



# PRIVATE BROKERAGE

Answering Many Needs For  
Buyers, Sellers & Leasers  
Of Real Estate



For more information about  
how you might benefit from  
private brokerage, contact  
Link Real Estate today.

TRACY LEROUX  
Principal Broker

✉ [tracy@thelinkagency.com](mailto:tracy@thelinkagency.com)

☎ 401.289.2600

🌐 [thelinkagencyus.com](http://thelinkagencyus.com)

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# Q&A



## Link Real Estate is your connection to real estate with a real difference.

The more you know about private brokerage, the more you'll appreciate the advantages Link Real Estate could provide you.

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### What is private brokerage?

Every real estate office is headed by a broker, who has met stringent educational requirements and has the required experience to hold that license. By law, all real estate agents are overseen by a broker and operate under his or her license. With a private brokerage, clients work directly with brokers—not through agents—and benefit from having their extra measure of expertise.

### Is private brokerage only for high-end properties and high-net-worth clients?

No. The benefits of private brokerage are valued by everyone and available to all.

### What type of clients use private brokerage?

Anyone who wants a Realtor that is working exclusively in their best interest. This includes investors, out-of-market clients, first-time homebuyers, banks, as well as businesspeople who lease commercial properties.

### What are the benefits?

Similar to the way a concierge in a high-end hotel can make a hotel stay more comfortable and enjoyable, a private broker seamlessly handles every detail to make your real estate transaction a success. In addition to helping you avoid unnecessary snags, a private broker's added experience and expertise can help you save time, money and hassles at every stage of the process.

### What is different about your approach?

Link Real Estate is unique in that we are part of a national marketing firm, not a national real estate firm. We leverage our marketing capabilities to actively sell properties, as well as to position buyers for successful real estate transactions.

### What added services do you offer?

Link Real Estate provides access to any number of services to streamline a real estate transaction, including the following:

- ▶ Relocation assistance
- ▶ Legal counsel for trust & estate issues and complicated transactions
- ▶ Clean-up, moving, storage and hauling services
- ▶ Private financing
- ▶ Re-listing remodel, renovation and staging
- ▶ Customized marketing campaigns
- ▶ Property management for leased property
- ▶ Multi-lingual brokerage

### Are the services of a private broker costly?

Actually, a private broker can often be the most cost-effective solution. Any of the optional services you choose will result in extra fees, but can also save valuable time, along with trouble and money. Our commissions are competitive and are paid exclusively by sellers, never by buyers.