



The Independent Difference

As a consumer, have you ever wondered about the pros and cons of working with a strong local real estate firm versus one which carries a franchise name?

While quality in both types of companies can vary as with any type of business, it may help to understand some basic operational distinctions between the two.

The vast majority of companies which carry a national name are locally owned franchises. At **Premier Properties of Lake Tahoe**, we do not have to pay a monthly franchise fee in exchange for the use of a name and we are able to provide targeted local promotion and more individual services for customers and clients with better results.

An independent firm is able to be far more flexible in their approach to doing business locally which benefits you in better local promotion and savings in your transaction.

The majority of residential real estate – some 60% – is sold by locally owned independent brokerage firms, not franchises. We are a small company, but have an excellent market share.

As independent brokers we feel an acute sense of accountability, since our local reputation is everything, while a franchised company's name is tied to the organization.

You want the quality and professional commitment that come only from total accountability in all of your real estate transactions, and you will find that working with an independent broker at Premier Properties of Lake Tahoe.

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