

How We are Different from Our Competitors:

The first thing is, we understand the science of selling real estate. It's this simple:

1. Everyone wants the best property they can purchase for the best price they can purchase it for.
2. All serious buyers are working with a real estate agent: This is because it is free for them as the seller pays the commission and who wouldn't want to use a professional if it's free, on the biggest financial transaction they will probably ever make.

After understanding these points our process for selling a home makes sense.

Our Process:

1. Take beautiful professional photos of your home along with an HD drone video, interior video and drone photos. – This will make your home really pop so we have the best possible product to market.
 - a. Most agents won't do this and because it's very expensive of that your home will typically sell for much less- please read this article and look at the chart which shows how much more a home sells for when professional photography is used.
 - b. [Why you should use a professional photographer](#)
2. Call every top producer in your county. This is because the top producers do 90% of all the transactions across the board in real estate.
 - a. This irritates us very much when other agents say this, because they are flat out not being truthful. If they have the list of the top producers (which took us hundreds of hours and thousands of dollars to build, please ask them to show you.) – They won't be able to and you'll have dodged a huge bullet.
3. Email blast every agent in your MLS system. The buyer for your property WILL come from one of these agents, as they are the only agents who have access to your property and can show it. We can then see what agents open the email and follow up with a phone call to ask them to schedule a showing.

- a. Once again: This irritates us very much when other agents say this, because they are flat out not being truthful. If they have the list of every agent in the MLS, (thousands of agents, which took us hundreds of hours and thousands of dollars to build, please ask them to show you.) – They won't be able to and you'll have dodged a huge bullet.
- 4. We pay over \$600 a month to have your home featured on Zillow and Trulia so you come up at the top of the search results and stay there. If you list with an agent who is not a premier agent on Zillow and Trulia---every day on market, you get pushed to the back.
 - a. Most agents are not premier agents on Zillow and Trulia
- 5. Farm the area: We call everyone who lives within a few blocks of you and let them know your home is on the market. This is because 30% of all buyers find out about their new home through friends and family.
 - a. Most agents only put you in the MLS and sit back waiting for the phone to ring.
- 6. We give you feedback after every showing and keep you updated with what is happening in the market every 2 weeks so you know what new competitive listings you're up against and what has gone under contract.
 - a. Most agents become secret agents after taking your listing and you hear from them very little throughout the transaction. We feel this is very wrong.

If you give us the chance to be your agent- you have our word... we won't let you down and it will be our number one priority to get your home closed for the highest price possible.