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Distressed sales aid Showcase Realty's growth

Charlotte Business Journal - by [Adam O'Daniel](#) Staff writer

In 2008, Nancy Braun opened a residential real estate business in one of the worst real estate markets in a generation.

But she has rapidly expanded the firm, **Showcase Realty**, by focusing on distressed sales and unorthodox marketing.

How have you been able to build your business in such a difficult real estate market?

The nature of transactions has changed, and we have been quick to change with it. Buyers today are looking for a deal. It makes sense for buyers and sellers to align themselves with a firm that markets and sells numerous bank-owned properties.

Our foreclosure inventory helps attract buyers who often end up purchasing general non-bank-owned properties. Sellers who are underwater and seeking to avoid foreclosure can reach out to our short-sale specialists to assist them in selling their properties. Our extensive Internet marketing program ensures our general brokerage listings sell quickly and at the best possible price.

How do you market the firm?

We now hold monthly foreclosure open-house tours with hundreds of signs, a tent and a lender on site. Our Web sites generate immediate e-mails to our buyers of new listings that fit their criteria, and client owners learn first-hand of sold homes in their neighborhood. Showcase also maximizes its Internet exposure via social media, blogging and other Web sites.

How are you expecting the real estate market to perform in the next 12 months?

The number of distressed properties is evidently increasing and will continue to do so over the next 12 to 24 months. The high unemployment rate is one of our biggest hurdles. Prices may stabilize later this year. But regardless, our inventory of distressed properties will continue to grow, and distressed sales will continue to dominate the market.

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VITAL STATS

• **Nancy Braun** launched Showcase Realty 18 months ago with three workers. It now employs 19.

• **The firm** focuses on five business lines: general brokerage, bank-owned property, short sales, broker price opinion and property management.

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