

IN THE NEWS

FOR IMMEDIATE RELEASE FIRST OF ITS KIND REAL ESTATE AGENCY OPENS IN CHARLOTTE

(Charlotte, NC)-In the middle of what people consider to be a down market, a real estate firm chooses to open its doors in the heart of the Charlotte Business District. Beginning May 1, The McDevitt Agency will specialize in Center City and its surrounding neighborhoods. Defining itself as a boutique firm, The McDevitt Agency will consist of only top producing real estate brokers, representing both buyers and sellers of existing and new construction properties, as well as having a focus on luxury properties, developer services, and giving back to the community. The McDevitt Agency is founded by a group of this area's top producing brokers who want to focus on taking customer service, sales, marketing, and technology to the next level. High minimum production requirements for the brokers will ensure customers are always working with an educated and qualified broker throughout the process of buying or selling. The firm's principal, Shane McDevitt, is a former leading producer with well respected local firm Helen Adams Realty. McDevitt began his real estate career with Helen Adams Realty in 2004 when he joined his now wife, Kelly McDevitt, who has been in the business since 2001. He has brokered over \$100 million dollars of real estate, primarily in uptown Charlotte, since 2006. He earned Companywide Top Producing Sales Team awards for 2005, 2006 and 2007. "I believe now is the perfect time to launch the kind of progressive real estate firm that Charlotte doesn't have," says McDevitt. In what was considered a slow time, McDevitt closed on 35 million in real estate in 2007, has approx 25 million in active listings, and currently has 12 million in deals under contract. In 2006, McDevitt also closed on one of the highest valued transactions in Uptown Charlotte by a residential realtor, valued at \$6 million. "I don't have a feeling of highs and lows, there are always buyers and sellers out there, especially in this incredible market, and we just need to put them together," says McDevitt. The McDevitt Agency will use technology and marketing to the fullest with the use of innovative company and agent websites, targeted advertising, professional photography and property specific websites for all listings, as well as utilizing new technology to send pictures and information directly to prospects cell and smart phones. "We feel it's important to approach the market as specialists in the Uptown Charlotte area. We will work with a range of clients, from first time buyers to those buyers that fall into our Luxury Division," continues McDevitt. The Luxury Division of The McDevitt Agency will consist of a concierge service for buyers and sellers, offering perks for card branded members, town car service and Luxury Home certified agents. Unique to this firm is their commitment to giving back to the community. A percentage of each transaction will be set aside to donate to a designated local charity that will be determined on an annual basis. For more information visit www.themcdevittagency.com or call 704.763.0063

