



Personalized, Professional Services for Your Real Estate Needs



Attention. Care. Effort. Integrity.
Our Values Since 1972.



Pittsford • Canandaigua • PiersonRealtors.com

Our History: Decades of Experience

Mitchell Pierson, Jr., Inc. was founded in 1972 to offer comprehensive real estate services throughout the Greater Rochester and Finger Lakes areas. With two offices and 50 agents, offering an average of 20 years experience, we have an acute knowledge of the real estate market covering the five county area.

The reason we have flourished for four decades can be attributed to our service to our local community and our clients and customers. As Mitchell Pierson, Jr., Inc. moves into its second generation, the principles and ideals remain the same – professional, knowledgeable, and ethical.

Whether you're looking for a house in the heart of the city, a farm in the country, a waterfront oasis, or anything in between, we always put our best foot forward for the community we love, the community we live in.



Canandaigua Office

502 South Main Street
Canandaigua, NY 14424
(585) 398-2211



Pittsford Office

4 South Main Street
Pittsford, NY 14534
(585) 586-6622



Marketing Your Property

A multi-faceted combination of agent networking, digital, print and social media will help sell your listing quickly!

Multiple Listing Service (MLS)

Your property will be immediately accessible online by all agents throughout our region.

Agent Tours

Each week, agents from our office tour newly offered properties and make suggestions for preparing the house for sale.

Property Signage

When your property is listed, we will place a Mitchell Pierson, Jr. Inc. sign in the yard for additional exposure.

Open House

When appropriate, a Broker's Preview and a Public Open House will be scheduled and promoted.

Full-Color Brochure

A brochure or flyer will be distributed to potential customers, other agents and offices in the MLS system.

Website Listing

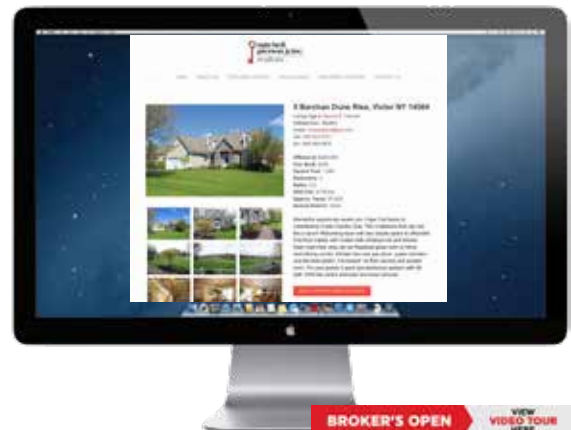
Your listing will be included on our Featured Listing and Open House pages (if applicable). Our social media posts will link to this content.

Email Marketing

Promotional emails will be sent to our contact list of more than 1100 local agents, in an effort to promote your New Listing, Open House, etc.

Social Media

Advertisements and videos will be posted on our social media sites (Facebook, Instagram) to promote your listing – reaching thousands of followers in our area.



Marketing Your Property

Advertising:

Internet Sites:

PiersonRealtors.com
Homesteadnet.com
Realtor.com
LuxuryRealEstate.com
Trulia.com

Social Media:

Facebook
Instagram
Vimeo



Real Estate Magazine:

Life in the Finger Lakes

Internet Marketing Network....ListHub.com:

base.google.com
yahoo!realestate.com
homefinder.com
cyberhomes.com
realestateaol.com
trulia.com
classified.yahoo.com
oodle.com
homescape.com
hotpads.com
aolrealestate.com
datasphere.com
erealinvestor.com
homeonhetube.com
homesbylender.com
homewinks.com
househunt.com
propertypursuit.com
propertyshark.com

vast.com
clrsearch.com
homesandland.com
lakehomeusa.com
myrealty.com
proppot.com
enormo.com
zillow.com
frontdoor.com
homes.com
realtytrac.com
overstock.com real estate
foreclosure.com
freedomsoft.com
hometourconnect.com
realestatecentral.com
relocation.com
tweetlister.com
ushud.com



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Company Branding Advertisements

Locally Owned
Nationally Recognized


502 South Main Street • Canandaigua NY 14424 • (585) 398-2211
4 South Main Street • Pittsford NY 14534 • (585) 586-6622
5781 West Shore Cove • Honeoye NY 14471 • (585) 367-1000
PiersonRealtors.com

**Buying or Selling in the
Finger Lakes Area?**

We Can Help.


502 South Main St., Canandaigua • (585) 398-2211
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@piersonrealtors 


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Exceptional Real Estate
Services Since 1972

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Buying With a Mitchell Pierson Agent



We will provide you with all the tools you'll need to make informed decisions about where you want to live and what price range is best for you. Our agents will answer your questions about financing, schools, taxes, locations, commute times, and land values. Together we'll find the house with the perfect combination of features to meet your present and future needs.

We are affiliated with some of the largest national and international relocation services. Whether you are moving in or out of the area, our professional Relocation Department will make your relocation easier, quicker, and less expensive.



Selling With a Mitchell Pierson Agent



We'll work with you to create the most appropriate marketing plan for your house, including internet advertising, social media marketing, "For Sale" signs, open houses, and anything else we can do to get the job done. We'll also provide you with a complete market analysis and work closely with you to establish a realistic asking price for your home.

We do more than provide the latest mortgage information available from all lenders servicing Greater Rochester. We'll help you understand the many different mortgage programs available and work with the lender to make sure you're qualified for the mortgage you select. We'll even follow through closing to make certain it occurs on time, with no surprises.



Pricing Your Home to Sell

The Dangers of Over-Pricing



Mitchell Pierson Jr., Inc. provides a thorough market analysis on every listing we take. This will educate you on the current conditions of the market and allow us to determine the best course of action for each specific property. We pride ourselves on our knowledge of the market and that knowledge is passed on to you.



Meet Our Pittsford Agents



Joyce Baroody
Associate Broker, Realtor®
cell: 585-738-8001



Bonita J. Bergen (Bonnie)
Associate Broker, Realtor®
585-721-5831



William L. Brice
Associate Broker, Realtor®
cell: 585-732-6476



Elizabeth S. Butler
Salesperson, Realtor®
cell: 585-739-7615



Christopher J. Cady
Salesperson, Realtor®
cell: 404-610-3007



Alice Clark
Salesperson, Realtor®
cell: (585) 734-1606



Kathleen Dougherty
Salesperson, Realtor®
cell: 585-734-3799



Jane Gorsline
Associate Broker, Realtor®
cell: 585-729-6464



Michael L. Lebowitz
Associate Broker, Realtor®
cell: 585-721-4391



Patrick Massie
Salesperson, Realtor®
cell: 585-261-0500



Elizabeth Merrill
Salesperson, Realtor®
cell: 585-750-1575



Deborah Cameron Napier
Associate Broker, Realtor®
cell: 585-732-0348

Meet Our Pittsford Agents



Joseph (Joe) Napier
Salesperson, Realtor®
cell: 585-771-0233



Trip Pierson
Broker / Owner / President
cell: 585-202-0742



Judith (Judie) Reich
Associate Broker, Realtor®
cell: 585-317-1165



Jennifer Roe
Salesperson, Realtor®
cell: 585-760-4863



Marilyn Salzman
Salesperson, Realtor®
cell: 585-732-8901



Jeff Schuetz
Associate Broker, Realtor®
cell: 585-233-8588



Daniel E. Seeley
Associate Broker, Realtor®
cell: 585-746-7269



Catherine Shapiro
Associate Broker, Realtor®
cell: 585-802-5483



Mary A. Turner
William Hugh Turner
Associate Broker, Realtor®
cell: 585-750-3704



Meet Our Canandaigua Agents



Karen Baker
Salesperson, Realtor®
cell: 585-750-7350



Joanne M. Bardun
Associate Broker, Realtor®
cell: 585-880-0122



Enza Benham
Associate Broker, Realtor®, ABR
cell: 585-721-1281



Betty R. Clawson
Associate Broker, Realtor®
cell: 585-746-7062



Michael D. Feldmeyer
Associate Broker, Realtor®
cell: 585-281-8000



Stacey A. T. Preston
Assoc. Broker, Realtor®, CBR, SRES
office: 585-419-3526



Roberta L. Smith
Associate Broker, Realtor®
cell: 585-766-5388



William W. Wheeler
Salesperson, Realtor®
cell: 585-278-4047



Thomas W. Wood
Associate Broker, Realtor®
cell: 585-869-6975

Meet Our Referral Agents



Ronald Baroody
Associate Broker, Realtor®
cell: 585-381-3841



Richard L. Booth
Associate Broker, Realtor®
cell: 585-755-3272



Mollie A. Coe
Associate Broker, Realtor®
cell: 585-230-0749



Robert B. Frame (Bud)
Salesperson, Realtor®
cell: 585-739-4545



Jean F. French
Associate Broker, Realtor®
cell: 585-749-1834



Kathleen Henderson
Associate Broker, Realtor®
cell: 585-746-4311



James Jenkins
Associate Broker, Realtor®
cell: 585-205-4662



Robert Merrill
Salesperson, Realtor®
cell: 585-750-2761



Mitchell Pierson Jr.
CEO / Broker
cell: 585-202-0708



Louise L. Szczepkowski
Associate Broker, Realtor®
cell: 585-739-8534



Mary (Mimi) Tilton
Salesperson, Realtor®
cell: 585-752-7385

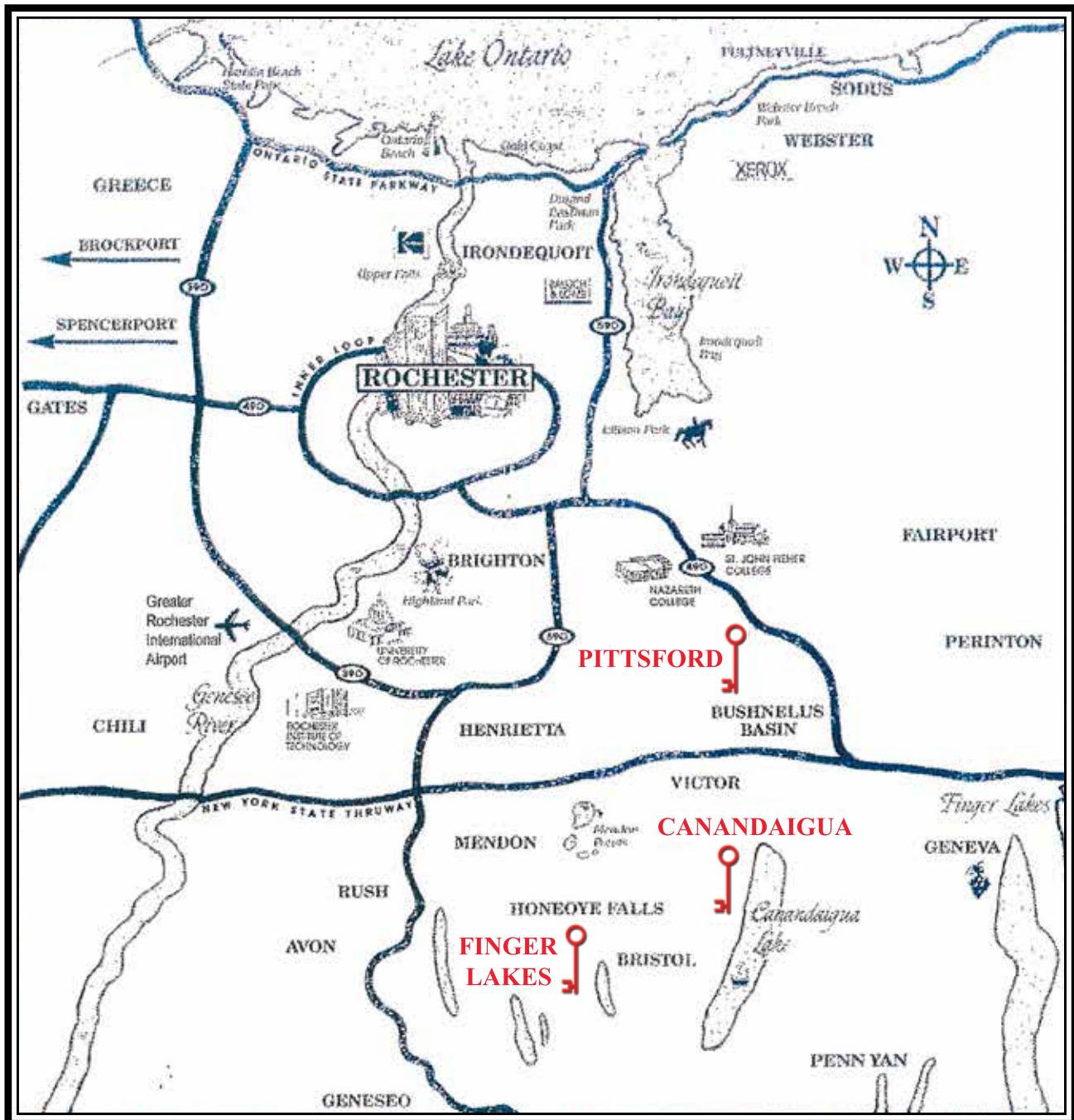


Roger Wilder
Associate Broker, Realtor®
cell: 585-746-6003



Nancy B. Wolcott
Associate Broker, Realtor®
cell: 585-455-3428

The KEY to Your Relocation Needs



Pittsford: 4 South Main Street, Pittsford NY 14534

Canandaigua: 502 South Main Street, Canandaigua NY 14424

Honeoye: 5517 East Lake Road, Honeoye NY 14471

