



# *Representing Your Best Interests In Real Estate*

*Real Estate is about You and Your Needs, or at least it should be. That is why I am a Real Estate Professional committed to putting your needs first while providing advocacy, negotiation, and professional service from start to finish. Knowing you are hiring a Real Estate Agent to be your Advocate, you will always find me in your corner, diligent in representing your interests as a Seller. Because the Real Estate Industry is so highly technical and legal and the market is always changing, you will find that I am committed to continuing education to ensure the knowledge you receive is not only timely, but current.*

*When you hire The McGorman Group, you will get the benefit of their knowledge and expertise and will quickly see the difference in their Marketing Plan from others. We believe the two most important traits Buyers and Sellers are looking for in a Realtor are **character** and **competence**. We believe our track record demonstrates we are people of character, treating people fairly and equitably, and that our sales history validates the point that we know how to sell homes and get the job done.*

*We are pleased to offer some POD's (Points of Difference) from other firms that we feel make us stand out.*

- ✚ **Our Unconditional Service Guarantee** - We offer an Unconditional Service Guarantee- so that if at any time during the Listing Period you are unhappy with our Services, you may cancel the Listing agreement. We feel this agreement puts you in control and holds our feet to the fire so to speak, to do what we have promised.*
- ✚ **Our 5x5x5 Marketing Plan** - We also offer an exclusive 5x5x5 marketing plan to help market the home within your own neighborhood. Simply put, we will personally walk your neighborhood covering 5 homes in front of you, 5 homes behind you, and 5 homes on either side of you in an effort to notify the neighbors you are for sale. Because your neighbors enjoy the area, they may hold the key to others who might like to move to the area.*
- ✚ **Target Marketing** - In addition to neighborhood marketing, we also offer Target marketing to move-up buyers within the greater Lynchburg area. This type of marketing is based on national statistics across the country that indicate buying patterns and price range percentages when buyers move up to a larger home. Knowing these percentages, allow us the opportunity to market more specifically. When it comes to marketing outside of the region, we also have at our disposal a list of the top ten counties within the State of Virginia that produce buyers in the Lynchburg area. In addition to state counties, we also know the top ten wealthiest counties across the country that produce buyers for this area. All of this information is invaluable to marketing your home, only if the Realtor or Realtors you hire act on the information with both a thorough marketing plan and follow through.*
- ✚ **Slide Show / Virtual Tour** - In a day and age when the average Buyer is on line for nine days before contacting a Realtor, we feel that web presence is a must. When you consider that 77 % of prospective Buyers go to the Internet for one reason alone- more pictures, having a strong presence on both our website as well as Realtor.com is of the utmost importance to us.*

*We create a slide show / virtual tour on every one of our Listings, so Buyers can have access to view your home 24 hours a day, as well as having the option to e mail the tour to friends and family.*

- ✚ **Advocacy**- Remembering **Who** we work for is an important ingredient of any successful relationship. If we work for you as a **Buyer**, we will give tireless efforts in securing you the home of your dreams and keeping you well informed of information vital to the buying process such as the C.L.U.E. report. If we are working for you as a **Seller**, we will be there to meet the Appraiser in an effort to help you get the price and value from your property. In addition, we will not post either a **SOLD** sign or **Contract pending** sign, because that is never in the best interests of the Seller as it makes the phones stop ringing, losing potential buyers for your home.
- ✚ **Showing Service** - Because Showings represent potential contract, we also offer E HomeShowings to all of our Sellers so that you will never miss out on a showing because either the office is closed or your Agent is unavailable to set the showing. E HomeShowings is a 7 day a week showing service, there to assist Agents who desire to show your home. When you want the best, insist on the best!

