

# Q & A

## WITH REID CASE GROUP

Reid Case Group specializes in new developments, repositioning, condominium resales and residential.

**RCG**  
REID CASE GROUP



PICTURED: ELLEN REID, PRINCIPAL

### Q: Why has RCG been so successful during the downturn?

A. Each assignment poses a unique challenge. Our success has been due in large part to this recognition and our ability to craft a sales strategy specifically designed to meet the individual needs of our clients. Clients, whether they are banks, real estate developers or individuals, want service and demand results. Different projects require different resources and most importantly successful execution. Over the past few years RCG has successfully executed a variety of high profile projects. In 2010, we sold out Demun Pointe, a 27 unit condo building in Clayton, which required development, construction, financing and sales support. In 2011, we sold out Alamo Condominiums in Clayton, which required repositioning a 9 unit building built as condominiums but rented as apartments during the downturn. In 2012, we prepared a redevelopment plan for a failed senior housing project being housed in Clayton on the Park and sourced a buyer who is in the process of converting the building into a 200 unit luxury apartment building. Our ability to provide advisory, support and successful execution for a wide variety of projects and clients sets us apart from the rest.

### Q: What makes RCG different than other real estate companies?

A. The real estate services market is segmented, but we have the experience, ability and resources to fill in the gaps and provide both advisory and brokerage services to developers and individual homeowners. For example, we can maximize the sale price of a million dollar home or condo for an individual homeowner and we can provide development companies with the planning, construction and marketing services they need to execute on a \$35 Million dollar transaction. Last year, we did both, selling a \$1.2 million dollar condo at The Plaza and repositioning Clayton on the Park. Our developer clients may request a development and marketing plan while our individual home owner clients may want to know whether they should sell their house now or wait, where the market is trending in their area, and how to dovetail

***“This national level of service is particularly beneficial to our Saint Louis executive clients who have multiple homes and would like one trusted person to manage and consult with on all of their real estate assets.”***

the sale of their home into their overall financial goals. We provide all of our clients with answers supported by detailed analysis along with strategy and execution to allow them to meet or exceed their goals. Our clients appreciate the level of sophistication and service we provide and quickly recognize that the level of service we provide is not always offered by firms devoted exclusively to residential brokerage.

### Q: Where is your business heading in the future?

A. Given the complexities of today's markets, sellers and buyers are looking for strategic advice. Accordingly, we are now providing the same level of service and expertise that we provide on larger scale projects to individual buyers and sellers of homes (both locally and in second home markets.) And with our strategic partners in Aspen, Los Angeles, and Chicago, we can provide the same trusted service we provide locally on a national level. For one local client opening a corporate office in Chicago, we placed him in a luxury rental in Chicago and at the same time are marketing his Aspen ranch for sale. As the market (and the economy for that matter) evolves, so do the needs of our clients. RCG has responded to the challenge and now provides a wide and growing range of services to clients locally and nationally.

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RCG sold out Demun Pointe and Alamo, repositioned Clayton on the Park, and is currently marketing an amazing Ranch in the Aspen Valley.