

How We Craft Your “For Sale” Into “SOLD!”

Many soon-to-be home sellers ask for help to sell faster and get the best price. The answer to them is always one word: Service.

In today’s market you need an expert. Our business is to provide sellers with a plan and all the tools necessary to craft their “For Sale” sign into a “SOLD!” sign. Here’s how:

Design: Our first step is to create a custom blueprint to sell your home — a detailed marketing plan.

We nail down a market analysis to help you establish the best asking price to insure top dollar. Then we measure your equity to estimate how much you’ll net from the sale, advise you on preparing your home so it stands out from the competition, and list it in the MLS to effectively put every agent in town to work selling your home.

Build: Next, we skillfully maximize your home’s exposure

by conducting tours for other agents, showing your home to qualified buyers, and advertising your home as needed. Plus, we keep you up-to-date on any developments and monitor real estate trends that affect

your blueprint to a fast sale. With the right buyer, we hammer out a contract designed to get you the best possible price, and help buyers cut through lenders’ red tape to get the best financing.

Finish: Finally, we help take the rough edges off paperwork prior to settlement, polish off closing details and appointments and see you through settlement or escrow to make sure your interests aren’t painted into a corner.

If you would like to see how we can craft your next homesale with expert service, please call. We’d be glad to discuss a custom-built marketing strategy just for you.



SERVICE THAT SELLS

State-Of-The-Art Marketing Tool For Streamlined Homesales

When we list your home, one of the first things we do is give your property data to the **Multiple Listing Service (MLS)** that serves participating area real estate companies. The vital statistics include price; lot size; home size; age; style and material; the number, size and use of rooms; special features (such as a deck); heating and cooling systems; water/sewage system; annual taxes; mortgage balance; amount of monthly payment; cash needed to assume an existing mortgage (if assumable); and cash needed to take a second mortgage. This pertinent information is then readily accessible to other real estate professionals either via a computer program or a book.

The MLS is a great tool for streamlining your homesale. We use it for:

Setting the Price: To arrive at the right price for your home, we review MLS information on sales of comparable homes, including price and types of financing used.

Maximum Home Exposure: Once your home is in the MLS, hundreds of local real estate professionals know about its availability and can show it to qualified buyers. Any one of these real estate professionals could bring you a buyer from out of town or from our own area.

Matching Buyers and Sellers: Using a prospective buyer’s requirements for a home, real estate professionals use the MLS to search among all the houses listed, to compile a list of homes that match the buyer’s “wish list.”

To find out more about how the MLS can help you, please call. We’d be happy to advise you about this state-of-the-art marketing tool.

To Purchase Call (703) 698-7750