

My Mission Statement

- I am dedicated to working with clients to help them make the most informed choices regarding their real estate needs.
- I am committed to guiding my clients through real estate transactions from beginning to end.
- I strive to exceed my client's expectations by providing valuable insight about homes and communities.

My Objectives

- Listen carefully to make sure YOUR objectives are understood
- Explain the home selling process thoroughly
- Discuss agency representation
- Price your home correctly
- Stage your home for sale
- Implement a proven marketing plan
- Make every effort to sell your home promptly
- Generate and follow-up on leads
- Communicate consistently, so you know what to expect
- Network the entire broker population
- Diligently track the closing process on the sale of your home

Pricing Your Property

Determining price is one of the most critical steps in preparing your for sale. A well priced home often sells quickly once it is put on the market.

When your home is priced right from the outset, you maximize your opportunity for reaching the most qualified buyers and obtaining top dollar.

Pricing your home correctly:

- Can save you thousands of dollars on your family's largest investments
- Reduced risk because overpriced homes may eliminate some buyers if it is out of their price range
- Ensures that other agents will show the home
- Is good when it comes time to appraise. Your home must appraise at the selling price for the buyer to get financing

Marketing Program

Specific marketing activities to sell your home begin the moment you sign the Listing Agreement. From installing the "For Sale" sign to Internet marketing, I am constantly working to sell your home. My proven marketing plan is designed to expose your home to as many potential purchasers as possible – making them aware of the key selling features and benefits of YOUR home.

In order to receive top dollar, you need top exposure. My proven marketing plan provides you with that top exposure. This includes:

- Listing your home on the Multiple Listing Service
- Internet exposure across the Web
- Installation of a "For Sale" sign (if you desire)
- A custom property profile flyer
- Professional Virtual Tour
- Installation of a lock box (if you desire)
- "Just Listed" cards sent to neighbors and prospective purchasers
- Public Open House events – exposing your home to potential buyers
- Telemarketing to neighbors and potential prospects
- Verbal feedback provided from showing