

Charles Cinquemani
Prudential Centennial Realty
Phone: (917) 405-7935
Office: (914) 723-5225

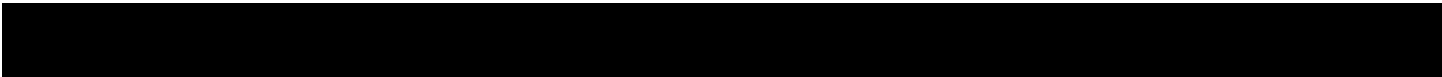
Courtesy of

Charles J. Cinquemani

Secrets To Selling Your Home For Top Dollar With or Without A Real Estate Agent

• • • • • • • • • •

*How To Sell Your Home For The Most Money
The Market Will Pay, AND On Your Terms
And Time Frame...*



There's No Such Thing As "Luck" In Real Estate!

Dear Homeowner,

Do you remember the good old days, when anyone could sell their home at any time and make thousands...perhaps tens of thousands in profit?

Maybe you do or don't. But I do.

Even though today's financing programs make it easier than ever to buy a home, times have changed. Buyers are more sophisticated. They're more discriminating in what they buy. And they're more skeptical.

Today, they have information sources available...like the Internet...that simply weren't available five or 10 years ago.

No question about it...the "easy sell" days are over.

**If You're Trying To Sell Your Home Today
...With Or Without A Real Estate Agent...
You Could Lose Thousands Of Dollars, And
Take An Enormous Amount Of Time
If You Don't Know What You're Doing**

That's why I wrote this report. Every day I see home sellers lose money and waste precious time because they make critical mistakes they didn't have to make. Here are just a few...

- ◆ Not getting accurate information about how to price your home correctly.
- ◆ Not getting a "total picture" of the entire market before you start to sell your home.
- ◆ Selling your home in the 2000's using the outdated marketing techniques and methods from the 1980's and 1990's.
- ◆ Trying to add costs of home improvements on top of your sales price.
- ◆ Not understanding how to "dress" your home, so it shows like a model home, and commands top dollar.
- ◆ Using worn-out, ineffective "image" advertising to promote your home.
- ◆ Opening yourself up to crime by not tracking visitors to your home.
- ◆ Hiring a real estate agent who tries to sell their "*multi-million dollar producer*" pitch instead of demonstrating skill and proficiency in marketing homes.

- ◆ Letting a real estate agent seduce you into their services by promising you an over-inflated sales price.
- ◆ Not having bridge financing or other contingencies if you are on a time deadline.
- ◆ Hiring anyone who isn't willing to educate you on a systemized approach to selling your home...AND can back up their analysis with FACTS, not opinions!
- ◆ Not understanding whether you should sell your home yourself. (It may be to your advantage to go it alone, OR it may save thousands, and end countless headaches to use a REALTOR®.) How do you know?

There are many “*old school*” real estate companies that still believe all you need to do is put your home in MLS, pop up a sign, and the sellers will flock to your door. Or who say things like “*we give you the highest level of quality, trust, integrity, and service.*” (Isn't that the *least* you should expect from an agent?)

Or those agents who inflate your home's value to “trick” you into listing with them. Or the ones who tell you, “*I've got a buyer right now who would love your home, and if you list with me right now...*”

You Need To Watch Out For These Dinosaurs, Because As Well-Intended As They May Be, They're About To Cost You Thousands And Waste Your Time!

Selling a home today requires a total integrated approach many real estate agents are simply not aware of.

You should expect detailed FACTS...not simple promises, opinions, and fancy pictures. And you should expect straight answers, not “*sales pitches*” or other hype that seduces you to hire a company that boasts they're “*the biggest*” or “*the best.*”

In fact, there are six important marketing steps in the home selling process YOU need to know about. We're going to delve into each one right here, so you'll know what you're doing, and can receive Top Dollar proceeds for your home—whether you use a real estate agent or not.

This document was created with Win2PDF available at <http://www.win2pdf.com>.
The unregistered version of Win2PDF is for evaluation or non-commercial use only.
This page will not be added after purchasing Win2PDF.