



DOES IT REALLY MATTER . . .

*... Whom I list My Home With?
Is One Realtor Really Any Different From Another?
Can A Top-Producing Realtor Make A Difference?*

YES!

and it will put more money in your pocket!

Here's how . . .

On this page and the next are the California figures for last year.

As you will see, the **479** Realtors in our area sold **901** homes.

Now . . . that's a lot of homes!! But . . . if you do the math, that means that your typical REALTOR[®] sold only 2 homes. Maybe that doesn't sound too bad, but The

Brad Korb Team sold 110 homes in that time. 55 times as many!!

To put it another way, over the course of 20 years, the average Realtor would sell only 40 houses

. . . less than what The Brad Korb Team does in just 2.5 months!

That means The Brad Korb Team racks up more experience in 2.5 months than the typical Realtor gets in an entire career!

More experience pricing!

More experience negotiating!

More experience getting the sale to close!

Now...turn the page to see how Brad Korb and his expert real estate systems and staff can put
\$7,862 more on your bottom line!!



IMPRESSIVE STATISTICS . . . YES . . . BUT WHAT DOES THAT MEAN TO ME?

For example (based on the average home in California, according to the California MLS):

Average-Priced Home.....	\$670,974
Average Loan With 5% Down.....	\$637,425
Interest.....	6.5%
Interest/Day.....	\$128.00
Area Average Time on Market	58 Days
Brad Korb Team's Average Time on Market.....	49 Days

The Brad Korb Team's average listing sells 9 days faster than the county average.
At \$128.00 in interest each day, that's a savings of . . .

\$1,152.00

•PLUS•

In Burbank, the average home sells for 98 % of the list price.
The Brad Korb Team's average listing sells for 99 % of the list price.
That's 1 % more for our sellers!

Or \$ 6,710 more on the average-priced home in the county!

Summary of Savings for The Brad Korb Team's Sellers:

The Brad Korb Team's listings sell an average of 9 days faster	\$1,152
The Brad Korb Team's listings sell for an average of 1 % more	\$6,710

On Average, The Brad Korb Team's Sellers Net

\$7,862

MORE ON THE BOTTOM LINE! MORE MONEY IN YOUR POCKET!!



The Brad Korb Team Listings Sell For More Money

California MLS Sales-Price to List-Price ratio = 98 %
The Brad Korb Team's Sales-Price to List-Price ratio = 99 %

Or The Brad Korb Team's listings sell for an average of 1% MORE MONEY!

That means **\$6,710 MORE MONEY** for you, the Seller,
on the typical California home!

The Brad Korb Team's Listings Sell Faster . . .
Area MLS average days on market = 58 Days
The Brad Korb Team's average days on market = 49 Days

Or The Brad Korb Team's listings sell an average of 9 DAYS FASTER!

Based on the area's average-priced home, the average mortgage
incurs \$128.00 /day in interest. At \$128.00/day . . .
that's **\$1,152 MORE MONEY** to the Seller of
the typical California home!

ADD THEM BOTH UP AND YOU GET A TOTAL SAVINGS OF

\$7,862

Source: California MLS, Inc., Real Estate Trend Indicator, California

True Story: Brad Korb had a client that wanted him to list his home for 1% less commission than they charge. Brad Korb couldn't do what needed to be done in marketing his home for a lesser fee, so he said no. He listed with another Realtor who would accept the lower fee, and, when it was all said and done, the client lost over \$13,000.00.

If an agent will negotiate away their fees, what will they do with your money?





Suggested Questions to Ask When Interviewing Real Estate Agents

How long have you been selling real estate?

How many homes have you sold this year?

How many homes have you sold in my area?

Do you work in another part-time or full-time position?

What do you know about my area?

What educational designations have you earned?

What is your average DOM (Days On the Market) versus the market?

What was your average sale-to-list price last year versus the market?

How do you plan to find a buyer for my home?

Do you mail flyers of my home to other agents? How many?

Please show some samples of your property brochures and marketing pieces.

How will showings be scheduled for my home?

*How do you communicate with sellers?
(Do you provide a written report?)*

If I list my home with you, when would the marketing begin?

May I see your mission statement?

