

# Getting to know YOUR LOCAL REALTORS

RealtyUSA  
.com

REALTORS

Spotlight



RealtyUSA is the #1 real estate company in Upstate New York, and ranked among the Top 10 nationally, in terms of closed transactions. They serve Upstate NY and Northeast PA through 65 in-market branches and nearly 2100 professionally trained agents. One of those in-market branches is at 63 Quaker Road in Queensbury.

RealtyUSA Queensbury, like all other branches in the RealtyUSA family, assists individuals with the sale or purchase of residential real estate, new construction homes, commercial properties and land acquisition. They can also assist qualified buyers with financing options through 1st Priority Mortgage, Inc. 1st Priority Mortgage Inc. is an affiliate company of RealtyUSA.com and a New York State Department of Financial Services mortgage bank licensee.

Locally, RealtyUSA began serving the Capital District and our gorgeous "North County" in 1973. In 2000, ownership transferred to Merle L. Whitehead of Orchard Park, NY who remains the current owner. Merle brought 25+ years of experience and the backing of his original, nearly 50 year old, company to the table and RealtyUSA as it is operated today is a result of the marriage of those two companies.

16 years later, RealtyUSA is still an independently owned, family run business. This sometimes surprises people, because they expect that a company with over \$3 Billion in sales last year and nearly 22,000 transactions must be a franchise or affiliate, but RealtyUSA's success is home grown. One of the benefits of maintaining 65 in-market branches is that you can employ professionals who are true market experts. RealtyUSA's agents live, volunteer, and raise families in the markets that they serve. When asked why this is so important, owner Merle Whitehead will tell you, "We have a national reputation, but our business is family-owned, which means people are important to us, and our clients are our first priority. Our agents are committed to

understanding, advocating and achieving their clients' goals and satisfying those customers' real estate needs with those individual goals in mind."

But having agents that live in the markets they sell in isn't necessarily "unique". What sets RealtyUSA's model apart from others in the market is the company's Core Values, adopted by each of those agents and all employees. When asked about those company core values, Mr. Whitehead explains, "Our Core Values drive every business decision, both day-to-day and long term. They literally take the guesswork out of any transaction. We can ask ourselves, "Am I acting with Truth and Integrity?"; "Am I keeping my customer's goals my priority?"; "Have I been a source of qualified knowledge?" and one I love: "Did I improve a life today?"

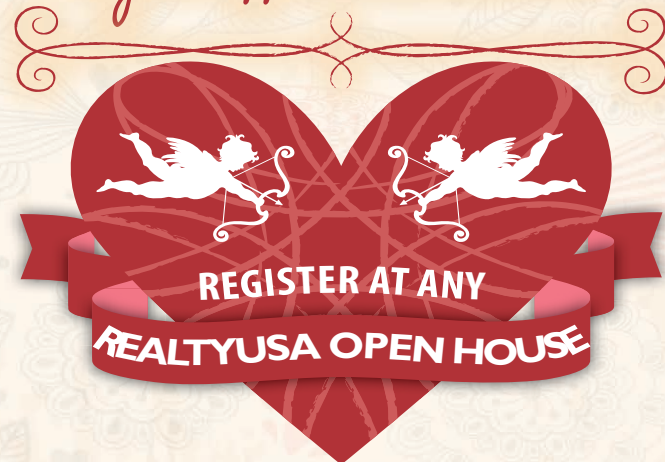
That last Core Value is one that may be the final scale tipper that helps RealtyUSA maintain its reputation and market share. "From our company president and management team to the over 2100 associates and employees of RealtyUSA and 1st Priority Mortgage, we contribute to the community in every market we serve. RealtyUSA is out there with our neighbors; volunteering, donating, teaching, leading, and building our communities. And, at over 2100 people strong, we can really make a difference, and improve lives for the people in our neighborhoods and beyond," explains Capital Region VP & General Manager, Albert Picchi.

Senior Marketing Director, Kathleen Nolan adds "We can talk about numbers, tell you our market share, how many transactions we handled last year... those are good numbers...but if we aren't good to work with, if we haven't done things right, it won't matter next year. We want the sale, but we really want the happy customer. We want that more."

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Roses are Red,  
Violets are Blue,  
Just Want You to Know  
How Much Your RealtyUSA  
Agent Appreciates You!



**THIS WEEKEND AND YOU COULD  
WIN DINNER FOR TWO AT A LOCAL  
RESTAURANT OF YOUR CHOICE!**

**And please remember,**

*"We are never too busy for your referrals!"*

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63 QUAKER RD, QUEENSBURY, NY 12804

UP TO \$100 VALUE, WINNER CHOSEN AT RANDOM ON 2/16/16 FROM ALL ENTRIES RECEIVED AT OPEN HOUSES ON VALENTINE'S WEEKEND. NO PURCHASE NECESSARY. WINNER WILL BE NOTIFIED BY PHONE.