



# GIMME SHELTER

## Getting Started for Sellers

Spectacular results that exceed expectation are not an accident—they're the result of careful planning, diligent marketing and meticulous execution. Every aspect of the sale, from competitive property analysis, pricing strategy, clean up, staging, property investigation, inspection and document prep needs to be perfect before the for-sale sign hits the lawn. Although we modestly believe that we excel at these things, the number one reason people refer us to their friends or chose us as their agents is our marketing plan.

Let's face it. Typical real estate marketing is pretty lame. In fact, **typical real estate marketing is largely designed to generate more business for the real estate agent not to sell your home.** Shiny agent mug shots and self-promoting hyperbole don't sell your house. Sophisticated state of the art marketing is what gets the job done, on time, at a great price, and with no lingering issues. Our only focus is getting amazing results for YOU.

Each property is unique and each seller's needs, requirements, and timing are different so every marketing campaign we undertake is customized for the individual seller and property. Contact us for a detailed, individually tailored marketing plan for your property or for a sample plan.