

Easing the Stress of Real Estate

Written by Southwest Orlando Bulletin Staff



Eric and Sally Martell help clients navigate [the ins and outs of a variety of real estate transactions at](#)

"L [Realtors Eric and Sally Martell](#) onetime Southwest residents and

In 1985, Eric and Sally relocated to Orlando from Colorado. Following a desire to enter the real estate pro

"This is my profession, it is not a part-time job or hobby," said Sally, who brought years of managerial a

After a short stint with a national chain, Sally believed she could better serve her clients by switching to a

Eric, who holds a Ph.D. in psychology and boasts an impressive résumé in the corporate and education

Together, they approach clients with an attitude of personalized care, giving specific attention to the nua

"For most people, buying or selling a house is probably one of the biggest transactions they will make,"

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“When we meet with a client, the first thing we do is clear our mind of all of the distractions of the day so
“We take the time to learn about each individual and what they want to accomplish. From there we provi

He relayed a comment a client made about Sally.

“Our client said that Sally negotiated so hard on her behalf, that it was like it was [Sally’s] own money.”

People generally progress through three stages of real estate transactions throughout the course of their

“We have seen a lot of people who say they want to downsize after their children have left, but what they

When someone has lived in a home for a while, it is easy to overlook matters that need attention, such as

“When you put your house on the market, it becomes a product,” Sally said. “I have walked through so m

In addition, the Martells have personal experience in buying, renovating and selling their own homes over

They know how to get the best return for improvements and happily pass that knowledge on to their client

On the other side of the table, the Martells help sellers see beyond perceived obstacles and help them e

“We don’t sell houses; we market them,” Eric said.

The Martells take advantage of cutting-edge technology to aid in marketing. In addition to several websit

Being a trained relocation specialist enables Sally to help clients navigate through the different clauses,

People from all over the world choose to live in Central Florida for a variety of reasons, including job tran

The Martells made an insightful decision to become certified International Real Estate Specialists; conse

“Our objective is to expand the market for our clients,” Sally said.

To that end, they have partnered with more than 7,000 agents across the world to co-list properties.

“There is a tremendous amount of satisfaction in helping people during the process, especially those wh

They also give back to the community by supporting charitable organizations, such as Children’s Miracle

“If someone asks us what our philosophy is in running our business, I would simply say, ‘It’s all about yo

Re/Max Properties S.W. Inc. is located at 6985 Wallace Road in Orlando. For more information, ca

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www.orlando-properties.com *on the Web.*
