

Sell or Rent your condo for more money in a shorter period of time.



Sell Faster

As our city continues to grow, more people than ever are interested in living downtown. Inventory is at an all time low and demand is high. With limited inventory, sellers are getting more for their properties now than they have in the last 5 years. Now is a great time to sell your downtown condominium.

Rent for More

Are you interested in keeping your downtown investment long term? The downtown Grand Rapids rental market is booming. Rental rates are at an all time high and the city is 100% functionally occupied. Get paid on your investment and take advantage of the high downtown rental rates.

The Plan

Parkland's marketing plan is above all others. We are a successful company with a proven track record and a more extensive marketing plan that results in larger client activity for your property. No other real estate company in town offers a plan so complete.

Web: We hire a professional Search Engine Optimization (SEO) Company that makes sure our sites are always on top. If someone is looking for a condo downtown, we will be the first ones they call. We own and operate www.parklandgr.com, www.boardwalkgr.com, www.unionsquaregr.com, and www.rent-downtown.com.

Grand Rapids Association of Realtors: All of our properties are listed on the Multiple Listing Service (MLS). This ensures all brokers in the area have access to our properties. We also offer cooperating brokers a 3% commission on a sale. Your property will be listed on www.grar.com and www.realtor.com.

Social Media: We hire a professional SEO Company to post new articles and information on social media avenues every week. Parkland's website also has a social media feed including Facebook, Linked In, Digg, You Tube, Twitter and more. We solicit new clients through postings on Oodle, Zillow and Craig's List.

Print: We drive phone calls and hits to our websites with 2 billboards on Monroe Ave downtown, large building signs and banners at Boardwalk Condos and Union Square Condos, and professional 25+ page brochures.

Cross Selling: We receive leads for Boardwalk Condos, Union Square Condos, Monroe Terrace Condos and Cityview Condos. This gives us the opportunity to cross sell from project to project and is a very effective way to sell our listings.

Location: Our office is located at 940 Monroe downtown, so we get constant walk-in traffic and are always nearby to assist our clients.

Branding: Since 2005, we have branded our phone number, websites, pictures, and company through the web, media, awards, and other avenues.

Experience: No one has sold more condominiums downtown. In fact, Parkland is responsible for around 60% of all condominium sales in downtown Grand Rapids. No one knows your property better. We understand the tax benefits, costs of ownership, interior finishes, floor plans, and building amenities like no one else.



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If you have a brokerage relationship with another agency, this is not intended as a solicitation.