

My Home Didn't Sell...



Now What?



Presented by
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NEW MEXICO REAL ESTATE

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Do Any of These

EMPTY PROMISES SOUND FAMILIAR?

Since your home expired off the market, you've probably gotten numerous calls from real estate agents all making the same empty promises:



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The Only Result

THAT MATTERS IS SOLD!

But I know that a promise is only as good as the end result. And the only result that ultimately matters is that your home gets sold - and sold for the right amount.



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It's All About Putting

The Most Money in Your Pocket

Original Listing Broker	Total Days on Market	Results w/ Joe Sadowski	% of Sold to List Price
Coldwell Banker 4526 Downey NE	259 (Cancelled)	Sold in 29 Days	99.3%
Coldwell Banker 4401 Boton De Oro NW	116 (Expired)	Sold in 8 Days	97%
Re/Max 3105 Tahiti NE	86 (Cancelled)	Sold in 148 Days	93%
Coldwell Banker 5225 Edwards NE	146 (Cancelled)	Sold in 40 Days	100%
Berkshire Hathaway 5301 Streamstone NW	182 (Cancelled)	Sold in 58 Days	100%
Re/Max 7440 Marilyn Ave NE	183 (Expired)	Sold in 9 Days	98%
Home Team Realty 6115 Bancroft Ct NE	61 (Expired)	Sold in 17 Days	96%
Coldwell Banker 12624 Carmel Ct NE	215 (Cancelled)	Sold in 92 Days	96%

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Testimonials

About Joe Sadowski



Highly Likely to Recommend debreasytems

(I was an) out of state buyer looking for special retirement property. What should've been any easy transaction turned into a bit of a nightmare. lawyers became necessary and I was quickly in over my head. Enter Joe Sadowski - the man bird dogged every issue with a level of professionalism, calm inherent ability and ethics rarely seen in America these days. OLD SCHOOL INTEGRITY!! Saved me thousands of dollars in process as well. I will buy more property in New Mexico and Joe will without a doubt represent my interest. Nobody expects a problem, but when one arises you need REALTOR® whose knowledge base is as deep as Joe's!!



Highly Likely to Recommend Rochelle

Joe is a very professional, knowledgeable, and courteous realtor. I am a first time home buyer and Joe had was there every step of the way. If I didn't understand something I knew I could always give him a call. Every time we signed documents he made sure he never get a step ahead of me. Very hard negotiator made sure everything was done correctly, his attention to detail was fantastic. Anyone that he would recommend to check on the home was just as diligent as he is. Joe was buying a house for my family as if he was buying a home for his own, made sure everything was in perfect order before we moved in. I would DEFINITELY recommend Joe to everyone.



Highly Likely to Recommend Ivanarad2010

I bought and sold multiple properties with Joe as my REALTOR®. He is experienced and knowledgeable. I found his background as a builder particularly helpful in the process of buying two properties, one a bank-owned and one a short sale and distressed property. He was honest about what he felt the true value of the properties were, taking into consideration local comps and the potential cost of repairs, and was very good about giving me all the tools so I could make my own informed decision.



Highly Likely to Recommend azurwizard

Joe will give the latest up to date and relevant information about the current market. Doing business with him is very easy. He is fast, efficient with excellent negotiation skills. I would highly recommend him to everyone. He will do all the work for you. It has been a wonderful experience having him as our REALTOR®.



Highly Likely to Recommend baillyjl

Joe is a genuine professional - skillful, knowledgeable, timely, friendly. He guided us through the marketing and sale of our home in the midst of a rapidly changing market and overall devaluation of properties in our zone. He goes the extra mile to address client concerns and answer questions, and always gives the clients' interests top priority when offering advice. While our home has not yet sold, I am certain that he will get the job done for us!

Visit <http://www.zillow.com/profile/JoeSadowski/> to read more testimonials!

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Testimonials

About Joe Sadowski



Highly Likely to Recommend gsclauder22

I bought the house that I presently live in, through Joe. He was very helpful through the entire process. His knowledge in real estate and the mortgage process is top notch. I recently used his service's again while searching for a house for my girlfriend. He was able to find several homes not only in the immediate Albuquerque area but also in the east mountain area. Again top notch service.



Highly Likely to Recommend cparsley4

Joe was able to sell our house quickly even in a slow market time period. His recommendations about staging our home was very effective. Joe is a great real estate agent!



Highly Likely to Recommend bettylouhaley

Joe understood my position with a no nonsense approach, got the house sold within 30 days. I appreciated his presentation and delivery. He did what he said and bottom line we sold the house. You can trust him.



Highly Likely to Recommend BarbaraMorgan1

My family had listed my father's home with another REALTOR. It was on the market for 6 months. Very little activity in 6 months, showings were few. We didn't feel it was marketed correctly. REALTOR was difficult to reach. As executor of the estate, I hired Joe Sadowski. Within 2 weeks we had a firm offer and closed shortly after. This is the reason I'm going with Joe to sell my home and make the move to the city. I'm sure my experience will be just as successful.



Highly Likely to Recommend Magsjenglish

Joe was an excellent agent. He was thorough and professional. We initially listed the house at a higher value than he suggested but it ended up selling close to the original price he had recommended. We would hire him again in an instant.



Highly Likely to Recommend 1johnson4949

This was the second time we listed our home, so we wanted to be successful this time around. Joe was the realtor we chose to do this with. He was honest, upfront and didn't beat around the bush when it came to fair pricing of our house. He got the job done with little fuss. We appreciated his straightforward manner in selling our house. We were under pressure to move as soon as the house sold. It was during the holidays, and Joe made it as stress free as he possibly could. He is currently helping us buy our new home and again we are experiencing an easy process.

Visit <http://www.zillow.com/profile/JoeSadowski/> to read more testimonials!

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Your Dreams

And Goals Matter

When things don't go as planned in the sale of a home, it can be easy for a seller to give up on the excitement to move that they once had. You may even be sitting there reading this thinking that it's best to throw in the towel and give up on the dream of selling, or to wait for an extended period "*when the market is better*," or to question whether or not to even work with a real estate agent. Like you, the Haley family went through a similar decision process when their house didn't sell.

Bob, his wife Betty, and their two young children desired a move back to California. It's where they were originally from, and Bobs' elderly parents' health was beginning to weaken, so they wanted to be closer to family.

Sadly, when the Haley's listed their home at 4526 Downey St NE things didn't exactly go as planned. They had previously listed with not one, but TWO agents who both over-promised and under-delivered. It became clear to Bob and Betty that most of the promises they were given were simply gimmicks to get them to list their house. And finally, after several months with lackluster activity, the listing expired off of the market.

"It was one of the most frustrating experiences our family ever experienced. With the hectic schedules of two young children, coupled with our own schedules and having to clean the house for days and weeks only to have it not sell twice, we were discouraged to say the least," Bob told me, when we met.

I listed the house and went to work right away, employing pro-active marketing techniques to attract agents and buyers to the house. *I really felt charged with the responsibility to help the Haley's get back to California to be near their family.* It was all worth it, **in just 22 days**, a buyer made an offer on the house.

Less than a month later, the house sold at 99.3% to list price and the Haley's were on their way to California... finally.

"Joe Sadowski came in, as if it were divinely ordered, and saved our family," said Betty to the escrow officer at the closing table.

If there was a chance to re-ignite the initial excitement you had to sell AND get you moved, wouldn't it at least be worth investigating? Isn't it time a real estate professional prioritized YOU and your family's goals, in lieu of handing out empty promises?

It's my pleasure to help. And you never know... after you meet with me, you might actually be fielding calls from moving companies, and not more real estate agents!

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It's time for a new approach

Gone are the days when an agent could just put up a listing in the Multiple Listing Service and sit back and wait for another agent to sell the house for them. And if all it took to sell a house was simply putting it in the MLS, wouldn't everyone be selling their homes themselves? And by now, don't you owe yourself more than the status quo?

It's time for a new agent, new marketing, new buyers, and most of all... new possibilities. Ultimately, our goal is to sell your property for the most money possible, and in the process re-connect you with the excitement you originally felt upon first listing. And here are some of the ways we achieve this:



- **Pre-MLS Marketing** - Before we officially list your property for sale in the Multiple Listing Service, we'll begin a targeted pre-Multiple Listing Service campaign catered to specifically garner interest and traffic to your property prior to it even hitting the market. Pre-market exposure includes property placement on the joeknowshomes realty blog for Search Engine Optimization, listing on our @joeknowshomes Twitter page, a coming soon yard sign, and pro-active and direct agent-to-agent marketing.
- **Professional Photography** - Over 90% of buyers begin their home searches online, so first impressions matter. This is why we professionally photograph every one of our listings, ensuring we show your property in the best light from the very beginning.
- **Premium Online Placement** - You may have heard of real estate syndicate websites like realtor.com, zillow.com, trulia.com and more. Equity Realty is known in the real estate industry nationwide for our innovative application of technologies, and as such has established relationships with these companies that ensure that our listings receive premium placement on their site. Unlike with other brokerages, when you see a Joe Sadowski listing on these sites, I will be listed so that any prospective buyer only speaks to me, and not a random agent who's not committed to selling your home.
- **Staging** - Feedback buyers often give of homes that don't sell is that they couldn't envision themselves living in it given the current owner's choice of furnishings and any clutter or imperfections. According to US Housing and Urban Development, a staged home will sell, on average, 17% higher than a home that is not staged. The National Association of REALTORS® states that the average staging investment is between 1 and 3% of the home's asking price and generates a return of 8 to 10%.

- **Dedicated Social Media Promotion** - Joe Sadowski, has a Specialist dedicated to the online promotion and social media marketing of your property. The role of our Social Marketing Specialist is to make sure that we've left no stone unturned in the internet marketing of your property.
- **HD Video Marketing** - We have the ability to quickly produce a stunning HD video to showcase the beauty of your property to all potential buyers.
- **5-Star Response Time to Buyer Leads** - According to a study done by MIT, the odds of contacting a lead more than 5 minutes versus 30 minutes drops 100 times. From 5 to 10 minutes the odds decrease by 5 times. Is there any wonder why the average single agent misses so many opportunities to convert buyer leads for their sellers? Joe Sadowski is dedicated to the job of converting buyer leads for your listing. The statistics are clear-- the modern internet consumer moves fast, and expects us to do the same.
- **Active Vs. Passive Marketing** - Fewer and fewer real estate agents are becoming skilled at the art of pro-active prospecting. A dirty little secret is that most agents fear rejection and that keeps them from picking up the phone and prospecting for their sellers. Agents like this rely on other agents working through the MLS to sell their listings for them. Joe Sadowski does not just sit back and passively wait for buyers for your listing to come to us, I personally talk to 15 to 20 people a day, looking for buyers for your home! (example would be your just listed or just sold property) fearlessly and pro-actively go find them.

Fire us at anytime

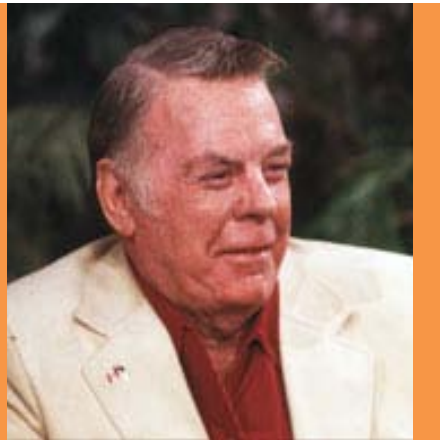
let's work as a team to sell your home

As you undoubtedly are starting to see, whether or not your home gets sold depends heavily on the agent you choose to hire for the job. And choosing the wrong one can be extremely costly. One of the most common concerns we hear from sellers who have been through a negative experience previously is that they don't want to be tied down into another lengthy listing contract with another agent. We think that makes complete sense. You could be locked into a situation for months with no recourse if things go awry.

Knowing this, Joe Sadowski proudly offers a cancellation guarantee through me "Easy-Exit," no-questions-asked listing contract. Either you are completely happy with our services, or you can terminate the listing agreement at any time. There's no gimmick here... It's plain and simple, and most importantly, in writing.

***"If you think it's expensive to hire a professional to do the job, wait until you hire an amateur."-
Red Adair***

Paul Neal "Red" Adair was an American oil well firefighter. He became world notable as an innovator in the highly specialized and extremely hazardous profession of extinguishing and capping blazing, erupting oil well blowouts, both land-based and offshore.



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Why you should hire

Joe Sadowski

1. **Let's Team up** - Do you want a Agent with 30 years experience or do you want a group of agents with cumulative experience of 30 years? Do you want the proverbial "Hands Off" or do you want the person you interviewed and shook hands with? I will personally market and manage the sale from contract to closing, I continually remain focused on matching up buyers and sellers.
2. **5-Star Promise** - Most online review systems allow up to 5 stars, and at Equity Realty we always consider what would compel someone to give us the "5th Star". When it comes to service we view our competition as Nordstrom, Zappos, and Apple, and it is our intention to take care of our customers in a way that makes them feel as special as when they interact with those companies. We think we're doing a pretty good job. Google us and check out our reviews for yourself.
3. **Skills** - You will find the most seasoned and skilled agents at smaller brokerages. It's the individual agent's activities that get a home sold, not the franchise.
4. **Innovative Real Estate** - I use the most innovative Real Estate Tools available including Apple products, Evernote, Dotloop and Cole Information. All of this translates into fast, more efficient sales for our clients.
5. **Easy-Exit Listing Agreement** - Just as the name applies, our Easy-Exit Listing Agreement puts the control in your hands. Because we're always focused on reaching for the 5th star, if you're ever unsatisfied with our performance you may cancel the listing agreement. Our associates can share the complete details of this feature.
6. **Values:**
 - Healthy Body = Healthy Mind
 - Becoming Through Knowledge & Growth
 - Driving Innovation & Change
 - Exemplifying Vibrant Leadership & Follower-ship
 - Delivering 5-Star Customer Service
 - Leaving Our Egos At the Door
 - Enjoying the Journey
7. **Results Are What Count** - anyone can make empty promises or use cheap gimmicks to get your attention. The only measure of a good job is that your house gets sold.

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Even More Good Things

About Joe Sadowski

Before you hire me to sell your home, ask my past clients about their experience:

Linda Ford, 7415 Enchanted Sky Lane NE, Albuquerque, NM 87113

Ivana Radovanovic, 4401 Boton De Oro NW, Albuquerque, NM 87114

Michael Breen, Mesa Poley, NM 87012. Oakland, CA.

Betty Haley, 4526 Downey Street NE, Albuquerque, NM 87109

Ross & Tamara Comstock, 9113 Cherokee Road NE, Albuquerque, NM 87111

Maggie English-Mason, 2625 Aspen NW, Albuquerque, NM 87104

Jesse Bozone, 3021 La Mancha Court NW, Albuquerque, NM 87104

Danny Jarrett, 4300 Parsifal NE, Albuquerque, NM 87111

Curt & Nancy Parsley, 6115 Bancroft NE, Albuquerque, NM 87111

Karen & Luther Johnson, Wolverine NW, Albuquerque, NM 87114

Rochelle Martza 3118 Quincy Street NE, Albuquerque, NM 87110

Dan & Sophia Bertrand, 5704 Flora Vista NW, Albuquerque, NM 87107

Peggy Cook, 7415 Northridge NE, Albuquerque, NM 87109

Client phone number provided upon request. Client testimonials can be viewed on Zillow (agent search) or visit <http://joesadowskihomes.com/reviews>.

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Introducing

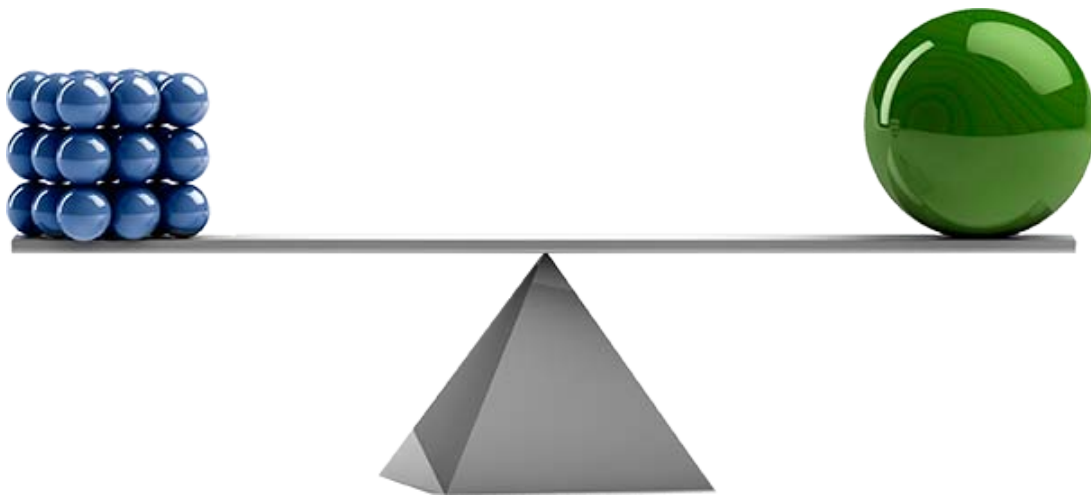
Equity Real Estate

Equity is at the root of all that we do. The act of being just and fair was the brainchild of founder and President Brady T. Long. Brady set out over a decade ago to deliver services that treated everyone involved in an equitable way that was previously unheard of in the industry. Then, and now, we continue to innovate and improve our offering.

- Equity is ranked in the Top 20 largest brokerages in the nation
- Equity has received numerous awards
- Equity is philanthropic and community minded
- Equity sells 1500 homes per month

Equity's Core Values:

- Integrity & Honesty
- Innovation & Action
- Stability & Longevity



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