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David Cook wants to help you

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# Real Estate business and a love of community drive Cook

David Cook has what every home buyer or seller in the Valley needs.

The North Bend resident has an in-and-out knowledge of the real estate business, an entrepreneurial spirit to drive him and a love of a community governing his efforts to help Valley families prosper.

"For most people, their home is their single, biggest investment," he said. "You don't want to gamble with it."

Cook's entrepreneurial spirit is perhaps his biggest asset, which has helped Cook start five companies since he was 19. The Illinois native paid his way through college at Bradley University by starting innovative small businesses while working toward his business degree, earning him recognition as one of the top ten college entrepreneurs in the country by the Association of Collegiate Entrepreneurs.

After graduating in 1992, Cook moved to Seattle and opened a building maintenance company called Norris Cleaning Corporation. Cook earned entrepreneurial praise again from the business community by winning two "Young Entrepreneur of the Year" awards from the Small Business Administration for his work starting Norris, which eventually grew to 40 employees.

In the meantime, Cook had moved to North Bend in 1997 and became interested in real estate. While taking care of properties, Cook saw what it took to manage them as well. He knew he could do it so after selling his cleaning company in 1999, Cook joined Coldwell Banker Commercial Bain Associates of Bellevue as director of property management.

When Cook became more involved in Valley life and business, he saw the potential of the area and started leasing properties as a side project. As he advanced at Coldwell Banker, he also saw some of his ideas and efforts lost in the bureaucracy of a large company. Any service Cook wanted to offer a client had to make the rounds at his company before it was approved. Approvals took time and once everyone had a chance to look at them, the results may not have been best for the client.

Cook thought he could do better, so he left Coldwell Banker and started Cook Real Estate Services, LLC, which brokers deals for both residential and commercial properties plus providing property management services. The first advantage of dealing with both residential and commercial business is Cook can list his client's property where it will receive the maximum exposure to the market.

"Having access to both the residential and commercial multiples is critical in today's market, especially if a home has mixed-use zoning. Most real estate agents only have access to one multiple or the other." He said.

Having the ability to sell a client's home while helping them look for office space is a distinct advantage of his company, Cook said. Although he is an independent broker, his



**David Cook works with Lori Emerson of Exceptional Escrow on escrow paperwork after a recent sale, Cook can market your personal home or commercial space as well as find you commercial real estate**

residential listings appear on the Northwest Multiple Listing Service, which is the same list used by larger real estate companies. Just having a broker also greatly increases the chance of selling a home, since someone selling their home "for sale by owner" or "FSBO" has a success rate of only 4 percent.

While Cook may have the access of other brokers in the business, he does not have the constraints. By working on his own, Cook can offer the deals larger companies can't approve. For instance, if a buyer and seller are stuck on a price for a home, Cook can cut back his own commission to make the deal happen. Since Cook answers only to himself, there is more room to deal.

"I can give a much higher level of service and more personal attention to my clients," he said. "It gives me flexibility and I can get the tough deals done."

Cook said he offers his services at a discount, but he has never cut a corner working for a client. Cook can commit himself to his projects and has experience not only in real estate, but real estate in the Valley.

"I give premium service for a discounted price," Cook said.

Former North Bend Mayor Joan Simpson had Cook sell her home this past spring. She had lived in the house for 20 years, but felt good having Cook handle her sale listing. Cook actually sold the house twice, once just four days after Simpson put the house on the market and then again when the initial deal fell through.

"He handled everything very professionally and I didn't have to do anything," Simpson said.

When he began, Cook imagined a slow start out of the gate while he built up his customer base and reputation. Instead, he has hit the ground running with impressive listings and sales. Since he started in March, Cook has brokered more than \$3 million in both residential and commercial deals and he estimated that close to two-thirds of all commercial leasing in North Bend has gone through his office. He has closed lease deals on

commercial properties such as Teriyaki Town in North Bend, North Bend Physical Therapy, Washington State Department of Licensing, Illuminatus Yoga, Scott's Barber Shop, Frankie's Pizza and helped North Bend Florist (Formerly Alpine Florist) get into its new location.

Residential business has been even better and Cook said the market is hot for homes. From his experience selling both moderate and high-end homes, Cook knows what little things can add tens of thousands of dollars onto an asking price. Yet he also can broker a deal to make his clients get the right home for their right price.

"The most important step in buying or selling a home is accurately determining the sale or purchase price," Cook said.

That's why Cook offers the most comprehensive Comparative Market Analysis or CMA in the business. This completely free service not only reviews comparable sales in your specific neighborhood, but also analyzes current market listings and recent sale failures so a homeowner has all the information available to make an intelligent decision.

For Cook, his business is an extension of his experience and vision in the Valley. He loves to call North Bend his home and wants business and families in the Valley to prosper. He has forged partnerships with local businesses to make sure deals stay in the Valley. Exceptional Escrow offers a 25-percent discount to all customers referred by Cook. American Home Loans offers a pair of round-trip airline tickets with up to a \$1,000 value for Cook's clients and Northwest Pacific Title, serving the Valley, is helping Cook get business as well.

"When home buyers and sellers come to Cook Real Estate, they get a whole package, I want them to get far more than they expected." Cook said.

George Wyrsh Jr., a North Bend businessman whose home was sold by Cook recently, said he received good service from Cook.

"David is a quality individual who brings a lot to the real estate business," Wyrsh said. "I have always been impressed with him."

David Cook and his wife Lisa welcomed their first child just over a year ago, and he is not only providing for a family but hopes to help build a community any parent would be proud to raise a family and work in.

"I like doing business in the Valley. It's exciting, it's fun and I want to be a part of that," Cook said. "It's more than just putting up a sign."

Cook Real Estate Services, LLC can be contacted by calling David at (425) 888-7774 or by e-mail at [david@cookreservices.com](mailto:david@cookreservices.com).

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