

## Buyers

Let me help you down the right road to your Dream home. Home buying can be both exciting and frustrating. I am here to help make the process as stress free as possible. As your Consultant I promise to:

1. Dedicate myself to making your home buying process as easy as possible.
2. Respect you, your needs and be honest.
3. Understand your needs and respond in a timely fashion.
4. Consult with you to determine what your Real Estate needs are.
5. Explain each step of the home buying process and act as your guide to help you make an informed decision.
6. Help determine your purchasing power, while explaining alternative methods of purchasing or financing (if needed).
7. Use the most comprehensive database of listings in the area, to help you find the home that best meets your needs.
8. Use my knowledge and expertise to promote the most valuable purchase on your behalf. I will assist you in evaluating the market value of properties that are of interest to you. (This service is provided with Buyer Agency).
9. Provide access to financing that meets your needs, at the lowest possible rates available to you.
10. Advise you and assist you in completing your purchase agreement.
11. Provide you with information (if needed) regarding other professionals such as: Attorneys, accountants, inspectors, contractors etc.. that may assist you during and after your move.

\*\*Before we get started, we will need to decide what type of relationship we will have. Buyer Agency or Seller Agency. We will discuss the advantages of Buyer Agency when we meet\*\*.

## Sellers

Communication is very important when one decides to sell a house. With that in mind, I will use every resource available to me to get illustrative words, flattering photographs, and gracious descriptions of your house circulating far and wide on the open market. Together, you and I will showcase your house to the world! One

example of an essential and effective communicating tool in this day and age is the internet. The World-Wide Web allows us to show even those who are relocating to our area from foreign lands all the things that make your house unique, inviting and a true castle. So, let's introduce your house to the entire world..and introduce the people of the world to your house!

Here are some of the ways we do this:

\* Major Websites \* Multiple Listing Services \* Global Referral Network \* Cendant Relocation \* Relocation Services.

In addition to our Web Services, which are the most comprehensive technological offerings of any Real Estate Company we pride ourselves in "National Advertising with a Local Impact". Our advertising campaigns direct homebuyers to our Websites and offices, and in turn guides these same buyers to your individual home with easy searches and an unbelievable amount of buyer information and services.

Active two-way communication between You and me will also keep you informed as to the progress of our plan. Communication..awareness..visibility..networking..a personal touch and personal connectivity-that's what it is all about in today's world of Real Estate! And I am proud and happy to say that we have it all your you!

On our first meeting I will put together an individual active marketing plan for you, which will create an opportunity to clearly distinguish and price your house appropriately in our competitive marketplace.

As part of this service I will prepare an individual Market Analysis of your area, which will provide us (you and me) with the latest available data to analyze and use as we determine what price your house should be listed at in accordance with what other like properties in your area have recently sold for.

Long-Standing Fact: The #1 reason houses do not sell is Price. And reducing or repricing your house after the fact can actually detract from the natural appeal of the unique benefits your house offers. That is why it is so important to properly and honestly analyze available data and recent market movement when making an informed decision about what price your house should be listed at right from the start!

Give me a call and we can get started on the home selling process today.