



Artur Urbanski

Cimpler

REAL ESTATE 

Highly intelligent, armed with a passion for business and gifted with the uncanny ability to take a fledgling project and turn it into a thriving entity, it wouldn't be long before Artur grew beyond his own practice. He envisioned a company that would incorporate lending and real estate services, facilitate smooth transactions, and serve as a vehicle for REALTORS® and their clients to build their own wealth. That dream became a reality when he founded Cimpler™ Real Estate with a small group of friends. Artur is quick to note that the founders of the company are good friends and it is through their support and contributions that the company has succeeded.

The process of creating his company was a labor of love; Artur and the team refined his concept for over two years, and are still in the process of developing the business, which, like most burgeoning entities, is designed to grow through phases. As a relative newcomer to the industry, Cimpler™ Real Estate is currently in Phase One, growing its base of REALTORS® and laying the foundation for their long-term success. It's an exciting time for Artur and his Cimpler associates, and they look forward to succeeding phases as the Cimpler name becomes ingrained into the landscape of the California real estate market.

Cimpler affords agents the flexibility to work from their own home offices with the support they need to build their business, regardless of their current level. Associates are encouraged to become investment specialists, and can add to their income stream by handling the financial end of each transaction. With a focus on building long-term careers, Artur has designed his company to offer the utmost in educational and training opportunities: Cimpler agents are paired with experienced mentors, can tap into an intranet of real estate-related resources, and enjoy live weekly training seminars at the corporate office.

The combination of high-tech and hands-on business enables the company to reduce operational costs (and therefore, benefit the agent's bottom line), as well as cater to today's professionals' unique needs: specifically, the demands of being actively involved within the communities they serve. Cimpler agents are always connected to their corporate office; yet enjoy the freedom to manage their own busy schedules.

Artur sees distinct advantages to agents and their clients as they become associated with Cimpler. "We teach REALTORS® to become more than transaction facilitators," he says. "We're educating them on how to develop second streams of revenue through the financial end of the business." While associates aren't required to become Cimpler™ Real Estate Investment Specialists, they are provided with the tools and support to take advantage of the opportunity to offer a more comprehensive service, while investing in their own futures.

by Lalaena Gonzalez-Figueroa



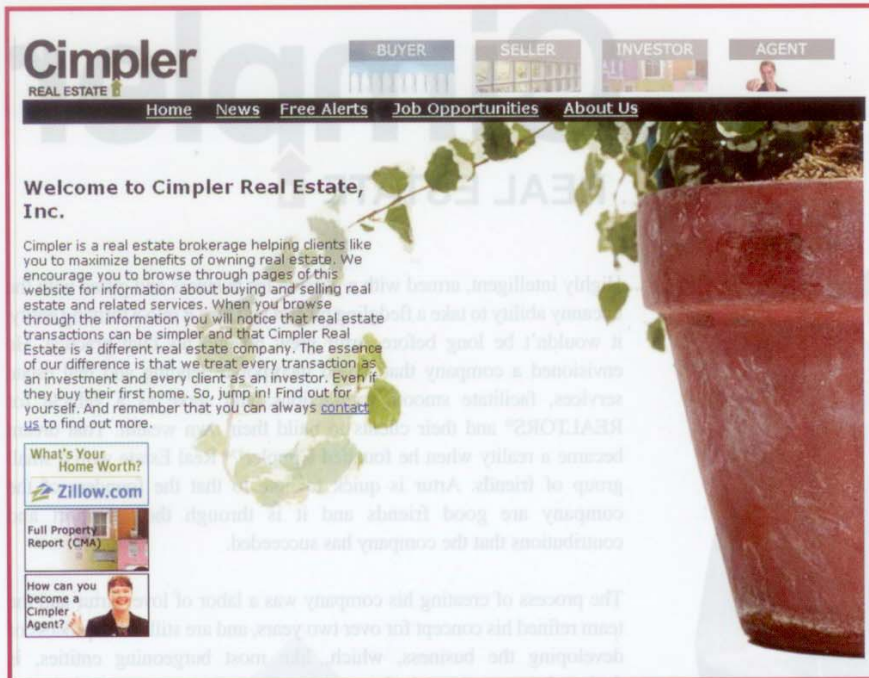
company profile

Artur Urbanski is a complex man with a simple idea: He's in the business of helping REALTORS® and their clients attain long-term wealth by building their real estate portfolios, and by then utilizing their investments to lower tax obligations. While many associates understand this concept and apply it to their own practices, he has founded an entire company based upon these principles. Cimpler™ Real Estate is a brokerage that not only encourages agents to see their industry in a new light, but also teaches them how to implement the systems necessary to become highly successful.

A native of Poland, Artur embodies the spirit of entrepreneurialism, serving as a prime example of how to use real estate in order to attain achieve a lifestyle rich in opportunities and experiences. With a background in high-tech business, he has held a number of high-ranking positions with highly successful corporations. Artur's foray into the real estate industry came as a loan broker; he moved into the field as a REALTOR® when he saw the opportunities that awaited both sales associates and their clients.

"In California, we experienced a rapid growth in equity, paired with an expanded use and understanding of the Internet," he explains. "Many consumers aren't prepared to take advantages of the opportunities that real estate affords them, and I realized that I had the ability—and the responsibility—to move beyond simply selling houses and instead help people to become property investors."





REALTORS® are invited to browse Cimpler's Home page.

All Cimpler associates are equipped with the business tools necessary to build successful practices. From customizable websites to financial tools to live or online transaction processing and coordination, agents are supported at every end of their business. They are also privy to a host of resources, including advisors and consultants who are well-versed in their respective fields. "We have some of the best professionals, including lawyers, loan experts, financial planners, asset management experts and CPAs," Artur remarks. "At Cimpler, we understand that our agents are working with sophisticated clients who have sophisticated needs, and we provide the support necessary to offer exceptional service to a savvy market that is constantly evolving."

While Artur is looking to continue to grow his business, he is highly selective in his agent criteria. "We seek individuals who are entrepreneurial in spirit, highly ethical and who have strong communication skills," he says. "As a cutting-edge company that is designed to grow and develop in accordance with our industry's needs, we are looking for agents who strive for excellence, and who meet challenges head-on. This is an exciting time for us, and we look forward to building our business with agents and brokers who are ready to take the next step in their careers." Currently serving clients in the Bay Area, Cimpler plans to expand its services throughout the state of California and seeks experts within their respective communities.

Think you're ready to make the move? Artur has implemented a great device that enables current and future REALTORS® to determine their compatibility with Cimpler's standards. The Real Estate Simulator™ is a unique assessment tool, accessible right from the Cimpler website, that enables individuals to "play the role" of REALTOR®. Faced with real-life scenarios, participants will handle the entire sales cycle, from building rapport with clients to final closing. Along the way, individuals,

participate in price negotiations, handle objections and personality differences, and even face rejection. After completing the scenario, participants are provided with an in-depth assessment that evaluates strengths and weaknesses, and advice on sales potential in the real estate marketplace.

While technology has been a driving force behind his business (and the real estate industry in general), Artur holds fast to the value of personalized, one-on-one service. "I don't believe in online-only business," he asserts. "We are in a relationship-driven industry; our agents can support and learn from each other, and in turn offer a higher level of service to their clients."

If you are ready to take your business to the next level, and want to learn how to build wealth for yourself and your clients through strategic investments, why not see what Cimpler™ Real Estate has to offer? There's a world of opportunities waiting! ★

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