

Platinum Integrity Real Estate. The Name Reflects Their Service.

by Pamela Holechek

A popular real estate website reminds that buying or selling a home is complicated. Absolutely. Absent, however, was mention of the emotional aspects to such monumental decisions. Doesn't it seem that a huge, peace-of-mind factor was omitted?

"I always tell clients it has to be a good fit between you and your realtor because you are going to be working together for two or three months, on almost a daily basis," says realtor/broker Jennifur Newell. "You have to feel good about this person, feel the person is giving you good service, and always has your best interests in mind."

Jennifur and her husband Brent Newell are principal partners on the job, as well as for their family of four. They own Platinum Integrity Real Estate and specialize in every aspect of buying or selling in the West Valley, through their combined 26 years of experience.

In addition to the couple's real estate certifications and full time work within the industry, they also hold business/marketing degrees. They fully understand the real estate market here, and ensure marketing efforts for their clients go far beyond the Multiple Listing Service of homes for sale/rent/lease. They feature each client's listing, of course, on their own website, along with posts on the other main real estate sites. They distribute post cards and flyers, and host open houses for realtors and buyers. The key, according to this team, is to consistently do tremendous advertising.

"When someone hires us," Jennifur says, "we become their employee. When we sell someone's house or help someone buy, we do it as if that house were our own. This is a small town, so we will see people again. It is good that everyone gets treated fairly. You do the very best you can for them."



Having lived and worked in the West Valley for over 20 years, Jennifur and Brent Newell can help their clients find just the right house to fit their lifestyles.

Going back again to the popular website, it says a good realtor should know the community in which they work. Both Jennifur and Brent were stationed at Luke Air Force Base in the 1990's and have lived in the West Valley ever since. Just as other residents, they have pride in homeownership and in seeing their community prosper.

Yes, they can even name a West Valley housing development by its cross-streets, yet they also keep a strict eye on every property they contract.

"I have a military client in Germany whose house is now vacant from a tenant," Jennifur says. "I went in and cleaned it. I had our painters in doing touch-ups. I set out flowers and hung things on the wall to make it homey. I sprayed the weeds. I

make sure the houses we market are always presentable because that's our name on the sign."

Another must-know for a stellar realtor, according to the website, is financing options. Assuredly, Jennifur and Brent have it covered, from the Veteran's Administration loan to the new Home In 5 financing for lower-income, first-time buyers.

Take a look at the Platinum Integrity Real Estate website—www.jennifurshomes.com—and see if this "Can Do" duo is the right fit for your buying or selling needs. For an appointment or further information, contact Jennifur at 623-826-7968 or call 623-826-6319 to speak with Brent. Integrity is not just a nine-letter word to these real estate professionals.



When Platinum Integrity Real Estate markets a home, this is what happens!