

TOP AGENT MAGAZINE

MY CASTLE REALTY - GARY BISHA & MICHAEL GREINER



For Gary Bisha and Michael Greiner of My Castle Realty, a friendship that began in childhood turned into a business partnership nothing short of life-changing – for them and for the thousands of Texas homebuyers and sellers they’ve helped over the years. “Like any new business, there were a lot of struggles in the beginning,” Gary recalls. “We put out our FSBO publication

starting in 2001, but for the first six months it didn’t seem to be catching on. As we were contemplating the future of the business, all of a sudden the phones started ringing and haven’t really stopped since.”

The pair never intended to obtain licenses or offer anything besides FSBO marketing – a website and magazine distributed to 80,000 Houston residents – but their customers were soon clamoring for more. In 2003, Gary and Michael opened a full-service brokerage where sellers could select from an array of services to market their home, including flat-fee listings and traditional full service. Adding buyer’s services was a logical next step. “We’ve created a unique one-stop shop where people can get anything they want to market their homes,” Michael says. “A recent client paid \$599 for one of our packages to get additional marketing exposure through the MLS. He sold his home for \$2.45 million, saving himself over \$73,000 in commissions. We assisted the seller all the way through the closing.”

Such a menu of choices for sellers and buyers is what helps My Castle Realty distinguish itself. “Our motto is, ‘Real estate your way,’” Gary explains. “We don’t force anyone to take the traditional route. If they have a different need, we have a way to fill it. FSBO customers take phone calls and manage their own showings, but we jump right in on negotiations and contracts. Whatever they need, we’re in their corner.”

Customers are quick to agree, with one happy seller commenting: “We worked with Gary Bisha to sell our house in Houston. Gary and his team were professional, helpful and always ready to guide us through any concerns we had.

The best part is you can customize your engagement with his company from full-service or tailor it to your needs. I liked the flexibility that his company offered. I highly recommend using Gary to sell your home.” Another noted: “I doubt any REALTOR® getting 6 percent would have been nearly as helpful as you were throughout the entire process!”

Gary, Michael and the team of agents they work with – people they consider family and key assets to their company’s success – are guided by one simple philosophy: Treat clients like you’d want to be treated. The creed has served them well, with the brokerage continuing to receive referrals from past clients they haven’t spoken to in 10+ years – a testament to the fact that paying attention to your customer’s needs, offering terrific value and over-delivering on your promises can take you far. My Castle Realty has been recognized as a Top 10 Brokerage by the Houston Business Journal every year since 2007, and Texas Monthly Magazine has acknowledged the brokerage as a Five-Star Award winner for five years running. And with a monthly sales volume of 25-30 homes, the fast pace keeps the lifelong friends coming back for more.

“Every day feels like an HGTV show,” Gary and Michael agree. “Every day we’re meeting people and facing new challenges. The schedule is out the window by 10 o’clock, but we wouldn’t have it any other way.”



For more information about Gary Bisha or Michael Greiner of My Castle Realty in Texas, please call 713-683-0054 or email info@askmycastle.com.