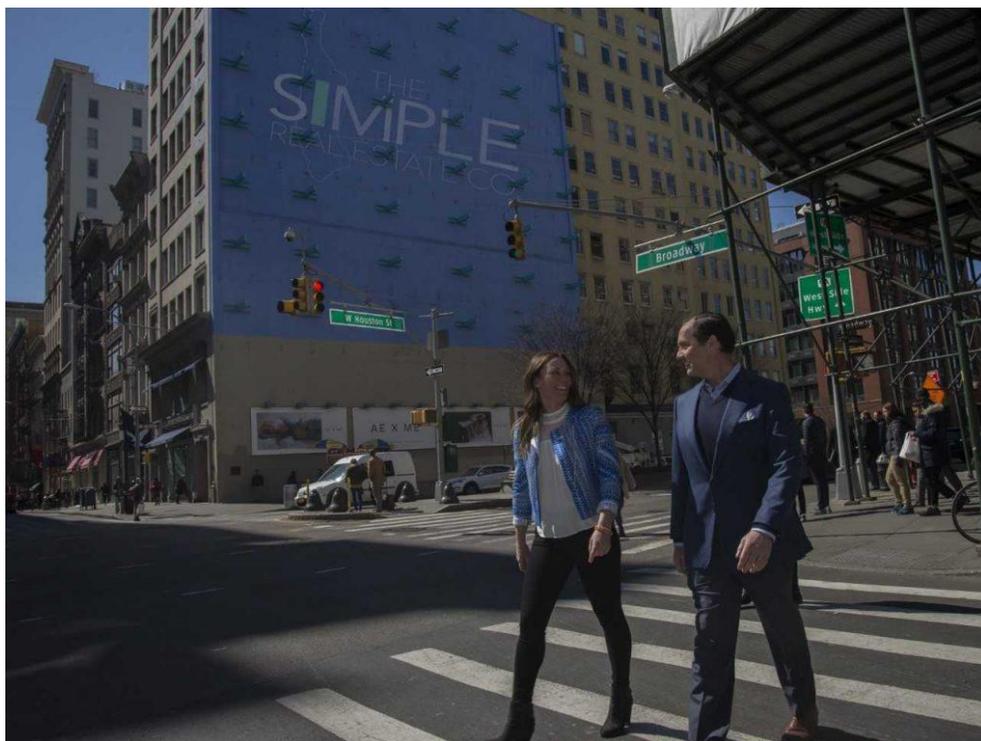


New NYC Brokerage Offers Hybrid Fee Structure

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

November 14, 2018



SIMPLE co-founders Louisa Gillen and Chris Palminteri

When real estate industry veterans Louisa Gillen and Chris Palminteri were considering a brokerage change after their manager moved companies, they had an AHA moment. "We almost joined a company, but we realized it was newer and shinier, but they weren't doing anything different from our old brokerage," says Palminteri. "We thought, 'What can we do for ourselves to make our business better,'" says Gillen. They narrowed down their goals and realized that they wanted to serve sellers better and that the traditional real estate model was holding them back from doing that.

Thus, the idea for [The SIMPLE Real Estate Co. \(SIMPLE\)](#), was developed. Both Gillen and Palminteri say it's the first residential real estate brokerage firm designed specifically for sellers. "We wanted to thrust the stale, outdated brokerage model into the future by introducing a modern and honest approach to the sales process," says Palminteri.



"The days of huge marketing budgets are over," says Gillen. "Now we have [StreetEasy](#) which has dramatically reduced the cost of marketing. We pass that savings along to sellers by capping commissions at \$50,000." Says Palminteri, "For us, it's about being transparent, having proper pricing, being expert negotiators and targeting a listing's exposure."

SIMPLE's 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 (capped at \$50,000), three-month exclusive agreements and a brokerage designed to keep more money in sellers' pockets.

"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," says Gillen.

"SIMPLE is the future of Manhattan home sales," adds Palminteri. "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."

The duo is considering expanding if they see the right fit, but right now they're focused on getting the message about SIMPLE out there. "We are different. We may scare some of our fellow colleagues, because when we have a conversation with a \$4 million seller and tell them we can save them \$190,000 by going with us, experienced brokers, they know we'll be a success," says Palminteri.

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.

About The SIMPLE Real Estate Co.

The SIMPLE Real Estate Co. (SIMPLE) is the first residential real estate brokerage firm designed specifically for sellers. Industry veterans, Louisa Gillen and Chris Palminteri, founded SIMPLE 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. 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. Sellers choose SIMPLE not only for its financially smart model, but more importantly, for its unrivaled expertise, targeted marketing, expert negotiating and personal attention during every step of the sales process to create maximum value. SIMPLE is the future of home sales in Manhattan. For more information, visit www.thesimplerealestate.com.

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