



**DANE ARTHUR**  
REAL ESTATE AGENCY

[danearthur.com](http://danearthur.com)

6 REASONS TO CHOOSE A BOUTIQUE BROKERAGE

homes | lakeshore | land | condos | commercial | luxe

# Boutique Brokerages

VS.

BIG BOX BROKERAGES

## Myth

Bigger is better when it comes to real estate brokerages.

We've all heard the big box spiel: "We have thousands of agents. Our network is vast."

## Truth

Among the thousands of agents in big box brokerages, very few actually know each other. They're competitors, not colleagues. The true network in real estate is the MLS (Multiple Listing Service), accessible to all brokerages, large or small. Every MLS member has the exact same access to agents across the market, whether their firm has 10 agents or 10,000.

*"We offer mortgage and title services."*

Big box brokerages might pitch their in-house mortgage and title services as convenient, but the reality is often different. These services are typically designed to maximize profits for the big box brokerage. At Dane Arthur Real Estate Agency, we've spent years building strong



relationships with top-tier, independent vendors, allowing us to offer our clients the best options for these services - ensuring efficiency, cost-effectiveness, and choice.

While most big brokerages focus on profitability and empire-building, Dane Arthur has a single mission:

**To serve our clients at the highest level.**

# 1.

6 REASONS TO CHOOSE A BOUTIQUE BROKERAGE

## Close-Knit & Culture Conscious

A boutique brokerage is a close-knit team of experienced brokers and agents who work together, not against each other, to achieve the best outcomes for clients. We're small enough to cultivate a unique, cooperative, community-focused, family-oriented culture.

The Dane Arthur Real Estate Agency operates with small offices across Minnesota & Wisconsin, supported by a dedicated team of 75+ agents. Unlike big box brokerages, with thousands of agents and a distant, out-of-state corporate structure, we're local and truly connected to our communities.



*"I joined Dane Arthur because it was crucial to work in an environment where we have each other's backs, where there's true collaboration."*

—Doug Mitchell,  
Managing Broker



# 2.

6 REASONS TO CHOOSE A BOUTIQUE BROKERAGE

## Attentive Service

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Whether you're an agent or a client, a boutique brokerage like ours is dedicated to offering high-end, personalized service. In large agencies, brokers might never even see the properties they represent, and client interactions can be minimal.

At Dane Arthur, we provide concierge-level service. Agents are supported with responsive office resources, and clients work closely with their agents throughout the entire process, with 24/7 availability.



# 3.

6 REASONS TO CHOOSE A BOUTIQUE BROKERAGE

## Innovative & Nimble

In a boutique firm, creativity and innovation aren't just encouraged - they're essential. Our agents and staff can directly present ideas to the company owners, allowing for quick and effective implementation.

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*“I feel valued, and management trusts me, My suggestions are often implemented within weeks.”*

—Paul Eisenschenk,  
Dane Arthur agent



# 4.

6 REASONS TO CHOOSE A BOUTIQUE BROKERAGE

## Top-Tier Team

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Part of cultivating a unique culture and brand involves recruiting the best and most dedicated team members – people with the expertise, personality, and passion to fit into a small professional family.

Our unique culture attracts the best and most dedicated professionals. At Dane Arthur, recruitment is personal, and every agent knows they are more than just a number.



# 5.

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## High-Tech Advantage

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Real estate is a high-tech industry, and boutique agencies like Dane Arthur have access to the same tools as larger firms, including MLS, REALTOR.com, and Zillow. But we go beyond the basics with specialized home search technology, such as LakePlace.com, the Midwest's largest and most visited lake property website.

The Dane Arthur Real Estate Agency also boasts DaneArthur.com and full-feature vertical websites for every real estate niche category, like LandBin.com, CondoBin.com & CommercialZip.com. When it comes to website marketing, it's not even close.

Our in-house team creates innovative, customized marketing products, from unique property websites to engaging social media campaigns—tailored to our clients and executed with precision.



# 6.

6 REASONS TO CHOOSE A BOUTIQUE BROKERAGE

## Community Focused

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At Dane Arthur, community isn't just a priority - it's at the heart of everything we do. We are deeply invested in supporting and improving the communities where we live and work.

Our team's intimate knowledge of local neighborhoods, schools, amenities, and real estate professionals is a critical asset in successful negotiations. When you work with us, you're partnering with a local company that truly cares.

**The bottom line:** When you work with The Dane Arthur Agency, you are working with a local company. We know that size matters, and our hearts rest with David, not Goliath.

