

JIM NELSON OF

**COLDWELL
BANKER**

AT YOUR SERVICE REALTY, LTD.



**company
profile**



ONCE MORE FROM THE HEART

By Susan Cushing

"When companies get too big they have to have a lot of rules and regulations which means they can't manage from the heart," says **Jim Nelson** Broker/Owner of COLDWELL BANKER AT YOUR SERVICE REALTY in Rochester, Minnesota.

"Ours is definitely a family type operation," he continues, "Fostering that healthy, positive environment is a big part of our success. Our office is comprised of nice, caring service-oriented people who are professionals at their job and they also care about each other."

Jim Nelson and his wife **Diane** have been involved in the real estate industry now for about 17 years. Working together they have forged a company that offers exemplary customer relations and Rochester's most experienced relocation service, plus they offer a warm, welcoming "home-like" atmosphere in the office.

The brand new facility that houses COLDWELL BANKER AT YOUR SERVICE REALTY even resembles a home. With its rich, cherry wainscoting and warm atmosphere one feels as though they've just been welcomed into someone's home. But don't be misled, this is a very sophisticated office equipped with the latest in technology. Every desk is set up with high-speed internet and computers that tie-in to the main system allowing accessibility to every listing as well as finance and mortgage information. Conference rooms are set up with large screen pull-out monitors enabling clients to view hundreds of listings.

The result is superior service and a harmonious atmosphere that has won this office twelve "Premier Office" awards (COLDWELL BANKER'S most coveted and prestigious company award). They also enjoy the distinction of being named the Number One COLDWELL BANKER independently owned company and the Number One independently owned office in the State of Minnesota.

"I don't look for "sales-people" per se when hiring," says Jim, "but rather, decent people with whom I could be friends. We have over 50 sales associates who offer a delightful mix of extremely talented, highly successful "seasoned" REALTORS®, along with a few newer, eager, enthusiastic, gung-ho REALTOR® associates."

Recognized as the leading relocation office in the Rochester area, COLDWELL BANKER AT YOUR SERVICE REALTY has worked with several hundred IBM transferees and other Fortune 500 companies. In 1998, they were awarded the prestigious Cendant Mobility Primary Broker contract for Southeast Minnesota.

Their services are not restricted to Rochester either. "We not only can show and sell all properties listed in the Rochester area," notes Jim, "but also in outlying communities such as Byron, Chatfield, Dodge Center, Kasson, Mantorville, Oronoco, Pine Island, Plainview, Spring Valley, St. Charles, Stewartville and the Wabasha area along the Mississippi River."

Success has not dimmed Jim or Diane's memories of those who were there for them in the beginning. "WELLS FARGO has been so instrumental to our success," says Jim. "They had faith in us early on when we hadn't even earned any yet. They have been an incredible partner throughout the years and we could point to hundreds of transactions that would not have happened had it not been for them!"

Jim and Diane Nelson will continue to work and nurture the company they built together. But, they do so knowing they're working with good people who have become more like family than business associates. ★

To contact Jim or Diane Nelson, please call:
(800) 998-9298 or visit their office at 2510
Superior Drive NW, Rochester, Minnesota.