

NEST REALTY: CHARLOTTESVILLE'S NEW BREED OF BROKERAGE

IN THE PAST FIVE YEARS, THE WORLD of real estate has turned upside down. And with that, the role of the Realtor is changing. In this market, a great Realtor serves as a marketer, negotiator, consultant and interpreter of information. Great Realtors are also embracing technology and a new real estate firm has just opened in Charlottesville that is part of a new breed of real estate brokerages. Nest Realty, founded by Jonathan Kauffmann, Broker, is now in business to provide buyers and sellers unique opportunities in this rapidly changing market and has just launched a state-of-the-art web site.

“The information is out there,” Jonathan noted. “The consumers are going to get it. I wanted to create a one-stop shop for both buyers and sellers to come into our web site and get useful real estate information – everything from active listings to sold statistics to school reports.”

Jonathan is a UVA Grad and has been buying and selling properties since he graduated in 1999. Jonathan earned his real estate license in 2004 and recently formed Nest Realty – offering the most extensive web site and access to information in Central Virginia.

“My goal with the web site is twofold: First, to provide buyers with a simple and efficient way to learn about all of the areas and neighborhoods in Central Virginia, and to allow them to easily search for active listings the way they want to search,” Jonathan confirmed

“Second, we will provide buyers, sellers and homeowners with useful information about the local real estate market. Whether it's larger trends or trends in micro-markets like school districts or neighborhoods, we'll be providing ongoing Nest Market Reports to relay this information to the entire community.”

“Real estate is a team sport,” he said. “The more information my clients have, the better job I can do for them.”

Sellers, for example, should know the current state of the market, especially in similar neighborhoods, so their home will be priced competitively. This is critical to selling property in the current economy. Buyers also should be aware of ever changing market conditions.

The web site - NestRealtyGroup.com - is unlike any other in its comprehensiveness. Buyers can search for homes in the traditional way - by beds, baths, square feet and price. They can also search by county or area, by neighborhood or by schools. An interactive map of Central Virginia helps buyers learn more about any area. Over 175 neighborhoods are spotlighted with descriptions, community features, price ranges, pictures and distances to places like Downtown or the closest vineyard. In addition, over 50 neighborhoods have Video Slideshow Tours in High Definition.

The popular Neighborhood Match feature allows users to plug in important criteria such as sidewalks, pools, price ranges, and other amenities. Based on that criteria, the site will generate a potential list of compatible

neighborhoods. You can then search for homes by those neighborhoods.

Important to families, the site also gives GreatSchools ratings with a link for more school information.

Under “My Portfolio” browsers can save homes like a shopping cart, send homes to family or friends and even send homes to a Nest agent for those seeking more information.

The Nest Report includes an up-to-date, comprehensive blog, which discusses local and national trends, focusing on the overall Central Virginia market as well as micro-markets. With these tools, buyers and sellers can get educated and stay educated and make smarter real estate decisions.

With Nest Realty, sellers can reach distant markets with greater impact and buyers will be armed with the information they must have to be savvy consumers.

To find out more about how Nest Realty can help with all your real estate needs, call Jonathan Kauffmann at 434-825-5756 or visit his amazing web site at NestRealtyGroup.com.



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Nest Realty Launches Interactive Web Experience