



Why you need a Real Estate and Mortgage Coach™

For most people, their home will be the single biggest part of their financial future. As recent events in our economy have shown – even this normally most secure investment can, if not handled correctly from the beginning, become another economic trap. While most real estate agents and mortgage brokers who have passed the state and national exams are capable of recognizing and steering their clients clear of the usual problems that arise with normal transactions, only the most experienced and dedicated agents are able to see all the opportunities and risks their clients may face, when buying, selling or financing their homes.

Experience: With over 30 years experience in virtually all facets of real estate and mortgage finance, along with his years in the practice of law, Ed Irwin has acquired a unique and unmatched ability to guide his clients through the maze of complicated rules, laws and regulations that can spell the difference between a highly successful outcome, or a disaster. Ed doesn't just represent his clients, he teaches them to understand their strengths and weaknesses in buying, selling or financing their homes, and how to prepare themselves to succeed in getting the outcome they want. But the Integra difference doesn't stop there.

The Team concept

Ed has always been a team player, and enjoys the kind of success that comes when talented minds work together toward the same goals. Since the early nineties he has been able to bring together knowledgeable dedicated real estate agents and mortgage specialists to work together serving Integra's clients, assuring the best possible outcome for their individual real estate and home mortgage needs.

The team concept has become a hallmark of the way Integra does business, with hundreds of successful client transaction being the result. Ed's dedication and the unique way he and the Integra team provide outstanding client service, has earned Ed and Integra a loyal following of return customers - many for their second, third and even fourth - home purchase, home sale or home mortgage. The trust and loyalty Ed and the Integra team have built with their clients has allowed the company to weather more than one economic down turn since Ed founded Integra in 1983.

The Coach

What has become obvious in the intervening years is that Ed's greatest value to our clients and the company, is as the team Coach - preparing clients and their agents with the best game plan for the client's real estate or finance needs. As part of the process, Ed personally matches the client with an Integra agent prepared to serve their individual needs, and - like any good coach - Ed stays in the game, working with the client and their agent, step by step, until the game has been won.

Integra's winning game plan...

Integra's proven winning game plan is simple: Help your clients decide on the best real estate and financial goals for their future; put the best team players in to carry the ball; and let an experienced team coach call the major plays. This formula provides the greatest chance of success in just about any highly competitive human endeavor, from professional sports to the most demanding and exacting business and financial activities.

Where we start

We start by sitting down with our clients in a one – on – one discovery and coaching session, in which Ed helps clients identify their financial strengths, their limitations and the most positive achievable goal for their current and future real estate needs.

Picking the Team

Once a clear understanding of how best to serve our clients needs has been established, the initial paperwork is started and Ed calls in one of our experienced and dedicated associate agents to begin working with the client. Ed's more than forty years of business and legal experience has made him a good judge of both character and the depth of professional experience needed to help our clients achieve their goals. The average home buyer or home seller only have a sales pitch to go on, and no way to be sure they have made a good choice in real estate agents, or lenders. Our whole focus is on bringing the right people together, to assure the best outcome for our clients.

How the Coach works

From the beginning, Ed maintains oversight of how each client's needs are being served. If a problem comes up that requires his direct involvement, he steps in to provide the guidance that can make the difference between success or failure in the most complicated real estate or financial transactions. The best team can win a national pennant, but only if they have an experienced and dedicated coach – that is the Integra difference.

When is the game over?

For Integra, the game doesn't end. From the first contact, we begin building a life-long relationship with each client, periodically offering information and advice on all aspects of maintaining their home's value, refinancing when it is most advantageous, and assistance with their next home sale or home purchase. Today, we enjoy not only the support of former clients but, in some cases – the children of former clients, who want to buy their first home. Ed has made Integra more than a team; he has in many ways made it a family, a family of friends, neighbors and former clients who understand the value of having an experienced real estate and financial advocate and Coach, whenever they need one.