

# THE SELLING PROCESS



**Douglas (Doug) Clark**  
Texas A&M Class of 80'  
WILLIAM DAVIS REALTY  
8856 Coleman Blvd. #100  
Frisco, Texas 75034  
O: 214-705-1000  
C: 214-499-1226  
E: [dougclark1226@gmail.com](mailto:dougclark1226@gmail.com)  
Website: [homesbydougclark.com](http://homesbydougclark.com)



**WILLIAM DAVIS REALTY**

DALLAS FRISCO HOUSTON

- Thinking about selling your home?
- If so, Thank you for viewing my website to get more information on selling your home.
- Selling your home in today's market is much different than it was just a few short years ago. The internet is the dominate venue for advertising and marketing your home, outlets and capabilities are continually changing and we are staying on the leading edge.
- We at WILLIAM DAVIS REALTY have a proven strategy of selling homes quickly and at top dollar by incorporating our team of +320 REALTORS in seven offices and investing heavily into new technologies and venues regularly. There is power in numbers our team of +320 members is one of the largest in Texas and have one of the largest combined social networks integrated into expose your home to our clients and friends.



In addition, I implement a three step process that gets your home SOLD fast and at top dollar. This process is called The 3P's and has the three components listed below.

- Preparation – this is like trying to sell your used car, first you repair it, then wash and detail it so that you can get top dollar and the buyer gets a good running car. Another example would be Apple, Inc is about to release a new product but before they do they pay close attention to the packaging to insure attracting the most buyers in the market place.
- Pricing – our in-depth (SMA and CMA) analysis provides quantitative data that supports pricing of your home at the range the “Market will Bear”. This analysis is very critical in helping negotiate offers and in making sure appraisals do not become an issue for buyers during the qualification phase of their purchase of your home.





➤ Promotion - today's buyers are continually learning about new venues and technologies that will help them find their "dream" home at the best price in the shortest amount of time. Our commitment to stay at the edge of technology and the power of our team (+320 REALTORS) helps me to expose your home online to 3X more buyers than most all the local brokerage firms in Texas. In addition, actively marketing your home is an integral part of exposing your home to more qualified buyers.



# ARE YOU READY TO SELL?

Douglas (Doug) Clark  
WILLIAM DAVIS REALTY

If this sounds great to you just give me a call and we can get started on the path to getting your home SOLD at the highest price in the shortest amount of time.

