



"Are You Sick And Tired Of Being Told That The Reason Your Home Didn't Sell Was Because It Was "Overpriced?"

Dear Frustrated Home Seller,

Most people think that if a home doesn't sell, then if it is "overpriced." Nothing could be further from the truth.

The Reason Homes Don't Sell Is Not Always Because Of The Price. It is usually because the home wasn't marketed properly.

You see, it's not easy to sell something for full market value. It's much easier to drop the price than it is to sell something for full price.

Here Is A Perfect Example Of This.

Same Exact House.

Agent A markets the home for 11 months and can't sell it.

He told the seller, "The home is overpriced. If you want to sell it, then we need to drop the price by \$50,000 to \$75,000."



Same Exact Asking Price

"Agent B" markets the home. It sells 65 days later for 98% of the asking price.

(The final sales price was about \$50,000 more than similar home prices in the neighborhood.)



Why did the first agent fail to sell the home, while the other agent sold it with ease?

The seller of this home hired a Realtor and not much happened for 11 months. The agent couldn't sell his house and told him it was overpriced.



[Continued on next page.]

The Seller had two options when his home didn't sell.

Option #1: He could drop the price.

All the agents he talked to told him that his home wasn't worth what he wanted. They told him that he should just "be reasonable" and drop the price by \$50,000. He thought about doing that, but decided against it. **He chose Option #2...**

Option #2: Hire an agent that could sell the home for what it was actually worth.

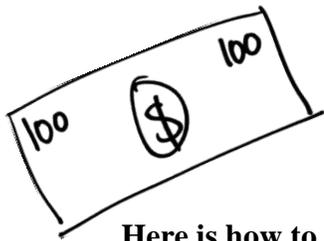
This agent would have to market the home and get the buyer so excited about the home that they would be willing to pay full price. Here's what happened.



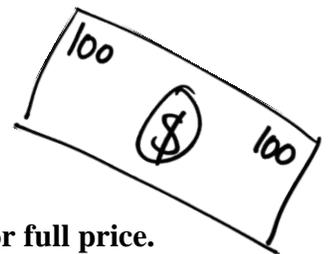
Fortunately,
he picked Option #2.

He contacted an agent that specialized in selling homes other agents couldn't sell. The agent looked at his house and could clearly see that it was worth the price. The agent sold the home 65 days later without dropping the price.

The Seller Pocketed \$50,000 More Than What Other Homes Were Selling For In His Neighborhood.



Do You Want To Sell Your Home For Full Price?



Here is how to do that. Hire an agent that specializes in selling homes for full price.

Here are a few of the things I do to get you "Full Price":



**THIS IS A REALLY BAD PICTURE
OF A REALLY NICE HOUSE.**

**Take Amazing Pictures
Of Your Home.**

Have you ever seen a bad photo in a BMW Ad? Heck No! Pretty photographs sell homes for more money and sells them faster.

I'm sure you have heard the saying, "A picture is worth a thousand words."

I'm often shocked when I see some of the pictures people use to market homes. I take as many of the best quality pictures that demonstrate all of the features your home as to offer.

I have an important question to ask you... (go to the next page.)

"Which Of The Homes Below Would You Buy?"



Typical Picture Of Home.



Same House. Better Picture.

Some agents are so obsessed with new marketing gadgets that they forget the basics.

For example, I know of a buyer that just bought a \$280,000 property for \$230,000. It was being sold by an out of town owner. The agent wasn't familiar with the area and suggested the low price.

The agent didn't bother to put a sign on the property and hardly anyone knew it was for sale. The buyer really wanted that property because it was next to his house.

As soon as he knew it was for sale he made an offer and the seller accepted it. The buyer was willing to pay full price, but didn't have to do so. The seller never realized the mistake.

People don't sell \$280,000 properties for \$230,000 every day.

But, it happens more often than you think. It's a risk you take when you hire an agent who doesn't have a proven marketing plan.

I'm sure if a sign had been on the property, then it would have gotten more interest and probably started a bidding war.

I specialize in real estate marketing that works.

I do the basics and the most advanced marketing available. Why do this matter to you?

Results. I consistently sell homes for more money than other agents. And, I have a proven track record of selling homes that other agents weren't able to sell. Here are a few examples...

You deserve some advice on what to do to get your home sold. Here are a few guarantees I have for sellers in your position.

I'll Put My Money Where My Mouth Is!

Guarantee #1: Weekly Contact Guarantee.

I will contact you every single week while your home is for sale and give you an update on what is happening. If I miss one week, then I will write you a check for \$200.

How many times did you hear from your last agent when you were trying to sell your home? Would you have liked to be updated on a regular basis? I think you do.

Guarantee #2: Straight Promises Guarantee

I'm not going to tell you how I'm the greatest thing since sliced bread, just to get your listing. I'll tell you what I can do, when it will get done, and what type of advertising will be done for your home.

Then, I'll go to work to do it and get your home sold. You'll know up front exactly what is going to happen; and because I'm calling you every week with updates you'll know it is getting done.

I'm applying for a job. Give me a call. At least give yourself the opportunity to check me out and see the difference that will get your home sold.

Don't you deserve a second chance? Find out what I can do to help you. Call me today at (970) 217-3245. Or, you can send me an email at paul@ross-homes-noco.com. Thank you for reading this. I wish you the best with your home sale whether you work with me or someone else.

Do You Want To Sell Your Home For Full Price?

If you said, "Yes", then please give me a call at (970) 217-3245. Or, send me an email at paul@ross-homes-noco.com.

Call me at (970) 217-3245 to find out how I can sell your home for more money, less hassle, and sell it faster.



Paul Martin Ross



If you have any real estate questions, then do not hesitate to send me an email at paul@ross-homes-noco.com

Best Regards,

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Not intended to solicit any properties already listed for sale with another real estate agent. If your home is already for sale, then please disregard this message.