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LIFESTYLE SOLUTIONS



Sincerely-

One Plus Realty
One Step Ahead

Four Leaf Clovers
Found in The Fifth Ward

Cottonwood
Art Festival



ONE PLUS REALTY ONE STEP AHEAD

by Beverly Parkhurst Moss

A warm smile greeted me as Rebecca Cucovatz walked into the café. She was dressed in a sophisticated, yet simple fashion, making it easy to feel as though I were meeting an old friend for coffee instead of the owner of a highly successful real estate company, One Plus Realty.

It did not take me long to realize that Rebecca was different from many of the real estate agents I had known in the past. We immediately established a rapport, and her manner was so sincere that within just a few minutes I knew if I were ever to sell my home, I would list with her.

Rebecca's people skills are not the only attribute that make her business thrive in the competitive and demanding real estate market; Rebecca has come up with a selling approach so innovative it is bound to set a new standard for the real estate industry. Instead of the traditional three percent charged to list your home, One Plus Realty charges only one and a half percent. Should the client, who is listing his or her home, also buy a home with One Plus Realty, the fee is reduced to only one percent. Furthermore, Rebecca's company offers a cash rebate of one percent to any buyer who uses One Plus Realty to help find his or her dream home.

"Although my company saves both buyers and sellers thousands of dollars, we are a full service agency, and the one thing we will never cut back on is the service we offer our clients. I want to make sure that all phone calls are returned the same day and our clients are updated on a regular basis." As Rebecca talked, I remembered all too well experiences I had had over the years with agents from other real estate companies. Often, the appearance of the agent was glitzy and glamorous. When it came to service, however, once the agent got the listing, they didn't bother to return my calls.

Another characteristic of Rebecca's business that keeps it personal and principled is the incorporation of family. One Plus Realty is truly family-owned and operated. Her daughter-in-law, Christen Carter, recently opened a One Plus Realty office in San Jose, California and her other daughter-in-law, Kendra Cucovatz, serves as the executive assistant of the main Dallas office. Rebecca's daughter, Emily Carter (featured), will open a third office

in Charlotte, North Carolina this summer. Coast to coast, One Plus Realty offers the most – great service and true dedication to its customers.

An accountant by trade, Rebecca's real estate adventure began when she invested in real estate years ago with a friend. "One thing led to another," she says, "and it was not long before I decided to get my



real estate license. I have always run my own business, and I have always enjoyed working with people. It was a natural fit."

In the real estate industry, new agents are often thrown out into the mainstream with little training or knowledge about the complexity of the business itself. Keeping this in mind when she opened her brokerage, Rebecca decided to provide personal and extensive training to all her agents. Rebecca also offers great benefits to her professional team.

Currently One Plus Realty has approximately 50 listings, with new listings being added daily. The extent of

her market is wide and has listings all over the metroplex. "I work with many types of clients, from residential sales to commercial and investment properties."

"What about those smaller listings?" I asked Rebecca.

"Sometimes agents don't want to show the smaller homes. I have found that those people are always so grateful someone is willing to help them sell their home or purchase a new one. It's not about the money. I treat everyone the same", Rebecca emphasizes. "It is about helping people. It has always been about helping people."

Rebecca offers more services than the average real estate company, including her in-house mortgage company and property management company. One of the unique marketing tools she offers is a talking house radio which potential buyers can tune their car radios to a designated frequency and listen to a description of the One Plus Realty home while on the road. Hot line numbers are also advertised on each "For Sale" sign as another means by which the potential buyer can access this information. All of One Plus Realty's listings are showcased on realtor.com and dallasmorningnews.com, as well as being listed in the multiple listing service, RealtyTrac and One Plus Realty's own website, 1plusrealty.com.

Rebecca was told she would never make it as a real estate agent. However, not only has she made it; but thanks to her novel selling technique, her company has experienced phenomenal growth and success. Rebecca Cucovatz is living proof that the more you serve your clients, the more successful you will be. I predict that this is one real estate company that is headed for both incredible growth and financial reward.

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If you are looking to sell a home or buy a home, you will not be disappointed! **One Plus Realty** is located at 15300 Preston Road in Frisco, TX 75034. Call **469-446-4177** or log on to **www.1plusrealty.com**.