

## Platinum Millionaire Agent Maker Coaching

### **The Ultimate Direct Mail 'Shock and Awe' Program**

Printed 'DK Bomb' - Version 1

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

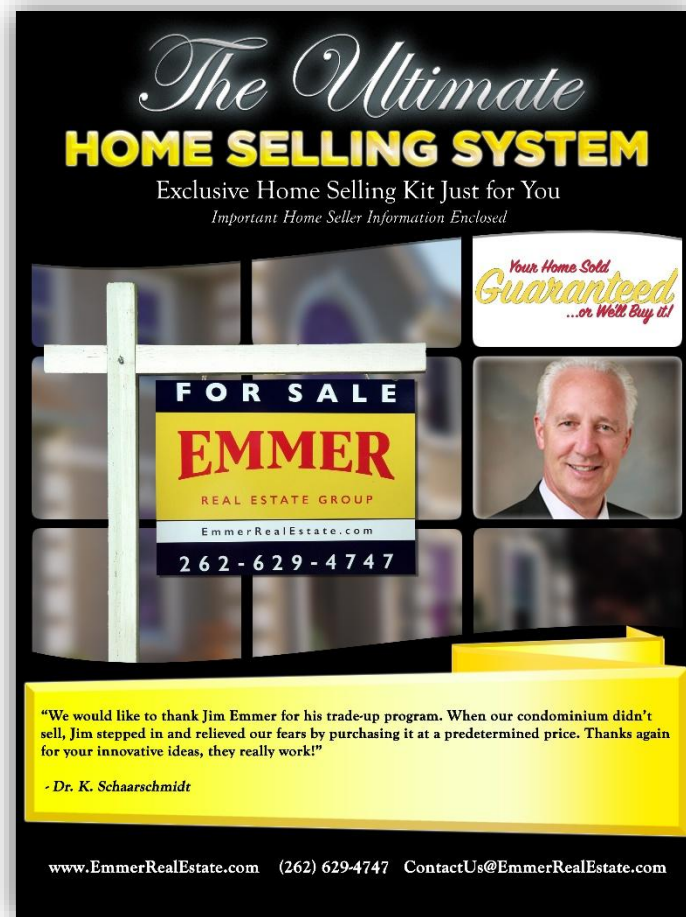


## The Essentials Edition Box

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)



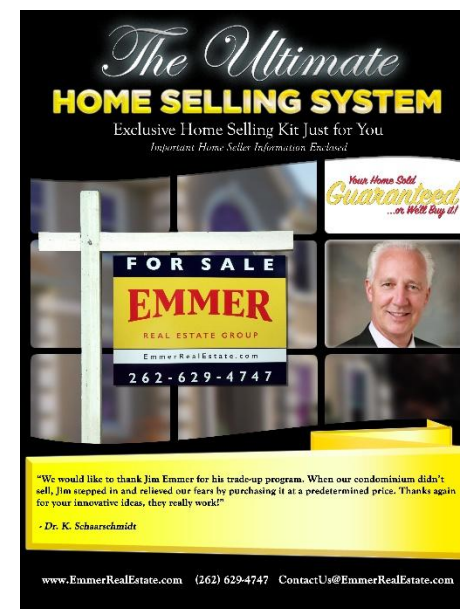
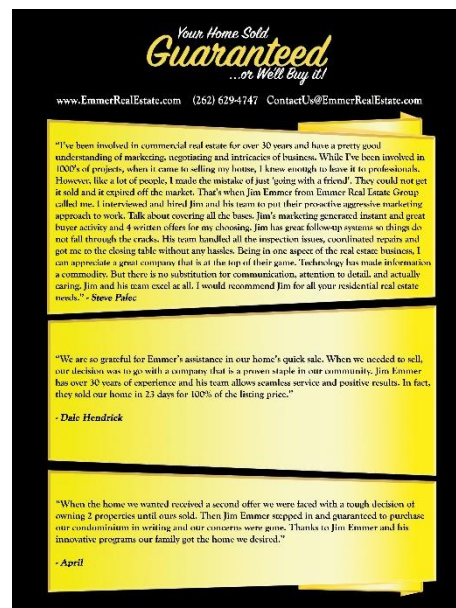


## The Deluxe Edition Box

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)





‘Read This First’ Envelope — Printed in color  
(Both The Essentials and Deluxe Editions)

### THE GOOD DEAL REALTY TEAM



No Gimmicks! For Information on My Exclusive  
Guaranteed Sales Program, Order a FREE Report by  
Visiting: [www.GoodDealGuarantee.com](http://www.GoodDealGuarantee.com) or for a  
Free Recorded Message 1 800 793-7502 ID 2001 or  
Call Us Directly at 760-951-9050



AS SEEN ON: Zillow Trulia Google LinkedIn

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

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.

**In the last 17 years, we have helped over 2,000 people buy and 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,

Ken Parker, MBA, GRI, e-PRO, ABR, CDPE, SFR, APREP  
Broker / Owner - The Good Deal Realty Team  
760-951-9050

[www.GoodDealRealty.net](http://www.GoodDealRealty.net)  
[www.CasasEnHighDesert.com](http://www.CasasEnHighDesert.com)  
BRE Lic #01524222

\*Some Restrictions Apply

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

#### LIST OF INFORMATION ENCLOSED HERE:

1. About the Exclusive THE GOOD DEAL REALTY TEAM's Citywide Buyers' Network.
2. THE GOOD DEAL REALTY 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 San Bernardino County.
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 Chose to Sell It?
9. The 4 Big Reasons to Ask Ken and His Team to Sell Your Home for You.
10. Who Hires THE GOOD DEAL REALTY TEAM?

# The Essentials Edition - Introduction Letter

Printed in black and white on standard white paper.



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

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.

In the last 11 years, we have helped 808 people sell their homes. Many have come to us only after having horrible experiences and 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 a true professional.

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've sent can help you avoid all of this.

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

Sincerely,

Joyce Thomas  
THE JOYCE THOMAS TEAM  
520-723-5955  
[www.Joyce-Thomas.com](http://www.Joyce-Thomas.com)

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

### LIST OF INFORMATION ENCLOSED HERE:

1. About the Exclusive JOYCE THOMAS TEAM Citywide Buyers' Network.
2. THE JOYCE THOMAS 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 the Southeast Valley.
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 Chose to Sell It?
9. The 4 Big Reasons to Ask Joyce Thomas and Her Team to Sell Your Home for You.
10. Who Hires THE JOYCE THOMAS TEAM?

## The Deluxe Edition - Introduction Letter

Printed in color on standard white paper.



## RICHARD LI\_FORTUN8 YOUR HOME SOLD GUARANTEED REALTY SOLD OVER 100 HOMES IN THE GREATER TORONTO AREA



RICHARD LI

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



*Last Year, Only 85.5% of All Homes Listed Actually Sold.*

*However, RICHARD LI\_FORTUN8 YOUR HOME SOLD GUARANTEED REALTY Sold 96.7% of Their Listings.*

RICHARD LI\_FORTUN8 YOUR HOME SOLD GUARANTEED REALTY - 416-402-8866 - [WWW.HOMESGUARANTEEDSOLD.CA](http://WWW.HOMESGUARANTEEDSOLD.CA)

## The Essentials Edition Map

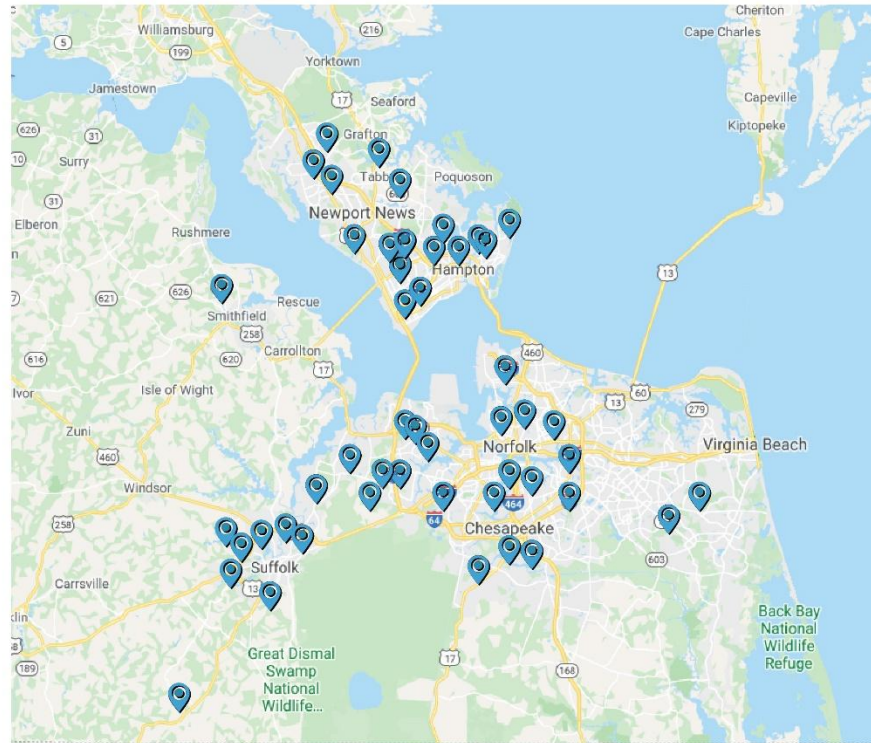
Printed in black and white on standard white paper.

# REEDS REAL ESTATE HOME SELLING TEAM HAVE SOLD 418 HOMES IN THE HAMPTON ROADS AREA



**KELVIN & APRIL REED**

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



***Last Year, Only 59% of All Homes Listed Actually Sold.  
However, REEDS REAL ESTATE HOME SELLING TEAM Sold 86.7% of Their Listings.***

**REEDS REAL ESTATE HOME SELLING TEAM - 757-774-6069 - [WWW.REEDSREALESTATE.NET](http://WWW.REEDSREALESTATE.NET)**

## The Deluxe Edition Map – Side 1

Printed in color on glossy paper.





Kelvin & April Reed

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

\*Conditions Apply. Kelvin & Seller Must Agree On Price.



## The Deluxe Edition Map – Side 2

Printed in color on glossy paper.



*Your Home Sold*  
**GUARANTEED**  
*Or I'll Buy It!™*  
RE/MAX  
Community

www.MdGuaranteedSale.com (410) 793-1616 ContactUs@VinnySteo.com

"We are both retired military and had very distinguished careers and are proud to have given the opportunity to serve our country. Our careers took us to many beautiful places and ultimately landed us in our wonderful home here in Aberdeen. Thinking about the future and our retirement years we had tossed around the idea of moving some place warmer in the winters and maybe no stairs. We had listened to Vinny on the radio and felt he might be a good fit for us. We met with one of Vinny's selling partners, Lawrence Quigley. He explained about the programs that Vinny has to help sellers create the most demand possible for the home they have to sell. In particular, the Buyers-In-Waiting, Vinny literally has thousands of buyers in his database. Lawrence also gave tips on what to do to prepare our home for sale. We were also introduced to their customer service manager, Bobbi Evans. Bobbi was very helpful and eased our concerns whenever we had them. Definitely an asset to Vinny and RE/MAX Community. Once Lawrence and Bobbi did our home tour, they worked on getting us an offer that was acceptable to us. We think that Vinny, Lawrence, and Bobbi and the rest of the RE/MAX Community family care about their clients and will give you their best! They are more like family than realtors!" - **Bill and Patti Oberholtzer**

"I was waiting 5½ years to call Vinny. I had been listening to Bryan Nehman talk about him for years and knew that when it came time to sell, he would be my first call. When we met, he spent time understanding our situation and what was most important to our family. A job change and moving to another part of the Country was putting some stress on our family and we wanted the home sale here in Baltimore to go off without a hitch. He laid out his plan which was a systematic approach for helping us. He also gave us great ideas to make the house look the best it could with the least amount of cost to us. Within a few days of the Home Tour we had two offers that were both at our price and we were able to choose the best buyer for our situation. It was comforting to know that we had options. We are grateful for the advice and guidance and are extremely happy with the choice we made." - **Andy Bischoff - Former Ravens Tight End Assistant Coach**

"When I wanted to try to sell my home for the second time, I decided to give Vinny Steo and his team a try. I spoke with Vinny and then met with his selling partner, Krissy Curtis. We went over everything in depth, and I decided that The Steo Team would create the most demand for my home. I made the right choice! They held a home tour on the first weekend and to our surprise 23 groups of people came to visit within the 1-hour window and generating multiple offers. I ultimately chose an offer \$25,000 over list price with terms that were exactly what I was looking for. I am now ready to start the next chapter of my life with more money in my pocket than I anticipated! Thank you to the team and to Krissy." - **Joseph Robb**

# The Ultimate HOME SELLING SYSTEM

Exclusive Home Selling Kit Just for You

*Important Home Seller Information Enclosed*

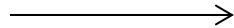


"When Vinny says he will buy your home if it doesn't sell, he means it! Vinny had a buyer that was interested in purchasing my home so we accepted the buyer's offer. The buyer was having issues buying within the timeframe we agreed on so Vinny stepped in and bought my house at a price acceptable to me and it was all within my timeframe. I am so grateful that Vinny guaranteed the sale of my home so that I could have peace of mind that my house would be sold no matter what. Thanks for a job well done!" - **Angela Morgereth**

www.MdGuaranteedSale.com (410) 793-1616 ContactUs@VinnySteo.com

## The Essentials Edition Folder (front and back)

# Outside of Folder (front and back)



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

www.WehnerGroup.com (602) 833-2770 Jennifer@JenniferWehner.com

SOLD IN 3 DAYS FOR 89% OF ASKING PRICE!	SOLD IN 4 DAYS FOR \$70K ABOVE COMPS	SOLD IN 22 DAYS PREVIOUSLY ON MARKET FOR 96 DAYS
SOLD IN 15 DAYS FOR 97% OF ASKING PRICE!	SOLD IN 4 DAYS FOR 100% OF ASKING PRICE!	SOLD IN 3 DAYS FOR 98% OF ASKING PRICE!
SOLD IN 14 DAYS HIGHEST PRICE IN NEIGHBORHOOD	PREVIOUSLY ON MARKET 451 DAYS, SOLD IN 15 DAYS	SOLD IN 4 DAYS FOR 99% OF ASKING PRICE!
SOLD HIGHEST PRICE IN NEIGHBORHOOD	SOLD IN 3 DAYS HIGHEST PRICE IN NEIGHBORHOOD	SOLD 100% LIST PRICE HIGHEST PRICE IN NEIGHBORHOOD

**The Ultimate HOME SELLING SYSTEM**

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

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

RE/MAX  
Jennifer Wehner  
480-675-4606  
WehnerGroup.com

"It is hard to imagine how difficult it would be to sell your house in today's residential real estate marketplace without professional help. And that is exactly what we got when we asked Jennifer Wehner to manage the sale of our house. We chose Jennifer for several reasons. To start, her real estate experience and market knowledge are first-rate. You can tell that by her reviews and her success in bringing houses to close. Second, she has an incredible team of professionals who understand how to market your home on the dozens of websites that feature houses for sale. The photos, aerial shots, and videos gave prospective buyers a true look at our home. In addition to marketing savvy, Jennifer's team did a masterful job of handling all of the administrative details. Her operations team keeps the entire sale-to-closing process under control and on-schedule. Our home sold in 4 days for the highest price per square foot in the neighborhood. I can't imagine how this sale process would have gone if we hadn't used Jennifer and her extraordinary team. Thank you."

-Nick & Lori Peters

"I had my Scottsdale home on the market for almost a year with one of my friends who was a Realtor. After my old listing was cancelled and I interviewed several agents, I decided to hire Jennifer and am extremely happy with my decision. Jennifer sold my home for a HIGHER price than was listed with my realtor friend within a week of being on the market, and we even had multiple offers. Her knowledge of the market was impressive, and she had an extremely aggressive marketing plan. We highly recommend Jennifer's services to anybody looking to buy or sell in the Phoenix Market."

-Bo Gao

"Jennifer was extremely professional and confident in herself and her company's ability to list and sell my rental home at a higher price than I thought I should ask for and do it quickly. It sold in less than a week at \$10,000 above asking price. Her company handled the entire escrow process very impressively. I will definitely use her and her company again as well as recommend her to anybody looking to sell their home quickly and realize the most amount of money."

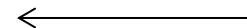
-Paul & Olivia Thormosgod

"The Wehner Group is an amazing team! With Jennifer's real estate expertise and knowledge, she was able to sell our home for \$20K more than we anticipated and in only 4 days with multiple offers. We were by far impressed with what occurred in just those 4 days. The team kept the ball rolling with outstanding customer service and keeping us updated through the process. We highly recommend Jennifer and the outstanding Wehner team to anyone looking to buy or sell a home. Thank you for making it a smooth experience!"

-Brent & Jennifer Solomon

www.WehnerGroup.com (602) 833-2770 Jennifer@JenniferWehner.com

# 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, **SANDY CASELLA HOMESSELLING SYSTEM** uses a proprietary software system that was developed over 5 years at an investment of more than \$250,000.00

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 the Mississauga area, **SANDY CASELLA HOMESSELLING SYSTEM** pays a licensing fee to use it exclusively.

### Your Home Sold Guaranteed or I'll Buy It!

For a free report that details the inner workings of this exclusive offer, go to [www.SandyGuaranteeSold.com](http://www.SandyGuaranteeSold.com). To discuss the sale of your home, call Sandy 416-908-2925.

\*Sandy and Seller must agree on price and possession date

4

### Who Will Write the Ad that Sells Your Home?

Private  
Tree-Lined Streets  
Safe Neighbourhood  
Gorgeous View  
Cozy Den  
Clean  
Quiet Street  
Fireplace



## Who Will Write The Ad That Sells Your Home?



**The Right Word Chosen Can Make a \$20,000.00 Difference!**

### Your Home Sold Guaranteed or I'll Buy It!

For a free report that details the inner workings of this exclusive offer, go to [www.SandyGuaranteeSold.com](http://www.SandyGuaranteeSold.com). To discuss the sale of your home, call Sandy 416-908-2925.

\*Sandy and Seller must agree on price and possession date

1

# Section 1

## 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 be sold; especially in good economic times and 'hot' markets.

Well, as you can see, I'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, the average agent in our area sold 3 homes. During that same time period, we sold 375 homes.

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.



Number of homes sold last year.

JENNIFER YOUNG HOMES

375

Average Agent 3

### Your Home Sold Guaranteed Or I'll Buy It!

For a free report that details the inner workings of this exclusive offer, go to [www.JenniferYoungHomes.com](http://www.JenniferYoungHomes.com). To discuss the sale of your home, call Jennifer (703) 774-9572.

\* Seller and Jennifer Young must agree on price and closing date

Keller Williams Realty, Chantilly Ventures (703) 815-5700

## Section 2

## Sell Your Home for More Money With ROB GILL REAL ESTATE GROUP's Citywide Buyers Agent Network

### The Secret to the Fastest Possible Sale at Top Dollar

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



When **ROB GILL REAL ESTATE GROUP** *"pulls 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.

### Your Home Sold Guaranteed or I'll Buy It!

For a free report that details the inner workings of this exclusive offer, go to [www.RobsGuaranteedOffer.com](http://www.RobsGuaranteedOffer.com). To discuss the sale of your home, call Rob 905-334-5883.

\*Rob Gill and Seller must agree on price and terms

## Section 3



## THE PRIME TIME REALTY TEAM Lived Up to Their Promises and Reputation!

"Ernest and Debi were amazing to work with. Let's just say we started the process of selling our home with another Realtor. We were not happy with that Realtor at all. We ended up with Ernest and Debi, The Prime Time Realty Team and it was like night and day. They were knowledgeable, very responsive with any questions and concerns we were having. Ernest was available whenever we needed him, day or night. He even called me one day from a Tampa Bay Lightning game. This was during our negotiation process with the buyers of the home. Needless to say we would recommend the Prime Time Realty Team to any family member or friend anytime of the week! Whether you are buying or selling a home, call Ernest and Debi."

- Jose & Myrna Castellano, Wesley Chapel, FL

## This Great Result Was All Thanks to Your Team

"We called Ernest and the Prime Time Realty Team to sell our home. Ernest laid out an aggressive marketing plan. Prime Time Realty Team really delivered for us. There were at least 15 showings in the first 2 days. Ernest had the property under contract in just FOUR Days! Our home was under contract before they even put the sign in the lawn. There were multiple offers on our house as well. Our home Sold for 101% of the asking price. Ernest and Debi kept us informed and up to date throughout the entire process. They were an absolute pleasure to work with. We would HIGHLY Recommend the Prime Time Realty Team to anyone who is looking to sell or buy a home. Call them today! You will be in good hands with Prime Time Realty Team."

- Charles Harrington, Lutz, FL

## Whenever We Had a Question, They Answered It

"Ernest was the listing agent when we sold our home recently. He was very accommodating and his advice and guidance were invaluable. We had to short sale our home and we needed an expert to help us. Ernest was pillar of strength for us. There are a lot of issues and moving parts when it comes to short sales. He was able to get multiple offers on our home in a short amount of time. He worked hard with the bank and title company to make sure the deal closed and we could close this chapter of our lives and move on."

Ernest also sold my sister her first home. She was extremely happy with the unbelievable customer service she received. We knew we would get top notch service from him as well."

- Sandra Whitney and Nilsa Rodriguez, Tampa, FL

## The Quick Sale and the Price We Wanted

"Ernest and the Prime Time Realty Team are amazing! They sold our home in just 4 days! We called Ernest from his postcard and it was truly a great experience from beginning to end! He is truly an expert in the Ballantrae subdivision here in Land O Lakes. We listed our home because we were relocating out of town. The Prime Time Team had set up numerous showings for our home. They brought us a full price offer in just three days from a buyer. We were in contract the next day. We closed quickly as well. It was a wonderful experience. We can not recommend Ernest and Debi enough!"

- Jeffery and Wanda Laliberte, Land O' Lakes, FL

## Warning & Shocking Fact

## WARNING & SHOCKING FACT:

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

### Why is this?

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

"Ernest and Debi listed and sold our home in only 24 days! They presented their marketing plan for our house and really delivered. We got top dollar for our house as they promised they would. They hired a professional photographer to take high definition photos of our home. They also did a professional video of our home. It set our home apart from others and really got interest and a lot of showings. The Prime Time Realty Team is very easy to work with. We would recommend Ernest and Debi to anyone looking to sell or buy a home."

- John & Barbara Lopriore  
Land O' Lakes, FL

How does THE PRIME TIME REALTY TEAM get a 89.5% Satisfaction Rate?

See other side for our  
Exclusive Six Point Satisfaction Guarantees

## 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.PrimeTimeGuaranteedSale.com](http://www.PrimeTimeGuaranteedSale.com).  
To discuss the sale of your home, call Ernest or Debi 813-359-0880.

\*Seller and Prime Time Realty Team Must Agree On Price and Possession Date





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

**Why?** Raj tends to attract the client who wants it done right the first time. That's because **YOUR HOME SOLD GUARANTEED - TEAM RAJ JAGGI** sells 373 homes a year, compared to the average agent that sells just 3.8. 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 Raj's track record to others and makes the obvious choice.

#### 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.TeamRajJaggi.com](http://www.TeamRajJaggi.com). To discuss the sale of your home, call Raj 516-996-3633.

\*Seller and Team Raj Jaggi must agree on price and closing date.

Who Hires YOUR HOME SOLD GUARANTEED - TEAM RAJ JAGGI?

## Who Hires YOUR HOME SOLD GUARANTEED - TEAM RAJ JAGGI?



## Section 5

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 I'll Buy It! \**

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

**Your Home Sold Guaranteed or I'll Buy It!**

For a free report that details the inner workings of this exclusive offer, go to [www.KingsOfRealEstate.com](http://www.KingsOfRealEstate.com). To discuss the sale of your home, call Tracy 865-365-1670.

\*Tracy & Seller Must Agree on Price & Possession Date

**Your Home Sold Guaranteed or I'll Buy It!**

For a free report that details the inner workings of this exclusive offer, go to [www.KingsOfRealEstate.com](http://www.KingsOfRealEstate.com). To discuss the sale of your home, call Tracy 865-365-1670.

\*Tracy & Seller Must Agree on Price & Possession Date

## Section 6

## What Next?

### What Happens Next?

If you feel you are a good fit with us and would like to be a client of **EVANS REALTY GROUP**, simply call us at 832-721-0442 and speak with Gary 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.



## You're Lucky You Live In Houston

*Because you can have THE Real Estate Agent that 43,000 other agents from across Houston look up to for training, coaching and a home selling system that works.*

As you can see, I've printed a little good luck charm on this page. Why have I 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 EVANS REALTY GROUP?*

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# Section 7





One frantic agent trying to do everything himself...



**DAMIAN AND MAYRA, YOUR HOME SOLD GUARANTEED OR WE WILL BUY IT Approach:** a team of 12 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!

## DAMIAN AND MAYRA, YOUR HOME SOLD GUARANTEED OR WE WILL BUY IT 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 Damian and Mayra. They fine tune it, and then ...

Damian and Mayra 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. Damian and Mayra 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 our area but the entire continent, you could not find more qualified, adept real estate advertisement writers than Damian and Mayra.

*"I was shocked when I walked away with \$122,000 net in my pocket since I thought I was only going to make \$100,000. Because of Damian and Mayra's marketing system, I received offers within the first 24 hours and I made more money in my pocket. It was one of the smoothest transactions I have ever done. Also, every time I called Damian, Mayra or their office at Crown Realty Group, there was always a live person answering the phone, not a voicemail or robot. I was always able to communicate with Damian and Mayra at Crown Realty Group, which allowed me to keep my mind at ease and know I was in good hands. Anyone looking to sell call Damian and Mayra at Crown Realty Group."*

- Richard Porter



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

## Section 8

## Facts About Selling Real Estate in Harris County

**FACT:** There is no substitute for proven, aggressive and effective marketing on your home. Effective marketing calls to buy the buyers most qualified to buy your home. The right marketing on your home will say the right things, be in the right place at the right time, and compel qualified buyers to pick up the phone to find out more. The process 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 6,027 qualified buyers.

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

## Houston's Most Successful Sales Rep Attracts Worldwide Attention for Innovative Homeselling System



### CEOs, EXECUTIVES, BUSINESS OWNERS

Why? Because their businesses are Teams\* so they understand and appreciate Chris Schmidt's Team System. Those people are accustomed to bringing people who play different, specialized roles together as a team. They know that to be the most productive approach to complex situations. Rather than having one person trying to juggle all the balls, wear all the hats, they know from their own experience that no one person can be good at everything.



### EXCEPTIONALLY BUSY COUPLES

Why? Because THE CHRIS SCHMIDT TEAM gives couples methods of marketing and selling homes that minimize their involvement and inconvenience. For example, their Sunday Tour of Homes in place of ordinary open houses reduces the amount of time their home is open to the public. Chris' pre-selection and qualifying process reduces the number of people who drop in on their clients, but he's the only agent I will personally see. Dealing with agents day in and day out, his professionalism, expertise, and knowledge of the industry is second to none.\*



### SALES PROFESSIONALS & MARKETING ORIENTED ENTREPRENEURS

Why? They quickly recognize the superiority of THE CHRIS SCHMIDT TEAM's sophisticated System for selling homes as quickly as possible, for top dollar. They have the background and experience to understand the power of the multi-million, multi-step System that Chris has perfected. They respect the fact that 51,310 other real estate agents from all over Houston respect Chris Schmidt's marketing System. They see quite simply that using Chris Schmidt's System does more things simultaneously to get their home sold.



**DOCTORS, HOSPITAL ADMINISTRATORS & NURSES**  
Why? Like the executives, they are thoroughly familiar with the benefits of a Team Approach. It is the way they work all the time.

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 the critical factor in achieving the highest price possible. Companies and agents who cut service in exchange for



### PEOPLE WHO ARE NOT REAL ESTATE INVESTORS OR EXPERTS

Why? Most successful people have become experts in what they do. In their occupation, profession or business. They have not had the time or inclination to also become experts in finance, investments and real estate law. They do not want a rookie or a part-time flake handling one of the most significant financial transactions of their lives. They want someone supervising every aspect of the sale of their home who is a leading authority and globally recognized expert with many years of successful experience. In short, they want the best person they can get.



### PEOPLE WHO DO NOT HAVE TIME FOR "DO-OVERS"

Why? THE CHRIS SCHMIDT TEAM tends to attract the client who wants it done right the first time. That's because they sell 99% of the homes they list - compared to the average agent's 76%. If you have the wrong agent, after weeks or even months go by without your home being sold, you have to get rid of that agent and start all over again with a new agent. Many sellers go through three before getting their home finally sold - and then they tend to compromise their price severely. The homeowner who is determined to get it right the first time compares Chris' track record to others, and makes the obvious choice.

taking a lower commission often cost clients much more than the extra 1% to 3% they save by using a commission. Depending on 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 to do to get your home sold for the best possible result. An agent who operates all by themselves really has to handle to make it all happen the way it should. Plus, it's tough for a "lone wolf" when there are a hundred more than one helping. Important details sometimes fall through the cracks. I know this from experience because I used to operate on my own. But just as doctors, lawyers and other professionals hire assistants to handle the small but important details that do not require their expertise, it's easy to see I placed this same premise in the Real Estate industry. I have an excellent Team to ensure that you are always our top priority and that we are never too busy to address your needs.

### Lies and Misconceptions

"You can't argue with Chris Schmidt's success. But you can't really get Chris. You get him in name only. You actually get two of his assistants."

There's more than one way this is a Big Lie. Handson to YOUR wealth!

It's odd because other agents can't rationally argue against you using the most successful Real Estate Agent in THE CHRIS SCHMIDT TEAM. Since they cannot argue the facts, they make up a lie.

First of all you get both Chris and his elite award winning Team of top producing agents and expert assistants. They are trained, coached and personally supervised daily by Chris. His team, now your team, implements the property marketing system that has made them famous worldwide.

THE TEAM APPROACH is actually the preferred way of serving 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 Account Executive, who is your liaison to the entire team of creative people, writers, media buyers and others. Under this direction and supervision, the force and power of the entire team is deployed to achieve your objectives.

When THE CHRIS SCHMIDT TEAM pulls the trigger on your listing, when everything is 100% "on lock" ready, this elite, exclusive network of agents representing a young, energetic, diverse team of buyers searching for their next home, receives 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 be sold, especially in good economic times and "hot" markets. But 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 76% of the properties listed, sold

Average Agent 76%

of supply and demand. When a home is priced too high vs. 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 cost end up selling for much less than it would have if it had been priced correctly in the first place.

## WARNING:

Jalous or Desperate Agents Frankly Frustrated by the Success of THE CHRIS SCHMIDT TEAM May Tell You Things that Just Are Not True - And May Be Hazardous To Your Bank Account!

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### Reality Based Selling Price Range:

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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 cut services in exchange for taking a lower commission often cost clients much more than the extra 1% to 3% they save in commission. Depending on price, the cost can be tens of thousands of dollars.

Choosing the 'nicest' agent. Your agent may be nice, but this doesn't necessarily qualify them to



## Top 4 Mistakes to Avoid When Selling Your Houston 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) is less buyers coming to view your home (because they can get a comparable, properly priced house, for less money) and you end up having to endure a series of price reductions which result in your home finally selling for BELOW its true market value.

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

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

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**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*

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Undecided About Calling  
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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](http://www.HomesOfOcala.com)

\*Scott and Seller must agree on price and terms

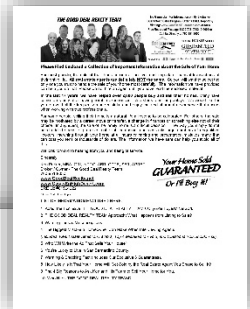
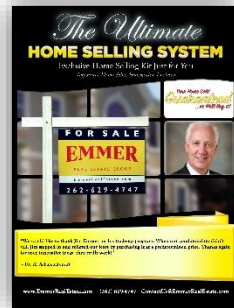
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Undecided About  
Calling Scott

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## The Deluxe Edition - Testimonial Letter

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# The Essentials Edition (overview)



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Safe Neighborhood  
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Cozy Den  
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Fireplace**

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**Home's First Successful Sales Top Agency**

**Our Six Point 100% Satisfaction Guarantee**

**Top 4 Minutes to Avoid When Selling Your Houston Home**

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"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."

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Cozy Den  
Clean  
Quiet Street  
Fireplace



Who Will  
Write The  
Ad That  
Sells Your  
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1. We will find you the best possible price for your home. If we cannot find a buyer for your home at the price you want, we will pay you \$10,000.00.

2. We will find you the best possible price for your home. If we cannot find a buyer for your home at the price you want, we will pay you \$10,000.00.

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**THE CHRIS KOSMOWITZ TEAM APPROACH™**

*What Happens When I Bring In The Ball?*






**Tip # 1 Winner to Avoid When Selling Your Houston Home**

1. Don't overprice your home. If you overprice your home, you will likely have it sit on the market for a long time, which can lead to a price reduction and a loss of interest from potential buyers.

2. Don't underprice your home. If you underprice your home, you may attract a lot of interest, but you will likely receive multiple offers that are below your asking price.

3. Don't make unrealistic demands. If you demand a high price for your home, you may not be able to find a buyer who is willing to pay that price.

4. Don't ignore the market. If you ignore the market, you may not be able to find a buyer who is willing to pay your asking price.

5. Don't make unrealistic demands. If you demand a high price for your home, you may not be able to find a buyer who is willing to pay that price.

6. Don't ignore the market. If you ignore the market, you may not be able to find a buyer who is willing to pay your asking price.

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 <b>SOLD IN LESS THAN 30 DAYS FOR 100% OF ASKING PRICE</b>	 <b>SOLD IN 15 DAYS FOR 100% OF ASKING PRICE</b>	 <b>SOLD IN 15 DAYS FOR 100% OF ASKING PRICE</b>	 <b>SOLD IN LESS THAN 30 DAYS</b>	 <b>SOLD IN 15 DAYS FOR 100% OF ASKING PRICE</b>

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