

# Assist-2-Sell offers real estate service at discount rate

By Howard Arceneaux

Chuck Coleman and his wife, LaVondra, wanted to come home to Louisiana after living in Indiana for a few years. So they settled in Zachary. They brought with them a unique approach to real estate sales - Assist-2-Sell.

Assist-2-Sell's popular "low fee" concept results in significant discounts for the home sellers, continuing to deliver full-service is the key to the company's success.

"We provide the same services as larger competitors for a flat fee," said Coleman.

Assist-2-Sell is the country's largest discount real estate company and has saved home sellers over \$900 million in commissions. Coleman owned the Assist-2-Sell franchise in South Bend, Ind. and he learned the value of the services to home sellers and buyers.

"The real estate industry hasn't evolved, it's stayed pretty much the same as it has always been," said Coleman, who has a degree from Louisiana Tech. "This is a new model that has adapted to what people are looking for. Some people are more comfortable with a traditional agency, so they stay with them. We offer them a choice."

In 1987, Mary LaMeres-Pomin and Lyle



Chuck Coleman

Martin left the "traditional" world of real estate and developed a model that provides home sellers with all of the services they need from a real estate company, but for a flat fee.

The response to this consumer-friendly model has been significant. Since opening the first office in Reno, Nev., Assist-2-Sell

has grown to hundreds of offices in the U.S. and Canada. Over the years, Assist-2-Sell has been recognized by numerous publications as one of the fastest growing and most successful real estate franchises.

Of course, the increased awareness of "non-traditional" business models, like that of Assist-2-Sell, has spawned a national debate about the differences between "traditional" real estate companies and "discounters."

It would be more accurate to differentiate using three categories: Full-Service/High Commission - So-called "traditional" real estate companies; Full-Service/Discounted Commission - like Assist-2-Sell; Limited Service/Discounted Commission - Real estate companies that offer a "menu of services" or limited service. Fees are charged for the services that are selected, usually, but not always, at a discounted commission.

Coleman said a key difference between Assist-2-Sell and other "discounters" is the level of service. He said Assist-2-Sell discovered early on that while sellers love the discounted commission, they still need and want full-service.

"Assist-2-Sell franchise offices are full service and are staffed by experienced, licensed real estate professionals," said Coleman. "They take care of everything home sellers need, but charge a lower commission."

While most real estate companies charge a commission of 5-6 percent, Assist-2-Sell charges a flat fee as low as \$2,995.

There are some other differences, like the Direct-to-Buyer Program and the The MLS for Less® Program. Both programs are designed to offer home sellers choices and to save them money.

"We are a different approach," said Coleman. "I think there is enough room for everybody."

The Colemans have two children and they have enjoyed getting to know Zachary.

"We learned about the Zachary schools and we liked the community," he said. "Zachary offered exactly what we were looking for."

For information about Assist-2-Sell, contact Coleman at 225-803-1115 or visit [www.4BatonRougeHomes.com](http://www.4BatonRougeHomes.com).

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