

## 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**



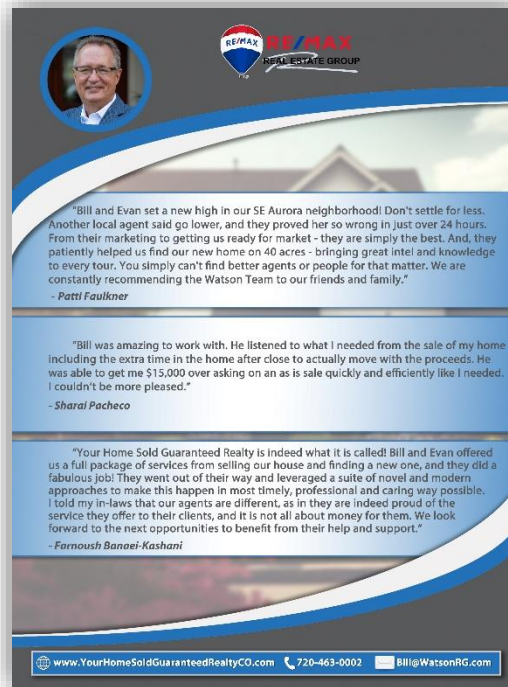
## The Essentials Edition Box

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 Deluxe Edition Box

9 ¼" x 12-1/8" x 1 ¼"

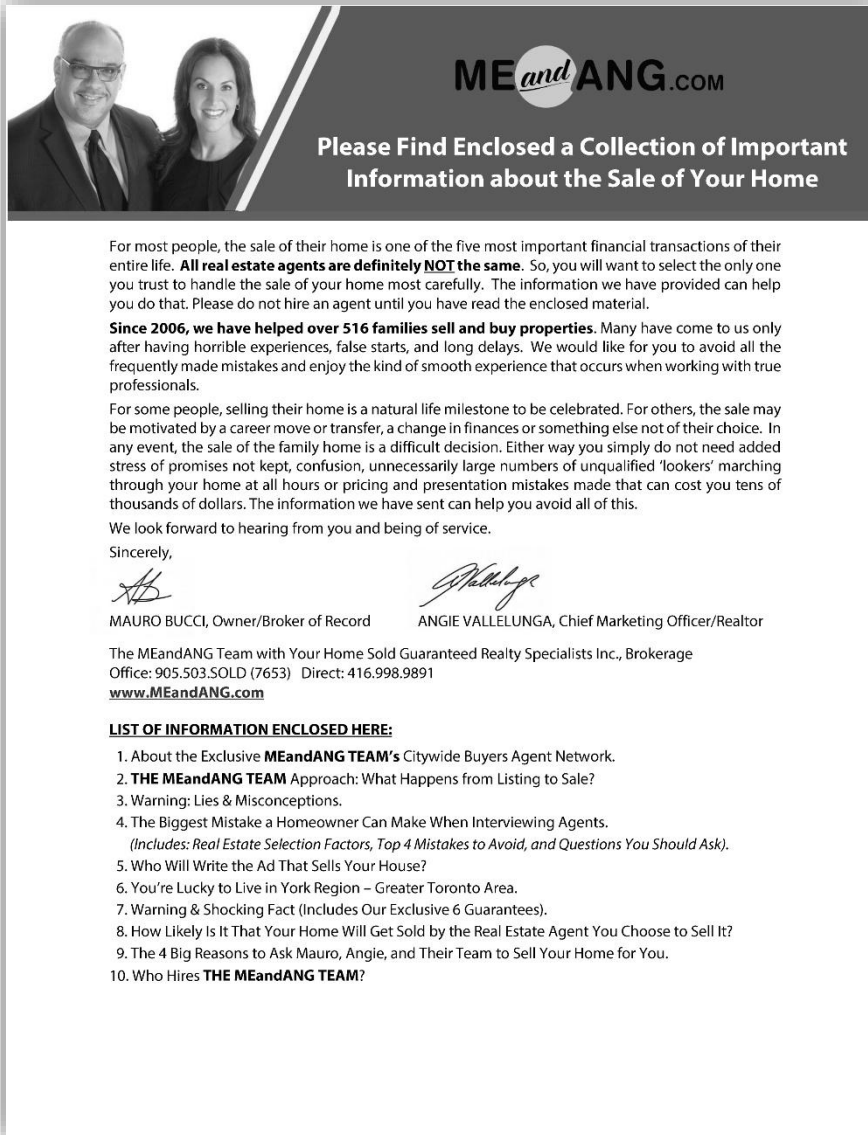
Box is white with customized 9"x 12" stickers on **front and back**  
(images on the right are an artist rendition and not exactly as shown)

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



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

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



**MEandANG.COM**

**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.

**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

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](http://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.





## 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](http://www.MEandANG.com)



905.503.SOLD (7653)



[Info@YHSGRSpecialists.com](mailto:Info@YHSGRSpecialists.com)

**The Essentials Edition Map**

Printed in black and white on standard white paper.

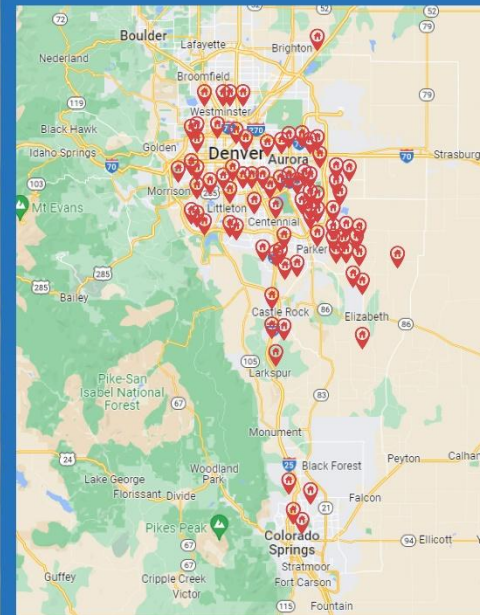


Your Home Sold Guaranteed Realty – The Watson Group  
Have Sold **1,764 Properties in Colorado**

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](http://www.YourHomeSoldGuaranteedRealtyCO.com)



720-463-0002



[Bill@WatsonRG.com](mailto: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 YHSGR must agree on price and terms.



## The Deluxe Edition Map – Side 2

Printed in color on glossy paper.






ME<sup>and</sup>ANG.COM

"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**

 [www.MEandANG.com](http://www.MEandANG.com)

 905.503.SOLD (7653)

 [Info@YHSGRSpecialists.com](mailto:Info@YHSGRSpecialists.com)

# 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](http://www.MEandANG.com) to buy popcorn to take us to sell your home  
(or scan the QR code) for an important message on the  
sale of your home.




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

\*We'll Buy It! Offer subject to terms and conditions.

"Mauro and Angie are true professionals. They are very knowledgeable, trustworthy and they really do have your best interests at heart. This is our 2<sup>nd</sup> 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 3<sup>rd</sup> time to purchase our DREAM HOME! Thank you Mauro and Angie." - **Daniel Astorino, Aurora**

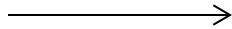
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## The Essentials Edition Folder (front and back)

# Outside of Folder (front and back)



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

|  |   |   |
|--|---|---|
| <br>SOLD IN 2 DAYS FOR 102% OF ASKING PRICE! | <br>SOLD IN 44 DAYS FOR 104% OF ASKING PRICE! | <br>SOLD IN 5 DAYS FOR 107% OF ASKING PRICE!  |
| <br>SOLD IN 4 DAYS FOR 115% OF ASKING PRICE! | <br>SOLD IN 4 DAYS FOR 116% OF ASKING PRICE!  | <br>SOLD IN 8 DAYS FOR 102% OF ASKING PRICE!  |
| <br>SOLD IN 5 DAYS FOR 112% OF ASKING PRICE! | <br>HOME SOLD FOR \$1,165,000 IN 8 DAYS!      | <br>HOME SOLD FOR \$1,425,000 IN 15 DAYS!     |
| <br>SOLD IN 4 DAYS FOR 112% OF ASKING PRICE! | <br>SOLD IN 3 DAYS FOR 111% OF ASKING PRICE!  | <br>SOLD IN 13 DAYS FOR 103% OF ASKING PRICE! |

**RE/MAX REAL ESTATE GROUP**

**THE ULTIMATE HOME SELLING SYSTEM**

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

**ENJOY THE POPCORN!**  
Send us a QR code to get the popcorn kit and get your home sold guaranteed for less than the Q1 County 60-day deadline or we'll buy it for you.

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

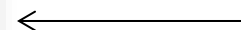
**Testimonials:**

- "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."  
- *Farmoush Banoei-Kashani*
- "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*

**Contact Information:**

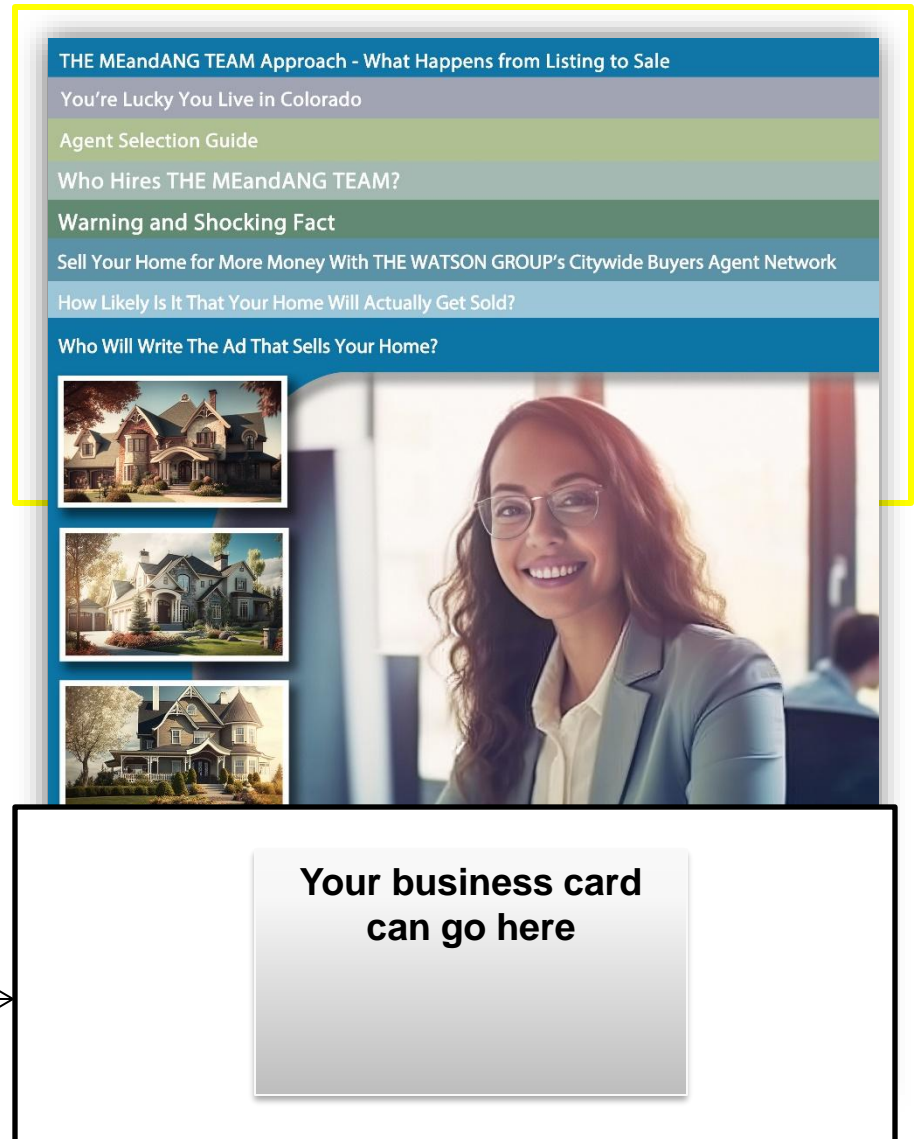
- www.YourHomeSoldGuaranteedRealtyCO.com
- 720-463-0002
- Bill@WatsonRG.com

# Inside of Folder (left and right)



## The Deluxe Edition Folder





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

# The Essentials Edition Folder Pockets



THE MEandANG TEAM Approach - What Happens from Listing to Sale

You're Lucky You Live in Colorado

Agent Selection Guide

Who Hires THE MEandANG TEAM?

Warning and Shocking Fact

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

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

Who Will Write The Ad That Sells Your Home?



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](http://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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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.

## 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   | 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 |

## How does THE MEandANG TEAM get a Higher 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.MEandANG.com](http://www.MEandANG.com). To discuss the sale of your home, call Mauro Bucci, Owner/Broker of Record & The MEandANG Team at 905.503.SOLD (7653).

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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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# 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.



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

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

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## Section 6



You're Lucky You Live in Colorado

#### 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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## 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?***



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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!

#### 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](http://www.MEandANG.com). To discuss the sale of your home, call Mauro Bucci, Owner/Broker of Record & The MEandANG Team at 905.503.SOLD (7653).

\*Mauro Bucci, Owner/Broker of Record, and Seller must agree on price and terms.

## 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, Angie and the marketing team. They fine tune it, and then ...

**The MEandANG Team personally writes 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.**

*"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**

**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 Harris County

**FACT:** There is no substitute for proven, aggressive and effective marketing on your home. Effective marketing calls out to 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, any one time, we are working with a database of over 6,027 qualified buyers.

**FACT:** According to Real Estate consultant Bernice Ross, a down commission does not guarantee you will net 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 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 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.

**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. No agent who operates all by themselves really has to handle it all. It takes the way it should. Plus, it's tough for a "lean well" when they are juggling more than one listing. 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 professional line assistants to handle the small but important details that do not require their expertise, 18 years ago I pioneered this same process in the Real Estate industry. I have an excellent Team to ensure that you are in the best of our top priority and that we are never too busy to address your needs.

**WARNING:** Jealous or Desperate Agents Frequently 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!

**Lies and Misconceptions**

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

There's more than one way to do it. But let's be honest - to YOUR wealth!

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

One of all you get both Chris and Bernice's success. But you don't really get Chris. You get him in name only. You actually get one of his assistants."

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**About Chris Schmidt's Exclusive Citywide Buyers' Agents Network**

Top producing agents, in particular those who are predominantly buyers agents and represent buyers, pay close attention to Chris. They prefer selling a home listed and represented by THE CHRIS SCHMIDT TEAM because they know they "I" have been denied every "I" crossed and that they and their buyer will have a smooth, hassle-free experience working with Chris' Team. Each of his team members maintain close working relationships with different real estate agents in our marketplace. Chris' competition welcome the opportunity of matching one of their buyers with one of Chris' properties, confident everything will go perfectly. They'll spend less time on the transaction and their buyer will be satisfied.

**When THE CHRIS SCHMIDT TEAM pulls the trigger on your listing, when everything is 100% market ready, this entire, exclusive network of agents are meeting at any given moment, thousands of buyers searching for their next home receive information about your property.**

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## Our Six Point 100% Satisfaction Guarantees

**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 24 hours. **GUARANTEE:** If we fail to update you weekly or fail to return your call within 24 hours, we will give you a \$500 cash reward.

**HONEST PROMISES GUARANTEE:** Guarantee #1 is a good example. We are not going to widely 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 not do, up front, in clear language. When we list your home, we will give you a detailed Professional Service Agreement in writing. **GUARANTEE:** If at any time we fail to honor that agreement, we will give you a \$500 cash reward.

**REALITY BASED SELLING PRICE RANGE:** We get you top dollar. Our track record and statistics prove it. We will never play the "bait n switch" game of promising to get you a wholly unrealistic price just to get your listing, then weating you down with low ball offers. Unfortunately, this does go on in our business. **GUARANTEE:** For every \$5,000 we sell your home for, below the agreed upon range, we will give you \$500 in cash reward. If we fail to update you weekly or fail to return your call within 24 hours, we will give you a \$500 cash reward.

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**HONEST PRESENTATION OF EXPERIENCE AND TRACK RECORD:** Everything rated about THE CHRIS SCHMIDT TEAM throughout these materials is summarized in our "FACTS" brochure. This is an accurate, factual representation, fully supported by documentation. It is provided on request. **GUARANTEE:** If anyone can demonstrate that any of these statements or statistics summarized in the "FACTS" brochure is false, Chris will donate \$5,000 to the charity of his choice.

**QUALIFIED BUYERS GUARANTEE:** Our marketing systems and consumer programs automatically sift and sort out the best qualified prospects for your home. We will not ask you to leave your home and allow us to show it to any Buyer unless they have been pre-qualified to buy your home and are genuinely interested in your home features. We will not just give lip service to "Only Qualified Buyers Need Apply" when it comes to your home. **GUARANTEE:** If your home fails to close on time due to a Buyer "financially not qualifying", we will give you a \$500 cash reward.

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## What Happens From Listing to Sale

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3. Chris Schmidt personally writes 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. Chris is one of these agents.

4. In real estate advertising, the choice of words is crucial. One word vs. another may mean a 4 weeks less or more on the market, or \$20,000 added or subtracted from the buyer's offer. If you wanted not just our area but the entire continent, you could not find a more qualified, adept real estate advertisement writer than Chris Schmidt.

5. 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 some important steps because they are so over "busy" trying to do everything all by themselves (and you end up with an inferior result).

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## Testimonials

"Chris Schmidt is an excellent realtor and networker. If you need an unbiased opinion, second opinion or need an expert in the local estate arena, let me call him out, he knows someone who can and is an expert in their field."

I recently chose Chris and his team when buying my new house, in an ever-increasing housing market, fed by bottom line interest rates and a booming housing market.

I reached out to several other realtors, but, they just didn't seem to be interested in either listening to what I wanted, needed and was in the market for. So, when I found the Chris Schmidt Team, I knew I found the right realtor to get in a house before the competition even got out of bed for the day.

Chris sat down with me and we went over client satisfaction, expectations, needs and what was within my buying power. After that, he introduced me to the right mortgage broker (James Cardenas, ASK CHRIS ABOUT HIM!), got a pre-approval in-hand and one that didn't leave me hanging at the "Slow turn" stage.

I had a few houses I wanted to see, and within hours, HE HAD THE KEYS AND WAS AT THE LOCATION ON-TIME! Needless to say, we shopped around for part of an afternoon and by the time we were done, I had him go in a contract offer for a home, and 30 days later, I was handed over the keys and we closed the contract!

If you are in the market to buy your first, second and so forth home, you need to give Chris a shout out and let him and his TEAM show you how they do business and can earn your business today!"

- Phil Hunt

"Chris will not let you down, he will support your real estate needs by friendly & timely responses. I asked him a question and 3 minutes later he responded with the answer! I would work with him again."

- Ron Kane

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## CEO, EXECUTIVES, BUSINESS OWNERS

Why? Because their business 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, over all the hats, they have their own experience that no one person can be good at everything.



## EXCEPTIONALLY BUSY COUPLES

Why? Because THE CHRIS SCHMIDT TEAM offers methods of marketing and selling homes that minimize their involvement and inconvenience. For example, their Sunday Team of Houston's place of ordinary open houses reduces the amount of time their home is open to the public. Chris' production and qualifying process reduces the number of people who drop in and out of the home with no real interest in it OR ability to say it immediately.

## 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.

## WARNING & SHOCKING FACT:

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

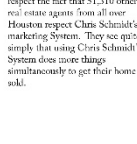
"As a Professional Home Investor, Chris is hands down the best agent I've ever dealt with. Not only do I recommend Chris to my clients, but he's the only agent I will personally use. Dealing with agents day in and day out, his professionalism, expertise, and knowledge of the industry is second to none."

- Clayton Carter



## 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 cookie or a part time dabble 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 70%. If you have the wrong agent, after weeks or even months of buy 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 this 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.

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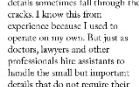
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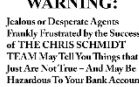
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"As a Professional Home Investor, Chris is hands down the best agent I've ever dealt with. Not only do I recommend Chris to my clients, but he's the only agent I will personally use. Dealing with agents day in and day out, his professionalism, expertise, and knowledge of the industry is second to none."

- Clayton Carter



## 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 cookie or a part time dabble 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 70%. If you have the wrong agent, after weeks or even months of buy 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 this 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.

## 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.

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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*

The Kellar Lawrence Team 864-942-8991  
[www.GwdGuaranteedSale.com](http://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](http://www.HomesOfOcala.com)

\*Scott and Seller must agree on price and terms

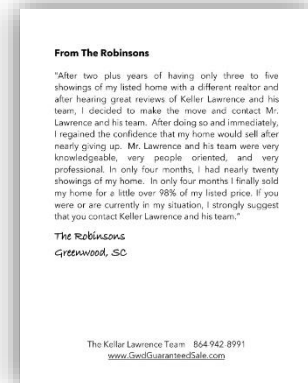
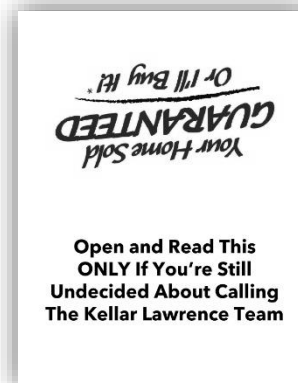
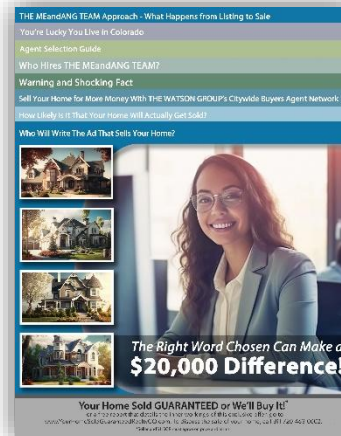
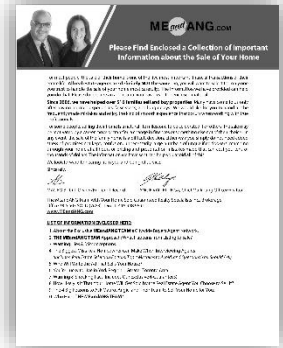
**Open and Read This  
ONLY if You're Still  
Undecided About  
Calling Scott**

***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 Deluxe Edition (overview)

