

Cracking the Real Estate Code

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SAN DIEGO, May 28, 2009 -- Anthony Realty Group is currently demonstrating several unique proprietary formulas that provide a clear advantage beyond the traditional real estate sales offices of the past.

Experienced agents are now gathering to learn more about the growing company's systems. Bi-monthly lectures are held by Marian Anthony, Broker of Anthony Realty Group, to recruit the right people to properly maintain the consistency and quality of information they have created to address the concerns for today's market condition. Anthony Realty Group believes that one of the biggest challenges for the real estate community as a whole is to overcome the negative stigma created in the past. As newly hired agents learn the Anthony Group systems, they are eager to share information with their clients, delivering high quality content that is fresh, appealing and most important, simple to understand. When shopping for a new home or investment there are many potential hazards, some of which inexperienced real estate agents may not be aware of, or may not bother to reveal to the client, especially in this market. A commonly known axiom in real estate has always been "location location, location," but many consumers do not see how this really applies to them.



The Anthony Realty Group demystifies this old axiom by definition in the "Magnificent 7 Principles of Investing." The company brands itself as a "Consumer Advocate Agency," helping to reveal the potential pitfalls that may exist in each property, allowing clients to make smarter overall decisions when approaching a deteriorating market climate. William Thrailkill, a 37-year industry veteran, and Managing Partner of the company says, "Mr. Anthony has done something completely unique that no one else in the industry is doing, and it shows by the rate of the company's expansion in recent months." This brings the type of credibility to the industry people recognize and rely upon before spending. Anthony Realty Group has recently added www.1BankOwnedHome.com as property information system to consumers searching for distressed property values in California's communities.