



REAL ESTATE *by Design*

FOR: REAL ESTATE BY DESIGN
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FOR IMMEDIATE RELEASE

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REAL ESTATE BY DESIGN: TAKING SERVICE TO THE NEXT LEVEL

Las Vegas, Nevada – The American Dream of finding a home has never been more complicated and yet, with Real Estate by Design, fulfilling that dream has never been easier. Seeking to change the way people find a home, Real Estate by Design is a new agency in the Las Vegas Area, providing a full-service experience for clients while offering a professional home base for realtors at a heavily discounted rate.

With its booming housing market, Las Vegas is already home to any number of realtors. No matter; Real Estate by Design founder Jackie Akester knows a thing or two about real estate in a crowded marketplace: she learned her trade in the demanding New York real estate market. Moving west to escape the high-paced lifestyle, Akester is set on creating a new type of agency that will serve clients from the initial handshake to the celebratory housewarming, helping with every aspect of the experience.

“The industry is changing,” explains Akester, born and raised in Hawaii. “Buyers expect so much more than they used to. People are watching all of these exciting reality shows, like Extreme Makeover Home Edition and Dream House, and they’re better educated. They expect more from the home, the presentation, and the realtor. And that’s what we’re dedicated to providing.”

The vision of Real Estate by Design begins with the new office space, a collaborative effort between Akester and the interior design team at Norwalk Furniture, one of the countries leading manufacturers of fine furniture. The office itself showcases four distinct styles of home design, all examples of how Real Estate by Design can ‘stage’ a house on the market.

This full-service approach speaks to both buyers and sellers. When representing a new buyer, Real Estate by Design seeks out the best of the best for its clients, concentrating on finding the house that fits the buyer’s needs and interests. Real Estate by Design agents are also trained to be there for clients from the move-in to figuring out where to shop for groceries.

For sellers, the sales associates at Real Estate by Design work diligently to ensure that each property is sold for top dollar and in the shortest period of time possible. An integral part of Real Estate by Design’s strategy for selling houses is home staging, which manipulates the look and feel of a house through rearranging or replacing furniture, adding or subtracting little details, and other minor adjustments. All this is done with the aid of an independent interior designer.

“Most buyers know whether or not they really want to buy a house within the first ten seconds of walking into a home,” says Akester. “With effective staging, we can ensure that the customer’s first impression is a great one.”

Akester also wanted to create a business that new and experienced agents would be proud to call home. With its professional environment and boutique style, Real Estate by Design offers an attractive alternative for agents looking to escape the impersonal style of major agencies. Akester also understands that new agents should get the chance to get into the business just like she did without prohibitive costs. To be a part of Real Estate by Design, including all the professional resources at its disposal, an agent can work out of their home for a \$100 monthly rent. Agents looking for an office environment and a desk at Real Estate by Design pay between \$400 and \$600 per month. These heavily discounted rates make it significantly easier for sales associates to see a profitable return.

“Lots of clients don’t even remember the company name. Instead, they remember the service provided, from point A to point Z and the agent that provided the service. That’s what makes a difference to people,” states Akester. She realized early on that offering that personal attention worked best for her as an agent and she continues that mission with her new company today.

Located on the corner of Sahara Avenue and Cimmaron, Real Estate by Design is the innovator in real estate today. REAL ESTATE BY DESIGN: 8170 West Sahara Avenue, Toll Free: 877.228.1517, www.realestatebydesignlv.com.

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