1

2 BIG BENEFITS

of our 101 Point Marketing Plan

Quickly sell your home for more.





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FREE advice and tools to sell your home for more.

www.YourUniqueURL.com

❶ Less time
❷ More money

Our 101 Point Marketing Plan utilizes 10 Top Systems that are proven successful in selling Real Estate including…

Buyer Targeting System | Centers of Influence System
Saturation Marketing Strategy | Cutting Edge Technology System
In-Touch Follow-up Strategy | Real Estate Networking Strategy
Continuing Education | Expert Negotiation and more!

Put our systems to work for YOU. Call today!

123-444-5555

"Our 101 Point Marketing Plan is helping home owners sell for more money in less time"

Sell in less time, for more money.
Call today!

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The Joe Agent Home Selling Team

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How to Avoid the 4 BIGGEST Seller Mistakes

Get proven tools and advice for home sellers



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WINNING NEGOTIATION STRATEGIES

Customer Home Advantage

Page 1 of 3

How the proper mindset can benefit you.

"It's All About Me." The first stage starts with simple reasoning. Home sellers determine their current situation and then consider the optimal outcome. They start doing some simple, "me" math. "I need to get $X from the sale to buy my next home, and I normally owe $Y on the home, so I'll go ahead and talk to for $Z and that will get me what I need." It is logical, but unfortunately it has nothing to do with the current market value of their home. If a seller in this stage of the process consults with a week real estate agent, then the home goes on the market for $Z and it will fail to sell.

"What's Wrong With My Buyer?" If the homeowners has hired a great real estate agent, this stage is never encountered. But with 69% of the homes failing to sell, many homeowners hit the stage. Some spend a lot of time here, as they do not know how (once are they established by a great real estate agent) to proceed to the next stage. This stage is the beginning of depression for the home seller. They do not understand why few or no people are looking

Benefit from our Winning Negotiation Strategies Get your copy at...

www.YourUniqueURL.com

Our Winning Negotiation Strategies will help you avoid the 4 Biggest Seller Mistakes and provide you with these priceless benefits and more…

✓ …make sure you position your home to sell.

✓ …help save you thousands of dollars in negotiations.

✓ …insure your sale doesn't fall through like 60% of current Real Estate properties.

✓ …CONTACT US TODAY FOR YOUR FREE COPY!

Get your copy of Winning Negotiation Strategies at…

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We'll help you not only avoid mistakes, we will position you to WIN BIG in the sale of your home!

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Find out what your home is worth FREE! at www.YourUniqueURL.com

and

Why is NOW the best time to sell?



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We have buyers looking for homes. Call today!

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This the is the BEST time to sell! Why?

- **Pent-up demand** – For the past few years buyers have been holding off on the purchase of their own home.
- **Affordability** – The lowest interest rates in history are enticing more buyers than ever to seek a home.
- **Cash Buyers** – Currently, about 30% of home buyers are cash buyers.

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"Our marketing efforts are currently generating a surprisingly high volume of sales activity."

Buyers are paying top-dollar for homes in your area. Call today!

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Searching for Your Perfect Home?



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Now is the time to find your dream home.

- **Outstanding homes available** – Homes in our area are priced to sell **RIGHT NOW!**
- **Affordable Interest rates** – Along with great prices, low rates are available to buyers **RIGHT NOW!**
- **NOW is the time to buy! See homes with photos.**

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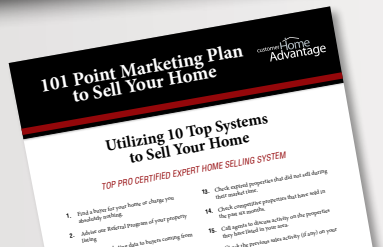
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ARE YOU THINKING OF SELLING YOUR HOME THIS YEAR?

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Our 101 Point Marketing Plan

sells more homes, for more money, in less time.

Inventory is down. Demand is up.
NOW is the time to sell!



- We can help you **position your home to sell**.
- Less inventory means **you can sell for more**.
- **Sell in less time,** request our 101 Point Marketing Plan today.

Want to sell your home for more this year? Visit us at...

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Sell your home for MORE.

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who's really

NUMBER ONE

in real estate?



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Get the benefits of our FREE Expert advice right now!

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Your trusted Real Estate advisor. Let's chat.

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$6,000 OFF

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Our negotiating skills will save you thousands of dollars off of your home purchase... we guarantee it!

As a member of our Customer Home Advantage Program*, we'll help you find the home you want and we'll negotiate on your behalf to help you get the home for **at least $6,000 less than the listed asking price... guaranteed**, or we will pay you $300 cash at the closing of the sale.

It doesn't get much easier than this, does it? You see, we're pros at helping home buyers like you find and negotiate the purchase of your home, so **we are willing to guarantee our negotiating services** on the home of your dreams.

For houses priced over $500,000 we'll even double the negotiation guarantee and save you at least $12,000 off the asking price, or **we'll pay you $600 cash at the closing of the sale.**

To learn how you can benefit from our Customer Home Advantage Program and **receive our $6,000 off guarantee or our $12,000 off guarantee**,

contact us today at...

*On first contact we supply all potential home buyers with information about working with real estate agents. The Exclusive Right to Represent the Buyer form explains your rights and how we represent you. We must represent you, the buyer, for you to participate.

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Get the home you want at the price you've been looking for. Call today!

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$3,000 OFF

your next home purchase

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Our negotiating skills will save you thousands of dollars off of your home purchase... we guarantee it!

We'll help you find the home you want and we'll negotiate on your behalf to help you get the home for **at least $3,000 less than the listed asking price... guaranteed**, or we will pay you $300 cash at the closing of the sale.

It doesn't get much easier than this, does it? You see, we're pros at helping home buyers like you find and negotiate the purchase of your home, so **we are willing to guarantee our negotiating services** on the home of your dreams.

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*On first contact we supply all potential home buyers with information about working with real estate agents. The Exclusive Right to Represent the Buyer form explains your rights and how we represent you. We must represent you, the buyer, for you to participate.

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EASY EXIT

Satisfaction Guarantee

1. When you list your home with us, **we take the pressure off you and put it on us.**
2. You are our employer and **you have the right to 'Fire' us** if we are not doing our best to serve you.
3. There are **never any hassles and absolutely no questions asked**! You can cancel anytime!





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Our customers are ***always #1***
Let us help you ***become #1 too!***

The Easy Exit Listing Agreement is very rare in Real Estate. It represents the confidence we have in our services to YOU!

- ✓ You aren't locked in to a long-term contract.
- ✓ You can "Fire" us if we are not doing our best!
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- ✓ You are in control of your listing timeframe.
- ✓ We are HIGH MOTIVATED to sell your home fast!



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Find out what your neighbor's home SOLD for!





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Get the recent sale prices in your neighborhood **FREE!**
See details on back

To get your **FREE** LIST OF LOCAL HOMES AVAILABLE ON THE MARKET

or your **FREE** LIST OF HOMES SOLD IN YOUR NEIGHBORHOOD

Call or visit our web site NOW!

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"Wow! Not only did Joe find a buyer for my home in just 45 days, but my home sold for 98% of my asking price. And on top of that, Joe negotiated almost 10% off the list price of the home I purchased! Many thanks to Joe!"

- Marie Client

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We have serious buyers searching for a home in your neighborhood and listing inventory is low!
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- **Pent-up demand** – WE HAVE BUYERS who are currently looking for homes in your area!
- **Affordability** – The lowest interest rates in history are enticing more buyers than ever to seek a home.
- **Cash Buyers** – Currently, about 30% of home buyers are cash buyers.

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Get your FREE REPORT that could net you up to 21.6% more!



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