



Platinum Millionaire Agent Maker Coaching

The Ultimate Direct Mail 'Shock and Awe' Program

Printed 'DK Bomb' Kit – Version 2

- **The Essentials Edition**
- **The Deluxe Edition**



The Essentials Edition Box

9 1/4" x 12-1/8" x 1 1/4"

Box is white with customized 9"x 12" sticker on **front only**
(image on the right is an artist rendition and not exactly as shown)

Color boxes also available (Black, Blue, Red, Green)

THE ULTIMATE
HOME SELLING SYSTEM

EXCLUSIVE
Home Selling Kit Just for You
Important Home Seller
Information Enclosed

ENJOY THE POPCORN!
Look inside to find your free bag of popcorn and go to www.MEandANG.com for more information on selling your home. Just scan the QR code for an important message on the QR code's landing page.

THE MEandANG TEAM
Your Home Sold **GUARANTEED**
or We'll Buy It!

"Mauro and Angie are true professionals. They are very knowledgeable, trustworthy and they really do have your best interests at heart. This is our 2nd time working with them. It is important to have a real estate team in your corner that has the knowledge, experience and know how that Mauro and Angie do. They helped us sell our home for \$100,000 over asking! I would 110% recommend and look forward to using them a 3rd time to purchase our DREAM HOME! Thank you Mauro and Angie." - *Daniel Astorino, Aurora*

www.MEandANG.com 905.503.SOLD (7653) Info@YH5GRSpecialists.com

Done 4 You
Video, Audio & Print



The Deluxe Edition Box

9 ¼" x 12-1/8" x 1 ¼"

Box is white with customized 9"x 12" stickers on **front and back**
(images on the right are an artist rendition and not exactly as shown)

Color boxes also available (Black, Blue, Red, Green)

YOUR HOME SOLD GUARANTEED REALTY
OUR AGENTS & OUR PROGRAM
THE WATSON GROUP

"Bill and Evan set a new high in our SE Aurora neighborhood! Don't settle for less. Another local agent said go lower, and they proved her so wrong in just over 24 hours. From their marketing to getting us ready for market - they are simply the best. And, they patiently helped us find our new home on 40 acres - bringing great intel and knowledge to every tour. You simply can't find better agents or people for that matter. We are constantly recommending the Watson Team to our friends and family."
- Patti Faulkner

"Bill was amazing to work with. He listened to what I needed from the sale of my home including the extra time in the home after close to actually move with the proceeds. He was able to get me \$15,000 over asking on an as is sale quickly and efficiently like I needed. I couldn't be more pleased."
- Sharai Pacheco

"Your Home Sold Guaranteed Realty is indeed what it is called! Bill and Evan offered us a full package of services from selling our house and finding a new one, and they did a fabulous job! They went out of their way and leveraged a suite of novel and modern approaches to make this happen in most timely, professional and caring way possible. I told my in-laws that our agents are different, as in they are indeed proud of the service they offer to their clients, and it is not all about money for them. We look forward to the next opportunities to benefit from their help and support."
- Farnoush Banaei-Kashani

www.YourHomeSoldGuaranteedRealtyCO.com 720-463-0002 Bill@WatsonRG.com

THE ULTIMATE HOME SELLING SYSTEM

EXCLUSIVE
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ENJOY THE POPCORN!
Look to buy or sell your home or property and get more than just a price for your home. Get a Cash Offer or a Guaranteed Sale Price for your home.

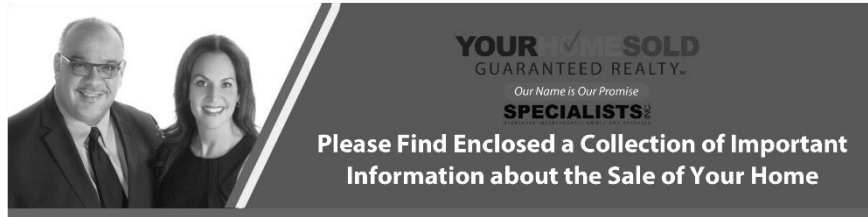
YOUR HOME SOLD GUARANTEED REALTY - THE WATSON GROUP
Your Home Sold **GUARANTEED** or We'll Buy It!

"Your Home Sold Guaranteed Realty was absolutely wonderful! Before listing my home I personally sat down and interviewed 20 Real Estate Agents in the Metro Area and I am happy I made the right decision. I also personally sold and bought numerous homes in Colorado, and by far this has been the best agent I've ever worked with. Their personal marketing/sales plan is genius. My home was sold in less than 2 days, with multiple offers, and above asking price! Very much responsive throughout the entire process by text and phone calls. Anytime I needed anything they were always there. Such a wonderful experience I will never forget. I highly recommend them!" - Keith Kirkpatrick

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'Read This First' Envelope – Printed in color
(Both The Essentials and Deluxe Editions)



For most people, the sale of their home is one of the five most important financial transactions of their entire life. **All real estate agents are definitely NOT the same.** So, you will want to select the only one you trust to handle the sale of your home most carefully. The information we have provided can help you do that. Please do not hire an agent until you have read the enclosed material.

Since 2006, we have helped over 516 families sell and buy properties. Many have come to us only after having horrible experiences, false starts, and long delays. We would like for you to avoid all the frequently made mistakes and enjoy the kind of smooth experience that occurs when working with true professionals.

For some people, selling their home is a natural life milestone to be celebrated. For others, the sale may be motivated by a career move or transfer, a change in finances or something else not of their choice. In any event, the sale of the family home is a difficult decision. Either way you simply do not need added stress of promises not kept, confusion, unnecessarily large numbers of unqualified 'lookers' marching through your home at all hours or pricing and presentation mistakes made that can cost you tens of thousands of dollars. The information we have sent can help you avoid all of this.

We look forward to hearing from you and being of service.

Sincerely,

Mauro Bucci, Owner/Broker of Record and Angie Vallelunga, Chief Marketing Officer/Realtor
The MEandANG Team with Your Home Sold Guaranteed Realty Specialists Inc., Brokerage
Office: 905.503.SOLD (7653) Direct: 416.998.9891
www.MEandANG.com

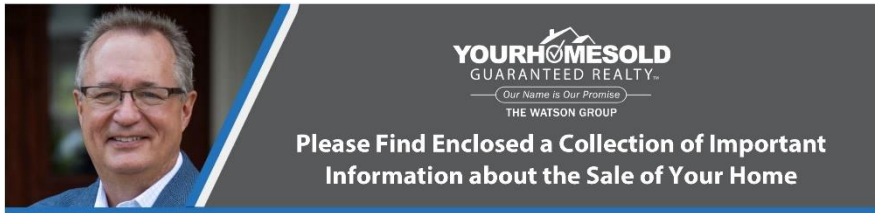
LIST OF INFORMATION ENCLOSED HERE:

1. About the Exclusive **MEandANG TEAM's** Citywide Buyers Agent Network.
2. **THE MEandANG TEAM** Approach: What Happens from Listing to Sale?
3. Warning: Lies & Misconceptions.
4. The Biggest Mistake a Homeowner Can Make When Interviewing Agents.
(Includes: Real Estate Selection Factors, Top 4 Mistakes to Avoid, and Questions You Should Ask).
5. Who Will Write the Ad That Sells Your House?
6. You're Lucky to Live in York Region – Greater Toronto Area.
7. Warning & Shocking Fact (Includes Our Exclusive 6 Guarantees).
8. How Likely Is It That Your Home Will Get Sold by the Real Estate Agent You Choose to Sell It?
9. The 4 Big Reasons to Ask Mauro, Angie, and Their Team to Sell Your Home for You.
10. Who Hires **THE MEandANG TEAM?**



The Essentials Edition - Introduction Letter

Printed in black and white on standard white paper.



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In the last 39 years, we have helped over 2,000 people sell their homes. Many have come to us only after having horrible experiences, false starts, and long delays. We would like for you to avoid all the frequently made mistakes and enjoy the kind of smooth experience that occurs when working with true professionals.

For some people, selling their home is a natural life milestone to be celebrated. For others, the sale may be motivated by a career move or transfer, a change in finances or something else not of their choice. In any event, the sale of the family home is a difficult decision. Either way you simply do not need added stress of promises not kept, confusion, unnecessarily large numbers of unqualified 'lookers' marching through your home at all hours or pricing and presentation mistakes made that can cost you tens of thousands of dollars. The information we have sent can help you avoid all of this.

We look forward to hearing from you and being of service.

Sincerely,

Bill Watson
Your Home Sold Guaranteed Realty
720-463-0002
www.YourHomeSoldGuaranteedRealtyCO.com

*Your Home Sold
Guaranteed
...or We'll Buy it!*

*Seller and YHSGR must agree on price and terms.

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6. You're Lucky to Live in Colorado.
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9. The 4 Big Reasons to Ask Bill Watson and His Team to Sell Your Home for You.
10. Who Hires **YOUR HOME SOLD GUARANTEED REALTY – THE WATSON GROUP?**

The Deluxe Edition - Introduction Letter

Printed in color on standard white paper.



The MEandANG Team Has Served **OVER 516 Families in York Region - GTA**

The Average Agent Sells Less Than 2 Homes per Year.

However, **THE MEandANG TEAM** Has Served **OVER 516 Families** Since 2006!

A TRACK RECORD OF SUCCESS!



www.MEandANG.com



905.503.SOLD (7653)



Info@YHSGRSpecialists.com

The Essentials Edition Map

Printed in black and white on standard white paper.

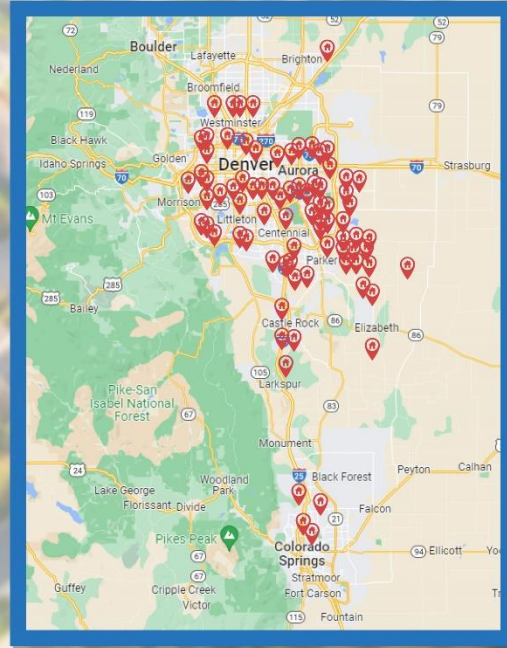


Your Home Sold Guaranteed Realty – The Watson Group Have Sold *1,764 Properties in Colorado*

Last Year, the Average Agent in
Our Area Sold 10 Homes.

However, **YOUR HOME SOLD
GUARANTEED REALTY – THE
WATSON GROUP** Sold 82 Homes!

***A TRACK RECORD
OF SUCCESS!***



www.YourHomeSoldGuaranteedRealtyCO.com

 720-463-0002

 Bill@WatsonRG.com

[The Deluxe Edition Map – Side 1](#)

Printed in color on glossy paper.



Your Home Sold **GUARANTEED** or We'll Buy It!

YOUR HOME SOLD GUARANTEED REALTY – THE WATSON GROUP

*Seller and YrSGR must agree on price and terms.



**SOLD IN 2 DAYS FOR
102% OF ASKING PRICE!**



**SOLD IN 44 DAYS FOR
104% OF ASKING PRICE!**



**SOLD IN 5 DAYS FOR
107% OF ASKING PRICE!**



**SOLD IN 4 DAYS FOR
115% OF ASKING PRICE!**



**SOLD IN 4 DAYS FOR
116% OF ASKING PRICE!**



**SOLD IN 8 DAYS FOR
102% OF ASKING PRICE!**



**SOLD IN 5 DAYS FOR
112% OF ASKING PRICE!**



**HOME SOLD FOR
\$1,165,000 IN 8 DAYS!**



**HOME SOLD FOR
\$1,425,000 IN 15 DAYS!**



**SOLD IN 4 DAYS FOR
112% OF ASKING PRICE!**



**SOLD IN 3 DAYS FOR
111% OF ASKING PRICE!**



**SOLD IN 13 DAYS FOR
103% OF ASKING PRICE!**



**UNSUCCESSFUL WITH PREVIOUS AGENT (101
DAYS) WE SOLD IN 38 DAYS, 99.3% OF PRICE!**



**UNSUCCESSFUL WITH PREVIOUS AGENT (45
DAYS) WE SOLD IN 1 DAY FOR 105% OF PRICE!**



**SOLD IN 11 DAYS FOR
100% OF ASKING PRICE!**



**UNSUCCESSFUL WITH PREVIOUS AGENT (100
DAYS) WE SOLD IN 29 DAYS, 101% OF PRICE!**



**SOLD IN 3 DAYS FOR
105% OF ASKING PRICE!**



**SOLD IN 3 DAYS FOR
106% OF ASKING PRICE!**



**UNSUCCESSFUL WITH PREVIOUS AGENT (187
DAYS) WE SOLD IN 3 DAYS, 102% OF PRICE!**



**SOLD IN 10 DAYS FOR
104% OF ASKING PRICE!**

The Deluxe Edition Map – Side 2

Printed in color on glossy paper.



YOUR HOME SOLD
 GUARANTEED REALTY.
Our Name is Our Promise
SPECIALISTS

THE ULTIMATE HOME SELLING SYSTEM

"We could not recommend Mauro and Ang possibly more! They helped us to purchase our first home 4 years ago and recently sell the same place. We had extremely high expectations for our sale and they more than met and exceeded these! You know they are good when everyone is shocked at the sale price we were able to achieve with our home only listed just over 48hrs. About as effortless as selling your home could possibly be start to finish! You absolutely want these two on your team negotiating for you if you want top dollar! A huge thank you from Natalie and myself to you Mauro and Ang!" - **Adam Kelly, Etobicoke**

"Mauro and Ang are a fantastic team! My husband and I were thrilled when they negotiated a phenomenal deal for our wonderful first home two years ago. Now, they made the hectic process of selling that same home seamless and stress-free. They are very well educated on the market and bring years of experience to the table. Everything from beautifully staging our home to getting OVER ASKING on our property was taken care of with expertise and professionalism. Highly recommend! Thank you Mauro and Ang!" - **Dee Ast, Richmond Hill**

"Mauro is the most professional and the best person to sell your house. Reliable, helpful, communicative and does what he promises. He represents his clients above and beyond and gets the property sold in no time at all. He is hands on hands down the best real estate agent in the GTA. My house was on the market with another realtor and did not sell. Mauro SOLD it in 17 Days." - **Denise, Richmond Hill**

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MEandANG.COM

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The Essentials Edition Folder (front and back)

Outside of Folder (front and back)



 SOLD IN 2 DAYS FOR 102% OF ASKING PRICE!	 SOLD IN 44 DAYS FOR 104% OF ASKING PRICE!	 SOLD IN 5 DAYS FOR 107% OF ASKING PRICE!
 SOLD IN 4 DAYS FOR 115% OF ASKING PRICE!	 SOLD IN 4 DAYS FOR 116% OF ASKING PRICE!	 SOLD IN 8 DAYS FOR 102% OF ASKING PRICE!
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- *Farnoush Baneei-Kashani*

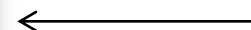
ENJOY THE POPCORN!
Look for us to be back in the neighborhood and get in on the fun! We'll be back in the CO. County for our next home sale on an as is sale.

YOUR HOME SOLD GUARANTEED REALTY - THE WATSON GROUP
Your Home Sold GUARANTEED or We'll Buy It!

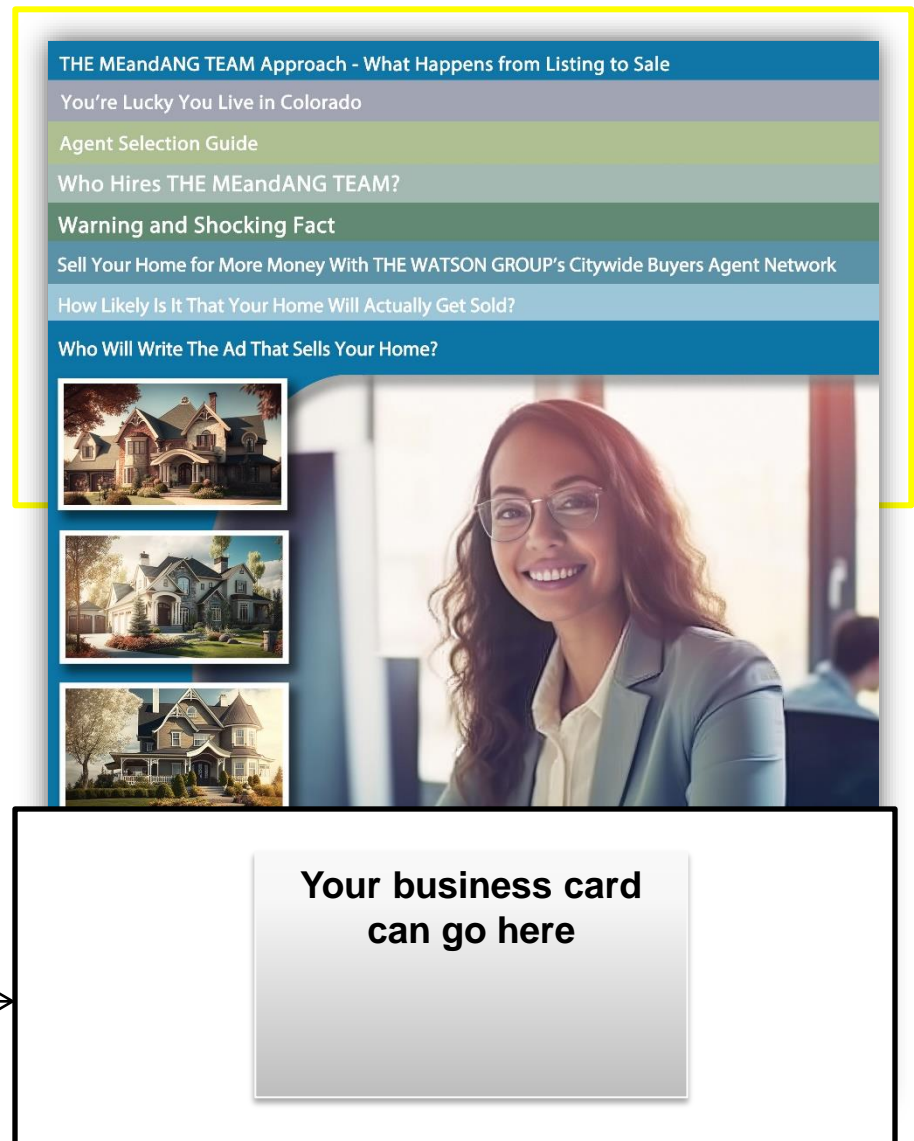
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Inside of Folder (left and right)



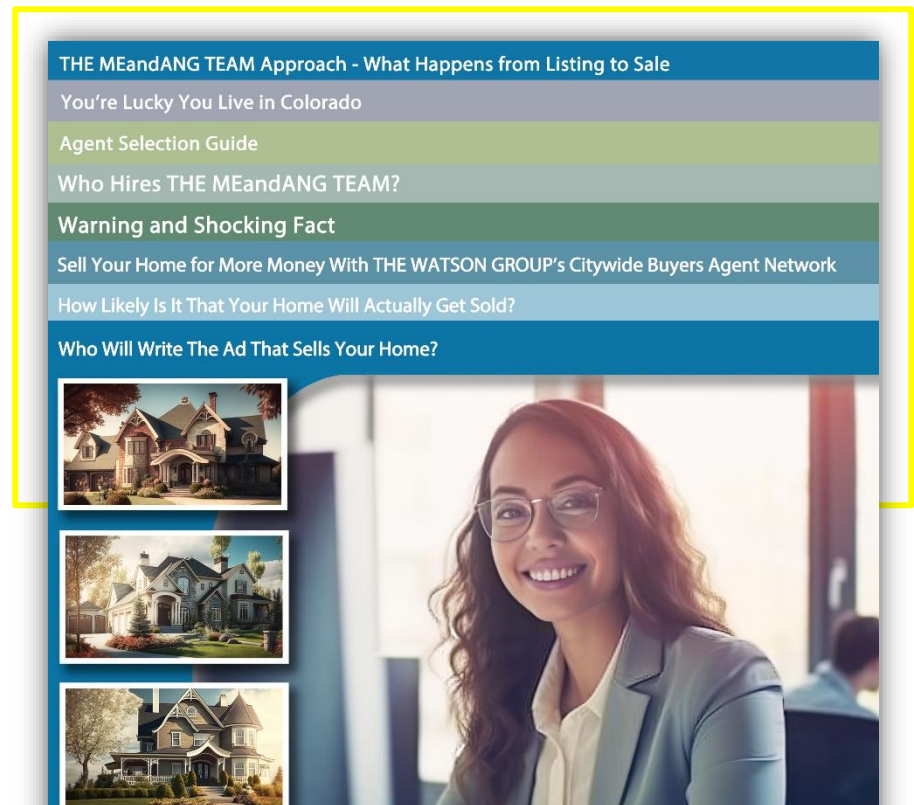
The Deluxe Edition Folder



Folder includes 1 stick-on pocket on the right side.

Your business card can go here

The Essentials Edition Folder Pockets



Folder includes 1 or 2
stick-on pockets* for
each side of the folder.

**(depending on quantity ordered)*

**Your business card
can go here**

The Deluxe Edition Folder Pockets

Section 1 – Who will Write the Ad that Sells Your Home?

7.5 inches height x 17 inches wide, double-sided printing, folded in half, 4 pages of printed material

Section 2 – How Likely is it that Your Home will Actually get Sold by the Agent You Choose to Sell it?

8 inches height x 8.5 inches wide, one side printing

Section 3 – Sell Your Home for More Money with Our Citywide Buyer’s Agent Network

8.5 x 8.5 inches - one sided printing

Section 4 – Warning and Shocking Fact

9 inches height x 17 inches wide – double sided printing, folded in half, 4 pages of printing

Section 5- Who Hires Our Team?

9 ½ x 17 inches wide - double sided printing, folded in half, 4 pages of printing

Section 6 – Agent Selection Guide

10 x 17 inches wide – double sided printing – folded in half, 16 pages of printing

Section 7 – You’re Lucky You Live in ‘Your Area’

10 ½ x 17 inches wide, double sided printing – folded in half, 8 pages of printing

Section 8 – The ‘Your Team’ Approach - What Happens from Listing to Sale

11 x 17 inches wide - double sided printing, folded in half, 4 pages of printing

(Both The Essentials and Deluxe Editions)

The Word Wizard Behind the Curtain

To craft the perfect ad, flyer, postcard, website posting and social media alert, **YOUR HOME SOLD GUARANTEED REALTY – THE WATSON GROUP** uses a proprietary software system that was developed over 5 years at an investment of more than \$250,000.

Only a fraction of a percentage of real estate agents and brokers in the country have this unique software and technology system available to them. In Colorado, **YOUR HOME SOLD GUARANTEED REALTY – THE WATSON GROUP** pays a licensing fee to use it exclusively.



Safe Neighborhood
Tree-Lined Streets
Gorgeous View
Private

Clean
Cozy Den
Fireplace
Quiet Street

Who Will Write The Ad That Sells Your Home?



The Right Word Chosen Can Make a
\$20,000 Difference!

Your Home Sold GUARANTEED or We'll Buy It!*

For a free report that details the inner workings of this exclusive offer, go to www.YourHomeSoldGuaranteedRealtyCO.com. To discuss the sale of your home, call Bill 720-463-0002.

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Section 1

How Likely Is It That Your Home Will Actually Get Sold?

How Likely Is It That Your Home Will *Actually Get Sold* By The Agent You Choose?

Most people simply assume that when they list their home, it will be sold; especially in good economic times and 'hot' markets.

Well, as you can see, we've added an image of a lottery ticket to this page. Why? Because actually the odds of most agents getting your home sold are not very good. Not as bad as the lottery, but still a gamble.

In fact, over the past year, only 50% of the properties listed sold within the term of the agents' listing contract. During that same time period, we sold 100% of our listings.

Obviously, selling your home does NOT have to be a 'crap shoot'.

You can gamble on an agent with a low batting average or who won't disclose his or her batting average (in writing). Maybe with your home, he or she will do better.

Or you can rely on our 100% success rate.

Chance Your Home Will Sell With THE MEandANG TEAM **100%**

Chance Your Home Will Sell With An Average Agent **50%**



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Section 2

Sell Your Home for More Money With THE WATSON GROUP's Citywide Buyers Agent Network

Sell Your Home for More Money With THE WATSON GROUP's Citywide Buyers Agent Network

The Secret to the Fastest Possible Sale for TOP DOLLAR

Top producing agents, in particular those who are predominantly buyers agents and represent buyers, pay close attention to Bill Watson. They prefer selling a home listed and represented by **YOUR HOME SOLD GUARANTEED REALTY – THE WATSON GROUP**, because they know every 'i' has been dotted, every 't' crossed. They know their buyer will have a smooth, failsafe experience working with Bill's team. Each of Bill's team members maintain a close working relationship with different real estate agents in our marketplace. Bill's competitors welcome the opportunity of matching one of their buyers with one of Bill's properties; confident everything will go perfectly. They'll spend less time on the transaction and their buyer will be satisfied.

When **YOUR HOME SOLD GUARANTEED REALTY – THE WATSON GROUP** 'pull the trigger' on your listing, when everything is 100% 'market ready', this entire, exclusive network of agents representing at any given moment, thousands of buyers searching for their next home, receives information on your property.



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Section 3

Warning and Shocking Fact

The MEandANG Team Lived Up to their Promises and Reputation

"Mauro Bucci and Angie Vallelunga are amazing. We have bought and sold a number of homes with them throughout the years. They are very professional, caring and above all very honest. They are very knowledgeable on all aspects of your purchase and sale. They are always there for their clients, and make you feel like family, as you are their main concern when purchasing or selling a home. They make the entire process comfortable and easy and are always there to answer any queries you may have and also if you ask them they will offer very helpful advice that you do not always get when dealing with a broker. I highly recommend them to anyone looking for a realtor. They are the best in their field and are a fantastic husband and wife team that look out for your best interest even after the deal has closed." - Anna-Maria Giandalia, Newmarket

This Great Result Was All Thanks to Your Team

"We met Mauro Bucci over 12 years ago through a referral and have only had great experiences with working with Mauro. He successfully SOLD our principal home as well and we have since purchased 2 investment properties with Mauro. We feel very grateful to have met Mauro through a friend and have maintained a relationship throughout the years in real estate. Thank you very much for all your hard work. We greatly appreciate it." - Mena De Rose, Nobleton

Whenever We Had a Question, They Answered It

"Mauro and Ang, we thank you so much for all you have done for us in helping us sell our house. We greatly appreciate your ADVICE and HONESTY. Mauro and Ang are very professional agents who take their job seriously. They are there for you, they make you feel at ease. They LISTEN to everything you have to say and are ready to answer any questions or concerns you may have. We HIGHLY recommend that you call Mauro and Ang if you are looking to sell your home, you will not be disappointed!" - Angela Baldassarra, Alliston

The Quick Sale and the Price We Wanted

"I had 2 Power of Sales in January 2023. Both had to be sold fast for top dollar and fast closing. Mauro got the job done for both sales. Use Mauro for fast sales and top dollar." - Mike Evans, Aurora

72% Of All Home Sellers Say They Would NOT Go Back To The Same Real Estate Agent To Do Another Transaction!

1. Poor communication
2. Over-promised, under-delivered results
3. Promised a selling price far from reality
4. Promised speed of sale far from reality
5. Were less experienced than they presented themselves to be
6. Wasted a lot of time showing the home to unqualified possible buyers
7. Left out a critical detail
8. Lack of professionalism
9. Hard to get a hold of
10. Didn't market my home properly
11. Never showed my home
12. Too pushy
13. Did not help stage my home for sale
14. Didn't keep in touch/no feedback
15. Lack of representation
16. Poor negotiating skills
17. Sold my home for a low price
18. Too busy
19. My home did not sell
20. Didn't do anything I couldn't have done myself

How does THE MEandANG TEAM get a Higher Satisfaction Rate?

See other side for our
Exclusive Six Point Satisfaction Guarantees



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Section 4

Who Hires THE MEandANG TEAM?

PEOPLE WHO DO NOT HAVE TIME FOR 'DO-OVERS'

Why? Mauro and Angie tend to attract the client who wants it done right the first time. That's because **THE MEandANG TEAM** sell 27 properties a year, compared to the average agent that sells less than 2. If you hire the wrong agent, weeks or even months may go by without your home being sold. You will have to get rid of that agent and start all over again with a new one. Many sellers go through three real estate agents before getting their home **FINALLY** sold and they tend to compromise their price severely. The homeowner who is determined to get it right the first time compares Mauro and Angie's track record to others and makes the obvious choice.



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4

Your Home Sold GUARANTEED or We'll Buy It!*

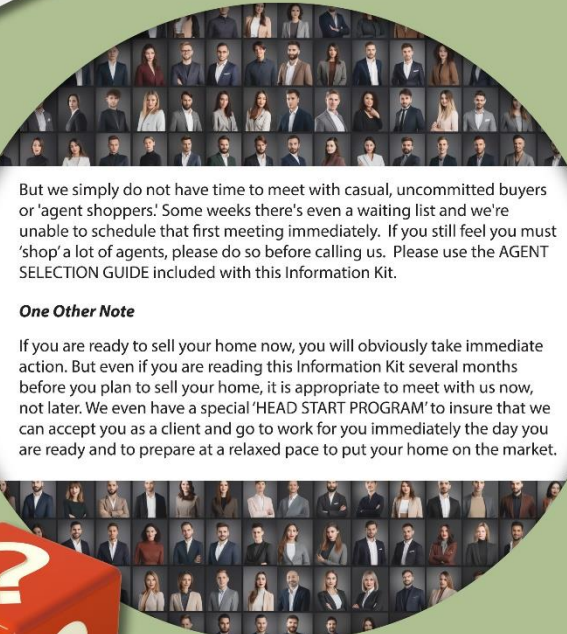
For a free report that details the inner workings of this exclusive offer, go to www.MeAndAng.com.
To discuss the sale of your home, call Mauro and Angie 905-503-7653 (SOLD).

*Mauro Bucci, Broker of Record, and Seller to agree on price and terms.

1

Section 5

How to Be Certain You Select and Hire the Best Real Estate Agent to Sell Your Home?



But we simply do not have time to meet with casual, uncommitted buyers or 'agent shoppers.' Some weeks there's even a waiting list and we're unable to schedule that first meeting immediately. If you still feel you must 'shop' a lot of agents, please do so before calling us. Please use the AGENT SELECTION GUIDE included with this Information Kit.

One Other Note

If you are ready to sell your home now, you will obviously take immediate action. But even if you are reading this Information Kit several months before you plan to sell your home, it is appropriate to meet with us now, not later. We even have a special 'HEAD START PROGRAM' to insure that we can accept you as a client and go to work for you immediately the day you are ready and to prepare at a relaxed pace to put your home on the market.



Your Home Sold GUARANTEED or We'll Buy It!*

For a free report that details the inner workings of this exclusive offer, go to www.YourHomeSoldGuaranteedRealtyCO.com. To discuss the sale of your home, call Bill 720-463-0002.

*Seller and YHSGR must agree on price and terms.

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You're Lucky You Live in Colorado



You're Lucky You Live In Colorado

Because you can have THE Real Estate Agent that 22,000 other agents from across Colorado look up to for training, coaching and a home selling system that works.

As you can see, we've printed a little good luck charm on this page. Why have we done this? To illustrate the fact that you are lucky to live here and be able to have your home marketed and sold by the Real Estate Agent so many other agents learn from and follow.

Why on earth would you want another agent when you can have YOUR HOME SOLD GUARANTEED REALTY – THE WATSON GROUP?



What Happens Next?

If you feel you are a good fit with us and would like to be a client of **YOUR HOME SOLD GUARANTEED REALTY – THE WATSON GROUP**, simply call us at 720-463-0002 and speak with us to arrange for an appointment. All of your questions can be answered, your home evaluated and if accepted, a listing agreement/client agreement will be put in place.

When You Should Call

We are happy to answer your questions and of course provide you with an appraisal of your home in order to establish the correct asking price. There is no obligation on your part when you arrange for a FREE in-home consultation and price analysis. However, if you truly want to get maximum benefit from our experience and expertise, we strongly suggest that you read through the information provided, including the Facts, Questions and Selection Criteria provided throughout the information we've sent you. If you are serious about selling your home FAST and for TOP DOLLAR you SHOULD call us to schedule an appointment.

If you still feel the need to interview a lot of agents, please do so BEFORE meeting with us. By meeting with us last, you'll be able to see just how much more we do to get your home sold FAST and for the MOST AMOUNT OF MONEY.

One Other Note

If you are ready to sell your home now, you will obviously take immediate action. Even if you are reading this Information Kit several months before you plan to sell your home, it is appropriate to meet with us now, not later. We even have a special 'HEAD START PROGRAM' to insure that we can accept you as a client and go to work for you immediately the day you are ready. In this way, we can prepare at a relaxed pace and put your home on the market.

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Section 7



One frantic agent trying to do everything themselves ...



THE MEandANG TEAM Approach: a team of 8 professionals, resources to aggressively market your property and see your transaction through every step to successful completion, with every 'i' dotted, every 't' crossed. Peace of mind for you!

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The MEandANG Team Approach

What Happens from Listing to Sale

Once A Private In Home Diagnostic Analysis has been performed and you have a full understanding of what your home will sell for, we will give you tips on what to do and more importantly what not to do to get top dollar. We will go over all the costs you will have so you will know how much money you will have leftover after you sell your home.

A custom advertising and marketing plan is prepared for your home. All the necessary information is obtained from you, when we meet with you at your home. That plan is provided to Mauro and Angie. They fine tune it, and then ...

Mauro and Angie personally write the ads, sales sheets and other information about your home. This is important because only a small percentage of agents from all over North America have invested over \$18,000,000 learning advertising strategies and obtaining licensing rights to use exclusive ad copy. Mauro and Angie are two of these agents.

In real estate advertising, the choice of even one word vs. another may mean 4 weeks less or more on the market, or \$20,000 added or subtracted from the buyer's offer. If you scoured not just Aurora - York Region but the entire continent, you could not find more qualified, adept real estate advertisement writers than Mauro and Angie!

"Mauro Buccì and Angie Vallelunga are amazing. We have bought and sold a number of homes with them throughout the years. They are very professional, caring and above all very honest. They are very knowledgeable on all aspects of your purchase and sale. They are always there for their clients, and make you feel like family, as you are their main concern when purchasing or selling a home. They make the entire process comfortable and easy and are always there to answer any queries you may have and also if you ask them they will offer very helpful advice that you do not always get when dealing with a broker. I highly recommend them to anyone looking for a realtor. They are the best in their field and are a fantastic husband and wife team that look out for your best interest even after the deal has closed."

- Anna-Maria Giandalia, Newmarket

Aggressive marketing begins through multiple media channels as outlined on the following page...

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Section 8

Facts About Selling Real Estate in the Area

FACT: There is no substitute for power, aggressive and effective marketing on your home. Effective marketing calls out to the buyers most likely to buy your home. The right marketing on your home will, at the right time, be in the right place at the right time, and compel qualified buyers to pick up the phone to find out more. The presence of attracting buyers to your home cannot be left to chance.

The exact words used to promote your home are critical. Our advertising is so effective that, at any one time, we are working with a database of over 15,179 qualified buyers.

FACT: According to Real Estate consultant Bernice Ross, a lower commission does not guarantee you will get more on your home. There is a "Big Lie" in real estate.

It's the lie that reducing the commission always results in more money for the seller. Nothing could be further from the truth. Virtually all offers want to obtain the highest price possible for their property. No matter what you are selling, maximum exposure to the marketplace is the critical factor in achieving the highest price possible. Commissions and agents can't guarantee to exchange for

taking a lower commission offer. cost clients much more than the extra 1% to 3% they save in commission. Despite the price, the cost can be tens of thousands of dollars.

FACT: There's a big difference between just selling your home and getting your home sold right. There are many things you do to get your home sold for the best possible result. And, there are many things that you can do by themselves really fast to bustle to make it all happen the way it should. Plus, it's tough for a "one wolf" when they are juggling more than one listing. Important details sometimes fall through the cracks. We know this from experience because we used to operate on our own. But just as doctors, lawyers and other professionals hire assistants to handle the small but important details that do not require their expertise, so you can, too. We have pioneered this same process in the Real Estate industry. We have an excellent Team to ensure that you are always out there with us and that we are never too busy to address your needs.

FACT: Using a home for an unreasonably high price almost always results in a dramatically low selling price. The price a home sells for is subject to the law

of supply and demand. When a home is priced too high, comparable homes in the area, prospective buyers won't bother to view it. Why? Because they are able to view homes with similar features that are listed for a lower price. As a result, the home that is listed too high sits on the market for a long time causing prospective buyers to assume there is something wrong with it. In order to get things moving, a price reduction is often required. In the end, the home can end up selling for much less than it would have, if it had been priced correctly in the first place.

WARNING:

Judicious or Desperate Agents Frankly Frustrated by the Success of REYNOLDS EMPOWERHOME TEAM'S APPROACH: Things That Just Are Not True - And May Be Hazardous To Your Bank Account!

Lies and Misconceptions
"You can't argue with Sarah and Debbie's success. But you don't really get Sarah and Debbie. You get their in-name only. You actually get one of their assistants."

"There's more than one way this is a Big Lie. Hazardous to YOUR wallet!"

It's not because other agents can't rationally argue against you using the most successful REYNOLDS EMPOWERHOME TEAM. Since they cannot argue the facts, they make up a lie.

First of all, you get both Sarah and Debbie and both their most winning team of over 75 top producing agents and expert assistants. They are trained, coached and personally supervised daily by Sarah and Debbie. Their team, now your team, implements the property marketing system that have made Sarah and Debbie Reynolds famous world wide and the #2 Keller Williams Team in the World.

The TEAM APPROACH is actually the preferred way of selling clients in many other fields. To give you a good comparison, if you are the President of a company and you hire a top advertising agency, you do not get that agency's President personally taking your calls unless necessary or writing your ad, taking photos, etc. Instead, you have your own Assistant Executive, who is your liaison to the entire team of creative people, writers, email buyers and others. Under this direction and supervision, the size and power of the entire team is employed to achieve your objectives.

When REYNOLDS EMPOWERHOME TEAM "lets the trigger" on your listing, when everything is 100% "market ready," this entire, exclusive network of agents comes to you as given agents, thousands of buyers searching for their one home, receive information about your property.

How Likely Is It That Your Home Will Actually Get Sold By The Agent You Choose To Sell It?

Most people simply assume that when they list their home, it will sell. It's simply in their mind. It's not. It's based on "good" marketing. But actually, the odds of most agents getting your home sold are not very good. Not as good as the letters, but still a gamble. In fact, over the past year, only 49% of the properties listed, sold

within the term of the agents' listing contract. During that same time period, we sold 98% of our listings. Obviously, selling your home does NOT have to be a "crap shoot."

So you can rely on our 98% success ratio. REYNOLDS EMPOWERHOME TEAM 98%
Average Agent 49%



Reynolds EmpowerHome Team Six Point 100% Satisfaction Guarantee

COMMUNICATION GUARANTEE:

You will be kept posted on the progress of the sale of your home with an update every week. Your phone calls will be returned by a qualified Team Member within 8 hours. **GUARANTEE:** If we fail to update you weekly or fail to return your call within 24 hours, we will give you a \$500.00 cash reward.

HONEST PROMISES GUARANTEE:

Guarantee #1 is a good example. We are not going to wildly promise you the moon and stars to get your business. We will tell you what we can and will do, exactly how we operate, as well as what we will do up front, in clear language. **GUARANTEE:** If at any time, we fail to honor that agreement, we will give you a \$500.00 cash reward.

REALITY BASED SELLING PRICE RANGE:

We get you, top dollar. Our track record and statistics prove it. But we will never play the "let's switch" game of promising to get

you a wholly unrealistic price just to get your listing, then wearing you down with low ball offers. Unfortunately, this does go on in our business. **GUARANTEE:** For every \$10,000 we sell your home for below the agreed upon range, we will give you \$500.00 in cash rewards (up to a maximum of \$2,000 in cash rewards). We will also buy your home for a pre-specified price at any time you like.

REALITY BASED TIMEFRAME:

We implement a complete marketing program to sell your home. You know in advance what will occur step by step, and will receive weekly marketing updates. And we set a "target range" for the timing of the successful sale of your home. In many cases, we will sell your home faster. **GUARANTEE:** If we fail to sell your home within 90 days we will give you a \$100.00 cash reward for each week after that (up to a maximum of \$2,000 in cash rewards).

REALITY BASED SELLING PRICE RANGE:

We get you, top dollar. Our track record and statistics prove it. But we will never play the "let's switch" game of promising to get

HONEST PRESENTATION OF EXPERIENCE AND TRACK RECORD:

Everything stated about REYNOLDS EMPOWERHOME TEAM throughout this material is summarized in our office. This is an accurate, factual representation, fully supported by documentation, provided on request. **GUARANTEE:** If anyone can demonstrate that any of these statements or statistics summarized are false, Sarah & Debbie will lose us \$5,000 to the charity of their choice.

CANCELLATION GUARANTEE:

If at any time you are not happy with our level of service, you can cancel the agreement. No hidden fees or penalties. You may cancel at any time.

What Happens From Listing to Sale



1. Once A Private In Home Diagnostic Analysis has been performed and you have a full understanding of what your home will sell for, we will give you, some tips on how to do and more importantly what not to do to get top dollar. We will go over all the costs you will have to pay you will know how much money you will have leftover after you sell your home.



2. A custom advertising and marketing plan is prepared for your home. All the necessary information is obtained from you, which we meet with you at your home. That plan is provided to Sarah and Debbie. They fine tune it, and then ...



3. Sarah and Debbie Reynolds personally write the ads, sales sheets and other information on your home. This is so important because only a small percentage of agents from all over North America have invented over \$18,000,000 learning advertising strategies and obtaining licensing rights to use exclusive ad copy. Sarah and Debbie are these agents.



4. In real estate advertising the choice of even one word, or another may mean 4 weeks less or more on the market, or \$20,000 more or subtracted from the buyer's offer. If you occurred not just your neighborhood but the entire continent, you could not find more qualified, elite real estate advertisement writers than Sarah and Debbie Reynolds.

Testimonials

REYNOLDS EMPOWERHOME TEAM
"Best Real Estate Agents" and "Top Team, 10 Years in a Row", from the Wall Street Journal Real Trends.



"If you are in the market to sell your home, I want to tell you about my good friends - Realtors Sarah and Debbie Reynolds. They sold Paul and Pauline's home after only four days on the market. Don't draw away thousands of dollars and waste time having your home sit on the market. Debbie and Sarah sells homes 3x faster and get their average \$30,500 more than the average agent."

WALY (105.9 FM/AM 630) with Laurel O'Connor



"Highly recommend Debbie Sarah and the whole Reynolds Empower Home Team. The Reynolds Empower Home Team made the impossible happen for us. They sold our home and put us into a beautiful new one. We needed patient and knowledgeable professionals to help navigate us through a sell and help us find and acquire the next home for our growing family. Their expertise, professionalism, and constant willingness to go the extra mile made all the difference for us. As the oldest son of wife and I weren't certain it was the right time for us to buy and sell, we had big dreams for what our next home should be, concerns about how to prep and sell our current home, and all this while staying within budget. Coincided this would be! Have happened with any other team. Truly mind boggling! We, unashamedly over the top, say this now!! Thanks Reynolds Empower Home Team."

Roger and Danielle Carroll



"If you are in the market to sell your home, I want to tell you about my good friends - Realtors Sarah and Debbie Reynolds. They sold Paul and Pauline's home after only four days on the market. Don't draw away thousands of dollars and waste time having your home sit on the market. Debbie and Sarah sells homes 3x faster and get their average \$30,500 more than the average agent."

Top 4 Mistakes to Avoid When Selling Your Home

Going with the agent who promises you the highest sale price, the most amount of money (even if the price seems unrealistic).

The inflated list price you were quoted (in order to get your listing) results in few buyers coming to view your home (because they can get a comparable, properly priced home, for less money) and you end up having to endure a series of price reductions which result in your home finally selling for BPELOW its true market value.

Choosing the agent who promises to save you money by discounting the commission rate.

A lower commission does not guarantee you will net more on your home sale. According to Real

Estate consultant Bernice Ross, there is a "Big Lie" in real estate. It's the lie that reducing the commission always results in more money for the seller. Nothing could be further from the truth. Virtually all sellers want to obtain the highest price possible for their property. No matter what you are selling, maximum exposure to the marketplace is a critical factor in achieving the highest price possible.

Companies who offer writers in exchange for taking a lower commission offer cost clients much more than the extra 1% to 3% they save in commission.

Choosing the "nicest" agent.

Your agent may be nice, but this doesn't necessarily qualify them to

do the best job of selling your home. Your agent's personality will mean very little to you if you ultimately discover that they don't have the marketing expertise to market your home properly so it sits on the market and either doesn't sell or sells for lower than market value. REYNOLDS EMPOWERHOME TEAM are great to work with AND they have proven systems to get your home sold fast and for top dollar).

Choosing an agent who works all by themselves, because you think they'll work a lot harder and give you more personal attention.

Your agent ends up neglecting your important steps because they are so over busy trying to do everything all by themselves (and you end up with an inferior result).

From The Robinsons

"After two plus years of having only three to five showings of my listed home with a different realtor and after hearing great reviews of Keller Lawrence and his team, I decided to make the move and contact Mr. Lawrence and his team. After doing so and immediately, I regained the confidence that my home would sell after nearly giving up. Mr. Lawrence and his team were very knowledgeable, very people oriented, and very professional. In only four months, I had nearly twenty showings of my home. In only four months I finally sold my home for a little over 98% of my listed price. If you were or are currently in my situation, I strongly suggest that you contact Keller Lawrence and his team."

*The Robinsons
Greenwood, SC*

The Kellar Lawrence Team 864-942-8991
www.GwdGuaranteedSale.com

Or I'll Buy It!
GUARANTEED
Your Home Sold

**Open and Read This
ONLY If You're Still
Undecided About Calling
The Kellar Lawrence Team**

The Essentials Edition – Testimonial Letter

Printed in black and white on standard white paper.

From Beth Thomas

We DIDN'T call
The Coldwell Realty Team
when we needed to sell our
home...



"We had been trying to sell our own home for a little over two months. It was a very stressful situation. There is a lot more to selling a home than a sign in the yard. Scott had reached out to me through my sign. We decided to go with him and let him try to sell our home, at our price. Scott was behind the eight-ball having to deal with another realtor representing the buyers who had no sense of urgency (from both the sellers and the buyers perspective). Scott was very honest from the onset that we were probably asking too much for the house but was respectful of our asking price. He was helpful in the negotiation process that led to the completion of the transaction."

- Beth Thomas

The Coldwell Realty Team 352-209-0000

www.HomesofOcala.com

*Scott and Seller must agree on price and terms

Open and Read This
ONLY if You're Still
Undecided About
Calling Scott

Your Home Sold
GUARANTEED
Or I'll Buy It!*

The Deluxe Edition - Testimonial Letter

Printed in color on glossy paper.

The Essentials Edition (overview)



THE ULTIMATE HOME SELLING SYSTEM

EXCLUSIVE
Home Selling Kit Just for You
Important Home Seller Information Included

ENJOY THE POPCORN!
We'll Buy It!

THE MEandANG TEAM
Your Home Sold **GUARANTEED** or We'll Buy It!

www.MEandANG.com | 905.503.5010 (7653) | info@YH5GRSpecialists.com

READ THIS FIRST

YOUR HOME SOLD GUARANTEED REALTY
The Watson Group

YOUR HOME SOLD GUARANTEED REALTY
SPECIALISTS!

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Facts About Selling Real Estate in the Area

Your Area's Most Successful Sales Rep All in One Available Only for Specific Marketing System

WARNING & SHOCKING FACT:

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Kenada's Top 100 Home Teams
Six Month 100% Satisfaction Guarantee

Top 5 Minutes to Avoid When Selling Your Home

www.MEandANG.com | 905.503.5010 (7653) | info@YH5GRSpecialists.com

The MEandANG Team Has Served OVER 516 Families in York Region - GTA

The Average Agent Sells Less Than 2 Homes per Year. However, **THE MEandANG TEAM** Has Served **OVER 516 Families** Since 2006!

A TRACK RECORD OF SUCCESS!

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OR I'll Buy It!

Your Home Sold GUARANTEED

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The Robinsons
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www.GreatGuaranteedSale.com

The Deluxe Edition (overview)



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EXCLUSIVE
Home Selling \$2.5M+ Home

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READ THIS FIRST

YOUR HOME SOLD GUARANTEED OR WE'LL BUY IT!
THE WATSON GROUP

YOUR HOME SOLD GUARANTEED OR WE'LL BUY IT!

Please Find Enclosed a Collection of Important Information about the Sale of Your Home.

Guaranteed

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Warning & Shocking Fact

Top 4 Mistakes to Avoid When Selling Your Home

Real Estate News

Warning & Shocking Fact

Top 4 Mistakes to Avoid When Selling Your Home

Your Home Sold Guaranteed Realty - The Watson Group Have Sold 1,764 Properties in Colorado

Last Year, the Average Agent in Our Area Sold 10 Homes.

However, **YOUR HOME SOLD GUARANTEED REALTY - THE WATSON GROUP** Sold 82 Homes!

A TRACK RECORD OF SUCCESS!

www.YourHomeSoldGuaranteedRealty.com | 720-463-0003 | Bill@WatsonRG.com

Your Home Sold GUARANTEED or We'll Buy It!

THE MEANDANG TEAM

Grid of 24 property listings with details like 'SOLD AT ASKED PRICE' and 'SOLD IN 10 DAYS'.

From Bill's Thoughts

We didn't sell. For whatever reason, we weren't able to sell our home...

Open and Read This Only if You're Still Undecided About Calling Scott

Your Home Sold GUARANTEED Or I'll Buy It!

Bill Watson

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