

## Special Report: The Real Estate Agent's Advantage

In today's, high-tech information age, many of the tools once available only to the real estate professional is readily available to the do-it-yourself seller. Even MLS is no longer the exclusive tool of the real estate professional.

Considering the availability of marketing tools to those who wish to market their property as "For Sale By Owner" (FSBO), many are often surprised to learn that we still have several distinct and powerful advantages over the do-it-yourself seller. Today, we shall discuss just one: traffic.

We are in the business of real estate. Because of this one simple fact we are exposed on a daily basis to prospective buyers. Our consistent advertising for the listing and sale of real estate produces almost daily inquiries from buyers seeking a property which suits their needs. (One of these may be looking for a property just like yours.)

Because we market multiple properties, a potential buyer inquiring about a specific property which is no longer available or which they subsequently find unsuitable for their needs may be converted by us into a viable prospect for another property. If your property is listed by us, it could very well be your property.

We also have the advantage of industry relationships which can also produce additional traffic. As with any segment of the population, friendships are made and friends try to help their friends.

*Brande, you went beyond normal expectations to find a buyer and look after all of the details to assure a successful closing.  
-Harold P. - Madison, Georgia*

All of our marketing efforts combine to produce traffic. It is this traffic, generated by our overall and on-going marketing efforts which very well may produce that buyer for your property.

You are marketing a single property. Only those persons interested in the specific qualities advertised will contact you. That one ad, that one sign, that one circular, that one MLS listing is the only opportunity you have to attract a specific potential buyer. We market constantly and through multiple venues to produce constant traffic.

Knowing these few simple facts, do you feel trying to sell your property yourself is the best route to take?

I would love the opportunity to discuss with you the possibility of listing your property. I know how important the sale of your property is and I promise to keep your best interest my top priority. There is no high pressure and absolutely no obligation. Call me today at 770-961-5520.

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