

A photograph of a young man and woman smiling and shaking hands with a real estate agent. The agent is a woman with long brown hair, wearing a dark blue suit jacket over a white collared shirt, and holding a red folder. They are standing on a green lawn in front of a two-story house with light-colored siding and white window frames. There are flower boxes under the windows. The scene is bright and sunny.

**SELL YOUR HOME  
WITH A COMMISSION AS LOW AS**

**\$995**

# SELL YOUR HOME **FASTER** AT A **HIGHER** PRICE

## **THE CLOCK IS TICKING**

As a home's time on the market increases, buyers perceive that it has been rejected by others and "mentally discount" the price. This is typically reflected in lower initial offers and a lower ultimate sale price.

## **NO CONTROL**

The frustration for home sellers has always been that they had no control over how often their home was shown.

## **SHIFT THE ODDS**

You can now shift the odds in your favor. I am one of the few agents in the country who allows you (if you wish) to hold your own home open while I market it too. I even provide you with open house signs and a brochure to give to prospective buyers.

## **YOU DON'T SELL YOUR OWN HOME**

You host, I do the rest. Simply welcome prospective buyers to take a look and I take it from there. I work with interested buyers, negotiate, write the contract and close the sale.

## **FULL MLS SERVICE**

I will market your home, place a for sale sign, create a brochure, and submit your home to the MLS. I am available to help you every step of the way and will represent you from start to finish.

## **HAVE AN HOUR? HAVE AN OPEN**

Have an hour after work? Put out your open signs. A few hours free on Saturday or Sunday? Lots of buyers look over the weekend. Your odds of a fast sale increase when you expose your home to more buyers. You never have to hold an open house, but it's a great way to attract more buyers.

## **VIRTUAL OPEN HOUSE**

Another great way to attract buyers is to host a virtual open house in addition to or instead of traditional open houses. Let your network of friends, neighbors and co-workers know your home is on the market. Promote it through social media with a flyer, slide show or short video.

## **TEAMWORK**

The magic is that we work as a team, exposing your home to the maximum number of buyers as quickly as we can. Buyers pay more for homes that are fresh on the market. Put yourself in a buyer's shoes. Wouldn't you?



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## A WAY TO **SAVE** THOUSANDS

### **SAVE WITH MY \$995 COMMISSION OPPORTUNITY**

I not only provide you with my excellent full service and a way to attract more buyers, I also give you a way to save with my 995 Opportunity:

### **YOU FIND YOUR BUYER AND SAVE**

The 995 Opportunity - If you find a buyer, I will negotiate and close the sale for a flat fee of just **\$995** instead of my normal percentage commission. To qualify, the buyer must be without a real estate agent. If an agent (including me) procures a buyer for your home, my percentage commission applies.

### **AM I NUTS?**

Why would I offer you a way to save with a **\$995** commission? Because you hold open houses so I don't have to. Because you may buy your next home with me. And, because you may refer me to others.



**NOW YOU DON'T HAVE TO **CHOOSE** BETWEEN FULL SERVICE AND THE OPPORTUNITY TO SAVE**

**ATTRACT MORE BUYERS ● SELL FASTER ● SELL AT A HIGHER PRICE**  
**SAVE WITH A COMMISSION AS LOW AS **\$995****



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# FREQUENTLY ASKED QUESTIONS

## **WITH THE 995 OPPORTUNITY, DO I SACRIFICE ANY TRADITIONAL REAL ESTATE SERVICES?**

No. You will receive my complete full services, such as a yard sign, brochures, MLS, marketing and representation from beginning to end. The 995 Opportunity is simply an “add on.” It’s your opportunity to attract more buyers and save with a **\$995** commission.

## **DO I CHOOSE BETWEEN THE \$995 OR THE PERCENTAGE COMMISSION?**

No. There are three possible scenarios when your home sells:

- **YOU FIND THE BUYER**  
If the buyer first views your home without an agent, and does not later involve an agent (other than me), your total commission will be **\$995**.
- **I FIND THE BUYER**  
If I find the buyer through my yard sign, marketing or my own source, the percentage commission applies.
- **ANOTHER AGENT FINDS THE BUYER**  
If another agent procures a buyer for your home, the percentage commission applies.

## **WHAT ARE THE CHANCES I WILL FIND MY OWN BUYER?**

That largely depends on you. The more you hold your own home open or spread the word through networking and virtual open houses, the better your odds.

## **WHAT IF A BUYER ASKS A QUESTION I'M NOT SURE HOW TO ANSWER?**

Refer them to me. Of course, feel free to point out the things you know and love about your home, neighborhood, schools, shopping, etc. For any other questions, simply obtain the buyer’s contact information, relay to me and I will contact them to answer their questions.

## **WHAT IF A BUYER WANTS TO NEGOTIATE WITH ME?**

You don’t have to. If a buyer expresses any interest, let them know that you will have your agent (me) contact them right away.

## **WILL OTHER AGENTS KNOW THEY EARN A COMMISSION IF THEY SELL MY HOME?**

Yes, because all of my listings are submitted to the MLS and I offer a traditional percentage co-broke commission when an agent procures the buyer.

## **WHAT IF A BUYER ATTENDS MY OPEN HOUSE WITHOUT AN AGENT, BUT HAS PREVIOUSLY SEEN THE HOME WITH AN AGENT?**

If that buyer buys your home, the percentage commission applies, because I am obligated to pay that agent.

## **WHAT IF A BUYER WANTS TO PURCHASE MY HOME WITH AN AGENT AFTER VIEWING IT ALONE WITH ME?**

The percentage commission applies. Sometimes buyers feel more comfortable being represented by an agent they know.

## **IF I FIND MY OWN BUYER, WILL YOU REALLY HELP ME SELL WITH A \$995 COMMISSION?**

I love **\$995** sales! They’re a win-win. When my sellers are successful, they tell their friends, neighbors and co-workers. This encourages other sellers to list with me. And, I hope you’ll be so happy, you’ll buy your next home with me.

## **WILL THIS WORK FOR A LUXURY HOME?**

Absolutely! The opportunity for commission savings is especially attractive. I’ve found that luxury home sellers often have a large network of friends and connections. Even if you don’t hold traditional open houses, you could find your buyer through your network, and save with my **\$995** commission.



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