

Spire Group Shakes Up The 100% Commission Model

January 1, 2011 (The Real Deal) - Spire Group, Inc., a Manhattan-based real estate brokerage firm led by Kevin Kurland (Kurland Realty, Kurland Holdings), opened its doors today in the Flatiron District with a new spin on the 100% commission model that has been gaining traction with agents over the past few years.

The Spire model - which features an impressive platform of mobile and in-house agent support - eliminates agent transaction fees, membership fees, desk fees, and listing fees ... and replaces them with one low fixed monthly cost called 'agent dues'. This new formula effectively simplifies operations and raises rewards. It also gives agents greater leverage to negotiate deals and pass along savings to their clients.

"We wanted to take this innovative idea to the next level. The current 100% model is rather misleading ... since agents are required to pay transaction fees of up to \$2,000 per deal (tied to the size of the deal) to help brokerages recoup overhead costs," says Kevin Kurland, President of Spire. He adds, "At Spire, 100% commission actually means 100% commission."

Kurland continues, "Real estate is quickly becoming a virtual marketplace, with reduced need for large offices, extravagant work stations, and high operating costs. It's exciting to watch us adapt and pass along the rewards to agents, clients, and the company." He boasts, "It's a win-win-win model."

Spire will also unveil its new website www.SpireGroupNY.com at a company launch party next month. "The Spire site is like nothing else out there, and really enhances the online experience for both clients and agents," says Damon Young, Marketing Director for Spire. He asserts, "I think we've shaken up that model as well."

About Spire Group, Inc.

Spire Group is a New York City real estate brokerage firm offering sales, rental, and commercial properties throughout the metropolitan area. The Company's focus is in providing innovative real estate solutions to help both clients and agents live better lives. For more information, visit www.SpireGroupNY.com or call (212) 370-0898.

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