

TOP AGENT MAGAZINE



George Lorimer, Your Home Sold GUARANTEED or I'll Buy It!

As one of San Diego County's top agents, George Lorimer knows what works. A Del Mar native, he has worked in the San Diego market for more than 20 years, spanning the entire county and handling all properties from a starter condo to a luxury home.

The son of an architect, George followed his father's footsteps and got his Brokerage license. He knew he could do more, so he received his MBA from San Diego State University and found himself at a crossroads.

"I could have gone corporate," he said. "But I had a passion for real estate, and I was good at it, so I decided to use my business acumen to take my real estate business to the next level."

Ambitious and driven, George offers many different incentives that help him stand out and drive traffic. He has a Guaranteed Sale Program, where, if the home doesn't sell for market value, he will buy it. He offers a 100% Full Market Value Program that guarantees a client's home will sell for 100% of the full-market value, or George will pay the difference. He offers "George Bucks" or cash rewards.

"All of our marketing and exclusive consumer programs bring in over 400 leads a month," George said. "It's extra work, but it's worth it. We have an exclusive Buyers in Waiting Program that is comprised of hundreds of qualified and motivated buyers willing to pay 95%-105% of market value. We may have a buyer even before we list the customer's home. People know me as the guy with all the buyers."

Once George gets the buyers in the door, he goes full-force on marketing. Because so many buyers are on the internet, he goes the extra mile to make sure that every property looks great online. This includes staging, as well as professional photos and videos. He also has a strong Internet Marketing and Social Media presence and pays extra for syndication so that the listings will show up in the searches.

"People are always looking for the next level of service," he said. "I receive three times as many leads by offering the information consumers want, free and no-obligation."

With such successful strategies, George averages over 60 sales a year, which averages to more than one home a week, placing him among the top 5% of 18,000 REALTORS® in San Diego County. He is the recipient of the Quantum Leap Award from Craig Proctor Coaching, and is part of the Chairman's Circle and Platinum Circle through RE/MAX. He has sold over \$250 million in real estate in San Diego County.

George believes this volume could not happen without a great team, including his assistant who has been with him for 15 years. You get an entire team of specialists for the same cost as an individual agent. By hiring specialists in each area the buyer and seller get better service and we sell more homes."

In addition, George nurtures the relationships with his fellow agents. We have our exclusive Citywide Buyer's Agent Network that is comprised of the most active agents. "We're all in this together," he said. "When we're all successful, we all win."



George Lorimer

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