

MY 5 VALUE PROPOSITIONS

1. HOME ENHANCEMENT

- Curb Appeal
- Clean + Declutter
- Repair Minor Flaws

2. MAXIMUM EXPOSURE

- Unique Advertising Strategies
- Facebook Boost (Modern day newspaper ad)
- "Just Listed" post cards to your neighbors
- Youtube Ads and custom-made videos on luxury listings
- In house pre MLS listing

3. PRICING STRATEGY

- Under Pricing
- Over Pricing
- Pricing Just Right
- Pricing On The Bridge

4. EXPERT NEGOTIATION

- Right Price
- Right Terms
- Right Buyer
- Calling The Lender
- Summary Of Offers

05. TRANSACTION MANAGEMENT

- Continued Negotiations
- Staying On Top Of Deadlines
- Appraisal Support
- Proactive Information
- Communication Is Key

MY PHILOSOPHY



Real estate is not just about properties; it's about people. My goal is to create an experience where you feel valued, understood, and empowered. As your trusted advisor, I will help guide you through the entire process from start to finish while building a lasting relationship.

MY 6 VALUE PROPOSITIONS

1. INITIAL CONSULTATION

- Find out what's most important to you in the home buying process.
- Discuss past experiences and the ideal experience for you moving forward.
- Explain the protection of confidential information for all parties in a transaction.
- Discuss preferred methods of communication.

2. FINANCING

- Discuss your budget and what you will need to consider if financing is needed.
- Discuss possible lender resources.
- Partner with your lender to:
 - Explain financing options.
 - Discuss interest rates and timing of locking your rate.
 - Account for the total investment needed to complete the home purchase.
 - Explain how the appraisal process protects you.

3. FINDING YOUR NEW HOME

- Explain local market conditions and how they impact you.
- Inform you of what home features are popular for purpose of future resale.
- Familiarize you with all contract documents, language, dates and deadlines so you are prepared when we find the right home.
- Offer advice on the positive and possible negative aspects of each property.

4. DRAFTING & NEGOTIATING THE OFFER TO PURCHASE CONTRACT

- Once you find the right home I will provide detailed market information.
- I will communicate with the listing agent to determine:
 - Seller's preferred timeline
 - Seller's wants and non-negotiables
 - Existence or possibility of any competing offers
- We will include the contingencies that protect you while keeping your offer competitive.
- We will discuss strategies such as an escalation clause to be competitive.

5. GETTING YOU TO CLOSING ON TIME

- During this process I will continue to be your advocate and ensure your best interests are protected.
- I will keep you aware of all dates and deadlines that must be met to avoid breach of contract.
- I will assist you during the final walk-through to ensure the property has been properly maintained.
- I will request final closing figures for your review.
- I will attend closing as your advocate.

6. AFTER CLOSING ON YOUR NEW HOME

- I can provide you with important information at tax time.
- I can provide you with an annual real estate review to track pricing in your market.
- I can provide you with interest rate information for possible refinancing opportunities to save money.
- I will always be available to answer any of your real estate questions or concerns.
- You can count on me to provide the same level of service to any of your friends, family or co-workers you refer.



MY PHILOSOPHY

The home buying and selling process is about building lasting relationships with people, not just getting the sale. As your trusted advisor, I will help guide you through the entire process from start to finish with honesty and integrity. That is my promise to you!