

*Selling your*  
**H O M E**

MORE QUICKLY AND PROFITABLY.



*Presented by your* **RE/MAX**® *Professional*



*Working diligently to*  
**GET RESULTS**

Selling your home is no simple matter. It involves complex financial and personal decisions. That's why you deserve top-caliber service from a real estate professional who will listen to your needs and produce outstanding results.

With years of experience in the business, I can provide you the expertise and personalized attention you expect – even after the transaction is completed. I know this is most likely your greatest asset marked with your lifestyle, values and memories. I will work diligently and effectively to ensure your complete satisfaction.



*Establishing your*  
**ASKING PRICE**

Properly pricing your home is the most crucial element in making a successful sale. Underprice it, and you lose on your investment. Overprice it, and you may discourage potentially qualified buyers. And because most homes lose market value if they linger on the market, there's no time for trial and error.

The greatest amount of buyer activity occurs during the first three to four weeks. Then it begins to taper. If you start too high and reduce your price later, you've lost your best opportunities and now must settle for a smaller pool of potential buyers.

I'll help you establish a fair asking price based on general market data and recent sales in the area of homes similar to yours. From there, I'll take into consideration other factors that may affect the value of your home, such as the location and condition of your property. Then, I'll continue to advise you on competitive adjustments until your home is sold.

## *Showing* YOUR HOME

Before we put your property on the market, I'll tour your home and help you see it through a buyer's eyes. I can recommend simple repairs and improvements for your home's interior and curb appeal that will increase the marketability of your home. I can also provide creative tips on using lighting, soothing sounds and pleasant aromas to create a warm and inviting atmosphere that will appeal to the home buyer's senses.

You also may want to consider a professional pre-sale inspection. I can recommend inspectors with proven track records. Taking this added step to



identify potential problem areas before you sell – and attending to them or disclosing them to the buyer up-front – will improve the speed, price and likelihood of a sale.

**SAMPLE**

## *Marketing* YOUR HOME

It takes more than a For Sale sign in your yard to generate serious buyers, especially since 40 percent of home buyers relocate from out of town. It takes endless phone calls and appointments as well as technological savvy and exclusive connections.

Through the RE/MAX® global referral network, I have full access to hundreds of thousands of serious buyers across the country. Plus, I spend countless hours behind the scenes networking throughout the community and with fellow real estate professionals in search of buyers for you.



The more buyers who know your home is for sale, the more likely you'll sell during your prime marketing period. Using the latest marketing strategies and technology, I'll develop a campaign designed exclusively to give your property high profile and get maximum value.

*Negotiating for top dollar*  
**AND PEACE OF MIND**

When an offer is presented by the buyer's agent, I'll be there to guide you and advise you through the process. I understand this may be the largest financial transaction you'll ever make. That's why I go to the negotiating table with your best interests in mind.

Reaching an agreement between seller and buyer and then closing the deal requires complete objectivity and patience. Working with a skilled negotiator not only will improve your chances of selling at a good price, but also will bring you peace of mind.

From coordinating counteroffers, title searches and disclosures to protecting you from litigation and unexpected turns, I have the skills and resources to help you get top dollar and to do my best to ensure your deal closes smoothly.



**SAMPLE**



*Call*  
**T O D A Y**

As a RE/MAX® real estate professional, I'll take the guesswork out of your real estate transaction by helping you make informed decisions. I have the technical know-how and backing of the world's premier real estate organization. This allows me to sell your home more quickly for a better price than agents from other companies.

If you're looking to sell your home, call me today for the best personal service.

If you're looking to buy a home, I can help with that, too.

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