



Taking the Boutique Approach

In the minds of many people, good things come in smaller packages. Realtors are no different. These are professionals who have chosen to forgo the trapping of large, established real estate firms and instead are servicing their customers through small “boutique” firms.

The boutique concept is not new to retail, often invoking an aspect of “quality” to the term, and its presence in the real estate market is gaining popularity. These are firms that cater to distinct client preferences, such as high end properties, vintage homes or mature subdivisions.

Providing extensive customer service is a cornerstone of the boutique approach. Because the firm is working with fewer clients than their larger counterparts, they are able to devote significant attention to each. Some boutique firms add a package of concierge services to enhance their buyers’ satisfaction with their work and the home buying process. Others provide resources such as basic interior design and home remodeling.

Boutique firms can also market their nimbleness and flexibility. Often, buyers and sellers can talk to the owner of the firm and get a decision made quickly.

Because of their size and their independence, boutique firms can rapidly react and capitalize on changes in the marketplace. And by the use of available technology which can be similar, these firms have access to many of the same operational efficiencies that their large counterparts enjoy.

Finally, many real estate professionals simply enjoy the feeling of working for a close knit “family” in their boutique firm. It’s a concept that suits these real estate professionals and their customers to a T!

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