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Press Release

The Power of Multiple Listing!

Criterion Properties brings the world to their clients!

Manson, March 25, 2006: Nothing helps sell a property more than getting it in front of the most qualified buyers right away. Makes sense, right? So, how do you get your property in front of local, state and worldwide buyers? And, how do you get your property in front of all the real estate agents who have buyers looking right now? By using a multiple listing service!

Criterion Properties believes in using the full power of all available multiple listing services for our client's real estate needs. *We are one of the few brokerages in the area who are members of the local Cooperating Broker's group, the Northwest Multiple Listing Service and the Commercial Brokers' Association.* We always have, and always will, put our clients' properties into the multiples right away. The multiples are one important facet of our marketing program for our clients' properties as well as one of our best resources for providing market analysis and buyer services.

Some local brokers don't believe in utilizing the power of the multiple. They instead prefer to market their listing internally before, or instead of, putting them on one or more of the listing services. *This practice benefits the broker* who gets to retain all the commission on the sale but doesn't get the seller all the exposure, and potential offers, they otherwise might receive. If you are selling your property, make sure that it is put into all the applicable listing services right away. Al Lorenz, broker at Criterion Properties, says "We believe it is not just important, but our responsibility, to provide the most comprehensive marketing, and get the best deal, for our clients."

The Northwest Multiple and Commercial Brokers' Association both require that their members enter their properties into the multiple within 24 hours of obtaining a signed listing agreement. This benefits the brokers' clients by exposing their property to the market in the entire Northwest and the world right away. That exposure helps a seller obtain the most offers in the shortest amount of time and often means getting a better price for their property. If a service doesn't have or enforce provisions to get listings in the multiple right away agents often try to market your property only with themselves or their agency, slowing your sale or getting fewer offers for your property.

Also, the Northwest Multiple allows agents all over the state to earn a commission by selling your property. Many folks buying property in the Chelan Valley are looking for vacation homes and live in other parts of our state. By marketing to thousands of agents statewide, rather than tens of agents locally, your chances of getting a better offer sooner improve dramatically.

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The Northwest Multiple Listing Service has more members than any other service in Washington and has listings all over the state. NWMLS has its own internet search engines (available at our website www.criterionprop.com) as well as feeds into the major search engines all over the world. Putting a residential property in the Northwest Multiple, or a commercial property into the Commercial Broker's Association multiple, presents it to the world!

Criterion Properties delivers quality full service office, industrial, retail, development, leasing, right-of-way, multi-family and investment real estate services from Entiat to Brewster! Criterion Properties also provides the highest service to select clients for their residential needs as well. To learn more, simply visit our website at www.criterionprop.com or contact Criterion Properties, Al Lorenz, at 509-630-6769. Or, stop by our office at:

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