

New Program Helps Downtown Austin Condo Owners Find Lost Profits Buried In Their Home Sale!

BY: Craig Sidea/ Staff Writer
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In an industry flooded with negative connotations towards Real Estate Agents- often accused of being “Incompetent” or “Overpaid” – one REALTOR® recently surfaced in Downtown Austin advocating a program geared toward “ending the madness” in what some home sellers may consider a flawed system in the Downtown Condo market.

His name is Shawn Monshaugen of Keller Williams Realty, known as “ShawnMon” in the real estate community, and creator of Downtown Austin’s new TNT (Tell-No-Tale) Program

“The TNT Program offers Downtown Austin Condo owners the ability to sell their Condo for Top Market Value while avoiding unjust profit losses!”

“People are critiquing Downtown Austin’s Residential Resale Community calling it - a hopeless real estate market with no direction – because they see a market with only a 10% Hotness Ratio and an average market of 17 months of inventory, meaning that, if no more Condos were added to the resale market it would take nearly a year and a half to sell them all. This can be the (fluff) of information Home Sellers in Downtown Austin are often delivered when offered a “Free CMA” from Real Estate Agents - an offering that can be an incredible disservice if not executed properly with the correct due-diligence in place” says Shawn.

“This (Circle of Death to Downtown) should be stopped in its tracks!”

Downtown Austin (78701) is a “Condo Market” (and with this market getting such bad publicity all over the nation right now), Condo Owners in Downtown Austin that actually need to sell are certainly getting the short end of the stick as they have a 90-97% chance of failure! Of the 3-10% that will actually sell, they can sit for an average of 120 days/4 months (according to information composed from local sales data) and they are at risk of losing thousands of additional dollars. Now however, there is a solution.

Mr. Monshaugen already operates a Performance Real Estate Label (ShawnMon) in partnership with Keller Williams Realty – the #1 Selling Broker in Austin - with a mission “To Become Your #1 Trusted & Valued Name In Real Estate” where he has deployed similar services like this to home sellers around Austin. His new Downtown Austin (TNT Program) compliments his mission even further with his “Tell-No-Tale” Market Analysis for each individual Condo.

He explains, “I was inspired to create this program when home sellers began to hire my unique “Signature Series Listing Service” to sell their Condos, in which I was exposed to the Downtown Austin Condo

Market and I immediately saw a large gap to be filled (in precision, honesty, and work ethic). Downtown Austin Condo Owners need this program more than any other area, even though the program is available to all home owners in the Austin area!”

“Agents misleading Sellers isn’t always done intentionally, however, failing to conduct proper due-diligence and stay ahead of market trends is!”

ShawnMon says, “I see it all too often where the vision of a solid investment is created in the eyes of a Buyer, yet the fundamentals simply don’t exist. Then, when it’s time to sell, thousands and thousands of dollars are lost on more levels than just the “down economy” or the “market depreciation”. These thousands of additional dollars lost are due to avoidable factors such as improper marketing, lack of exposure/Buyer-reach, indirect-exposure, lack of creativity & targeted ad content, lack of staging (including cleanliness, flow of space, personal or chemical odors that sway emotions, lighting, accessibility), lack of photos (that are designed to sell)/videos/current technology streams, pricing strategies, and a plethora of other important (collective) techniques that need to be addressed when wanting to obtain Top Market Value for the sale of a Condo or home. And, a Seller’s loss can come in the form of 5-15%!”

Shawn’s point really hit home with me though when he said, “And it’s not the Seller’s fault! Many of these Home Owners and Downtown Austin Condo owners may have been misled in the beginning when they purchased and now could be misled again when selling. Being given incorrect information and unrealistic expectations about the market, combined with the above mentioned faults, and topped with a reluctant Agent that is just hungry for a paycheck is exactly what this “Circle of Death to Downtown” is all about, and it’s exactly what the TNT Program is designed to help fix.”

He added, “*Since discovering these core issues and how widespread they are impacting Downtown Austin Condo Sellers (90-97% chance of not selling), it has been my number one priority to create a program that can finally bring movement to the Downtown Condo Market, and I’m excited about the opportunity to help.*”

ShawnMon is the real deal. Before writing this article I did my homework. After all, the real estate industry hasn’t exactly earned my foremost advocacy, especially after seeing with my very own eyes – real estate Agents on national television misleading home buyers with improper market valuations and false promises.

Too good to be true?

No. Shawn Monshaugen checked out and I made him prove his process with his two most recent Condo sales at the time I began writing this article (1/03/2010). Sure enough, (both of) his “Top Market Value” analysis showed to be exactly correct and he even sold both Condos within 25 days (for that Top Market Value).

He says “I understand people’s skepticism about the validity of a program like this and how effective it can be in helping improve the Downtown Condo Market, because their skepticism is a direct result of previous experiences (with the REALTOR® community or the general Housing Market for that matter). But the TNT Program is successful because it fills the gaps and fixes the core problem in Condo Sales Downtown for sellers that actually need to sell!

Shawn realizes other REALTORS® may criticize his vision of stability in the marketplace and some may even attempt to discredit his success, but as long as the program keeps working, he says he will keep helping these sellers realize their (true) Top Market Value when needing to sell their Condo. He states, “*Many Agents out there are failing right now (and/or just looking for easy business) so they probably won’t be around to critique my visions much longer anyway - know what I mean?*”

If someone you know might be interested in learning more about the TNT Program for selling their home or Condo, ShawnMon has created a free report called **Find Lost-Profits Buried In Your Home Sale.**

Shawn explains that he believes in FREE information because everyone’s time is valuable (including his) and he prefers his time to be spent helping people that are actually taking advantage of this program or that need help selling their home. “*Posting a Free Report is such a great way to let people explore and act at their own level of commitment. And of course all Austin Home Owners can always call me immediately if they need to sell their home quickly.*”

You can get your free copy of this report at www.AustinTNT.com and I can now testify, ShawnMon’s Tell-No-Tale (TNT) Program for Austin Home Owners and Downtown Condo Owners looks like it is going to be a market changer!

Shawn Monshaugen, Founder, REALTOR®, CCO of the *ShawnMon Real Estate Label* - in partnership with Keller Williams Realty – is a 10 year advocate of Austin Tx. He enjoys the best of Austin Lifestyles including the Downtown Culture and Austin’s Lake activities. As a member of the Chamber of Commerce, Institute for Luxury Home Marketing, and Real Estate Associations, he stays ahead of market trends which he says brings him more everyday pleasure and success in his career.