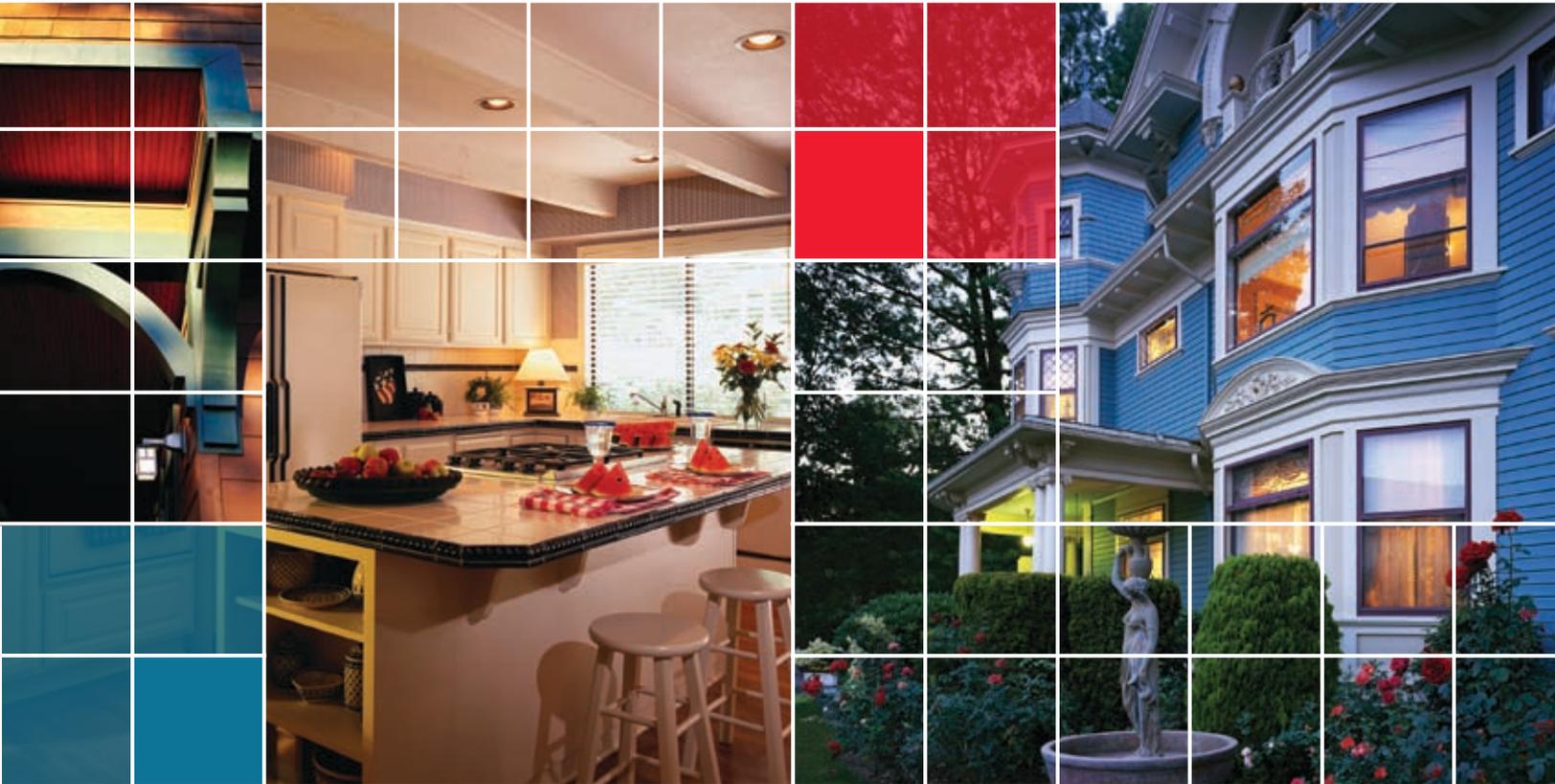


# **ALLEN** **REALTORS®**



*Finer Homes Since 1940*



# MISSION STATEMENT

**HAROLD A. ALLEN COMPANY IS A COHESIVE** team of dedicated, committed Realtors® serving the greater Puget Sound area. Our customers are our most prized properties, for without them we would not exist. We treat our customers with respect, honesty and professionalism, and cherish the trust they have given us in handling one of their most valuable assets. Harold A. Allen Company

is a forward-thinking company which embraces technology, implements innovative programs, strives for excellence and respects the independence of its agents. Our purpose is to make every transaction profitable for all parties involved, while striving to exceed our clients' expectations with high quality and long term service.



## THE ALLEN ADVANTAGE

Buying or selling a home, purchasing a rental property, or managing an investment property is no easy task. At ALLEN Realtors®, we've been helping people realize the American dream since 1940.

In real estate, experience is everything. Since 1940, ALLEN Realtors® have been the proven leader in market knowledge, experience, service and results! No other real estate brokerage even comes close to our track record, our experience, or our local knowledge. We call it the *ALLEN Advantage*.

Our distinctive red and white signs are recognized throughout the greater Tacoma-Pierce County area as hallmarks of real estate excellence. As a buyer or seller, you need the expertise of professionals who know and understand the challenging process of buying and selling a home. If you're an owner of investment property, we can take the hassle out of owning a rental property and help maximize return on your investment.

My handshake and my word are my bond to provide you and your family the best possible assistance in satisfying your real estate needs. Thank you for entrusting ALLEN Realtors® with what is likely one of your most valuable assets.

Regards,

A handwritten signature in black ink, appearing to read "Mike Larson". The signature is fluid and cursive, with a large initial "M" and "L".

Mike Larson  
President and Designated Broker  
ALLEN Realtors®



“

No gimmicks or  
empty promises.  
Just results.

”

## WHY ALLEN REALTORS®?

**AT ALLEN REALTORS®, OUR EXPERIENCE, ATTENTION TO DETAIL, CUSTOMER SERVICE AND** results distinguish us from the competition. Since we first opened for business in downtown Tacoma in 1940, we have been earning the trust of multiple generations of Pierce County families. And we'll treat you like a member of the family whether you're a first-time buyer or a savvy real estate investor. That's our promise to you.

- On average, our agents have more than twice the experience than the typical agent. That means a smoother transaction and better protection of your interests;
- We'll help you assess your wants and needs to find the perfect match between what you can afford and the home that best suits your needs;
- We'll keep your personal style in mind when selecting properties to show;
- We'll access by computer all of the properties for sale in your desired area. Remember: for sale signs and ads are not always a true reflection of everything that is on the market. Your ALLEN Realtor® is familiar with what is available at any given time;
- We'll help you negotiate. Once you've found the home you want to buy, your ALLEN Realtor® will write up your offer and present it to the seller, giving you the best opportunity to have your offer accepted;
- We'll get you the right price. Your ALLEN Realtor® is a specialist who knows and understands the market inside and out so you will get the best price possible;
- We'll allow you to make your own decisions. ALLEN Realtors® never forget that they work for you. They respect your opinion and will never try and force you into a decision with which you feel uncomfortable;
- We'll help protect your rights. Real estate law has become increasingly complicated and sophisticated. Your ALLEN Realtor® will be there every step of the way to assist you.



# THE IMPORTANCE OF TECHNOLOGY

**REAL ESTATE IS AN INFORMATION** industry that demands change and innovation. Technology really does matter. Consider the following:

- It is estimated that more than 100 million people go online to look at homes every year;
- Real estate is annually the top search category on Google;
- Statistics from the National Association of Realtors® show that more than 75 percent of all buyers use the internet at some time during their home search.

Indeed, the internet has revolutionized the real estate industry!

At ALLEN Realtors® we understand the power of technology and the profound importance of maintaining a strong presence on the internet. Online competition is tough. That's why our website—[haroldallen.com](http://haroldallen.com)—is so effective. It meets the expectations of today's sophisticated consumers. Buyers find it to be an easy, efficient, and effective website on which to search for current properties. Sellers love the exposure and how it helps sell their properties.

# A BRIEF HISTORY



ALLEN Realtors® was founded as Harold A. Allen Company in 1940 by Harold A. Allen, Sr., with a core group of established advertising, sales and financial professionals under the banner of "Allen's Finer Homes."



Mr. Allen recognized the future of Lakewood and suburban Tacoma and established a Lakewood branch office.

1940

1948

1946

1953



Within years, the firm was an acknowledged leader in the industry. Harold A. Allen, Jr., took over operations in 1946.

The company was moved to its present location on Gravelly Lake Drive in 1953.



Mike Larson, Harold A. Allen, Jr.'s son-in-law, joined the company.

Mike Larson took over management duties in 1997, and currently serves as company president and designated broker.

1995

1997

2007



With its present staff of professional sales associates and property managers, complementing each other with their individual expertise and special knowledge, ALLEN Realtors® give continued proof that an independent organization of proven sales leaders is the most effective means of serving the housing needs of home buyers and sellers in the South Puget Sound region.

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In real estate,  
experience and  
customer service  
really does count

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## EXPERIENCED, KNOWLEDGEABLE AND FULL SERVICE

**IN REAL ESTATE, EXPERIENCE AND CUSTOMER** service really does count—and results follow. At ALLEN Realtors®, our most prized properties are our clients. Making you feel comfortable, involved and informed during the process is as important as the ultimate objective—buying or selling your home!

For many, the idea of buying or selling a home conjures up feelings of excitement, anticipation, even fun. For others, words like fear, frustration and anxiety come to mind. Buying or selling a home *is* a big deal—it's likely one of your largest assets. And a home sale or purchase often accompanies other significant events in your life—a new addition to the family, a divorce, a death, a job promotion. Since 1940, our knowledgeable and friendly agents have helped literally thousands of buyers and sellers with their real estate needs.

At ALLEN Realtors®, full service means just that—*full service*. We're with you from start to finish. We understand the buying and selling process, we can help anticipate common pitfalls, and we're experts when it comes to knowing the local real estate market. Whether you're buying or selling, our goal is to help make your real estate experience as enjoyable as possible.

At ALLEN Realtors®, we also manage hundreds of our clients' investment properties—single family homes, condominiums, multi-plexes and apartments. Whether it's tenant screening, repairs, rent collection, evictions, or year-end statements, we like to think we take the hassle out of managing investment property. We also manage condominium associations and home-owner associations, helping to maximize income, minimize cost, and ensure peace of mind.



## PEOPLE LOVE OUR SIGNS!

**ALLEN FOR SALE SIGNS HAVE GRACED THE** yards of finer homes in Pierce County for decades. Signage is important—for all parties involved. Buyers and sellers associate our distinctive red and white signs with professionalism and integrity. Our for sale signs, directional arrow signs and open house A-board signs not only announce that your

home is for sale, but also that it is being handled by a true professional.

Signage gives confidence and credibility to the seller and provides the buyer with the peace of mind that they're working with a real estate professional.



Not every agent  
can call themselves  
a Realtor®



## REALTORS® AND THE NORTHWEST MULTIPLE LISTING SERVICE

**AT ALLEN, EVERY AGENT IS A MEMBER OF THE** Tacoma-Pierce County Association of Realtors®, The Washington Realtors®, and the National Association of Realtors®. Only those who are members of the Realtor® Association can call themselves Realtors®.

Realtors® are committed to treating all parties honestly and subscribe to a strict code of ethics. They are expected to maintain a higher level of professional knowledge and with more than a million members are an active and aggressive lobby at the local, regional and national levels regarding real estate related issues.

ALLEN Realtors® are also subscribers of the Northwest Multiple Listing Service (NWMLS). The multiple listing service (MLS) is a group of real estate brokers who share their exclusive listings as a way to increase the exposure of those properties. Not every real estate brokerage is a member of NWMLS. The MLS is one of the most effective ways to expose your home to the market.

The confidence of working with a Realtor® and the power of the multiple listing service help make your real estate experience with ALLEN Realtors® as enjoyable as possible.



# GIVING BACK

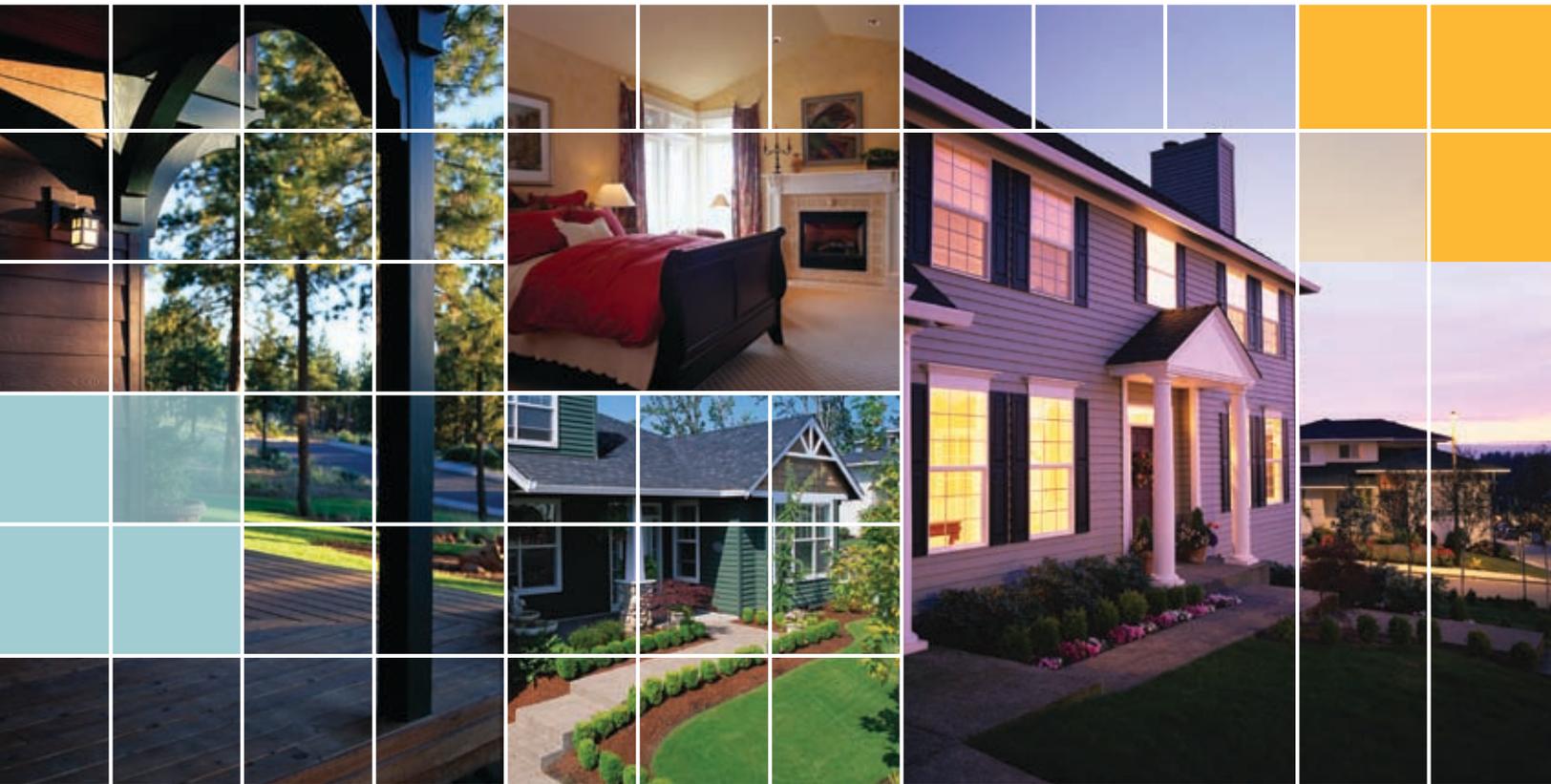
## **COMMUNITY SERVICE AND**

leadership in the real estate industry have long been hallmarks at ALLEN Realtors®. Harold A. Allen, Sr., our founder, and Harold A. Allen, Jr., both served as President of the Washington Association of Realtors® and the Tacoma-Pierce County Association of Realtors®. Mike Larson, the company's current president, serves on the Board of Directors of the Tacoma-Pierce County Association of Realtors® and the Northwest Multiple Listing Service. He is also the past chair of the Lakewood Chamber of Commerce.

Community involvement is strongly encouraged among our agents. Lakewood Area Shelter Association, Toys For Tots, Greater Lakes Mental Health, American Lake Veteran's Golf Course, and Junior Achievement are just a few of the organizations we assist.

The ALLEN Realtors® Academic Scholarship, funded by ALLEN agents and the company, annually awards cash scholarships to graduating seniors from Lakes, Clover Park, and Steilacoom High Schools.

The company has won numerous civic and business awards, including Pacific Lutheran University's Family Enterprise Institute Business of the Year Award, and the Lakewood Chamber of Commerce Business of the Year Award.



[www.haroldallen.com](http://www.haroldallen.com)