

March 10, 2010

MARKETING STRATEGIES

Taking things to the next level

Buyers brokerage launches new service that runs long after the contract is signed



Talk about TLC. In a move to nurture relationships with their clients long after contracts have been signed, buyers brokerage Erika Associates is partnering with two firms who take the hassle out of moving.

The brokerage is teaming up with alchemyRED — an owner's representative that acts as a liaison in renovation projects for buyers' homes — and Cross It Off Your List — a professional organization,

relocation and lifestyle management company.

"We strongly believe in maintaining our relationships with our buyers and by working with alchemyRED and Cross It Off Your List, Erika Associates can extend its wide scope of services to ensure our buyers are comfortable living in their new home," said Gea Erika, founder and principal broker of Erika Associates.

"Through this alliance, we can provide continuous exceptional service to our buyers even after the contract is signed."

Erika truly believes closings are not the end of a deal, but just the beginning. He's confident that the brokerage's new partnerships will prove especially useful for its growing network of international and high net worth clientele.

Thanks to the cross-marketing opportunity, investors and international buyers can feel comfortable about leaving their renovation projects and homes in responsible hands while they are out of town, and foreign buyers can adjust

stress-free into their new Manhattan apartments.

alchemyRED is a real estate development firm that specializes in representing the homeowner in co-ordinating everything from budget and scheduling to executing the design and development on renovations of their high-end homes.

According to the company's website, it has relationships with some of the city's top architects, decorators, contractors and consultants and will handle everything from budgeting through design, bidding and development.

Cross It Off Your List steps in to help with moving and promises to take care of everything from coordinating and managing moves, utility transfers and changing of addresses, to unpacking, reorganizing and taking care of storage and household inventory.

For a limited time upon closing, Erika Associates will be offering free use of Cross It Off Your List services and a 10% discount to alchemyRED through an exclusive arrangement.