

Thinking of listing your property with a Realtor?

You have my respect if you choose to sell your property yourself. But if you are thinking about listing your property with a broker, there are a few things you should know:

- Listing with a large company does not sell your property faster. Listing with a large company does not sell your property at a higher price. The proof is in the statistics, let me show you - call today!
- All the marketing done by the large companies is intended to market the company, not your property. Your property's listing is just a way to draw in more buyers to the company
- 80% of the time, or more, the cause of any property being sold is that it was listed on the Multiple Listing Service at a good price. And then it was shown by a Realtor, who was taking a buyer on a tour of property. Usually, an agent does not sell his/her own listing.
- The so-called elite, or top producing agents don't sell property at all, they manage a team of agents who do the selling. You may never even meet the agent that is responsible for selling your property, and once you are listed you may never hear from the listing agent again!
- I believe in a more personal, service oriented approach to selling your property, I'll be your partner in the process, I'm always available to you and will keep you up to date on activities. I also believe in providing high quality service to the Realtors who show your

Variable rate listing commission, call for details!

- Some companies want you to pay 7%
- Many others are expecting 6%
- They will tell you that higher commissions provide superior marketing compared to the smaller companies. And it will, but the marketing is for the company, not for your property! Look at the magazines, mall kiosks, newspaper presence and TV shows. Judge for yourself who is being marketed. Your money pays for corporate advertising, large offices and infrastructure! It does not sell your property faster, or at a higher price.
- Grimes Properties can provide Multiple Listing Service, signs, newspaper ads, direct mail and web pages. All the proven tools for selling your property, at a commission that will allow you to price your property lower, to sell faster.
- Time and time again, experienced salespeople will tell you: Price sells the property. Listing at a lower commission, allows you to list at a lower price, and will give you an advantage over the competition. In a "buyer's market", everything helps.

***Grimes Properties* Full service, low cost**

Call Dan Grimes 239-5389

Independent Realtor



For free tips on selling your property, visit www.DanGrimes.com

Grimes Properties

Full Service Listing: 5% of sale price (or less)

You get all these great marketing tools, at much less than the "big companies" charge:

Marketing Tools: (Full service listing)

- **Signs:** Only the highest quality yard signs and directional signs
- **Multiple Listing Service:** Your property can be seen by thousands of agents and buyers, with a full compliment of photos.
- **Web Pages:** Using cross-marketing from all other ads and MLS, to direct traffic to the web pages.
- **Newspaper Ads:** Ads for the web site, as well as individual property ads create a substantial newspaper presence.
- **Direct Mail:** Mailings to neighbors, as well as to my own list of contacts.
- **Follow Up:** Calling to follow up with visiting agents and buyers.
- **Exceptional Service:** Offering top-quality service to agents and buyers to further the good impression that your property makes.
- **Realtor tours:** Often overlooked by agents, this is a great tool for marketing your property, by getting groups of agents to tour and comment on your property.

No brokerage can give you more service or better results at ANY price!

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P.O. Box 51803, Albuquerque NM 87181-1803

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