

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

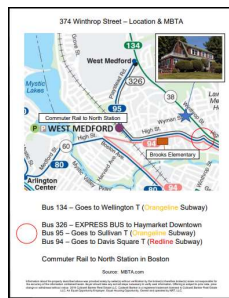
Dave provides Floorplans



**Dave provides
Area Information to Buyers**

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**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**



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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!

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



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

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- "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!

Dave will attend the home inspection

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


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- 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?

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?

-
- 12
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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.

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?

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- 14
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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!**

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"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

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2022 - #1 Coldwell Banker Realty Agent in Arlington

TOTAL

16

** Unless unforeseen circumstances then an experienced agent would cover