



# **MIKE ROBINSON REALTY CENTURY 21 ALLPOINTS REALTY, INC**

**MikeRobinsonRealty.com**

I remember the first time a Realtor called my home. I avoided calling them back. I hate sales people. I have always hated sales people although I am a retired District Manager for a Furniture Chain.

I was in sales all my life but I never sold anything. You see, the art of "selling" is really listening to the customer, aligning their goals with what you can give them, and then stand back.

Everyone Loves to Buy... nobody likes to be Sold!

That has always been my motto. So, to sell your home, I do an extensive photo campaign, blast your home everywhere on the internet, create a web site specifically for your home and market it.

People will want to see it based on the photos and I will tell them your story. Why you bought it, what was your vision, etc.

Stories are what sells. Everyone has a story. A great Realtor will find out what yours is and tell it to everyone interested in your home. That establishes intimacy with the buyer. Once the decision becomes emotional, nothing will stop the buyer from buying your home. Nothing!

So when you call me, I will sit with you, ask you what you thought of when you bought the house, why this one? What was your vision? Your story will most likely be the reason the buyer buys it.



**Full Service, not full of it...**

Feel free to use my site. It is linked to the MLS and shows homes for sale in real time. No more thinking you've found the home on Zillow and it's been sold for weeks. What a waste of time.

You can also find professional referrals. From lender suggestions, to Home Inspection companies I've worked with to Attorney's in Real Estate. I don't make any commission referring them, that's illegal, but I always refer professionals that share the same level of integrity and professionalism that I do.

Afterall, full service should be just that... full service! Please accept this magazine I was featured in as a gift. Awards are nice but results are better!

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