Cristina Marinescu, REALTOR®
Broker/Salesperson

my home didn't sell...
now what?

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A Guide to Getting ***Re-Inspired*** and ***Moving On***
with **Signature Real Estate Group**

Do Any of These

EMPTY PROMISES SOUND FAMILIAR?

Dear Homeowner,

Since your home expired off the market, you've probably gotten many calls from real estate agents, all making the same ***empty promises***:

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The Only Result
THAT MATTERS IS SOLD!

At Signature Real Estate Group we know that a promise is only as good as the end result. And the only result that ultimately matters is that your home gets sold — and **sold for the right amount.**

I'll help you sell your house
at **the highest possible price,**
in **the shortest amount of time,**
the least amount of hassle
and **the greatest peace of mind!**

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Your Dreams
AND GOALS MATTER

When things don't go as planned in the sale of a home, it can be easy for a seller to give up on the excitement to move they once had.

You may even be sitting there reading this, thinking that it's best to throw the towel in and give up on the dream of selling, or to ***wait for*** an extended period ***"when the market is better,"*** or to question whether or not to even work with a real estate agent.

If there was a chance to re-ignite the initial excitement you had to ***sell and get you moved on*** with your good life, wouldn't it at least be worth investigating?

Isn't it time a real estate professional prioritized YOU and your FAMILY's GOALS, in lieu of handing out empty promises?

It's our pleasure to help. And you never know… after you meet with us, you might actually be fielding calls from moving companies, and not more real estate agents!

Selling a house is **a price war and a beauty contest**, and our goal is to ***win both for you***!

It's All About Putting

THE MOST MONEY IN YOUR POCKET

Until the House Sells

THE REST IS JUST LIP SERVICE

Hire Us in Confidence

FIRE US AT ANY TIME

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It's Time for
A NEW APPROACH

Gone are the days when an agent could just put up a listing in the Multiple Listing Service and sit back and wait for another agent to sell the house for them. And if all it took to sell a house was simply putting it in the MLS, wouldn't everyone be selling their homes themselves? And by now, don't you owe yourself more than the status quo?

It's time for a new agent, new marketing, new buyers, and most of all... new possibilities. Ultimately, our goal is to **sell your property** for the **most money possible**, and in the process re-connect you with the excitement you originally felt upon first listing. And here are some of the ways we achieve this:

- **Pre-MLS Marketing -** Before we officially list your property for sale in the Multiple Listing Service, we'll begin a targeted pre-MLS campaign catered to specifically garner interest and traffic to your property prior to it even hitting the market. Pre-market exposure includes property placement on our blog for Search Engine Optimization, listing on our Twitter page, Facebook page, a coming soon yard sign, and pro-active and direct agent-to-agent marketing.

- **Professional Photography -** Over 90% of buyers begin their home searches online, so first impressions matter. This is why our company takes the expense of hiring a professional photographer for every one of our listings, ensuring we show your property in the best light from the very beginning.

It's Time for A New Approach (continued from previous page)

- **Premium Online Placement** - You may have heard of real estate syndicate websites like realtor.com, zillow.com, trulia.com, and more. Your agent will be listed so that any prospective buyer can speaks to us, and not a random agent who's not committed to selling your home.

- **Staging** – Buyers feedbacks of homes that don't sell shows that they couldn't envision themselves living in it given the current owner's choice of furnishings and any clutter or imperfections. According to US Housing and Urban Development, a staged home will sell, on average, 17% higher than a home that is not staged. The National Association of REALTORS® states that the average staging investment is between 1 and 3% of the home's asking price and generates a return of 8 to 10%.

- **Dedicated Social Media Promotion**

- **5-Star Response Time to Buyer Leads -** According to a study done by MIT, the odds of contacting a lead more than 5 minutes versus 30 minutes drops 100 times. From 5 to 10 minutes the odds decrease by 5 times. Is there any wonder why the average single agent misses so many opportunities to convert buyer leads for their sellers? The statistics are clear – the modern internet consumer moves fast, and expects us to do the same.

- **Pro-Active Telephone Marketing -** Fewer and fewer real estate agents are becoming skilled at the art of pro-active prospecting. A dirty little secret is that most agents fear rejection and that keeps them from picking up the phone and prospecting for their sellers. Agents like this rely on other agents working through the MLS to sell their listings for them. Signature Real Estate Group agents work toward the rank of Master Salesperson and receive constant coaching that helps them overcome self-limiting behaviors. What all of that really means is that we don't just sit back and passively wait for buyers for your listing to come to us, **we fearlessly and pro-actively go find them.**

Why Should You Hire
Signature Real Estate Group?

1. **We are a TRUE Team -** At Signature Real Estate Group our associates work together as a true team. They meet together multiple times per week; train together; specialize in areas of our city while sharing information and business; participate in group mentoring.

2. **5-Star Promise -** Most online review systems allow up to 5 stars, and at Signature Real Estate Group we always consider what would compel someone to give us the "5th Star". It is our intention to take care of our customers in a way that makes them feel special. We think we're doing a pretty good job. Google us and check out our reviews for yourself.

3. **Highly-Skilled Sales Force -** At Signature Real Estate Group we view sales as an art form and as such our associates constantly work to get better at their craft. In fact, the president of the company is intimately involved with the training and development of our Realtors® and works daily to help them do one thing better: sell homes.

4. **Innovative Real Estate Brokerage** – This translates into fast, efficient sales for our clients.

5. **Results Are What Count -** anyone can make empty promises or use cheap gimmicks to get your attention.

The only measure of a good job is that your house gets sold.

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