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REAL ESTATE FIRM ENTERS HOUSTON MARKET IN SPITE OF TROUBLED ECONOMY - NEW WEBSITE MAKES HOME SEARCHING SIMPLE -

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2M Realty™ is the new kid on the block and is out to make a difference. They began offering real estate services in January 2009, in the midst of a downturn in the real estate market. In a very short time, they have established a presence that rivals other firms that have been around for years. They are an independent firm with a no-franchise attitude and strongly believe that homeowners should *List Local to Sell Strong*.

“When reviewing local listings, I am always surprised to see properties listed by agents on the opposite side of town. I suppose kudos is due the agent for getting the listing, but how can that agent effectively service the listing if they are on the opposite side of Houston? They are geographically limited on how they can respond to the seller’s needs and to buyer inquiries,” said principal broker Mark Martin. “Selling real estate requires far more than putting it in the MLS. We believe it requires a partnership between the seller and the listing agent, and it is the agent’s duty to educate, inform and be present for the seller during the entire sales process. This includes establishing a sales price that is aligned with the local market; guiding the seller on preparing the property or home for sale; assisting in staging the property or home; giving the listing sufficient exposure in the local market; and, diligently advising the seller during negotiations and contracts. We consider this our commitment to the seller, whereas it is a trend of many of the mass-produced franchise agents to consider that kind of service to be too much work.”

2M Realty also offers customers a well-designed, functional and easy-to-use website, <http://www.2mrealty.com>. It includes top real estate news updated daily by Inman News, blog posts, social networking, relevant content for buyers and sellers, and information on mortgages, school districts, neighborhoods and the general Houston area. Best of all, their *1-Click Search*™ makes finding properties simple. With the *1-Click Search*, users can begin searching Houston neighborhoods, property types, and price ranges with one click. No drop-down menus or confusing options, just one click and they are searching properties. Customer searches can also be saved for future reference and shared with friends; and, buyers can be updated when a new listing enters the market that matches their search criteria.

“Many studies have shown that the majority of real estate buyers and sellers begin the process on the internet. And, most of our competitors’ websites are clunky, slow and make it difficult to search for properties,” said Martin. “That is bad for them but good for us. Before we launched our website, we chose to view the web experience from the customer’s perspective, discover their needs, and build a website to accommodate them.

2M Realty also caters to investors looking to find foreclosures, short sales, and bargains. You can follow their Twitter, <http://www.twitter.com/2mrealty>, to get updates on deals as they become available. They believe that to find the right deal, you need to be informed and ready to act fast. Getting their "Tweets" as the deals become available puts their investors first in line to capitalize on the opportunity.

Martin believes that despite the slow economy, there are needs to be met in the real estate industry. He feels that new buyers are still entering the market and homeowners still need to sell their houses. “By establishing a market footprint during tough economic times, we can build market share while our competitors suffer from attrition. Plus, we will be very well-positioned to further grow our business during better economic times in the future.”

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About 2M Realty: 2M Realty has simple goals in mind: Simplify the home buyer process, reduce stress for sellers, earn client trust, and keep client trust. These simple but lofty goals are backed by over 20 years experience in sales, property management, land planning, subdivision development, investment partnerships, infrastructure / utilities, valuation, consulting, mortgage creation and mortgage management. They also have extensive experience in website creation / design / management, internet marketing and domain management. This unique combination of experience gives our clients a technological advantage when searching for the right property and a knowledgeable realty advisor when buying and selling properties.

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