



OPEN HOUSES IN CARY NOW A CALL AWAY
(excerpts from article)

by Stacey Lohman, Business Editor

The Mary Opfer Team at Cary-based RE/MAX Unlimited Northwest has brought the open house into the 21st century with a new concept called "Realtor-on-Call."

"Realtor-on-Call," launched Sept. 2, was created to give all listings in Cary equal exposure every weekend. It is offered from 1 to 4 p.m. on Saturdays and Sundays. Buyers learn of the service by signs and brochures posted in front of homes, through the Internet, and from the Multiple Listing Service. Here's how it works:

- Participating sellers must be able to show their homes with little notice.
- Interested buyers call the posted listing agent's pager. The Mary Opfer Team respects pre-established agency relationships.
- The listing agent meets potential buyers within five minutes and shows the home.

The Team said the system works because the agency does its homework. Homes are well-presented, staged and properly priced. Its listings have street-side brochures, showing the price and interior photos. And if they like what they see, a viewing is only a pager call away.

The program helps sellers, as well. In most cases, only serious buyers will request a showing. Plus, agents are able to provide them with an activity report.

The Mary Opfer Team, based at 362 Northwest Highway, Cary, will be moving to a new office Wednesday at 445 Park Avenue, Cary.

For details, call (847) 516-6333.