

# How to Save Thousands of Dollars When Selling Your Home

## The Problem:

### Home Selling Inefficiencies Cost You Significant Money

When an agent lists a house for sale and spends their own money on marketing, but that house fails to sell, that agent has just lost money.

When agents experience that a few times (and they do), they dig themselves into a hole. The only way to get out of that hole is to make it up on the next sale (yours), by charging high commissions and averaging out the wins and losses (sold vs. not sold) over multiple listings. You wind up paying higher brokerage commissions to cover their prior losses and expenses. That's not fair to you!

At Soles Home Team, we get it. Why should you pay for someone else's mistakes? The answer is, you shouldn't, so you don't.

Your success comes down to making good choices based on good information and that's what we help our clients do—make well informed, sound decisions based on the most current, accurate information available.

We want what's best for you and can show you how to achieve a successful home sale without it costing you a small fortune.

# The Solution:

## How the Smart Service Sales System Benefits You

We are different in several ways. First, we give you what you need to make good, well informed choices on how to prepare your home and how to price your home in the range it is most likely to sell. We'll fully explain how we arrived at our numbers and give you steps you can take to maximize your sale price. We'll also fully explain our professional fee and how it gives you the best value in real estate. We identify your target buyer group and discuss with you the marketing plan for selling your house. Follow our advice, and we're confident that your home will sell for a higher price and lower cost. Choices for marketing include but not limited to:

- Photography
- Staging consultation
- Social media marketing
- Flyers and Brochures
- Single property website

These are marketing expenses and we happily pay for them out of our budget, not yours. When your house sells, our low professional fee, collected at settlement, covers these marketing expenses and does not cost you anything extra. This is included in our service to you. We can do this because if you follow our advice and choose not to sell your home,

then you reimburse us for the marketing expenses for your home and keep the custom marketing assets that we created on your behalf.

This means that you're never paying for someone else's mistakes or poor decisions. The Smart Service Sales System results in HUGE savings that we pass on to you in a lower professional fee.

These savings are usually worth thousands, or tens of thousands of dollars. Our customers appreciate how we do business and you will too. With over 20 years of experience selling real estate, we have successfully sold hundreds of homes and saved our clients a lot of money in the process.

We can do the same for you.

Call Sally Soles today at 703.304.4328, to schedule an appointment.

You will be happy you did!



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