

Assist-2-Sell – Hottest Real Estate Concept Sweeping the Cheyenne Area!

Cheyenne -- When long-time local real estate company owner and broker Al Trainer decided to buy an **Assist-2-Sell** franchise in 2006, he expected his business to grow and improve. His business has grown so much that he recently hired two additional agents to accommodate the volume of business he has generated. But nothing prepared him for his unprecedented success.

“... business has grown ...”

“Business has more than tripled since I opened the doors as an **Assist-2-Sell** franchise. Customers can’t believe how much they save with our **Full Service with Savings! Program**,” Trainer said. “But don’t let the name of the business fool you. It’s not a do-it-yourself concept. Under the **Assist-2-Sell** marketing programs, sellers receive the full services of a professional REALTOR® at a fraction of what they normally expect to pay. Buyers also benefit by receiving **“Full Service”** from qualified real estate agents at no cost to them.”

“... very busy market ...”

Al Trainer, an award-winning, top producing agent, loves to save his sellers money. “Cheyenne is still a very busy market,” Trainer said. “It’s to a home seller’s advantage to list with us (**Assist-2-Sell**) and only pay a low flat fee. Sellers can save thousands of dollars, price their home appropriately in today’s market, **AND** keep more of their hard-earned equity in their pocket.”

“When people call us they are usually thinking that there must be catch,” Trainer said. “They are sure we can’t possibly sell their home for just \$2,995. They call us thinking they’ll be able to eliminate us as a choice because there must be

something more they have to do when they choose **Assist-2-Sell**. They are pleasantly surprised when they find out we do everything other real estate agents do. The big difference is that we charge less.”

“... we charge less ...”

Assist-2-Sell’s low flat fee commission can save customers plenty. For example, compare \$2,995 to a 5 percent commission. If the sales price is \$175,000, the seller will save more than \$5,700 with a flat fee. If the sales price is \$250,000, the seller will actually save \$8,500. “We also offer an “MLS for Less” program so the Multiple Listing Service is a choice for our sellers that will save them thousands because we still charge our same flat fee,” Trainer said.

While the lower rates may draw in the customers, it is the subsequent results that leave them satisfied. “You can charge whatever low rate you want, but if you don’t get results, people aren’t going to care.” Trainer said. “We get results ... we are selling homes quickly and saving our sellers thousands of dollars.”

“If your home is priced fairly, it’s going to sell, regardless which real estate company you choose. Does that make sense?” Trainer asks. “The question becomes ... how much should you have to pay to sell it?”

Assist-2-Sell was started in 1987 in Reno, Nevada. **Assist-2-Sell’s Full Service With Savings!** is somewhat of a unique concept in the real estate industry.

“... a better way ...”

Al Trainer and his wife Jennifer were growing increasingly frustrated with the way real estate was being practiced.

“Real Estate agents spend a majority of their time advertising themselves. When you see a real estate ad in the newspaper, what do you see? Pictures of agents.

We believe in advertising homes for sale, not our agents.” Jennifer Trainer said.

She knew there had to be a better way.

Customers weren’t getting the service they deserved and the fees they were paying were too high.

Al Trainer did extensive research on the programs and integrity of the **Assist-2-Sell Company** and together the Trainers decided to become franchise members of the **Assist-2-Sell Company**.

Today they have found that by having a highly organized office, trained support personnel -- along with the increased volume the lower fee generates -- they can operate profitably and still save sellers significantly.

“... lower commission rates ...”

Along with changing the pricing system, **Assist-2-Sell** upgraded the level of service. “We took out all the fluff, and put our dollars toward selling houses, not ourselves,” Jennifer said.

With this common-sense approach and dedicated staff willing to carry out the new philosophy, **Assist-2-Sell** Cheyenne has already captured almost 10% of the residential market here and is hurtling toward their goal of 15% by the end of the year.

Assist-2-Sell Cheyenne is located at 802 East Lincolnway.

Call today ... 634-2997.

“... sellers save significantly ...”



America's Leading Discount
Real Estate Company

Assist 2 Sell.

802 E. Lincolnway / 634-2997

Assist 2 Sell.

WeSellCheyenneHomes.com



An Assist-2-Sell advertorial

FULL SERVICE WITH SAVINGS!

ADVERTISING RATES

\$36.00 / Insertion in Black / White (2 Col x 2")
 \$50.00 / Insertion in Black / White (2 Col x 3")
 \$100.00 / Insertion - Qtr Page (2 Col x 6 1/8")
 \$175.00 - Half Page (4 Col x 6 1/8")

637-2879

HAUNTED TROLLEY TOURS

The Cheyenne Street Railway Trolley will offer its Haunted Tours for Halloween on October 26, 27 and 30 at 6:00 and 8:00 pm nightly.

The Tour will take those brave enough to travel through the haunted highways and paranormal passages of Cheyenne.

This year’s Tour will also include some new surprises as well.

Tickets are on sale at the Cheyenne Area Convention and Visitor’s Bureau in the UP depot and will be \$8 for adults and \$4 for children.

Get your tickets now. 778-3133. E-mail jill@cheyenne.org -- www.cheyenne.org



The Cheyenne Herald is available for reading on the newspaper shelves of the new Laramie County Library - in the far northeastern corner of the First Floor.