

The Small Business Spotlight is on...

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For anyone who is buying or selling a home, the choice of a real estate agent is one of the most important decisions made during the process. The right agent can become an integral part of the experience, making it fun and memorable. Steve Farrell of Classic Properties in Clarks Summit knows this all too well, having worked in the real estate business for more than 30 years. In this month's Small Business Spotlight, Farrell shares his experiences with us, as well as some tips for those entering the home buying or selling process.

What sets Classic Properties apart from other area real estate agencies?

Classic Properties is the number one real estate brokerage in Lackawanna County. We are the only real estate brokerage firm with locations in both Lackawanna and Luzerne counties, as well as the Poconos. We cover 10 counties in northeastern Pennsylvania, and we are the only firm in the region to be recognized by Real Estate Magazine as one of the "Top Independent Brokers in America" from 2013 - 2019.

How have you seen your business evolve over the years?

We have heavily invested in training and technology over the last five years. Consumers are online and expect to be communicated with via text or email, so all of our internal systems are geared towards this. Our agents are trained twice a week on the latest technology and industry trends.

A few years ago, you opened a new headquarters on State Street in Clarks Summit — how has that helped boost your business?

Opening this headquarters has greatly enhanced our presence and visibility. The brick-and-slate roof stands out, so it's a cool, almost historic building. Clarks Summit is a busy little walking town, so being here is great for our clients, agents and staff.

What is one thing someone selling their home should be aware of?

The number one thing is to make sure to hire a broker who provides the best exposure for your property. Real estate is primarily marketed in a variety of online mediums. Most leads come from the internet, so the company you choose must have experienced agents who are readily available to convert these leads into showings. Also, make sure that the broker you choose has great brand recognition, high market share, trains their agents, and has a viable print marketing plan.

“The Chamber has opened up many doors for us”

What advice do you have for someone shopping for a new home?

Make sure that you have an agent who enjoys representing buyers and who is a strong negotiator.

How has being a Chamber member helped your business?

The Chamber has opened up many doors for us from both a residential and a commercial standpoint. I personally have worked with the Chamber to place clients in locations where they can thrive.

Get in the Spotlight!

Every month, The Greater Scranton Chamber of Commerce features a member small business in the Small Business Spotlight. Don't miss your chance to be seen! Visit scrantonchamber.com to apply for membership or to fill out a Small Business Spotlight application today!

