

Michael Plummer

In Good Company

Technology has become the great equalizer for boutique real estate companies, opening the way for innovative entrepreneurs to enter the market with their vision of what a real estate company should be. Michael Plummer is an industry visionary who is

Michael has nearly 20 years of experience in real estate sales, management, investment and company ownership in Nevada and California. In the wake of the market crash, he joined with Paul Wynn to open Wynn Realty in Las Vegas, which has since become a thriving regional brand.

After relocating with his family back to their native home of Southern California, Michael began entertaining thoughts of opening a new real estate company, one that would combine all the best features of the companies he has worked with over the years, along with the insights he has acquired throughout his long career. He obtained his California real estate broker's license and recently launched the & Company Real Estate brand.

"I wanted to be different and develop a concept with our own niche," Michael says. "& Company Real Estate represents the idea of you and us; the power of partnership."

The power of partnership has multiple applications in Michael's well-drawn, people-centric culture. It begins with recruiting and hiring the right people. A firm believer that like attracts like, Michael is looking for agents who fit the culture. "There are two main types out there, those who are attracted to a big name company they feel will help them excel in their business, and others, who become their own brand regardless of the company they are affiliated with. We're looking for the latter. We want to help those professionals who have worked so hard to build their brands while remaining compliant with California real estate regulations."

Michael explains that the California Bureau of Real Estate actually prohibits Realtors® from making their own brand more prominent in advertising than that of their broker. & Company Real Estate allows agents to put their own name first while honoring CBRE rules.



bringing a fresh approach to the Southern California real estate market in the form of & Company Real Estate.



& Company Real Estate further promotes the power of partnership by acting as a one-stop resource for everything an agent needs to serve their clients with excellence. By means of its network of professional affiliates and its nimble, virtual business model, & Company Real Estate helps entrepreneurial real estate professionals offer the same level of service they would at a big box company, while maintaining greater autonomy. "I have a whole team I work with beyond real estate that includes mortgage, insurance, legal and financial planning professionals. I want to provide a support system our agents can leverage to serve their clients, so they can focus on what they do best. We take care of everything here, from marketing to managing files. Technology allows us to offer processes that are streamlined and efficient."

& Company Real Estate is also committed to creating a world-class client experience. "In Orange County, you don't have to be buying an ocean-front property to be in the luxury category. When you buy here, you're buying a lifestyle choice. When I brought my own family back here, it was because I wanted to give them something better, an amazing quality of life and a great education. Clients could pay less by going 25 miles in another direction. I respect that, and I think they need to be treated as such."

Michael promotes a service model that is high on education and communication. He acknowledges that in the changing consumer climate, clients are no longer solely reliant upon a real estate professional for information. He acts as an educated advisor, one who partners with clients to help guide them through the confusing, and sometimes inaccurate, tangle of online data. He also provides a tech platform that allows all parties to a transaction to stay informed in real time.

Agents and clients who choose to partner with Michael



will find they are in good company. "If there were a one-size-fits-all solution to real estate, there'd be only one company out there. People choose to hire or work for different brokerages because they feel they've found the agent or company who gets them. At & Company Real Estate, it really is about you and us working together."

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