group is dedicated to client services combined with our unique approach to real estate has afforded the distinction of the fastest growing Real Estate Company in Tucson.

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