

Top Real Estate Agent in Syracuse New York - Bob McTague - Coldwell Banker Prime Properties

Bob McTague and the CNY Agent Realty Group with Coldwell Banker Prime Properties in Fayetteville New York has helped more buyers and sellers than any other real estate agent or team in the Greater Syracuse Area for 2010.

Nov. 14, 2010 - [PRLog](#) -- No one has told Bob McTague and his team of four agents that we are in a "bad economy", as they have helped more buyers and sellers in the greater Syracuse New York area than any other real estate agent or team, which has landed them the #1 spot in the Multiple Listing Service for 2010, as of November 1st, 2010. For residential home sales, they place #1 for total transactions and total volume for Onondaga, Madison, Oswego, and Cayuga county. They will close out the year with about 125 transactions and total volume of about \$20M.

Also, Bob McTague who is the team leader, has only been practicing real estate for only 4.5 years, and most agents on his team have been in real estate business for under 5 years. So, how does Bob McTague succeed when others are failing? First off, his business model is very different than most agents. I had a chance to interview Bob McTague and these were his comments.

What methods are you using to succeed in a down real estate market?

McTague: If agents are doing X, I will do Y. Most real estate agents and brokerages are using very traditional methods to sell real estate, my business revolves around the latest real estate technology and lead generation. I do not advertise in the newspaper or hold open houses, as I feel they are a waste of money and time. Our business model revolves around very effective lead generation and management systems.

How do you market homes differently than most agents?

McTague: I have a very innovative listing system that I created. We actually market our listings to over 60 real estate and video websites. There is no other agent or team in my area that offers such a system. Many agents try to copy our systems and tell consumers that they have syndication platforms that markets to real estate websites, but they do not. We actually provide the client with a secure link so they can view all the marketing links we provide. I employ several marketing assistants that perform a variety marketing tasks under my direction. We have also created a 30 day guaranteed home sale system to help motivated sellers. <http://www.CNYSold.com>

Was most of your business this year short sales or foreclosures?

McTague: We have not represented anyone this year selling due to a short sale or foreclosure. Our area at the current moment does not have a high inventory with these types of properties. Our market is stable at the moment.

So, who is your average customer and what areas do you service?

McTague: Our client is anyone selling a home that is "saleable", and our average sales price is about \$140,000 for 2010. We have helped over 70 buyers this year, and work with a lot of first time home buyers. I work within four different counties in Central New York, and will expand into more areas in 2011.

According to recent studies, the average real estate agents generates 3 to 5 leads per year from their website, how many do you generate?

McTague: Wow, that is a very low number, but accurate... we actually communicate with over 600 buyers/sellers per month who are looking to buy or sell a home now or in the future. Actually, according to many analytical websites we have the most searched agent website in Central New York, and have more unique visitors than some brokerages in the area. All of this benefits the consumer and our clients.

How has Coldwell Banker played a role in your success?

McTague: Coldwell Banker is a very stable company in this area. However, I have learned early on, that no one is going to give you business. I have also learned that many agents careers are built on company relocation and "hand outs", however, we as a team do not get any of these benefits or leads from Coldwell Banker, and we do not participate in relocation. It feels really good to know that you can stand on your own even without your brokerage. We have systems in place above and beyond what Coldwell Banker offers to insure our stability and success in the future. Not all agents are created equal, even within the same brokerage.

What are your goals for 2011?

McTague: We are working on some new systems for 2011, that no other real estate agent is using. Things are changing on the Internet, with Google, etc... Many brokerages are far behind and using old lead generating systems moving into 2011. With the solid foundation we have laid in 2010, and the use of our unique programs and systems, we are projecting a sales volume of over \$30M, and we will help 200 to 300 buyers and sellers without increasing the amount of agents on our team.

You can learn more about Bob McTague and his team by calling 315-882-6610 or visit their website at <http://www.CNYAgent.com>

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Bob McTague
CNYAgent Realty Group
Coldwell Banker Prime Properties
6800 E. Genesee Street
Fayetteville, NY 13066
315-882-6610
<http://www.CNYAgent.com>

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