



GET ULTIMATE MARKET EXPOSURE WITH THE BRAD KORB TEAM

The Brad Korb Team's entire team follows a detailed marketing plan. Sales do not happen by chance or luck. It takes detailed planning, executed by a professional staff with one ultimate goal in mind - **the sale of your home**. Through detailed planning, The Brad Korb Team will get the most money for your home in the least amount of time. No hassles . . . no kidding!

24-Hour Advertising on the Internet

Your property will be advertised in full color to buyers in town or across the world on The Brad Korb Team's very own website (www.BradKorb.com) which averages over 15,400 hits daily. Buyers can see your home whenever and wherever it is convenient for them.

24 Hour Home Hotline and Faxback System

Our response marketing system is on 24 hours a day, 7 days a week. Users obtain an ID number on your home from the "For Sale" sign and various advertising mediums. With the ID number, they then call the Home Hotline at 800-4730599 and hear a pre-recorded message describing the property with the option to receive a feature sheet by fax. Our Hotline receives an average of **165** calls per week. It has proven to be a very successful marketing tool in selling homes.

**Color Brochure
for Buyers and Agents Viewing your Home**

**Aggressive, Full-Page Format Advertising
in Various Mediums**

Achieving your Selling Price

The Brad Korb Team will provide you with a booklet containing home improvement suggestions that you can begin implementing in order to improve the showing quality of your home, positively affecting the selling price.





Pricing Your Home

Advice from The Brad Korb Team

When selling your home, one of the hardest things can be deciding on the price. You've called me in as an expert to sell your home and price it so it will sell. I'm truly dedicated to gaining you the most money you can receive from that sale. In addition, I recognize there are many reasons why you already have a certain price in mind. You may be considering . . .

YOUR ORIGINAL PURCHASE PRICE

Chances are you paid market value. But markets change, and today we have to deal with the current market conditions which may have changed significantly.

IMPROVEMENTS

Improvements should be made for enjoyment, not resale. You cannot add an item to a home, select it to your style, use it, and then expect a buyer to pay the original cost. Likewise, maintenance preserves the value, but does not create value. If you needed a new roof, it was needed as a maintenance requirement and cannot be added to the market price of your home.

YOUR NEED FOR MONEY

Your need for money or the fact that you are moving to a more expensive area where you will have to pay more for a home has nothing to do with your home's current market value.

THE COST TO REBUILD IT TODAY

Your home was built at yesterday's prices and if the buyers want to pay for today's price they'll build their own and personalize it for themselves.

YOUR PERSONAL ATTACHMENT TO THE PROPERTY

Every person is unique and to find a person to pay for your memories and dreams at your attached value will be extremely difficult; if not impossible.

Over many successful years of selling homes, I've frequently heard comments from sellers, such as:

"Another agent said it was worth more."

"People always offer less than asking price."

"The buyers can always make an offer."

"My neighbor was able to get his price."

"My house is better than these other homes."

"We paid more than that for our home."

"We just painted and added new carpet. . . ."

"I need this much money for our next house."

Although some of these comments may be true, they are not necessarily valid when it comes to deciding on the right price.



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