

# Small by design

*Buy Me Realty focuses on residential consumers, service*

BY DENNIS OBLANDER

THE NEWS-HERALD

TRENTON — When Buy Me Realty Inc. celebrates its sixth year in business this April, owners Marc and Diane Newman may raise a glass or two.

By design, they alone will join the celebration.

“Our business model is unique in that our existence is not predicated on the recruitment and retention of Realtors or on the sale of service provider products to subsidize our commission income,” Marc said. “Instead, we focus on the consumer and the value we provide.”

And that is what the couple have been doing since 1999 when Marc earned his associate broker’s license and established Buy Me Realty with his wife, Diane, a full-time real estate professional since 1993.

“We have a different philosophy on real estate,” Marc said. “We have one quality standard. We are very ethical and, as broker/owners of the company, we’ll never waiver from that.”

An engineering graduate, licensed builder and full-time Realtor, Marc believes their industry is in the midst of a “paradigm transition.”

Being successful in the long term, he says, requires breaking ranks with the traditional real estate model.

A majority of today’s prospective homebuyers, some 78 percent, began searching for their dream home online. As a result, commis-

## BUY ME REALTY

2349 W. Jefferson Ave.  
Trenton

- **FOUNDED:** 1999
- **OWNERS:** Marc and Diane Newman
- **EMPLOYEES:** 2
- **HOURS:** 9 a.m. to 6 p.m. seven days, and by appointment
- **INFO:** 1-734-671-6250 and, toll free, 1-866-ToBuyMe (862-8963)

sion rates have plummeted, competition has increased, and the companies that survive will be those that study the market and find innovative ways to bring buyers and sellers together in an ethical, risk-free environment.

“Locally, we typically see about 3,500 plus residential properties exchange hands on an annual basis with a market saturation or inventory level of nine months,” Marc said.

“Statistically, that translates into less than four transactions per Realtor for an income less than half the median household income for Wayne County — which will force some members to seek employment opportunities in other industries.”

Such attention to detail often leaves Marc “behind the scenes” to focus on such tasks as marketing and planning, he said. “She is the face for most everything you see out in public,” he said of his wife of 17

years. “We’ve learned to split that up.”

They have also learned the importance of coming together to raise their community profile as they did in 2003 with a \$25,000 donation to the Penrickton Center for Blind Children in Taylor. The money, to be paid over a five-year period, sponsored a bedroom in the five-day residential center.

The company has also donated generously to Special Day Camps and the Downriver Youth Performing Arts Center.

Last year, Marc’s building company, Your Michigan Home Builder, was selected as general contractor for two Habitat for Humanity builds. More recently, Buy Me Realty was nominated for 2006 Business of the Year by the Trenton Business Association.

The bulk of Buy Me Realty’s listings are used residential properties. The market, Marc says, could not be better for buyers.

“They may have to give up a little on the house they are leaving,” he said, “but they can make up for it if they are upsizing.”

The Newmans’ primary service area is the Downriver and northern Monroe County. In keeping with their business model, less is more.

“We’d rather give exceptional service in a smaller area,” Marc said, “than less than that in a larger one.”



Photo by Dennis Oblander  
Diane and Marc Newman will celebrate six years of being in business as a husband-wife real estate team in April.