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The Gould Group Brings Expertise and Experience to Tough Real Estate Market

The Gould Group is a family of award winning realtors that includes Penny Gould and Shannon Vowles, as a dynamic mother and daughter team. Their business is largely driven by referrals, which is a testament to the value they bring to their clients.

With the changes in the Arizona real estate market over the last few years, the Gould Group has focused on assisting clients in purchasing short sales and bank-owned properties. "While the current economic downturn has tragically impacted far too many families, the large inventory of short sales and bank-owned properties has provided incredible opportunities for others. There are however numerous issues associated with these transactions. For example, a bank-owned transaction that we recently completed included an 11-page addendum from the bank. This addendum sought to negate many of the rights buyers are afforded in the standard Arizona residential purchase contract. Through our knowledge and experience we were able to successfully negotiate and protect those rights," says Penny.

Susan Schreiber, a Gould Group client, says, "Penny and Shannon went above and beyond to help us find the best value and continually communicated to us what the procedures were when dealing with bank-owned properties. With their vast experience, we felt confident they were always looking out for our best interest as well as helping us avoid the potential pitfalls. They were very aware of the costs, fees and inspections required, and who was responsible for them. I would highly recommend their services to anyone."

The Gould Group also continues to be a leader in the luxury home and land markets. They are members of the South East Valley Area Association of Realtors and the White Mountain Board of Realtors. Penny has served with the other top agents in the company on the Keller Williams Realty East Valley's Agent Leadership Council.

Continuously acknowledged for her dedication, Penny received the Keller Williams Values & Ethics award, and was nominated for the Keller Williams Cultural Icon Award. Penny was also designated as "Certified Luxury Home Marketing Specialists as well as a member of the Graduate REALTOR® Institute (GRI).

While The Gould Group is consistently recognized for their knowledge and business ethics, for them, what is most rewarding is winning the trust and confidence of their many clients. Shannon says, "Today's market is extremely stressful for both sellers and buyers. Whether it's the falling prices sellers have experienced over the last few years, or the sometimes long delays in gaining short sell approvals for buyers, we try to be sensitive to these issues and work very hard to provide the best customer service. We want all of our clients to have the best experience possible when either buying or selling their home." Penny adds, "We are very grateful and feel blessed to have worked with so many great clients over the last year. We wish everyone a Merry Christmas and very happy holiday season."

For more information about the current real estate market, call the Gould Group at 480-600-3663 or visit www.TheGouldGroup.org.