



Dear Friend,

If you're thinking about buying or selling a home, let me save you some time, stress, and—most importantly—money. **Hiring the right real estate agent can make the difference between a smooth, profitable deal and a frustrating, costly disaster.**

That's why I want to take a moment to tell you about what we do, because this is the kind of real estate team you want on your side. Whether you're a first-time homebuyer, a seasoned seller, or an investor looking for the best deals, **we deliver results.**

Here's what sets our Team apart:

- **We Don't Just List Homes—We Sell Them.** Too many agents take the “list it and pray” approach, hoping someone stumbles across your home online. **Not US**, we have a **proven, aggressive marketing strategy** that gets homes sold fast and for top dollar.
- **We Fight for Every Dollar.** Whether it's negotiating the best price for your sale or making sure you don't overpay on a purchase, **we know how to close a deal** in your favor.
- **We Actually Communicate.** No ghosting, no waiting days for a response, no vague updates. **You'll always know exactly what's happening and what's coming next.**
- **We Make the Process Easy.** Buying or selling real estate can feel overwhelming—**unless you have an expert guiding you every step of the way.** **We take care of the details** so you don't have to stress.

We've worked with a lot of professionals, and I can tell you that **not all real estate agents are created equal.** If you want an agent who actually gets the job done—and gets it done right, **our team is the one to call.**

Don't gamble with one of the biggest financial decisions of your life. Reach out to us today and see for yourself why so many smart buyers and sellers trust us to get the results they need.

Sincerely,

Bonnie Wisniewski, Keller Williams



The No-Nonsense Seller's Promise Real Service, Real Results

Let's be honest—no one can guarantee the sale of your home. Any agent who says otherwise is selling you a fantasy. But here's what we can guarantee—**you will never work with a more dedicated, driven, and results-focused team than ours.**

When you hire us, you're not just getting an agent—you're getting a **high-performance marketing machine, an expert negotiator, and a relentless advocate for your success.**

Here's what we promise you:

- **Clear and Consistent Communication** – You'll never be left in the dark wondering what's happening. We'll update you constantly, respond to your calls and messages **quickly**, and keep you informed at every step.
- **Unrivaled Marketing Firepower** – Your home won't just be 'listed'—it will be **strategically marketed** to the right buyers at the right time with high-impact advertising, professional photography, video tours, and digital exposure that blows the competition away.
- **Fierce Negotiation** – When the offers come in, we don't just take the first one and call it a day. **We fight for every single dollar** to ensure you get the absolute best deal possible.
- **No Stress, No Surprises** – From start to finish, we handle **everything**. You won't have to guess, worry, or chase us down for answers. **We run the process so you can focus on what matters—your next move.**
- **A Personalized Strategy Just for You** – No cookie-cutter approaches here. We develop a customized selling strategy based on your goals, your timeline, and what it will take to get you top dollar in your market.

THE DIFFERENCE BETWEEN US AND EVERYONE ELSE? WE CARE MORE.

Most agents just want another listing. We want another raving fan who walks away thrilled, knowing they made the absolute best decision by choosing us. That's why we go above and beyond, why we invest more time, money, and resources into selling your home, and why our clients keep coming back—and referring their friends and family. So, here's our challenge to you:

Experience our commitment firsthand. See what it's like to work with a team that treats your home like their own. Give us a call, sit down with us, and let us show you exactly what we can do for you.

Because when it comes to selling your home, you don't just need an agent—you need a guarantee of **exceptional service, unbeatable marketing, and total dedication to your success.**

And that's exactly what we deliver.



HOW TO CHOOSE THE BEST REAL ESTATE AGENT TO SELL YOUR HOME!

SPECIAL REPORT PROVIDED BY:

GET A PRICE FOR YOUR HOME AT 72SOLD.COM



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The Biggest Mistake A Homeowner Can Make When Interviewing Agents













Most homeowners have absolutely no idea what criteria they should be utilizing when choosing the best Realtor to sell their house. They have no pre-determined questions to be used during an interview and they have no qualifying standards to decide which agents are even qualified to sell their property correctly. Most home sellers admit that they don't know how to choose an agent.

These homeowners are hoping for “promises” from a salesperson that may or may not actually become true. As an example, many uneducated home sellers will simply interview 2 or 3 agents and go with the one that says they can sell it for the most amount of money, with the lowest commission charged. This almost ALWAYS ends in disaster. More on that later.

If you are selling your home, it's one of the most important financial decisions of your entire life. It's crucial to have a pre-determined set of questions and qualifications you can use during the interview to choose the best agent for the job. You certainly don't want to mess up something this big in your life by choosing an agent based on their personality or a low commission. Frankly, if they can't negotiate for themselves, they certainly won't have the ability to negotiate for you. This means you may end up with a very low sale price. And if their sales success percentage is low on the listings that they represent, your home may not sell at all.

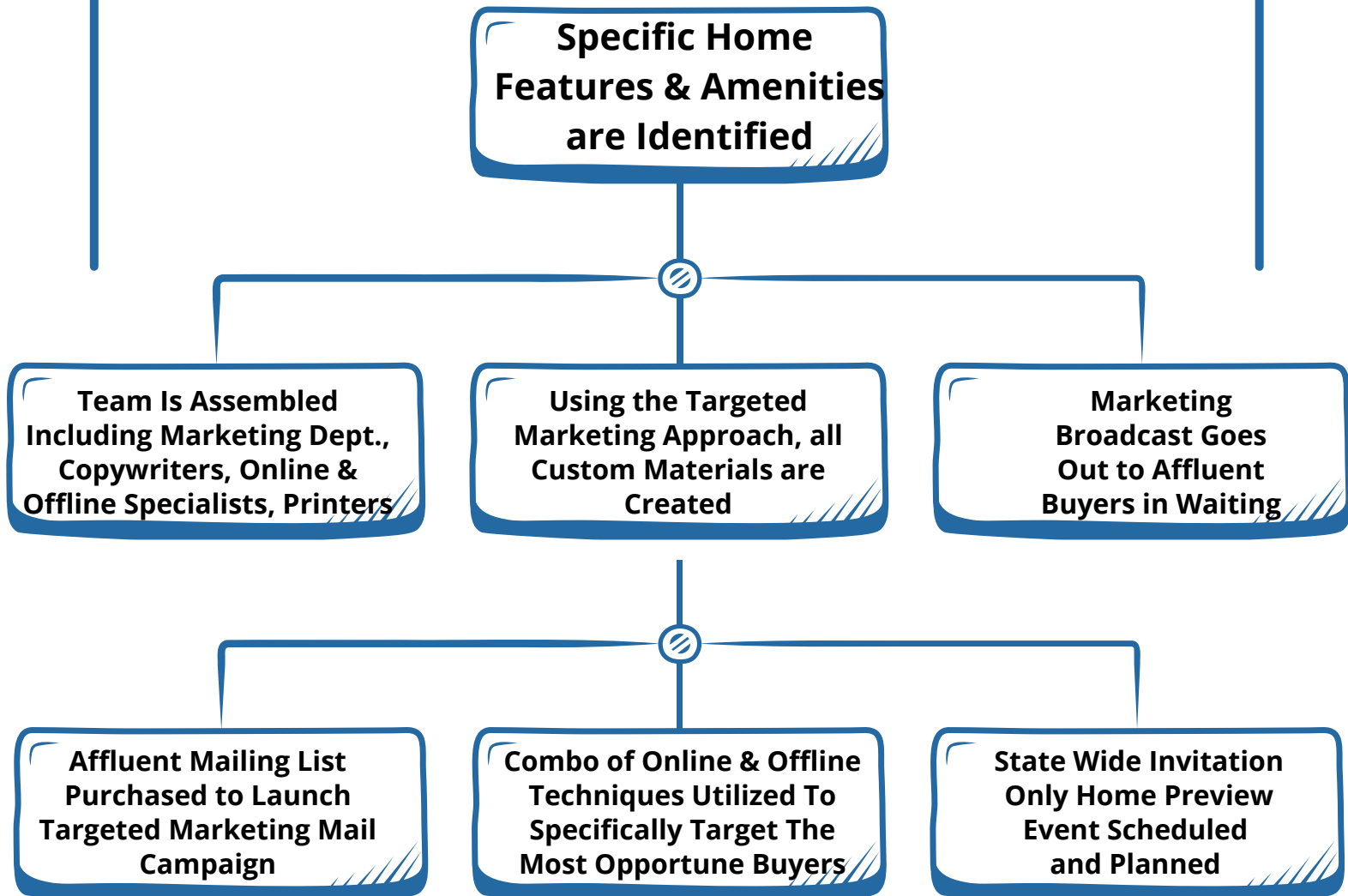
On the following pages, you'll find a list of the selection factors to consider as you weigh each agent against each other to ensure that your home sells quickly, sells correctly and sells for the highest amount of net profit with little hassle.

Selection Factors For Real Estate Agents

	Agent Name	Agent B	Agent C
1. Agent must have a tremendous multi-media marketing campaign which attracts thousands of home buyers to my property.			
2. Agent must be able to demonstrate how they can make my home stand out above all other homes for sale in this area.			
3. Agent must be able to successfully launch a Best Bidder on the house to guarantee over 30 buyers will visit my home within 48 hours.			
4. During our meeting, the agent should be prepared to show me their complete list of "Buyers In Waiting" for homes like mine.			
5. Agent must have a complete marketing agenda to showcase home on a "Secret List of Unlisted Properties" at least 24 hours before we list.			
6. Agent must willingly offer a specific performance guarantee that shows me they will sell the home quickly & for top dollar or they are penalized.			
7. Agent must demonstrate that they have a huge campaign in place for move-up & move-down buyers that may want to buy my home.			
8. Agent must be able to show me that they are investing thousands of dollars of their own money every month in marketing & promotion.			
9. Agent must be able to demonstrate their system for automatically following up with every single buyer lead that comes in for my property.			
10. Agent must be a full-time Realtor and be able to demonstrate RECENT and CONSISTENT sales in this area.			
11. Agent should demonstrate their complete marketing plan including online and offline promotions that will happen with my home.			
12. Agent must be able to demonstrate their #1 most appealing offer that attracts dozens of buyers to them like a magnet.			

MASSIVE MARKETING APPROACH

When Bonnie and her team accepts your listing, there are several key Marketing plans that begin to get your home sold FAST and for TOP DOLLAR!



**To List Your Home *Just Call Bonnie* at
Phone 412.427.2593 Now!
Keller Williams Office 412.831.3800**

A Message For You



Selling your home is a major financial decision, one that can either set you up for success or leave you full of regret.

Unfortunately, too many sellers rush into the process without a clear strategy, without the right agent, and without knowing the costly pitfalls to avoid. We refuse to let that happen to you.

That's why we've put together this **Exclusive Package**, designed to arm you with everything you need to sell quickly, for top dollar, and with zero stress.

A Message For You

What's Inside?

- **Who Depends on Us?** – You're not alone. Smart homeowners who refuse to gamble with their biggest asset trust us to deliver fast, profitable, stress-free sales. See why they wouldn't settle for anyone else.
- **The Smart Seller's Quiz** – A brutal reality check: Are you truly set up to sell for top dollar, or are you making critical mistakes that could cost you thousands? Find out now.
- **Real Estate Compensation Explained** – Think cutting compensation saves you money? Think again. Here's what you **MUST** know before making a costly mistake that could drain your profits.



A Message For You



What's Inside? (cont.)

- **The High-Stakes Choice** – The difference between a big payday and a painful disappointment is often the agent you choose.
- **The Secret To Selling Your Home Fast** – There's a reason some homes sit for months while others sell in days. Discover the proven, no-nonsense strategies top agents use to attract buyers and close deals fast.
- **Sell Your House For TOP Dollar** – Read how a target marketing approach helps sellers just like you find the best buyers to walk away with more money and less stress.
- **Choosing The Right Agent** – Inside, you'll find an exclusive report to guide you in making a decision about the agent you choose. No fluff—just real value to help you sell smarter.
- **The No-Nonsense Promise**– No gimmicks. No fine print. Just real results, or we make it right—guaranteed.

A Message For You

This package contains insider **knowledge that most homeowners never get access to.**

It's your **shortcut** to a **high-profit, stress-free home sale.**

But the truth is, this information is only as powerful as what you do with it.

So spend some time with this, and then let's schedule a quick, no-obligation call to discuss:

- **Your home's real market value** (not a generic online estimate).
- **Our plan to get you top-dollar offers fast** (no endless showings or lowball offers).
- **How to protect yourself legally and financially** throughout the entire sale.

Every day you wait is a day you risk losing money on your home sale.

Call us, and let's make sure your home sale is handled **the right way.**

We look forward to helping you sell with confidence.

Who Depends On Us?



You're Not Alone—We Know What's At Stake

Selling your home is a **major life event**. Your home is where you built memories, hosted holidays, celebrated milestones, and spent years of your life. And now, for whatever reason, it's time to move on. That can be exciting, nerve-wracking, and overwhelming all at once.

We get it. We've helped **countless homeowners** in your exact situation, facing the same tough questions:

- **How do I get the most money for my home?**
- **How do I sell fast, without endless delays, price cuts, and frustration?**
- **How do I avoid dealing with time-wasters, bargain hunters, and agents who don't return my calls?**

You don't want to be the seller stuck in limbo, watching your home **sit on the market** while other homes in the neighborhood get snapped up. You don't want to feel like you're **leaving money on the table** or dealing with agents who treat your home like just another listing.

What you want is a **clear plan, a proven strategy, and an expert team** that knows how to get you top dollar—**without the stress, uncertainty, and frustration** that plague most home sales.

Some homeowners come to us **excited**—ready to start a new chapter, whether it's upgrading to a dream home, relocating for a better opportunity, or moving closer to family. Others come to us **hesitant, maybe even anxious**, worried about whether now is the right time or if they'll get the price they deserve. **Regardless of where you are in the process, we make it easy.**

Who Depends On Us?

So take a deep breath—you're not alone, and you don't have to do this alone.

We have a system that **works**, a strategy that **delivers results**, and a track record of helping homeowners just like you walk away with more money, fewer headaches, and total confidence in their decision.

Are You One of These Sellers?

The Growing Family – Your family is expanding, and suddenly, your once-cozy home feels like it's bursting at the seams. You need more bedrooms, a bigger yard, and a home that fits your evolving lifestyle. We'll help you get the best value for your current home so you can upgrade seamlessly.

The Relocator – Maybe you've landed a dream job in a new city, or it's time to move closer to family. Selling your home quickly and at the best price is crucial so you can start the next chapter of your life with no loose ends and no financial headaches.

The Retirement Dreamer – You've worked hard, and now it's time to downsize or relocate to that warm-weather paradise you've always envisioned. We help sellers move on to their next stage of life by maximizing their home's value and ensuring a smooth transition.

The Career Mover – A career change, job transfer, or new business opportunity means you need to sell fast. Whether you're moving across town or across the country, we take the stress out of selling so you can focus on your next move.

The Downsizer – The kids have moved out, and maintaining a large home no longer makes sense. You're looking for something smaller, more manageable, and ideally, more cost-efficient. We'll position your home for a quick and profitable sale so you can move forward on your terms.

Who Depends On Us?

The Life-Changer – Sometimes life throws unexpected changes our way—divorce, financial shifts, or other personal circumstances. We work with sellers in **sensitive situations** to get their homes sold discreetly, quickly, and for the best possible price.

The Investor – Maybe you've built equity and it's time to **cash in**. Whether you're selling a rental property, a second home, or an investment property, we help maximize your profits while minimizing market time.

The “I Just Can't Deal With This House Anymore” Seller – Repairs piling up? Tired of maintenance? Feeling overwhelmed by upkeep? We specialize in helping homeowners **sell as-is** so they can walk away without costly renovations or endless stress.

No Matter Your Reason, We've Got You Covered

Selling your home isn't just about sticking a sign in the yard and waiting for buyers to show up. It's about navigating a **minefield of stress, uncertainty, and endless obstacles**—and if you try to go it alone or choose the wrong agent, you could be in for a nightmare.

Imagine This: You're buried in paperwork, buried in confusion, buried in a market that moves faster than you can keep up. You're getting lowball offers, endless showings with unqualified buyers, and agents who don't return your calls. Weeks go by, then months. Your home lingers on the market, growing stale while the **wrong buyers circle like vultures, waiting for you to slash the price.**

Or... Imagine This Instead: You list with us, and suddenly, everything changes. Your home **hits the market with a bang**—stunning professional photography, laser-focused marketing, and a flood of interest from serious buyers. Showings are seamless, offers come in strong, and negotiations are handled like a master chess game. We do the heavy lifting. We handle the stress. You simply say 'yes' to the best offer and start packing for your next adventure.

Who Depends On Us?

We bring a tailored strategy to every home sale, ensuring that you get the most value with the least stress. **We know how to position your home to sell fast, for top dollar, and with a seamless process that makes you wonder why anyone would sell any other way.**

The Choice of Smart Sellers

Sellers who want **the highest price, with the least amount of hassle, in the fastest timeframe possible** choose to work with us because we make it effortless. But don't just take our word for it—just ask the **countless homeowners** who have trusted us and walked away **thrilled with the results.**

Some sellers found us because **a friend or family member** couldn't stop raving about how stress-free their home sale was with us. Others saw one of our **high-impact marketing campaigns** and knew they needed an expert on their side. Some came to us after trying (and failing) to sell with another agent, only to watch us turn things around and sell their home **for more than they thought possible.**

It doesn't matter how they found us—what matters is the **outcome.** One after another, sellers are walking away with **more money, fewer headaches, and total confidence** that they made the right choice. We have **systems, strategies, and expertise** that most agents simply don't.

So the question is: **Do you want to gamble with your biggest asset, or do you want to work with the team that delivers real results?**

Let's make sure you get **EVERY PENNY** you deserve. **Call today!**

The Smart Seller's Quiz



Are You Set Up to Sell for Top Dollar?

Selling your home is one of the **biggest financial decisions** you'll ever make. The difference between a **smooth, lucrative sale** and a **stressful, drawn-out nightmare** comes down to **strategy, expertise, and execution**.

Most sellers assume they'll "just list it and sell it." That's a **dangerous assumption**. A large percentage of homes are not selling. They're sitting on the market for six months or longer with the owners feeling forced to agree to multiple price reductions.

Before you make a **costly mistake**, take this **20-question quiz** to see if you're truly prepared to sell quickly, at the highest possible price, with the least amount of stress.



The Smart Seller's Quiz

Answer **YES or NO** to each question. Be honest—your financial future depends on it.

The Smart Seller's Quiz

- | | |
|--|--------|
| 1. Do you want to sell your home for the most money possible? | Yes No |
| 2. Have you researched exactly how much buyers are paying for homes like yours right now? | Yes No |
| 3. Do you know how to create a “bidding war” to drive up the price of your home? | Yes No |
| 4. Are you 100% certain your home is priced to attract serious buyers—not just lookers? | Yes No |
| 5. Have you identified the “hidden profit centers” in your home that could increase its value? | Yes No |
| 6. Do you have a proven marketing strategy beyond just listing online and praying? | Yes No |
| 7. Are you prepared to handle multiple offers and negotiate for the highest price? | Yes No |
| 8. Do you know how to stage your home to make buyers emotionally attached? | Yes No |
| 9. Have you addressed any minor repairs or cosmetic updates that could kill your asking price? | Yes No |
| 10. Do you know the most common mistakes sellers make that cost them thousands? | Yes No |

The Smart Seller's Quiz

- | | |
|---|--------|
| 11. Are you 100% certain your home will appraise at the price you want? | Yes No |
| 12. Do you have a team ready to handle legal paperwork, disclosures and inspections correctly? | Yes No |
| 13. Do you have a plan in place for handling lowball offers and time-wasting buyers? | Yes No |
| 14. Do you have a professional showing strategy that makes buyers fall in love instantly? | Yes No |
| 15. Are you aware of the exact marketing steps that bring in pre-approved, serious buyers? | Yes No |
| 16. Do you have a strategy to attract cash buyers who can close fast, with no financing delays? | Yes No |
| 17. Do you know what needs to be in a contract to protect yourself from buyer demands? | Yes No |
| 18. Are you prepared to navigate buyer objections and keep the deal moving forward? | Yes No |
| 19. Do you want a team of experienced professionals ensuring your home sells for top dollar? | Yes No |
| 20. Would you feel confident knowing you have an expert team guiding you on every step? | Yes No |

Interpret Your Quiz Results On The Back 

The Smart Seller's Quiz



Interpreting Your Results

- If you answered **YES to 15 or more questions**, congratulations! You're on the right track, but even the **savviest sellers** benefit from an expert team that **guarantees** a profitable sale.
- If you answered **YES to 10-14** questions, there are **serious gaps** in your selling strategy. You may be at risk of leaving **thousands of dollars on the table** or making a **costly mistake**.
- If you answered **YES to 9 or fewer** questions, your home sale could **turn into a disaster**—lowball offers, endless negotiations, unexpected costs, and a **house that sits on the market while your dream home slips away**.

The good news? **We specialize in making sure you sell for top dollar, with zero stress.**

Let's talk. A quick consultation with our team could mean **tens of thousands more in your pocket** and a **smooth, predictable sale**.

Call us now to schedule your **complimentary strategy session**—before you make a move you regret.

Real Estate Compensation Explained



REAL ESTATE COMPENSATION EXPLAINED:

WHAT YOU MUST KNOW BEFORE YOU MAKE A COSTLY MISTAKE

The #1 Mistake Sellers Make When Trying to “Save Money”— And How It Can Cost You THOUSANDS

Let's get straight to the point. Real estate compensation is negotiable, but cutting it can be the most expensive mistake you ever make. Sellers who try to save a few bucks on compensation often walk away with **FAR LESS** in their pockets than those who hire the right agent. Why? Because **you don't just need a listing—you need a sale**. And not just any sale, but the **best price** possible, in the **fastest time**, with the **least amount of headaches**.

If you choose the wrong agent, you could end up with a house that lingers on the market, endless price reductions, and lowball offers from buyers who know you're desperate. The truth is, you don't save money by paying less compensation—you lose money when your home **doesn't sell for top dollar**.



Real Estate Compensation Explained



Why Full-Service Agents Get You MORE Money

When you work with a top-tier agent, you're not just hiring someone to throw your home online and pray. You're hiring a marketing machine that ensures your home gets seen by the right buyers, stands out from the competition, and commands top dollar.

Here's what a **FULL-SERVICE, PROFESSIONAL MARKETING STRATEGY** includes:

- **Strategic Pricing Analysis** – We price your home correctly to maximize demand and avoid becoming a stale listing.
- **Professional Photography & Video** – High-end photos, 3D tours, and drone footage showcase your home like a luxury property.
- **Targeted Online & Offline Marketing** – We don't just list your home, we advertise it aggressively to the right buyers.
- **Mass Exposure on Social Media** – Facebook, Instagram, Google—wherever buyers are looking, we make sure they see YOUR home.
- **Expert Negotiation** – We don't just accept any offer—we fight for every dollar in your pocket.
- **Access to Top Buyers' Agents** – The best buyer agents bring clients to **full-service listings** because they know the deal will get done smoothly.

This **ALL** comes out of our pocket **before you ever pay a dime**. We invest in marketing YOUR home with **our own money**, and if it doesn't sell, you owe us nothing.

Real Estate Compensation Explained

Sure—You Can Pay Less Compensation, but here's what will happen if we cut out the extensive marketing needed on your home...

- **Your home will get fewer showings.** Buyer's agents won't prioritize homes with lower compensation. They have plenty of other full-compensation listings to show their clients.
- **Your home may attract the wrong buyers.** The most qualified, motivated buyers work with top agents—who avoid low-compensation listings.
- **You'll probably end up paying the difference anyway.** Buyers will expect a price reduction or will ask you to cover their agent's compensation in closing costs.
- **You could lose thousands on the final sale price.** Studies show that homes listed with a full-service, professional agent sell for more money and in less time than discount listings.

The Myth of the "Discount Broker" (Or, Why "Cheap" Ends Up Costing You More)

Some agents will promise to sell your home for **less compensation**, but what they don't tell you is that they're cutting corners where it counts. **No real marketing, no aggressive negotiation, no strategy—just a hope and a prayer that someone stumbles across your listing.**

Think about this: If an agent **can't even negotiate their own compensation**, how do you think they'll negotiate **top dollar for your home**?

Would you trust a discount heart surgeon? A discount pilot? A discount mechanic to fix your brakes? **Of course not.** The same goes for real estate—cut-rate service leads to cut-rate results.



Real Estate Compensation Explained

Final Warning: The Buyer May Still Ask for More

Even if you try to save money by offering a lower compensation, **buyers can still ask you to pay anyway**. It's common for buyers to request **seller-paid concessions** to offset closing costs—including their agent's compensation. In other words, **you still end up paying, but with fewer offers and a lower sale price**.

Don't make the mistake of trying to "save" a few thousand dollars in compensation, only to lose tens of thousands on the sale price.

What Happens When You Work With Us?

Here's what you can expect when you list your home with our team:

- **A fast, top-dollar sale** – Our homes sell quicker and for more money than the competition.
- **Massive marketing exposure** – We don't just "list" your home; we **MARKET** it to the right buyers aggressively.
- **Full-service, white-glove experience** – You get a dedicated team handling every detail so you don't have to worry about a thing.
- **Zero upfront costs** – We handle all marketing expenses; you only pay when we deliver results.
- **Expert negotiation to protect your bottom line** – We know how to **maximize your profits and prevent costly mistakes**.

Your Next Step: Don't Leave Money on the Table

If you're serious about selling your home for the highest possible price, in the shortest time, with the least stress—**you need an agent who knows how to get results**.

We'd love to show you exactly how we can do that for you. **Call us today to schedule your no obligation consultation**. We'll walk you through exactly how much your home is worth, what you can expect to walk away with, and how our proven marketing system will get you the best possible outcome.

The right agent makes all the difference—don't leave money on the table by working with the wrong one.

If you're still unsure, ask yourself this: Do you want to be the seller who leaves money on the table, or do you want to be the one who walks away with every dollar you deserve? Call us now—we're ready to help!



The Right Agent VS. The Wrong One

The Nightmare of Choosing the Wrong Agent

You think you've made the right call. The agent seemed nice, their website looked decent, and they promised to 'do their best.' But soon, the red flags start waving—and you're stuck in a nightmare that won't end.



The High Stakes Choice



Weeks Go By... No Showings, No Offers

Your home is sitting there. Silent. The calls have stopped. The excitement has disappeared. Your agent reassures you, 'These things take time,' while your house collects dust. **Meanwhile, homes around you are selling, and you're left wondering why your home isn't even getting noticed.**

Your Listing Photos Look Like They Were Taken With a Flip Phone

A dark, blurry photo of your kitchen. A crooked shot of your front yard. Maybe even a car in the driveway. Your agent shrugged, saying, 'It's fine.' **Fine? It's costing you thousands. Buyers scroll past without a second glance.**

Lowball Offers & Bargain Hunters

Finally, an offer! But it's **\$50,000 under asking**. Your agent says, 'Maybe we should lower the price?' Lower the price?! **How about getting an agent who actually knows how to market and negotiate?**

The Communication Black Hole

You call. No answer. You text. Nothing. Days go by before you hear from your agent, and when you do, it's an excuse. Meanwhile, the stress mounts, the uncertainty grows, and your frustration builds.

The Deal Falls Apart at the Last Minute

You finally get a buyer, only to have the deal collapse at the closing table. **Your agent didn't vet the buyer properly, didn't negotiate contingencies, and now you're back to square one.**

This is what happens when you choose the wrong agent. It's a disaster that costs you time, money, and your sanity.

The High Stakes Choice

What Happens When You Choose the RIGHT Agent (Hint: You Choose Us)

Now, picture this instead.

Your Home Hits the Market Like a Rockstar Premiere

Professional, high-quality photography. Drone shots showcasing your property in its best light. A marketing plan so targeted, so effective, buyers are **calling before the listing even goes live**.

Showings Within Days—Multiple Offers Pouring In

Buyers aren't just interested—they may fight over your home. Instead of price reductions, we're **driving offers UP**. Instead of waiting, you're choosing between **strong, competitive buyers**.

Constant, Transparent Communication

You're never left in the dark. **You know exactly what's happening at every stage**. Questions? Answered. Concerns? Addressed immediately. **You feel in control, confident, and supported**.

Negotiations That Put More Money in Your Pocket

While other agents accept the first offer and call it a day, **we negotiate like your financial future depends on it—because it does**. **We push, we fight, we WIN**.

A Smooth Closing Without Last-Minute Surprises

We do everything in our power to ensure no deals falling apart. No sudden problems. **Just a smooth, profitable sale that lets you move on with your life—without stress, without headaches, and with a bigger check than you ever imagined**.



The High Stakes Choice



How to Know If You're Choosing the Right Agent

Choosing an agent isn't just about picking a name—it's about picking the difference between **success and regret**. So, ask yourself:

- Do they have a **PROVEN** track record of selling homes for top dollar?
- Do they invest in high-quality marketing, or do they just 'list and pray'?
- Do they communicate consistently, or will they vanish when you need them most?
- Do they negotiate fiercely, or just accept any offer to 'get it over with'?
- Do they provide a stress-free experience, or do they leave everything on your shoulders?

If you're not answering 'YES' to all of the above, **you're about to make a costly mistake.**

Your Home, Your Future—Make the Right Choice

You've read the horror stories. You've imagined the frustration of choosing the wrong agent. Now, imagine the relief of choosing the **right one**.

The choice is yours. One leads to success. The other? A nightmare. Let's make sure you choose right.

The Secret To Selling Your Home Fast



**The Secret to Selling Your Home FAST—For
TOP DOLLAR—Without Endless Showings,
Lowball Offers, or Months of Uncertainty**



The Secret To Selling Your Home Fast

The Hard Truth: Most Homes Sit on the Market for Way Too Long—Costing Their Owners Thousands of Dollars

If you're thinking about selling your home, you might have heard some horror stories:

- Homes sitting **for months** with no offers.
- Homeowners **forced to slash their prices** again and again, just to attract interest.
- "Interested buyers" who waste your time, then disappear when it's time to sign a contract.
- The **stress, uncertainty, and frustration of wondering**, "Will this ever sell?"

Let Me Tell You a Little Secret...

It doesn't have to be this way.

Most sellers think **listing their home means it will sell**—but that's simply **not true**.

The reality is, **the longer a home sits on the market, the more money the seller loses**. Here's why:

1. **Buyers start to think something is "wrong" with the home.** The longer it lingers, the more they assume there's a hidden issue.
2. **Lowball offers flood in.** When a home has been listed for weeks (or months), bargain hunters swoop in and try to steal it for a fraction of what it's worth.
3. **Your negotiating power disappears.** The longer you wait, the more desperate you become. Buyers know this—and they use it to their advantage.

But here's the good news:

This doesn't have to happen to you.

Imagine if, instead of hoping and praying for a buyer, you had a line of pre-approved, motivated buyers already looking for a home just like yours.

That's exactly what we offer.

With our **Buyers-In-Waiting Program**, you may be able to **sell your property in hours**—not weeks or months—to a **pre-approved buyer** who is actively searching for a home just like yours **RIGHT NOW**.

- **No endless showings**
- **No strangers parading through your home**
- **No waiting and wondering if your house will actually sell**
- **No drawn-out negotiations that gut your profits**

At any given time, we may have **dozens of fully qualified buyers** searching for homes in your area. Many are willing to **pay full asking price**—and, more importantly, **agree to terms that fit YOUR needs**.

The Secret To Selling Your Home Fast

How This Program Works (And Why It Gives You a Huge Advantage Over Other Sellers)
Most real estate agents take a passive approach to selling a home:

- They slap your home on the MLS.
- They wait around for someone to **maybe** call about it.
- They cross their fingers and hope for the best.

That's **not** how we do business.

Our **Buyers-In-Waiting Program** is **completely different** because we're already working with serious, pre-qualified buyers who are looking for homes **right now**.

Here's what that means for you:

You May Already Have a Buyer for Your Home—You Just Don't Know It Yet

Right now, we could have a list of buyers who are:

- **Actively looking for a home in your area**
- **Already pre-approved for financing**
- **Ready to make an offer and move quickly**

If your home matches what one of our buyers is looking for, **we can get you an offer immediately—before your home ever hits the open market.**

No waiting. No uncertainty. Just a fast, high-profit sale.



The Secret To Selling Your Home Fast

“But How Do I Know This Will Work for My Home?”

I get it. Every home is different, and every seller's situation is unique. So, let's make this simple:

We currently have **buyers searching for homes exactly like yours.**

The only question is: **Will they buy your home—or someone else's?**

Because here's the reality:

If you don't act, they will buy another home.

This isn't some gimmick. **It's just the way the market works.**

Every day, pre-approved buyers are actively searching for homes like yours. **Once they find one, they're gone.**

If you **wait too long**, the perfect buyer for your home **will move on to another property.**

But if you act now, you could:

- **Sell your home faster than you ever thought possible**
- **Get full market value—or higher—without price drops or drawn-out negotiations**
- **Control the terms of the sale, so it works for YOUR timeline**
- **Avoid the stress, uncertainty, and hassle of traditional selling**

What You Need to Do Right Now

Our **Buyers-In-Waiting** list **changes daily** as buyers purchase homes and new ones enter the market.

If you're even **thinking** about selling, now is the time to find out:

Do we already have a pre-approved buyer waiting for a home just like yours?

It costs you **nothing** to find out. But waiting could cost you **everything.**

Call us today.

We'll take a quick look at your property and **let you know if we already have a buyer ready to make an offer.**

This could be the **easiest, most profitable home sale of your life.**

Don't risk losing your **perfect buyer** to someone else. **Call now.**

Sell Your House For TOP Dollar



HOW YOU CAN USE TARGET MARKETING TO SELL YOUR HOUSE FOR ABSOLUTE TOP DOLLAR!



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Sell Your House For TOP Dollar

If you and your family are looking to move to another home, you know first-hand how stressful it can be to try to sell your current house. It's always either a lack of interested buyers or worse, lots of calls from real estate agents and unqualified home buyers wasting your time. Worse, statistics have shown that holding an "open house" can increase the likelihood of home invasions due to the ability of any random passer-by being able to case the place undetected. Sometimes they've even set up fake showings by calling the owner just so they can see inside the home and ask casual questions to find out when people will be at home or at work. This is all unnecessary risk that doesn't need to be taken and time that doesn't need to be wasted to effectively sell your home. If you understand a target marketing approach, it's very possible to sell your home for absolute TOP dollar in less than 3 weeks to a highly motivated and highly qualified home buyer.

"If you understand a target marketing approach, it's very possible to sell your home for absolute TOP dollar in less than 3 weeks to a highly motivated and highly qualified home buyer."

Unfortunately, most home sellers have no idea what target marketing is or how to utilize it to sell for top dollar. This brief report will help you to learn how to take action with this immediately so you can sell immediately and move on to your family's next place.

The first step to sell your house for TOP dollar is to know the difference between traditional "ineffective" marketing and a target marketing "highly effective" approach. You have to objectively decide WHO is going to be interested in buying the home. With a little bit of thought, you can easily create an "ideal prospect" that is most likely to be interested in giving you your full asking price based on their housing needs. Will it be a retired couple? Will it be a first time buyer? Will they have children?

In reality, you should get MUCH more detailed than that. As an example, a better description may be as follows: A married couple between 35 and 50 years of age that have at least two children currently enrolled in this school district. They already own a smaller home in this area, valued between \$ 185 k and \$350 k and they'd be looking to move up to this home. They've lived in that home for at least 5 years, they have a credit score of 680 or higher and they have an annual household income of \$110,000 or more.

Obviously a passive and ineffective approach is to simply run a few ads and hope that a buyer comes to you. This rarely works and it's the reason so many people never sell their home. To hope that the right buyer "stumbles" across your ad on some website is a lot like playing the lottery, just hoping you'll get lucky. When you run an ad online, you'll generally attract tons of real estate agents and very few buyers. More importantly, ads on Zillow.com or craigslist.com are often visited by the "bottom of the barrel" buyers that need seller financing or don't qualify for a mortgage at all. It's not uncommon for them to ask for lease options or other terms due to their poor credit history.

THIS IS A MARKETING ISSUE! The bait you put out will attract the type of fish you want to catch. Right now, you are catching the least desirable prospects. It's time to change the bait.

While it can be frustrating to get lots of calls from real estate agents rather than highly motivated buyers, you have to understand that it's your advertising that's causing the problem. If you advertise the wrong way, you attract the wrong prospect. And remember, by changing your

Sell Your House For TOP Dollar

marketing to say "no agents" it simply means your phone won't ring at all. The real goal is not to stop calls but to actually get calls from the most motivated prospects that frankly, don't even know your home is for sale at this point. Remember, the most opportune buyers are NOT looking at various websites. Your results already prove that point.

Unfortunately, far too many traditional agents hold an "open house" to try to sell the home because they know that 25 to 30 years ago this was the approach that worked well to get a home sold. Of course this was before the internet and before more advanced methods were available so the only way buyers could locate a home was to drive around on Sunday. That stopped working over two decades ago. In turn, some agents waste their weekend hoping that someone literally just happens to drive by that would want to buy their home while you the homeowner have to leave the house for multiple hours at a time. Many have said it's more likely to attract criminals than it is to attract buyers.

So Here's How To Attract The BEST Buyers

Truth be told, the most opportune prospects that are willing to pay the highest price for your home are generally off-market buyers, rather than on-market buyers. The last thing you'd ever want is to have your home viewed by someone that's an on-market buyer, currently looking at discounted homes, bank owned properties or a slew of competing homes in your area. Their agent is taking them house to house and they are comparing everything in the immediate and surrounding areas to see where they can get the most home for their money. The only logical outcome with this scenario is a downward pressure on your sales price. Instead, your home needs to be positioned in a category of one.

This Is Why A Target Marketing Approach Sells Your Home Faster AND For More Money

A better option for you is to market specifically to the most opportune buyer. You are undoubtedly aware that you can buy a list of the best prospects in your area, maybe you're not. You can utilize a marketing list broker to select people based on their income, their family size, their hobbies and interests and even their language or career. Most owners forget all of the benefits their home offers and tend to focus more on just square footage, bedrooms and baths. Worse, they simply run a few ads online and in the paper and hope that a buyer finds them. This usually ends in failure & frustration rather than success. You need to go directly to the buyer, not run a few ads and hope that they come to you.

A smarter approach is to determine the best features of your area, school district, specific features inside or outside the home and other categories to then find the prospects that would have a favorable response to such a home being available. In turn, they ONLY look at your home and price isn't as much of a factor for them. It matches exactly what fits their family's needs so they write you an offer and make the move. The effectiveness of this type of marketing isn't up for debate as it's been proven over and over virtually thousands of times all over the United States to get homes sold for more money with a faster sales time. As described in this report, it is certainly a more detail-oriented approach but for the difference in overall sales price and marketing time, it can prove to be the most profitable technique. There's nothing worse than letting your home get stale on the market, essentially stigmatizing the home as people start to wonder why everything else is selling so quickly and yours has been on the market for several weeks.

Sell Your House For TOP Dollar

In today's market, nearly everything aggressively marketed is gone in two weeks (or less) so anything for sale longer than that time frame raises red flags to the best buyers. It's usually NOT a problem with the pricing of the home, but more an issue of improper exposure to the correct prospects. This can easily be fixed by anyone that wants to launch EFFECTIVE marketing and create a project that reaches out to the highest quality prospects who demonstrate some type of hobbies, interests, status or qualifications that shows they'd be interested in a home like yours. Utilizing a mailing list brokerage, you can get a list of prospects as detailed as you'd like to describe them clear down to their income or the type of car they drive. Of course you'll need to create a marketing campaign to launch to these people either on your own or with the help of a professional. THIS is exactly how a target marketing specialist would sell your home for more money and ultimately sell it much faster vs. simply running some ads and hoping that the random buyer stumbles across it.

An Extreme Word of Caution

It's important for you to realize that "old school" real estate agents have essentially become unneeded to sell homes. There's little benefit to listing with an agent simply to get on the MLS. The only real benefit you may want to consider in your area is someone that is a trained Target Marketing Specialist, able to expose your home to the best buyers using a targeted approach. Yes, the state requires that they be a licensed agent but more importantly, they have the training and the finances to invest a great deal of their own money into the marketing and exposure of your home. They know how to find the specific "selects" needed for the marketing list broker, find the copywriter, create the entire lead generation campaign and ultimately find the highly qualified buyer that will pay a premium for your home. They don't come cheap but they certainly beat the alternative of selling for a lower price, taking too long or worse, giving up on your original goal and not selling at all. If you can get top dollar and sell quickly, this is the route you want to take. Overall, as long as you NET more money from the sale of your home, I'm sure you'll agree a Target Marketing Specialist is the most desirable way to sell your home.

If you'd like to sell your home fast and for top dollar, here is your chance. I'm a Target Marketing Specialist and encourage you to take 15 minutes of your time and speak with me about the best way to sell your home for MORE money. I'll show you how you can locate and market your property to the most highly qualified and interested buyers.

"The only real benefit you may want to consider in your area is someone that is a trained Target Marketing Specialist, able to expose your home to the best buyers using a targeted approach."

This is a no obligation consultation and service I provide to homeowners who are serious about selling their home. You can call me at the number below and I can give you some tips and tricks to showcase the best features of your home and can give you further guidance if you decide you are truly motivated to sell fast and for top dollar. If you are sincerely looking to sell your home for top dollar, I encourage you to make the call right now.



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