

QUICK FACTS



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Photo:

General brokerage agents at the Cassina Group with co-owners Jimmy Dye (far left, front row) and Robertson Allen (far right).

Top Executives:

Robertson Allen, broker in charge and co-owner
Jimmy Dye, broker and co-owner

Date Founded:

2006

Number of Employees:

32

"We set the bar high. We believe that success breeds more success."

- Robertson Allen
Broker in charge and co-owner



The Cassina Group Unique Real Estate Firm Model Shows Success

Robertson Allen and Jimmy Dye first met as competing Realtors in Charleston, but they soon combined forces to start their own real estate firm, The Cassina Group, in 2006.

They shared a vision of how they wanted their new firm to be – a cooperative team of experienced agents working together with an emphasis on a strong company culture.

"Agents work in open-style offices to create a community atmosphere," Allen said. "Agents learn from each other."

Agents are often experts in specific areas of Charleston, and specialization allows clients to get the most knowledgeable assistance.

Coming off a record-breaking year in home sales, it's clear the work culture created at Cassina has paid off. Nineteen Cassina agents produced more than \$152 million in closed sales last year, a 50 percent increase from 2012. Sales have doubled over the past three years, resulting in The Cassina Group being named the seventh highest-producing team of agents in the Charleston area, surpassing firms with many more agents. This year 20 general brokerage agents and 8 buyer's agents are helping to move properties all over the Charleston area.

The company's state of the art website displays more than 13,500 MLS properties for buy-

ers and sellers to search.

Allen said the office culture fosters a healthy competition among agents.

"We set the bar high," Allen said. "We believe that success breeds more success."

Success also includes a comprehensive online presence, with professional photographers and video services for all its properties.

"One hundred percent of people looking for properties today are looking at the Internet first," Allen said. "People have seen your house before they even come in the front door."

Buyers and sellers can log onto Cassina's website at www.thecassinagroup.com to browse listings, and the site can tailor its listings to that person's preferences – showing only properties within a given price range, for example.

"Time is money, and this allows us to maximize the time spent with agents looking at properties," Allen said. A Cassina Group smartphone app is also available.

The firm recently hired Owen Tyler, a managing broker, to assist the agents in providing an even higher level of service to clients. Agents participate in continuing education classes and are quick to learn new trends in the market.

Cassina handles listings all over the Charleston area. "It's a huge variety, and that's what makes it fun," Tyler said.