

Over pricing your home is the single most common problem facing this market. You would think that after 5 years of flat prices, most agents and sellers would get it. However most homes in Greater Boston sold on average ~10% below original asking price. Many agents win a listing from a more aggressive agent by showing great conviction in a higher price and “win” the listing; a tactic commonly referred to as “Buying the Listing”. However 3 weeks later with few showings or no offers your being pressured for a price drop and another, and another and another. Yet homes that sold in under 30 days sold for near asking, often over and had the highest \$/sq.ft.!

If you're going to list your home for sale,
 1) Do so from a standpoint of self-confidence. 2) Don't assume you know the other party's needs. 4) Don't assume buyers will come even if your price is a little high. 5) Become detached from the outcome.

There are two words all KW agents are trained remove from their vocabulary: TRY and BUT. Would you want an agent that only try's? Think about it.

My most recent success stories.

Property Address	% of Asking
37 Greenwich Park Boston, MA	99.3%
184 H St Boston, MA	99.1%
1 Cypress Rd Boston, MA	98.1%
112 Sycamore St Somerville, MA	99.4%
4 Cypress Rd Boston, MA	98.5%
1 Greenwich Ct	102.7%
75 Windsor St Boston, MA	107.4%

As your Realtor® I am paid to achieve RESULTS, not for giving promises.

Every Agent Will *Promise* to Sell Your Home ...
 I give You **GUARANTEES**

I strive to deliver superior value and service, holding myself 100% accountable to you with a **GUARANTEE** in writing: I will present you with an offer in 75 days or less, & negotiate within 2% of a mutually agreeable market price, or I will deduct up to \$2,000 off the commission.

Receive an option for a **FREE** pre-listing lender approved bank appraisal.



1 Cypress Road, Brighton
 Under Agreement in under 30 days, selling for 98.1% of asking with NO price reductions!



75 Windsor St, South End Boston
 Under Agreement in under 10 days, selling for \$30K OVER asking!



1 Greenwich Ct, South End Boston
 Under Agreement in less than 7 days, selling for \$12K OVER asking!

* Terms and conditions apply, Details on request.

SECRETS LUXURY HOME SELLERS KNOW That YOU Can Use Today

Bart Foster, Realtor® Marketing Your Home For All It's Worth!

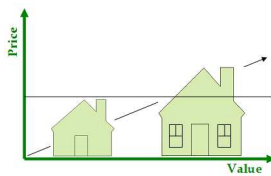


SECRETS LUXURY HOME SELLERS KNOW That YOU Can Use Today

It's all Business: Luxury sellers have the attitude that they are embarking on a business venture and attach little emotion to the experience. You must change your lifestyle and prepare your home for guests each and every day. Cloths picked up, beds made, clutter dispensed with. In short, you will need to be prepared for company at a moments notice and its not your favorite uncle or aunt.

They Use Experts: Luxury sellers deal with Experts. Most sellers see Realtors as a toll-taker on the road to selling their home. When they do hire an agent its often for the wrong reasons—hiring the agent who promises the highest price. Luxury sellers have the opposite viewpoint recognizing the right agent armed with a proper marketing plan will bring value and help them realize the highest price.

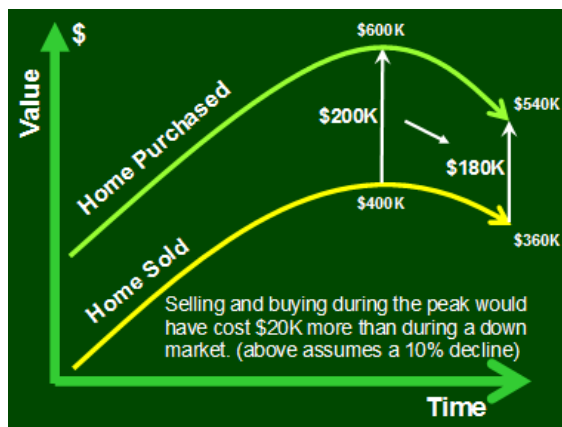
Know How to Price Their Property to Sell: High-end sellers know the importance of pricing their homes correctly as doing otherwise often attracts the wrong buyers, possibly delaying or completely discouraging a sale. Buyers may come however will be disappointed, yet the best buyers may never see it because it is not offered in their price range, reject it, or just wait and watch it.



High Wealth Sellers Understand the Time Value of Money. Understand a dollar today is worth more tomorrow. The sooner you invest the higher the return. Inflation however makes a dollar worth more today and waiting for prices to appreciate will result only cost you more tomorrow. Plus there are ongoing expenses and often unexpected repairs. The slower the market the more important this becomes. Don't miss the boat; the gap between the Boat (the market) and you (the dock) may be steadily widening!

Understand They Have to "Sell" Their Home Three Times: You've done everything right and captured the interest of a buyer, have an offer in hand and ready to relax... not so fast. Luxury sellers know better and understand their home

TIP: Discourage Low-Ball offers by pricing your home to capitalize on today's buyers vs speculating on tomorrow's buyers. Price to sell or not at all.



Do not fail to realize the Hidden advantages of buying UP in a DOWN market. The more the market is down, the Less the more expensive home will cost you.

Cont'd. must be "sold" *two more times* before the deal closes. Welcome the Appraiser and home inspector. The appraiser could care less about all your memories, just the cold hard facts of the market, will harshly asses market value and either validate or invalidate the price the buyer agreed. In short they make certain the buyer did NOT over pay. The home inspector's role is to assure the buyer there are no hidden problems... at the same time home inspectors must prove their worth to their client by finding things wrong. Consider a pre-sale appraisal and home inspection

Know What to Expect From Marketing: its important to understand the purpose and what to expect from marketing. Find out what's going on behind the scene and avoid the "5-P's". (Put the home in the MLS, Put a sign in the yard, Put an ad in the paper, Pat the seller on the back, Pray it will sell). A great agent has active marketing; calling prospective buyers, reaching out to neighbors, calling other agents, and emailing their database. It's important to work with an agent who has a full shopping cart of options not an empty one, and knows how to qualify callers using key questions.

Know the Value of Preparing Their Property for Sale. Some refer to this as staging. The exceptional home is the one that's move in ready now. Think of your home as if it were

\$\$ Independent Pre-Listing Appraisal \$\$

I am 100% committed to seeing you through to selling your home at a price that meets FULL market value and more. I'll reimburse your out of our commission for any independent appraisal that you choose to have done. (should you not agree with our pricing evaluation).

Cont.d: a time-share or vacation home on the Cape which you rent out. Would you be comfortable with handing over the keys furnished with all your stuff, or does your home need some "editing", repairs, repainting and de-cluttering?

Avoid Common Mistakes When Selling Their Homes:

1) Avoid hiring a real estate agent because of a high listing price recommendation. 2) Avoid hiring an agent for reasons other than their qualifications, 3) Avoid restricting access to your home, 4) Avoid falling into the selling-season trap, 5) Avoid over-testing the market, 7) Don't ignore recommendations on preparing your home for sale.

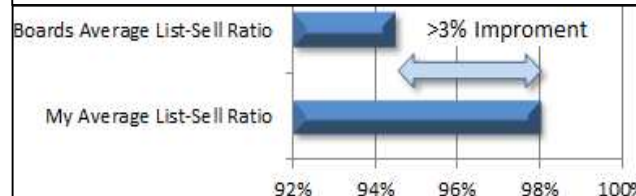
Luxury Sellers Know a Picture's Worth a Million

Words: Don't skimp on photography as buyer's will often eliminate your property from consideration based on poor photography.

Luxury Home Sellers Expect Feedback and Don't take it Personally

The contents of this brochure is a brief summary of the book under the same title authored by Jack Cotton. For your personal copy, please let me know.

My average List-to-Sell Ratio is over 3% better and Days-On-Market 20 days less than the greater boards average.



My name is Bart Foster - and I want to earn your business and designation as your Real Estate Agent for life. It is my goal to provide the very best counsel, advise and service possible for your real estate needs. And unlike every other agent with empty promises, I GUARANTEE my services. I look forward to the opportunity to serve you.



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If your property is currently listed, please excuse my aggressive marketing.