

Business Showcase

A Better Alternative for Home Buyers and Sellers



Phone: 910-793-2440
Fax: 910-793-2441
Toll Free: 800-760-LAMP
Email: info@LampPostRealty.com
www.LampPostRealty.com



Mike Halpern, Broker/Owner

Dear Wilmington Parent Readers:

Greetings ... I'm Mike Halpern, founder of LampPost Realty. Over the years, I've been exposed to the real estate industry more as a consumer than as a practitioner, having bought and sold my own houses. I've sold some houses on my own and I've

worked with traditional real estate agents, both good and bad. A recent (bad) experience I had trying to sell my home here in Wilmington prompted me to search for a better alternative. I couldn't find one and decided the time was right for a new type of real estate company ... one

that offered buyers and sellers an alternative to both the "For Sale By Owner" (FSBO) and traditional real estate approaches. A better mousetrap, if you will ... and LampPost Realty was born!

We are a full service real estate company. We provide all the services that the larger players in town offer, deliver unparalleled service AND charge less. We think BIG and act small!

How are we different?

For Buyers – We are the ONLY firm in town that offers a Buyer Rebate (1% on our listings and 0.5% on other firms' MLS listings). Buyers cannot buy a house any cheaper than through LampPost Realty.

For Sellers – We charge less overall (5.5% vs. 6.0% on a typical listing) and we pay selling agents from other firms 3.5% (vs. 3.0 on a typical listing). Our 1% Buyer Rebate also provides a big incentive for buyers to purchase our listings. We've designed our Seller Program to provide commission savings and motivate agents with other firms to sell our listings. We make less if we don't bring a buyer, rather than traditional firms whose commission as listing agent is the same as that of the selling agent. Some would argue that listing firms don't have an incentive to work as hard once they get the listing ... we put our money where our mouth is!

For Agents – We offer 3.5% commissions to selling agents with other firms (vs. 3.0% typically). For LampPost Realty Agents, we pay market driven commissions and we fund the Seller Discount and Buyer Rebate, giving our Agents a better value proposition for their clients (competitive advantage) without sacrificing their compensation.



Barbara Halpern, Realtor®

I encourage you to visit our web site (www.LampPostRealty.com) to learn more about the company, to see our listings and to use our MLS Search feature. You can search the entire MLS (updated daily) for available homes that match what you're looking for ... we even calculate the Buyer Rebate you will receive when you employ LampPost Realty as your agent and purchase a home with our assistance. It's very easy to navigate, provides useful links to other area web sites and is a great tool for anyone looking to buy a home (or lot) in the greater Wilmington area.

Thanks for taking the time to learn about LampPost Realty. Barbara and I look forward to helping you with your real estate needs and guarantee that the experience will exceed your expectations!

Best Regards,

Mike Halpern, Broker/Owner
Barbara Halpern, Realtor®

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