
New Website Launched

Information provided by Graham Welch & Associates

GWA is the Fastest-growing real estate company in Kansas City specializing in new-home development!

When

Tory Graham and Kent Welch started Graham Welch & Associates in March 2004, they had a vision: to grow a real estate company that meets the needs unique to new-home developments.

With that mission and

one development in western Wyandotte County, the pair set out to carve a niche in Kansas City's real estate industry.

Since the

company's inception, Graham Welch & Associates now markets 22 new-home developments throughout the greater Kansas City area, and maintains a staff of nearly 40 on-site real estate agents. Graham attributes the growth to an understanding of the market.

"Our

attention to detail has been a great asset in helping the company grow," he said. "We also understand the selling process for a new home, which is uniquely different than the process for a resale property."

Communities marketed by Graham Welch & Associates

include Eagle Creek Estates in Lenexa, Bristol Ridge in Lenexa, The Timbers at Clear Creek in Lenexa, Brighton Farm in Lenexa, The Manor of Quail Park in Olathe, Ashford Villas in Olathe, Lakeshore Estates in Overland Park, Chapel Hill in Overland Park, The Colony at Canaan Lake in Kansas City Kansas, Northridge at Piper Estates in Kansas City Kansas, The Highlands at Piper in Kansas City Kansas, Delaware Ridge in Kansas City Kansas, Delaware Highlands in Kansas City Kansas, Hillcrest Manor in Shawnee, Cedar Springs in Bonner Springs, Cedar Ridge in Bonner Springs, Cedar Lake Estates in Basehor, Timber Ridge Villas in Merriam, South Trails in Louisburg, Parkway Oaks in Kansas City North, , Fairfield Gardens in Kansas City North and Hills of Shannon in Smithville. Additional communities are expected to be announced within 30 days.

"We believe in the branding of a development and using that branding to make people more aware of it," Graham said. "We want prospective homeowners to remember the community, not just the real estate company."

Graham said a carefully designed assortment of

marketing materials helps achieve brand recognition for each community, and includes television, print and radio advertisements, as well as colorful, prominent signage located in and around the developments. Each community also features a Web site with interactive plat maps, photos, builder information, floor plans and more.

“Our aim is to simplify the buying process,” Graham said. “Our Web sites provide homebuyers the information they need to reach an informed decision when selecting their new home.”

Several Graham Welch & Associates marketing campaigns were recognized as MAME award-winners during the Spring Homes 2006 Tour. Materials for three communities were entered, and each development won at least two categories, Graham said.

As Graham Welch & Associates continues to grow, opportunities are available for builders, developers and agents to partner with what Graham calls “the fastest-growing real estate company that specializes in new-home development.”

“If you’re a real estate agent looking for new opportunities, a builder looking for new communities in which to build or a developer looking for a new marketing company, Graham Welch & Associates can be all of these things,” Welch said.

Builders have the opportunity to build homes priced from the \$100,000s to more than \$2 million in both Kansas and Missouri. And because multiple housing types are offered in several of the communities, builders can enjoy creating a diverse and flexible array of floor plans designed to appeal to a variety of homeowners.

A well-trained staff of on-site agents works at each of the communities daily, assisting prospective homeowners with the buying process and providing information about available inventory and home sites.

“We’re looking for agents who are interested in being involved with the new-homes business,” Graham said. “Opportunities in several counties are available, and as we add additional communities, the demand for on-site staff will continue to increase.”

As the company continues to evolve to meet the needs of today’s buyers, builders and developers, Graham Welch & Associates also remains grounded by a simple principle.

“It’s our constant desire to improve our processes in every facet of what we do,” Graham said. “That’s one of our principle beliefs, and it’s evident in all of the work that we do.”

With that in mind, Graham-Welch and Associates has recently partnered with Bigshot Interactive. “We choose to work with Bigshot because we were impressed by their knowledge of web site design and their ability to produce high quality graphic art,” Graham said.

“It was important that we streamline our processes and have art design work hand in hand with web site design.” “This will allow us to physically handle the slightly overwhelming amount of production of ad and story copy to numerous advertising outlets.” Graham continues.

The new gwahomes.com is scheduled to be released March 15 2007. “Everyone at Graham Welch & Associates is excited about our new and improved web sites.” “It will be the talk of the industry”, Welch proudly says.

“2007 will prove to be an exciting year in the Kansas City real estate market and Graham-Welch & Associates is in position to thrive by producing real estate services unmatched by its competition,” Welch exclaims.