

Industry Veterans Launch The SIMPLE Real Estate Co., the First Residential Brokerage Firm Designed Specifically for Sellers

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Real estate industry veterans Louisa Gillen and Chris Palminteri, announced the launch of The SIMPLE Real Estate Co. (SIMPLE), the first residential real estate brokerage firm designed specifically for sellers. SIMPLE was co-founded by Gillen and Palminteri to thrust the stale, outdated brokerage model into the future by introducing a modern and honest approach to the sales process.

SIMPLE's forward-thinking model is financially smart, fully transparent and service driven. For sellers, this means goodbye to inflated commission fees, six-month exclusive agreements and agent-centric sales models. And, hello to SIMPLE's hybrid fee structure, three-month exclusive agreements and a brokerage designed to keep more money in sellers' pockets.

"We looked at the big brokerage firm models, whereby sellers are paying unnecessarily high commission fees, and agreed there needed to be a more modern approach. This is what brought us to launch SIMPLE," said Louisa Gillen, co-founder of SIMPLE. "Sellers deserve an approach that is transparent and financially smart, and one that provides unrivaled expertise, targeted marketing, expert negotiating and personal attention during every step of the sales process to create maximum value. This is what SIMPLE is all about."

After 16 years as a top producing team at Corcoran, Gillen and Palminteri had their "Aha" moment while being recruited by Compass almost three years ago. They realized while Compass was newer and shinier, it was not different; and like all big brokerages, it still operated under the traditional, agent centric model with the standard 6% commission structure. Gillen and Palminteri saw two glaring problems – inflated commission fees and lack of transparency. The standard 6% commission fee used to make sense due to the high cost of marketing, but today third-party real estate websites such as StreetEasy provide worldwide exposure for essentially no cost. Ultimately, the brokerage industry does not want this secret exposed since it will significantly eat into profits. SIMPLE is the solution and is designed to protect sellers from being gouged by big brokerages.

"SIMPLE is the future of Manhattan home sales," added Chris Palminteri, co-founder of SIMPLE. "Not only are we designed specifically for sellers, but we offer a fully transparent approach to the sales process combined with high-touch service and decades of experience to ensure no money is left on the table."

A powerhouse duo with a proven \$350 million sales track record, Gillen and Palminteri have earned a stellar reputation for providing clients with deep expertise and market insight, individual attention and high-touch, hands-on service. Their commitment to professionalism, honesty and transparency makes them trusted partners by clients and has attracted a loyal base of repeat customers.

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