



Brian E. Eliason

Broker Associate

Call or Text: 605-999-4240

Email: Brian@MitchellRealty.net

Website: www.MitchellPropertyForSale.com

Why should you list your property with us?

- Marketing Strategies
- Office “Horsepower”
- Experience



Marketing Strategy #1: Branding / Name Recognition

- Outdoor Advertising
 - Billboards; Property Signs
- Newspaper: Mitchell Daily Republic
 - (2 weekly FULL-PAGE ads)
- TV and Radio
 - (KMIT, KORN, etc.)
- Chamber of Commerce
- Various Local and Hotel Guides
- Mobile ads
 - Buses and shuttles around Mitchell
- Various other print media
 - Bulletin boards, bathroom stalls, etc.



MITCHELL REALTY LLC
NEW LISTINGS

24723 241st Ave, Alexandria \$298,000 Call Tonya Pilsgruen 995-4279

1425 W 20th Ave \$199,900 Call Chuck Mauszycki 995-7070

1808 CONSTRUCTION Completion \$199,900 Call Chuck Mauszycki 995-7070

920 W Norway Unit 203 \$155,000 Call Steve Pilsgruen 995-4279

1020 E Harrison Ave \$64,000 Call Tonya Pilsgruen 995-4279

1000 E 2nd \$129,000 Call Chuck Mauszycki 995-7070

722 W 5th \$139,500 Call Chuck Mauszycki 995-7070

OPEN HOUSE 807 N. Duft, Plankinton \$165,000 Hosted by: Kristy Maasch

OPEN HOUSE 3300 N. Gate Road \$269,900 Hosted by: Colleen Hunt

NEW PRICING

1808 W 9th Ave \$109,000 Call Chuck 995-7070

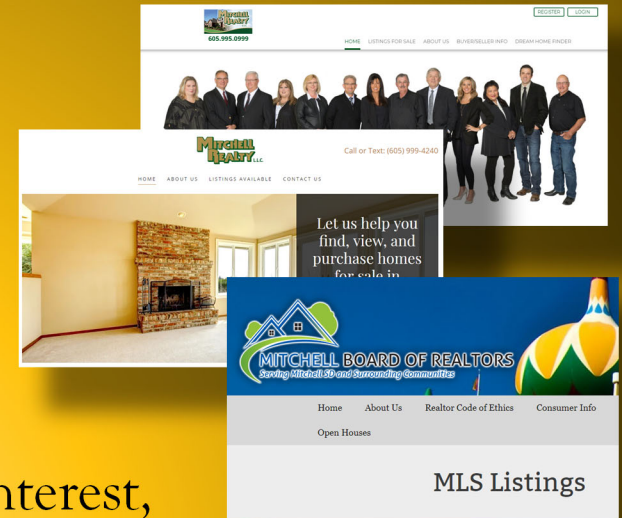
312 Chelsea St \$23,900 Call Chuck 995-7070

322 E 2nd Ave \$109,000 Steve 995-4279

FEATURED AGENT
Brian Eliason
995-4240
300 WEST HAVENS
605-995-0999 • www.mitchellrealty.net

Marketing Strategy #2: Internet Marketing

- www.MitchellPropertyForSale.com
- www.MitchellRealty.net
- www.MitchellSDMLS.com
- Social Media: Twitter, Instagram, Flickr, Pinterest, LinkedIn, YouTube, blogs, etc.
- www.Realtor.com
- www.Zillow.com
- Google Ads
- Facebook Ads



realtor.com®



Marketing Strategy #3: Direct Marketing

- Direct Advertising Campaigns
 - Post cards, mailers
 - Neighborhood campaigns
- Cooperating Brokerage Arrangements/MLS
 - Mitchell Board of Realtors
 - Fischer Rounds
 - Crane Realty
 - Chamberlain Real Estate Professionals
 - Juffer Real Estate
 - Salem Realty
 - Travis Real Estate
- Open Houses



Office “Horsepower”



<u>Brokerage Company</u>	<u># of Transactions</u>	<u># of Agents</u>	<u>Sales Volume/Agent</u>	<u>Sales Volume (\$)</u>	<u>Market Share</u>
Mitchell Realty, LLC	280	15	\$3,056,815.33	\$45,852,230.00	50.93%
2nd Largest	174	9	\$3,047,405.33	\$27,426,648.00	30.47%
3rd Largest	41	5	\$1,240,100.00	\$6,200,500.00	6.89%
4th Largest	57	4	\$1,532,600.00	\$6,130,400.00	6.81%
All others	30	6	\$735,316.67	\$4,411,900.00	4.90%
Total Mitchell Area MLS	582	39		\$90,021,678.00	100.00%

(For Calendar Year 2019, according to Mitchell Board of Realtors MLS)

Office “Horsepower”

- Mitchell’s largest real estate brokerage firm
- More than 50% market share
- Dominated Mitchell MLS since 2005
- 15 experienced agents
- Experts in Commercial, Residential, and Land





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- University of Wisconsin law degree (2002)
- University of Wisconsin undergraduate degrees in finance and economics (1999)
- Licensed Real Estate Broker since 1999
- Co-founder and CEO of the 2nd fastest growing company in the US (2008 INC Magazine's INC 500 List) that:
 - Purchased and sold approximately \$500 million of real estate, consisting of 5,500 apartment units and 400,000+ sq. ft. of retail space in WI, IL, MO, OH, TN, NC, GA, AL, and TX
 - Raised nearly \$200 million of investor capital and \$300 million of debt financing
 - Had approximately 500 investors in 36 states
- President of an insurance agency: Midwestern Risk Advisors (2014-2017)
- Broker Associate, Mitchell Realty, LLC (2019-Current)



Experience Matters

Anyone can put a "For Sale" sign in a front yard and wait for a customer to call. But, when a problem arises, you need someone with deep real estate experience to get you to closing.

Since obtaining my real estate brokerage license in 1999 and my law degree from the University of Wisconsin in 2002, I have personally been involved with thousands of real estate transactions, ranging from a simple purchase of an \$8,000 vacant lot to a complex syndication and master lease of a \$45 million apartment community with 35 owners completing Sec. 1031 tax-deferred exchanges. I have in-depth experience in real estate law, brokerage, property management, insurance, taxation, development, and financing. So, whatever size deal you're looking to buy or sell, I have the expertise to help you close the transaction.

(www.MitchellPropertyForSale.com)