

Realtors are **not** all the same  
**Comparison checklist**

**Dave**

**1** **Dave provides home selling advice & implementation. Including minor home enhancement, home organizing /staging if needed, brightening with additional floor lamps, etc. to better present & sell your home.**

"This place must be expensive to heat, it is so cold in here. Is it insulated at all?" What does Dave do to avoid this?

**2** **Dave provides Professional Photography**



**3** **Dave provides Professional Brochures**



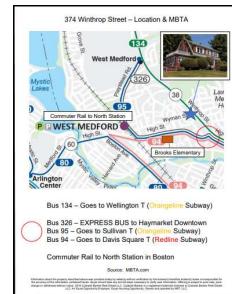
**4** **Dave provides Floorplans**



**Dave provides  
Area Information to Buyers**

5

**Map with transportation,  
school and other local  
information**



MTBA bus service not far away.  
Does a buyer from out of town realize this?

**Coldwell Banker Residential Brokerage has the strongest  
possible internet advertising of any real estate company in  
Massachusetts**

[boston.com](http://boston.com) AND [telegram](http://telegram.com) [The Boston Courant](http://TheBostonCourant.com) [Boston magazine](http://Bostonmagazine.com) [CAMBRIDGE HOMES](http://CAMBRIDGEHOMES.com)

[CLR Search.com](http://CLRSearch.com) [cyberhomes](http://cyberhomes.com) [DailyHomeowner.com](http://DailyHomeowner.com) [DealStream](http://DealStream.com) [DISTINCTIVE HOMES](http://DISTINCTIVEHOMES.com)

[Fix to Flip](http://FixToFlip.com) [FRONTDOOR](http://FRONTDOOR.com) [THE GALLERY OF HOMES.NET](http://THEGALLERYOFHOMES.NET) [Google Base](http://GoogleBase.com) [HOMEFIND](http://HOMEFIND.com)

[HomeFinder](http://HomeFinder.com) [Homescape](http://Homescape.com) [HOMES.COM](http://HOMES.COM) [HOMES.COM](http://HOMES.COM) [hotpads.com](http://hotpads.com)

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[The New York Times  
Real Estate](http://RealEstate.nytimes.com) [MapRealty](http://MapRealty.com) [MarketNetProperty.com](http://MarketNetProperty.com) [Massachusetts  
RealEstate.com](http://MassachusettsRealEstate.com) [mass  
live.com](http://masslive.com)

[Metrowest  
homes](http://Metrowesthomes.com) [MLSHomeFinder.com](http://MLSHomeFinder.com) [MYAGENTBOOK.com](http://MYAGENTBOOK.com) [RinCory  
Marketing](http://RinCoryMarketing.com) [SuburbanRealEstateNews.com](http://SuburbanRealEstateNews.com)

[REALTORS  
Association  
Pioneer  
Valley, Inc.](http://REALTORS.org) [trulia](http://trulia.com) [Vast](http://Vast.com) [WWLPRealEstate.com](http://WWLPRealEstate.com) [YAHOO!  
REAL ESTATE](http://YAHOO!REAL ESTATE)

[Zillow.com](http://Zillow.com) [ZIPVO](http://ZIPVO.com)

Everyone will see your home when it is for sale with us!  
We are local with a Global Reach!

**Coldwell Banker Residential Brokerage Ranks  
Number One in New England Real Estate**

7

**Coldwell Banker Local, Regional, and Global  
Marketing**

Coldwell Banker Residential Brokerage is New England's most  
comprehensive real estate services organization!

8

**Buyers directed on  
internet / sign to  
Dave so expert  
attention given to  
inquiries.**

**Website:**



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**Dave will be the one doing Open Houses,  
Broker Open House, communications, negotiations  
with you/agents/buyers  
(not lower level or inexperienced agents.)\*\***

**9** "I'm not sure, we will have to get back to you". Does this build confidence for buyers or doubt & frustration?  
"They are selling because they bought a house in Wellesley?" Hmmm. So in a few weeks they will be extra motivated to accept a lower offer!

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**Dave will attend the home inspection**

(Common practice for listing agents not to attend, very important to have your interests protected during inspections)

**10 Dave's background in engineering helps when you are "actually" represented during the inspection process**

"The voltage is only 98 in all these outlets. You may have loose wires here, this could be a significant fire hazard."  
What did Dave say in one sentence to remove any concern?

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**Dave will scrutinize the offers & mortgage pre-approvals advising you on which buyer to select**

**11** Did the buyers state their income/assets or were actual W-2's/tax returns checked? Does it make a difference?



**Dave enables use of Electronic Signatures**  
**Instead of a late evening meeting to sign an offer this can be done easily & electronically with Dave. If out of town this can be done by smartphone.**

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**Experienced Negotiator with Integrity**

**13** One offer was submitted slightly below asking price. Second agent asks Dave, "What does my buyer need to do to get the property?" What response by Dave lead to \$30,000 extra to the seller?



**Dave is a Notary Public**  
**Can notarize a Power of Attorney & Deed so you don't need to attend the closing! Also, 6D's for condos.**

**Dave will work hard to go above & beyond  
in directing & educating the appraiser so your  
home stays at the agreed upon price!**

**15**

"We want the price lowered \$25,000 to the appraised value or we are using our mortgage contingency and backing out!" How did Dave save the seller more than \$20,000 in this situation?

**Award winning Realtor**  
**Full-time for 20+ years**



2022 - #1 Coldwell Banker Realty Agent in Arlington

**16**

**TOTAL**

**16**

\*\* Unless unforeseen circumstances then an experienced agent would cover