



Marketing Proposal

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REAL ESTATE PROFESSIONAL



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Sold Buy The Sea Realty

This presentation has been designed to aid you with one crucial decision...

Selecting your REALTOR/Broker

Whether buying or selling, choosing the right REALTOR may make or save you thousands of dollars.

My analysis takes into account the following important factors: location; square footage; style; quality of construction; age; layout and design; amenities; general condition; acreage; topography; comparable homes available, comparable homes sold and current economic conditions.

We take great pride in developing aggressive and creative marketing techniques and offer consistent performance.

I welcome the opportunity to work as your real estate professional. Please know that I will always work with your best interest as my foremost concern.





About us

Sold Buy The Sea Realty is a boutique, full service real estate agency serving Eastern North Carolina. Lifestyles from Casual to Elegant, we are a local, hands on, full service real estate brokerage with all the resources, connections, networks and relationships of the larger firms, while providing reliable and individual service.

We specialize in maintaining a balance of expertise and personal connection with our clients that is often lost in this technology driven field, while utilizing all of the professional tools including Modern Technology, Professional Photography and Staging Services. We want the process of buying, selling or renting to be a celebration rather than the daunting process it often is today. We are here to handle all the details, answer the phone, follow up, listen to your needs, give advice, be the expert on your side throughout the process. We work hard to exceed your expectations. We are professional, trustworthy, accessible, and love what we do!

"Our extensive knowledge of the surrounding communities and years of real estate experience affords our clients the information they need to make the right buying or selling decisions."





OUR COMPREHENSIVE MARKETING PROGRAM

Powerful Marketing Presence . . . I work with a team of hardworking, dedicated, results orientated professionals with the tools, resources and network of buyers, lenders and attorneys to assist in marketing your home to the fullest extent

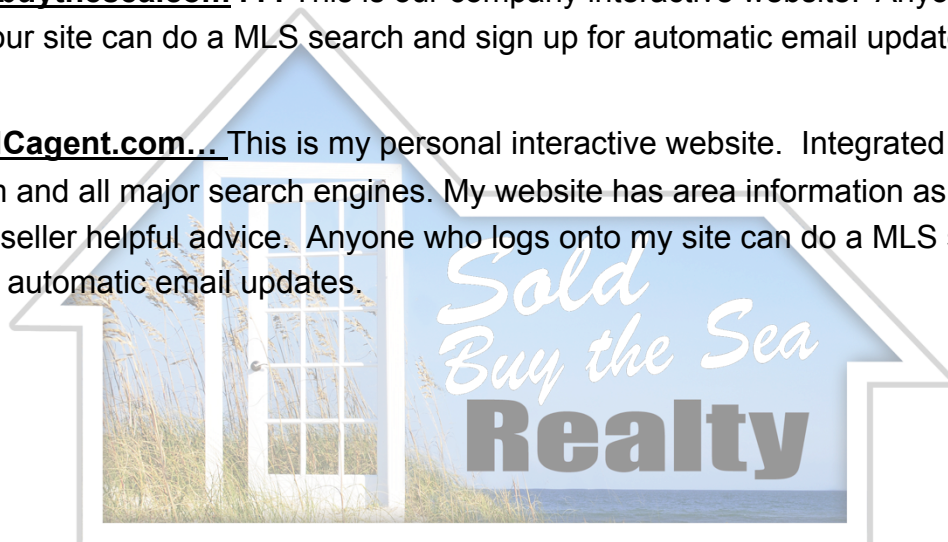
Internet Worldwide Exposure . . . We reach prospective buyers worldwide when your ad with color photos appears on our websites. Your home will be viewed on major web sites continuously from the start of your listing until your home sells. Over 90% of potential buyers begin their search here. Accordingly, I will list your home through syndication via ListHub on hundreds of sites. A description of how this occurs is in the following pages.

Multiple Listing Service . . . All subscribers to the multiple listing service are alerted to the marketing of your home within seconds of it being entered to the MLS system. They will have access to all of your homes specifics and can present your property to their clients. We will actively solicit buyers from all companies within our MLS board and ensure that any agent be compensated as procuring cause for the sale.

Virtual Tour. . . Linking this virtual tour to our website provides “virtual” showings which increase the likelihood of a buyer requesting a showing appointment. Available at your discretion.

www.soldbuythesea.com . . . This is our company interactive website. Anyone who logs onto our site can do a MLS search and sign up for automatic email updates.

www.theNCagent.com... This is my personal interactive website. Integrated with realtor.com and all major search engines. My website has area information as well as buyer and seller helpful advice. Anyone who logs onto my site can do a MLS search and sign up for automatic email updates.





OUR COMPREHENSIVE MARKETING PROGRAM- continued

www.realtor.com. . . Showcase your home with up to 20 custom photos and a detailed description. Internet reports can be emailed to you weekly, detailing the number of visitors viewing your home online.

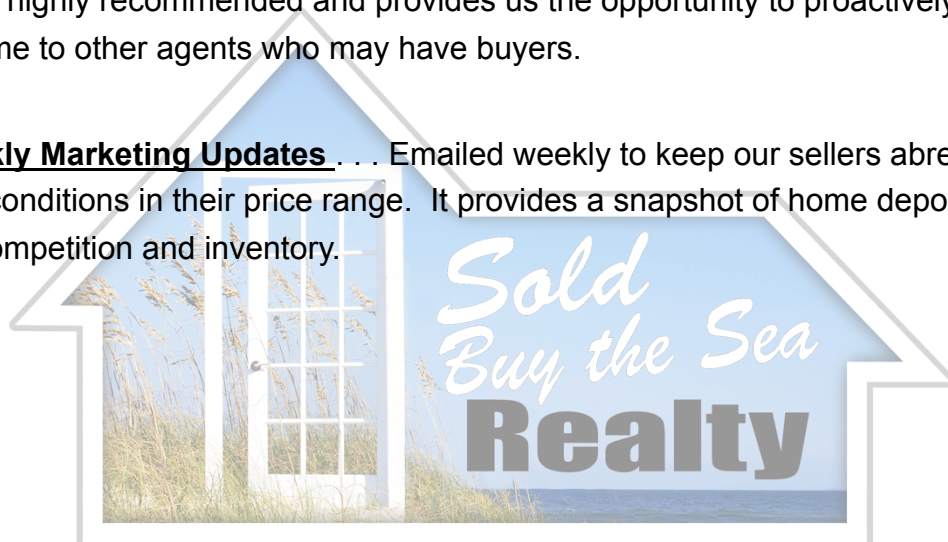
Extensive Print Campaign . . . **Will** be designed to reach potential buyers through flyers and direct mail to surrounding areas. Our focus is to locate and procure the buyer with no stress or inconvenience to you at all.

Custom Color Professional Brochures . . . Featuring the use of creative, thoughtful writing and four color professional photos, generates an image and communicates the benefits of living in your home. This is also transcribed to traditional print and internet advertising. This can be utilized as a direct mail piece as well as displayed on the property.

Quality Photographs . . . Can make all the difference in the presentation of your home, especially on the internet where first impressions are made. We take great pride in the photographs we take, highlighting all interior and exterior details to properly showcase your home.

Public and Broker Open House . . . Available at your discretion. The broken open house is highly recommended and provides us the opportunity to proactively market your home to other agents who may have buyers.

Bi-Weekly Marketing Updates . . . Emailed weekly to keep our sellers abreast of market conditions in their price range. It provides a snapshot of home deposits, new listing competition and inventory.





OUR COMPREHENSIVE MARKETING PROGRAM-continued

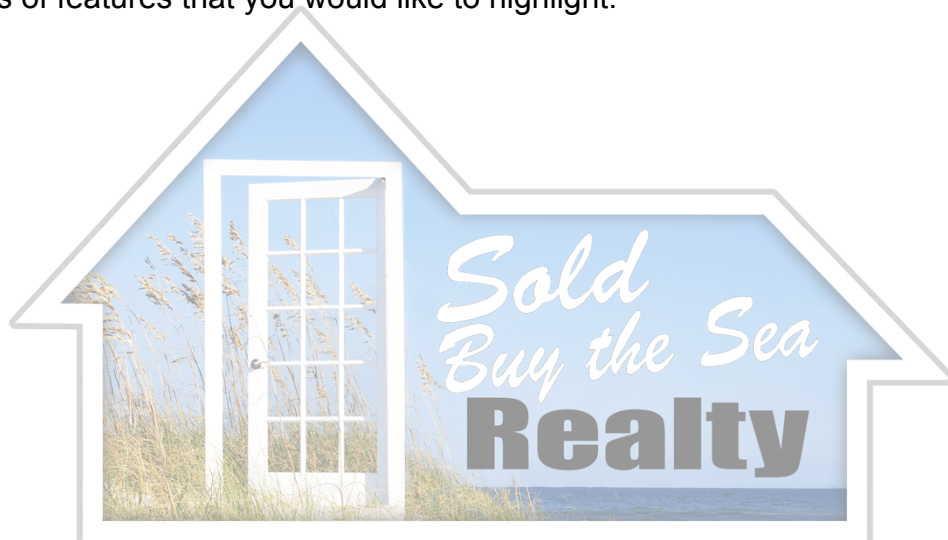
Continuing Update on Homes for Sale . . . I can e-mail you information on the newest listings that appear on the market. You will receive current updates, pricing, photos and other detailed information on every new listing that appears on the Multiple Listing Service (MLS).

Weekly agent feedback . . . after showing agents are contacted and feedback is reported to homeowner.

Social Marketing...We are masters at social media and can attract an audience of prospective buyers based on their interests, demographics and salary to make sure your home is marketed to individuals who have the means to purchase it.

www.facebook.com/LaurieSrealtor...Network marketing on facebook. I reach hundreds of my contacts any time they log into facebook. I post my listings, interesting articles on the real estate market and also provide a MLS search. People go to my page to learn about homes available for sale in our area.

Personalized binder presentation...To include every piece of useful information about your property for potential buyers to review while they are in your house. Including, maps, septic history, school information, amenities, shopping and any upgrades of features that you would like to highlight.



Extensive Website Exposure . . . providing incredible internet exposure for your home.

A sampling of other sites where your home will be featured:

- Alamode.com
- aol.com
- AOLrealestate
- AT&T.net
- backpage.com
- CityCribs
- CLRsearch.com
- Craigslist
- cyberhomes.com
- Enormo.com
- Excte.com
- Frontdoor.com
- Geebo.com
- Google
- googlevideo.com
- Homeagain.com
- Homelocator.com
- Homepages.com
- Homes.com
- Homescape.com
- Homethinking.com
- Hotpads.com
- House.com
- Lakehomesusa.com
- Lakehouse.com
- Landwatch.com
- leadingre.com
- Listingbook.com
- Livingchoices.com
- Local.com
- Luxresidence.com
- lycos.com
- Lycosclassifieds.com
- military.com
- move.com
- Moving.com
- Msn.com
- msnrealestate.com
- Myrealty.com
- Ncbuildersgroup.com
- Netzero.com
- Nextar.com
- Olx.com
- Oodle.com
- point2homes.com
- postlets.com
- Propbot.com
- properazzi.com
- Propertypursuit.com
- Propsmart.com
- Realestatebook.com
- Realtor.com
- Realtytrac.com
- Renovateyourworld.com
- Resortscape.com
- Soldbuythesea.com
- Theglobeandmail.com
- TheNCagent.com
- Trovit.com
- Trulia.com
- Uniquehomes.com
- Vast.com
- Videohomes.com
- yahoo.com
- Yahooclassifieds
- Yahoorealestate.com
- youtube.com
- zillow.com





Where will your home be advertised on the internet?

ListHub is an online marketing tool that allows me to syndicate your listing data to various high powered listing web sites such as Google, Trulia, AOL and more. It utilizes data from the MLS and as authorized by me, pulls basic listing data to distribute to hundreds of sites.

Recently many of the larger companies stopped allowing their agents to use this amazing powerful tool to get your listing exposed. These sites are powerful and generate leads which they then sell to the local agents. The larger companies want the leads to remain with them and therefore do not allow the information to be fed to the major search engine. My thought is that the more exposure your listing receives, the better. Whomever or wherever the buyer comes from to buy your home, I will be happy to cooperate with them and share the commission.

One negative to using ListHub is the possibility that the data fields on hundreds of sites may not line up the same and therefor information on your home may not be 100% accurate. Our staff monitors the information daily and fixes or removes any incorrect information immediately.



Marketing action plan

- Week # 1
- Sign paperwork
- Prepare home for showing and photographs
- Measurements taken
- Property records collected from appropriate jurisdiction
- Photographs taken
- Obtain Home Warranty Plan (if opted for)

- Design and prepare marketing materials
 - Flyers, social media, electronic media advertisements,

- Week # 2
- Install for sale sign on property
- Install electronic keybox on property
- Place listing on multiple listing service
- Place on various internet websites
- Deliver sign in sheets and property information to home
- Schedule advertising
- Schedule realtor open house
- Call client with progress report

- Week # 3, 4 +
- Review activity and evaluate customer responses
- Solicit feedback from any showing and report back to client
- Review CMA and if necessary adjust price accordingly
- Update advertising copy and photos if needed

The entire marketing schedule has been created with the sole purpose of getting you the most money for your home...with the most attractive terms...in the shortest possible time...with the least inconvenience...



In today's real estate environment, I believe it is important to offer something different than other real estate agents and I would appreciate the opportunity to tell you a little bit about myself and why I feel I am different than other real estate agents you may know.

My name is Laurie Stuhrcke and I am a real estate agent with Sold Buy the Sea Realty with offices in Hampstead and Wilmington, NC.

Originally from Connecticut and now proud to call the Tar Heel state home! I joined Sold By The Sea, with 20 years of experience in the real estate industry. I have immersed myself into learning the intricacies of the market area, its historic homes, golf and country club communities, beach and waterfront homes, and newer residential neighborhoods. I am determined to provide the best comprehensive real estate services to home buyers, seller's and investors, in all price ranges. I understand the importance of exceptional customer service and my commitment to integrity will assure the best possible representation.

Relocating to a new area is exciting. It can also be scary and lonely. For those who are braving a move to coastal North Carolina, I can share my own experience and help them to understand the local home buying procedures and customs unique to this area.

Selling your home can put you on an emotional roller coaster. You feel excited that your home looks the best it ever has, desperate if you don't get any lookers, and disappointed if you receive an offer less than asking price. I will be there every step of the way to sell your home using a range of marketing tools to get you the best deal, in a reasonable amount of time. I take my profession to the highest level of quality service and tenaciously protects my clients' interests.

I believe in hard work and I enjoy offering my expertise to help clients navigate their way into their dream homes. I am known for providing my clients with the utmost thoughtfulness, care and attention throughout the sale process and I pride myself on the relationships I have formed with my clients, referrals and recommendation from whom form the basis of my business.

Please accept my sincere personal commitment to provide you all of my services and cheerfully, enthusiastically, and with the most professional and competent service.

And I do it all with a smile...always...



Laurie Stuhrecke

REAL ESTATE PROFESSIONAL



Sold Buy the Sea Realty

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www.theNCagent.com

Professional Association

- National Association of Realtors
- North Carolina Association of Realtors
- Cape Fear Association of Realtors

Experience

- 20+ years successful listing Agent
- 20+ years successful buyers agent
- Skilled negotiator
- Technology savvy
- Marketing and Financial background

Education

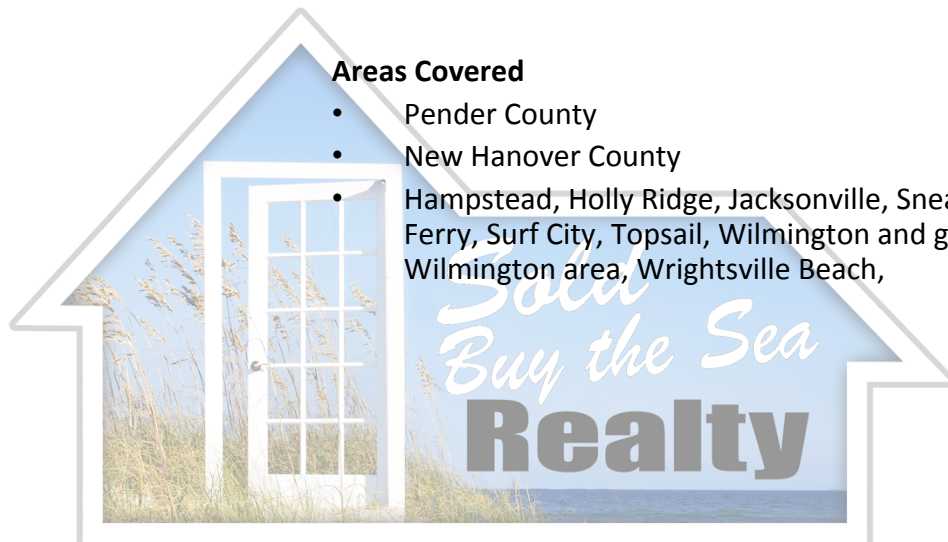
- M.B.A. Western Ct State University

Professional Specialty

- Coastal Communities
- First Time Homebuyers
- Investment/Renovation
- New Construction

Areas Covered

- Pender County
- New Hanover County
- Hampstead, Holly Ridge, Jacksonville, Sneads Ferry, Surf City, Topsail, Wilmington and greater Wilmington area, Wrightsville Beach,



Why use a realtor?

Real estate is a big deal. For most Americans, a home is the most expensive purchase they'll make in their lifetime. It's a serious transaction with significant financial and emotional ramifications for the parties involved, and having proper representation is critical.

Never solely rely on one person's advice or opinion. Talk to a handful of professionals and find out how long each has been a realtor. You might well get the best and most experienced. Experience counts.

- **Fiduciary responsibility.** When you work with a Realtor[®], their fiduciary responsibility is to *you*. That means you have an expert who is looking out for your best financial interests, an expert who's contractually bound to do everything in their power to protect you.

For more than 100 years, Realtors[®] have subscribed to the NAR's strict code of Ethics as a condition of membership. Realtors have the expertise and experience to help sellers protect their investment and help buyers build theirs.

- **Complex, ever-changing real estate regulations.** Buying or selling a home is not like purchasing a plane ticket. Every home is different, and laws change every year and vary from state to state. Generally speaking, people purchase a new home every 7-10 years, and a lot can — and usually does — change between transactions. Realtors[®] are immersed in real estate, and they *must* stay current with all the updates in regulations, laws, contracts and practices.
- **Help finding the right home, beyond square footage and baths.** Browsing online is a terrific way to start a home search — in fact, almost 90 percent of people start their home search online.¹ But when it's time to buy, knowing all the pros and cons of a property can help you make the *right* decision. Realtors can share information about a home that you wouldn't otherwise know. For example, they can tell you about the perils of polybutylene piping (a plumbing material that's prone to bursting) Your Realtor[®] can go beyond the aesthetics and tell you important details about homes you're considering.
- **Pricing and selling a home.** There are lots of sites where you can view price estimates for your home before you list it for sale, but you take a risk using them. Realtors[®] know the local market, have access to the freshest sale data, and can price your house in line with the market to maximize your earnings.
- **Contracts and negotiations.** Finding the right home is the fun part. Then the real work begins.: Realtors[®] can help you navigate complex documents and craft an attractive offer that makes sense for you. Plus, when it comes to negotiation, your Realtor[®] is *your* advocate and can bring an objective voice to a very subjective situation.
- **Following a code of ethics.** When you work with a Realtor[®], you're partnering with a professional who operates according to a strict code of ethics. In place for over 100 years, the Realtor[®] Code of Ethics ensures that consumers who work with a realtor are treated professionally and ethically in all transaction-related matters.

SELLER'S GOALS AND OBJECTIVES

To better serve you, please take a moment to complete this questionnaire

What are the most appealing features of your home ?

Why are you selling your home ? _____

How motivated are you to sell ? _____

How quickly do you need/want to sell your home ? _____

On a scale of 1-5 with 5 being very strong, rate the following factors for choosing your listing agent/ agency:

| | | | | | |
|---------------------------------------|---|---|---|---|---|
| Marketing and professional materials: | 1 | 2 | 3 | 4 | 5 |
| Relocation connections | 1 | 2 | 3 | 4 | 5 |
| Personal Attention | 1 | 2 | 3 | 4 | 5 |
| Advertising | 1 | 2 | 3 | 4 | 5 |
| Internet Marketing Presence | 1 | 2 | 3 | 4 | 5 |
| Showing Feedback | 1 | 2 | 3 | 4 | 5 |
| Years of Experience | 1 | 2 | 3 | 4 | 5 |
| Size of Office/Company | 1 | 2 | 3 | 4 | 5 |
| Location of Office/Company | 1 | 2 | 3 | 4 | 5 |
| Reputation of Agent/Company | 1 | 2 | 3 | 4 | 5 |



Staging your home for sale

Eye appeal is buy appeal... If your home isn't appealing and in good repair, potential buyers won't even stop. Some sellers think it's OK to skip this step and take less, but if the house is not appealing, you may not get the chance to negotiate. Make sure everything looks good and works well.

There are a number of steps you can take to help your home show to its best advantage. An attractive, well maintained and pristine home is most appealing to potential buyers..

First impression-the outside/A pleasing exterior appearance is essential for that critical first impression. Keep the grounds well groomed...**And the inside/** Cleanliness is critical. Do whatever it takes to make your home look fresh and clean. Countertops should be uncluttered, windows clean, bedrooms tidy, tubs and sinks should sparkle.

All jewelry and valuables should be stored securely. Replace any items not included in the sale should be removed, or tagged appropriately with "not included" signs.

Ready to show...

Be flexible/ Try to make showings convenient for potential buyers. Buyers are tighter schedules are more likely to make an offer.

Create an inviting atmosphere/ Open all draperies and window shades and turn on all light, open all doors between rooms Add special accents that make your home appear comfortable and inviting. An open cookbook on the counter, cut flowers in a vase, cookies. Don't overdo it, but think about things you have seen in attractive model homes that might subconsciously influence potential buyers.

Give the buyers some privacy/Your presence is not necessary and may inhibit free discussion.

Pets/ Should be confined or restricted from view. Eliminate pet odors. Not everyone may share your love of animals. Some people may even be allergic to them.

When you leave the house, please leave it as if you know it will be shown. Beds should be made, clothes picked up. You never know when the right person is going to look at it.



Special efforts to staging your home

- Trim the lawn and keep it green. Shape up the shrubs and weed the flower beds. Keeping the lawn mowed can “frame” your home beautifully.
- Check porches and railings for loose rails that may need to be replaced, sanded and/or painted.
- Clear the entry by keeping the walkway free of toys, garden tools and other hazards.
- Brighten the home with a coat of paint or just a good cleaning. Replace screens if they are rusted or torn. Remove mildew or moss from sidewalks with bleach and water or a commercial cleaner.
- Add charm with flowers along the entry walk, in a pot by the door or in cheerful window boxes.
- Pick up all pet droppings and debris.
- Tide up the garage and show off its size. Get rid of everything that you do not want to move and would have no value to the buyer.
- Do you know your septic location? How long has it been since your septic was cleaned?
- Do you know the location of your well?
- Do you know your boundary lines? Is there a survey available
- Perk up rooms with fresh paint. Sometimes just a touch up will do. Chose light neutral colors for greatest appeal
- Clean up clutter for appearance and safety sake. Pay special attention to stairways, halls and children’s rooms.
- Go on a kitchen campaign and keep it especially clean. The sink should always be clear of dirty dishes. Counter tops appear more spacious when clean and uncluttered.
- If your kitchen cabinets are wood grain, would a coat of polish help bring out the shine, or do they need refinishing or painting?
- Are all of your appliance in good working order? Is the oven clean? Is the refrigerator cluttered with notes, pictures, schoolwork?
- Eliminate odors by preventing them in the first place. Try to avoid cooking with cabbage, onions and garlic before a showing. Many people associate strong spicy odors with uncleanliness. Freshen the entire kitchen with a lemon through the garbage disposal.
- Make bathrooms sparkle by cleaning tile. Commercial cleaners or vinegar will remove unsightly hard water stains. Replace any loose caulking or grout and while you’re at it, fix any leaking faucets
- Wash all windows and keep curtains crisp and clean. Vacuum blinds and wash window sills.
- Pantries and closets should be organized to make them appear larger.
- If there are any light fixtures you would like to take with you, you should replace them before marketing your home.
- If there is too much furniture the room looks cluttered and small.
- Add special accents that make your home appear comfortable and inviting. An open cookbook on the counter, cut flowers in a vase, cookies. Don’t overdo it, but think about things you have seen in attractive model homes that might subconsciously influence potential buyers.
- Light classical music sets the stage for a serene, tranquil showing.

Make Any Room Look Bigger

How to sell a home faster by showing off every room to its greatest advantage

BY DINAH ENG

Just because you're given small spaces to work with in preparing a home for market doesn't mean that you're stuck with them. You can easily make any room look larger or more attractive, according to designers and home stagers who have developed strategies to show off the best features of every room in a house.

The key, say the experts, is to get rid of clutter, clean everything down to the switch plates, and create a neutral space that buyers can picture themselves living in.

"Buyers only know what they see—not what could be," says Barb Schwarz, ABR®, president of Stagedhomes.com, a home-staging consultancy based in Concord, Calif., and founder and president of the International Association of Home Staging Professionals. "I tell people to put things away, bring the outside in—like touches of greenery and nature—and emphasize the best of what's there. Rooms will look bigger, and the buyer can mentally move in."

Other home design and staging experts provide a room-by-room rundown on how to make every space look bigger so that you can sell your listings faster. Here are their best tips:

The Living Room

Linda Russell, a home stager and salesperson with RE/MAX Village Square, REALTORS®, in Montclair, N.J., recommends that practitioners stand inside the front door to see where their eyes go first in the living room.

"Take the furthest corner and put something there to draw the eye," says Russell. "A lot of times, that means moving a couch, so that's not the first thing you see. Sometimes a lamp or piece of art is what you want people to see first, so that you're immediately taking in the size of the room."

Ed Marshall, a home stager with Marshall Design Group in Los Angeles, suggests that you make sure window coverings are sheer, or are pulled back, to bring more light in. Brighter rooms look bigger and more inviting. Scale the furniture to fit the size of the room and don't block walking pathways, he adds. Having oversized sofas or too much furniture will make the living room look smaller.

Lori Matzke, president of Center Stage Home in Arlington, Minn., says if you've got a fireplace or a view, direct the buyer's eye to that as the focal point of the room.

Stacy S. Pulse, a home stager and salesperson with Prudential Carter-Duffey, REALTORS®, in Kansas City, Mo., suggests having no more than three items on a coffee table, and removing most personal photos from the area will not only de-personalize it but also help to clear up the clutter—which overwhelms a small room.

The Dining Room

Tables should be positioned for maximum effect in the dining room, Russell says. "They don't need to have a lot of leaves in them with six or eight chairs," she says. In fact, taking all the leaves out and making the dining table as small as possible will make the room look bigger. Another good trick: "If there's a heavy rug on the floor, take it out to create the illusion of more floor space."

"If there's a China cabinet, keep a few pieces in it, but don't fill it up with items," Pulse recommends. Overcrowding with too many items will overpower the room.

Don't bother setting the table, advises Matzke. "It just draws attention to the table, and not to the room," she says. "Over-accessorizing things makes it feel like a plastic model home. You want to simplify."

The Kitchen

According to Heidi Meyer, founder of Home Highlights in Madison, Wis., the kitchen is the heart of the home, so make the investment to update an old kitchen. “If the room is dated, update it with new cabinet hardware or paint it,” she advises. That will give it a more open, clean look.

Marshall suggests clearing off the counter as much as possible. “Try not to have the coffee maker, mixer, and toaster all out at the same time or people will think there’s not enough room for everything,” he says.

Decorate simply, using just a couple of cookbooks, says Russell, or fill a pretty bowl with lemons or green apples and put it on the counter or a sideboard.

Matzke advises cleaning wood cabinets with degreasers and then applying orange oil. “Let the oil soak in a couple of hours, then wipe it off,” Matzke says. “It makes the cabinets look brand new. Clean the inside of the stove and refrigerator, and shine the counter tops, sinks, and faucets.” When a kitchen is spic-and-span, buyers will focus on how great it looks rather than how small it is.

The Bathroom

Russell says bathroom shower curtains aren’t always to everyone’s taste, so pull the curtains back to maximize the view of the tub, which is what people want to see anyway. If your eyes can see all the way to the back of the tub instead of stopping at the shower curtains, the bathroom will appear bigger to buyers. If you don’t have glass shower doors, choose a light-colored or transparent shower curtain to make the room brighter and seem larger.

“Clear off all the counters,” Russell says. And for ambiance, you can “put out some fragrant candles, but don’t light them, unless it’s for an open house. Have some nice, colored soap in the dish, and use fresh flowers or live plants.”

If the bathroom is in an upscale property, put a champagne bucket with glasses, or silver-backed mirrors and brushes on the counter to create a feeling of luxury, suggests Marshall. “It’s not something you’d do in a \$300,000 condo, but it’d be appropriate for a \$3 million house,” he says.

Be sure to remove all area rugs to create the illusion of greater space, says Pulse. “No covers on the toilet seat or rugs around the toilet,” she adds. “Make sure all the light bulbs are working, and are the same wattage.”

Putting the Best Face Forward

It’s understandable for some sellers to be resistant to removing sentimental family photos or changing their favorite decorations before putting their homes on the market. However, if the items in question contribute to the rooms looking smaller and more cluttered—and ultimately distracting potential buyers from seeing themselves living there—then removing or changing the décor is the best bet to a quick sell.

“Your home is a product you’re marketing, so you need to make sure yours stands out,” Pulse says.



Pricing

A comparative market analysis takes into account the following important factors: location, square footage, style, quality of construction, age, layout and design, amenities, general condition, acreage, topography, comparative homes available, comparative homes sold and current economic conditions.

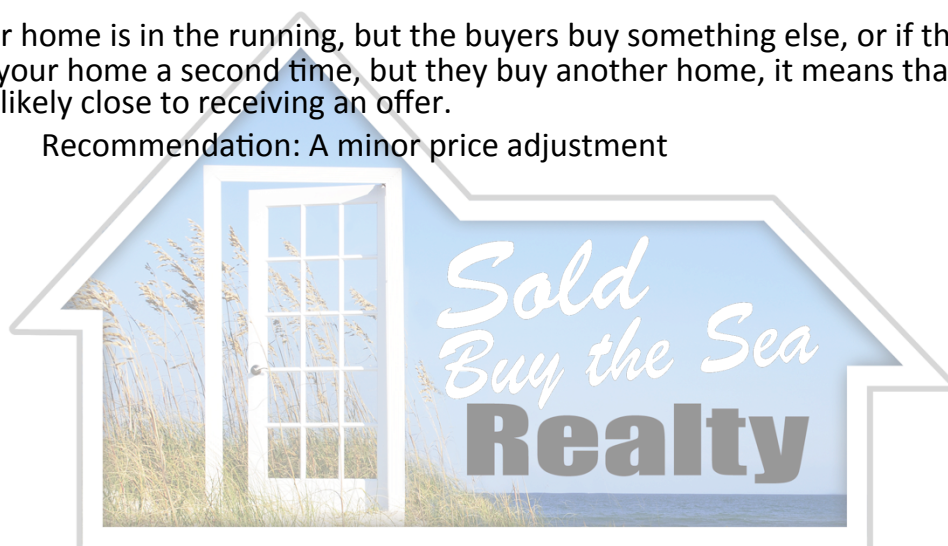
Without a professional agent, most independent property sellers tend to overestimate the value of their property. In spite of all of the research I have done, it's really the buyers who will determine the price. **It's only worth what a buyer will pay for it.**

Don't overprice your house 20 percent to leave wiggle room for negotiating, that kind of strategy can really backfire. It's not a matter of being willing to negotiate. If your price is too high, buyers may not even look at it. And they might see a negative message in such a high price. Your goal is to maximize the chances that the perfect buyer will actually see it. Pricing is strategy. And much of it comes down to just how motivated you are to sell.

According to the National Association of REALTORS, if a house is priced correctly the owners should receive one offer for every 10 showings.

In our market, the number of showings that your home should get weekly depends on the price range.

1. If your home is not being shown, it means that the price is too high.
Recommendation: A significant price adjustment
2. If your home is being shown, but you are not getting any offers, it means that buyers are bidding on other homes that they think offer more.
Recommendation: A moderate price adjustment
2. If your home is in the running, but the buyers buy something else, or if the buyers view your home a second time, but they buy another home, it means that we are most likely close to receiving an offer.
Recommendation: A minor price adjustment



These will most likely happen

- The date on the contract will most likely change, it is a guesstimate and subject to many variables like the attorney's schedule.
- The property might not appraise at what you are selling it for.
- An agent might miss a showing appointment and not call or show up.
- Agents are going to make appointments at the very last minute.
- You will get calls to cancel 3 minutes before a showing appointment, sometimes it may be 20 minutes after.
- Showings can last about 5 minutes and some showings will last 3 hours.
- There will be a day when I call you and say "someone wants to see your house." and you will say "when?" and my answer will be "pull back the curtains, they are sitting in your driveway."
- Expect lowball offers (at least it's a starting point) and embrace them. They took the time to write and we need to reply. We don't have to take it, but we should tell them what we will take. Do not get offended.
- Inspections will cause buyers to walk away or renegotiate and ask for the world.
- Feedback will be harsh and sometimes accurate.