

# REALTRICITY

Stephen J. Grifferty - CEO: Attorney at Law

## **Success Magazine: Why did you start Realtricity?**

Stephen Grifferty: I started Realtricity to bring sellers and buyers a reliable, predictable, and proactive system of buying and selling real estate that is fairly priced. I've been professionally involved in the real estate field for over thirty years and, based upon my experience, real estate transactions have been anything but predictable. Real estate is an area where professionals should simplify the life of their clients. Positive results come from being prepared; I wanted to systematize the process to give sellers and buyers the confidence in making a successful sale or purchase happen through a predictable system of doing business. The Realtricity system offers a great value for clients with a greater amount of service than has been the norm.

## **SM: What features does Realtricity offer to a prospective seller?**

SG: The Realtricity system offers more marketing for less cost. Realtricity provides visual marketing with a definite plan. Sellers can see the marketing effort take shape. We give sellers greater exposure of their listing through broadcast and cable television advertising in addition to an Internet commercial presence. Realtricity makes professional, quality commercials of homes for sale. Prior to filming, we provide advice about staging the home and suggestions for the best way to emphasize and market the features of a home. We formulate a plan with the seller to achieve the greatest appeal for their property.

## **SM: How does Realtricity differ from the standard broker?**

SG: Realtricity offers a greater amount of service for much less cost, providing a tangible visible system of selling and buying real estate with personal involvement by our agents each step in the process. Realtricity empowers sellers by putting their properties in the places that potential

buyers are looking. Buyers have at their disposal the convenient Realtricity search engine and have access to professional, experienced, licensed real estate agents that act as property coaches to help them find the right property, negotiate a fair price and purchase terms, and finance their purchase.

## **SM: Why did you choose the Internet as a means to reach potential real estate clients?**

SG: The world is on the Internet. It is likely the first place young and old alike turn to for information. Industry research bears out that over 90% of real estate transactions begin on the Internet. If you are serious about selling or buying, you need an effective Internet presence.

## **SM: Who is your target market?**

SG: Realtricity's system works best for those people who are serious about selling or buying. By serious, we mean those persons who firmly intend to sell or purchase real estate within the next four to six months.

## **SM: How do you prepare the home for the video production?**

SG: Our professional staff evaluates the property and suggests ways that the visual appeal to buyers will be enhanced. We formulate and implement a plan with the seller to make whatever adjustments may be necessary before filming the property. Often this involves depersonalizing the property by removing personal photos and mementos. Organizing, de-cluttering, and cleaning the space goes a long way to creating visual appeal. In some instances, a fresh coat of paint or more neutral color palette may be in order. Rarely would it be advisable to consider any major changes to property in order to sell it. This is often referred to as "home staging," and it has proven results.

## **SM: How long does a typical TV or Internet commercial run?**



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SG: Internet commercial length varies based on the specific property with a minimum of three minutes to a maximum of six, while a typical TV commercial runs between fifteen seconds and thirty seconds.

## **SM: How often does a TV or Internet commercial run?**

SG: TV commercials are placed strategically on demographically appropriate channels and run until a buyer is found. Similarly the Internet commercial runs until the property closes.

## **SM: What is the quickest home sale that you have completed?**

SG: This past fall we listed, staged, filmed, aired commercials, and sold a home in seventy-two hours. This home had previously been listed by three other firms over the preceding three years.

## **SM: Many homeowners and families are facing difficult times. How would your Realtricity system help them sell their homes quickly?**

SG: Realtricity starts with a well defined plan of action. Along with the seller, we implement the plan and build the widest possible exposure in the places that buyers are looking. Realtricity empowers the sale with a predictable, reliable system. We also charge significantly less than others.

**SM: What is the average savings to the homeowner?**

SG: We charge a fixed fee of \$3,500 plus 2.5% of the sale price. For seller's in Albany County based on a median house sale price in 2010 of approximately \$228,000, the savings is \$4,400 compared to a 6% commission, and the savings is \$2,200 if the competitor charges a 5% commission. In Saratoga County with a median 2010 house sale price of approximately \$281,000, the savings is \$6,364 if a competitor charges 6%, and the savings is \$4,546 if a competitor's commission is set at 5%.

**SM: You are a practicing attorney and you have been involved in real estate for thirty years. What prompted you to attempt this method of selling real estate?**

SG: I've seen so many transactions become difficult or fail because of a lack of planning and communication. This has been professionally frustrating since it is completely avoidable. Proactive representation avoids all of the pitfalls that have become common in the industry. Creating a system that builds a uniform sales process and leverages the power of electronic media to attract qualified leads and consistently inform all involved in a transaction builds certainty into the process. This certainty or predictability builds confidence and provides clients the best possible service.

**SM: What other real estate projects are you involved in?**

SG: I've been retained by Shaker Pointe



at Carondelet, Inc. to develop and market their senior living community in Colonie. Shaker Pointe was founded by the Sisters of St. Joseph of Carondelet to provide housing with services to seniors. Shaker Pointe is a lifestyle community. It offers full services to simplify the life of a senior and their families. All of us involved with Shaker Pointe are very proud of what is being accomplished. The first phase is under construction and our design and program of services has received national recognition. It is very gratifying to see a dream take physical shape.

**SM: How do you obtain balance in your busy life?**

SG: I am blessed with a very supportive wife and family that somehow love me despite my energy and time devoted to professional



accomplishments, and talented professional colleagues that share my work journey. Together we've accomplished much.



***Selling your house? Get more marketing for less cost.  
Call 518.452.0172 for more information today!***



*Realtricity is a New York State Licensed Real Estate Brokerage Located in Latham, N.Y.*