



## YOUR LISTING **EXPIRED!**

I noticed your listing has expired in one of the best seller's markets we've had in years. Don't get discouraged! **The market is improving** every day and selling is all about **finding an agent** who understands the market and makes it work for you.

- **Enthusiastic marketing and exposure.** I will take advantage of both traditional and online media to ensure that the right buyers find your home.
  - An increasing number of buyers look online for listings and information at some point in the home-buying process.
  - Traditional marketing, like open houses and yard signs still play an important part in finding buyers.
- **Appealing and competitive pricing.** I will apply market research to make sure your home is priced correctly.
  - Proper understanding of market trends can **maximize the value** of your home while maintaining its appeal.
  - Knowledge of the competition allows me to create a plan that caters to what buyers want, making sure your home sells fast.
- **Proactive attitude and motivation.** I will make selling your home my full-time job.
  - Professional **staging and accessibility** helps the buyer feel welcome and more willing to purchase.
  - Homebuyers want to be pampered. Let me take care of that – you can relax.

Don't miss out! Call me today, and let's put this plan into action.