

"Ask yourself. Does YOUR Real Estate Expert Meet These Criteria?"

- **Interviews** their potential clients to make sure the homeowner fits their real estate consulting services.
- Has at least a **decade of experience** and has survived in both a Buyer's & Seller's market.
- **Sold over 500 homes**, and in the last three years, averages 100 homes a year, predominately sells Listings.
- Sells 99% of the homes they list **three times as fast** as the area's average.
- Has a **Broker's License** and other credentials such as GRI, CRS and ASP (Accredited Staging Professional).
- **Has a Team** that consists of an Administrative Staff as well as a Team of Buyer and Listing Specialists who works with either Buyers or Sellers, respectively.
- **Only works with sellers** - your best Realtors are Listing Specialists.
- Most of their business comes from **referrals**, approximately 95%.
- Has a list of at least **100 References** with phone numbers and testimonials for you to review.
- Lists their properties on over **40 web sites** nationally to expose their listings to many different types of buyers in both Pennsylvania and to relocation buyers, all over the world.
- Offers an **Easy-Exit Agreement** that allows their clients to fire them after 30 days in the MLS, no questions asked.
- Spends **\$10,000 - \$25,000** a year learning new systems, ideas and technologies from other experts around the country to be on the leading edge in the industry.
- **They are consultants first** and sales people second. They ask their clients thought provoking questions that most Realtors would not take the risk of asking.
- When negotiating your asset, they treat your money as if it were their own and when it comes time to making or saving you money they act like a **PIT BULL**.
- They understand that **managing transactional details** is very important. Even the smallest mistake can be extremely costly to their clients.
- **They are not like the Average Realtor** who operates their business like a taxi cab service, moving from one client to another, just working for the commission check.
- **They operate their business like a limousine service**, spending 80% of their time working with the clients that they have. They give such great service that their clients refer at least 2 people to them before the transaction is over.
- They believe that even the most sophisticated people today need the most **expert consulting, negotiating** and the best **transactional management** that best fits their needs.
- They believe that **all Realtors are not the same**. They are not all created equal.

So Remember: "Expert Realtors Get Results!!!"