



Too Good To Be True?

*Thank you for the opportunity of showing you my **For Sale By Owner** program, **Too Good To Be True?** What I offer is the following in an effort to help you sell the home yourself.*

- ✚ Digital Color Property Brochures for Inside the House with all of your pertinent information such as Legal Address (important for writing a contract), Inclusions and Exclusions, taxes, and most of all square footage and room sizes.*
- ✚ Color Brochures at the Street- With the box and brochures provided by me at no cost to you. Buyers are always looking for more photos, so don't disappoint them. The brochures typically feature 7 photos from inside the house.*
- ✚ Slide Show on my Website- I also create a 30 photo slide show on my website under the For Sale by Owner link. This does several things for you, namely it keeps you on the market even while you are sleeping. If a buyer drives by and picks up a brochure, even while you are working or away from the house, it drives them to the website where they can see a slide show of the entire house. This helps you to pre-qualify buyers for if they call you to schedule a showing after they have seen all the photos on the Internet, they must be more motivated than those who simply want decorating ideas.*
- ✚ If you are willing to co-operate with Buyer Agents and pay their fee, I note that on the brochure in an effort to get the Real Estate community to work for you. This is nothing other than networking with the agents who have a pool of buyers they are always working with.*
- ✚ I also offer to do a complimentary open house where you run the ad and I do the open house. No charge. The incentive for me is to pick up the buyer for your house. If a buyer comes into the open house with an Agent, that is a chance I take, but there is still potential business that will come out of the open house.*

*What's The Catch? None...It is free advertising for you, and all I ask is that you pass my name onto a friend or family member who is looking for the services of a Realtor. Invariably you will run into someone who is looking for a Realtor and needs to sell - I would ask you pass my name on by way of referral. I have found that I get business back by way of referral. I am also serious about advertising **everything** that is for sale and available on the market- and that includes your home.*

*If you would like to take advantage of this **free service**, please call me today and I will get out to take the photos for the slide show. If you would like to see what they look like, go to my website at www.MichaelMcGorman.com and click on the link FSBO and then click on the photo- once you do, you will see a play button- click on it and it will take you through the entire house room by room.*

Thanks again for the opportunity to see your home. All the best as you try to realize your personal goals in getting the home sold. I have also included my Pre-Listing Package for your consideration in the event you decide you want additional help In marketing the home. These contain the questions and answers to the kinds of questions you should ask if you get to the point where you are considering interviewing Agents for the job of listing and selling your home. Any good Agent will be prepared to answer these questions, and their answers will separate them from the pack so to speak.

*If you have any questions, please feel free to give me a call. I would be happy to provide you with a **free** market analysis showing you what your home is worth.*

Warm Regards,

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