

Your Hassle Free Listing™



Gatos

Real Estate Group

***For over 30 years
"Honesty, Competence, and Care.."***

276 Turnpike Road, Suite 221 Westborough, MA 01581

508-365-3581 www.yourhasslefreelisting.com
www.metrowestpropertysearch.com

Your Hassle Free Listing™ **Home Marketing System**

Sell your property yourself, while it is listed, and pay no commission.

This does not apply to a buyer exposed to the property by my office or another agent.

Cancel the listing at anytime.

You can cancel simply by sending an email to service@yourhasslefreelisting.com and writing "I want to cancel the listing." It's that simple. Totally Hassle Free. Please allow until the next business day for the cancellation to take effect and on average 3 business days to have the sign removed and the listing withdrawn from the Multiple Listing Service.

No advance fees of any kind.

You only pay if we procure an offer that is acceptable to you.

"No Pressure" presentation.

We will never allow you to be "pressured" by the buyer's agent. All offers will be faxed, emailed, or delivered to my office and presented to you by phone, with a copy of the actual offer sent to you by email or fax, so you can make your decisions privately.



FAQ's

Once I have reviewed your Hassle Free Listing package, then what?

Contact our office by email or phone, and we will set up an appointment to meet with you. We will tour the home, go over recent market activity in your area to educate you on values, and make recommendations for maximizing your profit and increasing your speed of sale.

Why should we list our home for sale with you?

You should hire us for the same reason that sellers have used us over and over again for more than 25 years. They know that they can depend on us to get them the most money, in the shortest amount of time, with the fewest hassles. Our Hassle Free Listing Home Marketing system offers benefits that the ordinary agent does not. Our program offers flexible commissions to put more money in your pocket, a client reward program when both buying and selling that actually rebates cash back to you, a cancel anytime policy, and the right to sell your home yourself and pay us nothing. Additionally, our average time to sell a home is over 2.5 times as fast as an ordinary agent.

The average agent handles around eight sales a year. When hiring anyone to perform a job for you, experience should weigh heavily in that decision. Who really wants to be the surgeon's first patient?

Let's examine one of our program benefits; we allow you to cancel the listing anytime. Most agents will not give the consumer this right. You might ask yourself why agents need to "lock you up" for four to six months. Why would they be afraid to give you the right to cancel? Our philosophy is that we would rather strive to earn your business every day. We are confident that we can provide a superior level of service and care. If we don't, we don't deserve your business. It's that simple

COMMISSION STRUCTURE:

TRY THIS SPECIAL NO RISK OFFER!*

Put more money in your pocket with the Hassle Free commission program, exclusively with The Gatos Real Estate Group . . Most brokers will charge you the same fee no matter how your home sells.... even if you find the buyer. With the Hassle Free commission program, you simply have more flexibility ... from “Full Service”, to “Do It Yourself”.

| | |
|-----------|---|
| 4% | We find the buyer and write the contract. There is no other agent involved. Our commission is just 4% |
| 1% | You find the buyer and there is no other agent involved. We write the contract and walk it through escrow for you. Our commission is 1%. (Minimum of \$1,200) |
| 6% | Another agent represents the buyer. Our commission is 3% and the other agent also receives 3% |
| 0% | You find the buyer and there is NO other agent involved. You don't want our assistance. You pay nothing. |

Buying and Selling? Save even more!
You are eligible for our
Client Reward Bonus.
Call for details.

*YourHassleFreeListing Program Not Applicable with Relo, Short Sale and REO listings. May not be applicable with some commercial properties and land. Ask for more details.



FAQ's

Shouldn't I pick an "area specialist" to sell my home?

There are agents who focus primarily in one geographic area or neighborhood. Buyers come from all over,, not just from that small neighborhood. An area specialist usually really means "listing agent" in the area. Many years ago the real estate business was successfully composed of lots of small "boutique" offices - where companies did specialize in a certain area or part of town. But computers, Internet, and cell phones have changed that aspect of the real estate business. Now the important points in selecting an agent are experience, track record, and marketing skills.

COMPARE JIM AND ALL THE REST!

When interviewing real estate professionals to market and sell your property, here are a list of questions to utilize in gaining a better understanding his or her credentials and commitment.

| | | Jim | Other Agent |
|----|---|-----------------------------------|-------------|
| 1 | Do you work as a full time Realtor®? | Yes, since 1986 | |
| 2 | How many assistants do you have working with you so that you can spend your time selling real estate? | 5 | |
| 3 | What have you done to improve yourself, such as professional designations? | GRI, CBR CFPC,CRA, MSA,CDPE | |
| 4 | Have you taken the time to increase your real estate knowledge by obtaining your broker's license? | YES | |
| 5 | Do you CALL around your Sphere of Influence, Just Listed and Solds and other sources to find buyers for your listings ON A REGULAR BASIS? | YES | |
| 6 | Do you and your team take ALL your calls on your listings? | YES | |
| 7 | Will you send reports on showings and feedback from other agents and marketing activities on the property? | YES | |
| 7 | Will you create a property website with video tour and flyer for my house? | YES | |
| 8 | Are you ever asked for consulting to other agents in the country for your systems and methods? | YES | |
| 10 | Will you allow me to RETAIN the right to sell my own property, at ANY time, WHILE LISTED WITH YOU , without owing you a commission? | YES | |



FAQ's

Why do your homes sell so fast? Do you price them too low?

Absolutely not. Most of our listings sell at full price. We make it our business to know the market, so we can ensure we get the highest possible price for our sellers. Our homes typically sell two and a half times faster than the average agent because of the effective marketing we do. We accomplish this by first doing a supply/demand analysis in the immediate area for any home we consider marketing. All agents have access to the same market information. It is the evaluation of what that information means to the marketing of a home that matters. X-rays mean nothing until they are evaluated by a competent doctor. Similarly, knowing what the market is doing in any area affects both the marketing time and value. Factors like area, demand, condition, pricing, accessibility, and agent choice all affect a home's time on market.

WHY THE GATOS REAL ESTATE GROUP HAS SO MANY BUYERS

Full-time Buyer Specialists.

Our buyer specialists only show property, write offers and negotiate contracts. Period. They know the inventory, the ins and outs of financing, and which lenders may save you money. They show you what you want to see, when you want to see it.

Our Loyal Clients.

Jim has been selling real estate in the Greater Worcester & Metrowest since 1986. Those years have provided him with many satisfied clients who call Jim for all their real estate needs.

Our Inventory of Homes for Sale.

We are fortunate to market many desirable homes, in a variety of areas and price ranges. This large inventory prompts calls from old and new customers every day. Buyers know that they will have the inside track to the freshest listings.

High Internet Presence.

Our addresses, www.yourhasslefreelisting.com, and www.metrowestpropertysearch.com is on our signs as well as everything we advertise and promote. Through our data feeds with the KWLS (Keller Williams Listing Service) and **MLSPIN**, our listings are on all the major real estate websites.

Doing What Matters Most ... What REALLY Works!

You will find us doing "the stuff that matters"... multiple photos per listing, easy to watch video tours that can also be emailed, etc. We keep in touch with our centers of influence regularly and inform them of all our new listings, plus seek out new business sources online, by mail, and personal contact. Aggressive Marketing that some of our competition would actually be "scared" to try. We're NOT afraid to sell your home!

Additional Savings!

We offer a "Client Reward Program" to our sellers who need to purchase another home, whether a new build or resale. With this program, clients save even more when they both sell and buy through us.



FAQ's

Why do you sell so many homes?

Due to our extensive promotion campaigns, more buyers and sellers are more familiar with us throughout Central MA and Metrowest. Additionally, experience, product knowledge, doing the little things right, effective marketing programs, and our skilled team all add up to positive results. Every field has people who, through their drive and passion, manage to excel.

If we list with you, will my home be on the internet?

Absolutely! All of our yard signs, as well as our virtual tour programs prominently feature our website address. We are affiliated with the nation's largest listing distribution service, Listhub, through Realtor.com. Our media promotion drives thousands of buyers to view homes on our website. Your home will also be featured on Realtor.com, [AOL Real Estate](http://AOL) and MSN.com, as well as Trulia and Zillow. According to the National Association of Realtors Profile of Home Buyers and Sellers, over 84% of home buyers used the internet when starting their home search process.

THE CUSTOMERS ALWAYS WRITE

A simple "Thank You" seems so inadequate for all the time and effort you have invested in selling this house. If you would have told me from the start it would have taken all this time to sell, I don't know if I could have hung in there. Your patience and persistence was fully rewarded! Whenever I hear of someone selling or buying a house I give them your name, number, and your company's name. I was very pleased with everything, I think you even went past "the norm" with the effort you put into this!.. Thank you so much for everything you did!

The Schewe's

My family and I have used Jim for ALL our real estate needs over the years. No one else can hold a candle to Jim and his service. With his "no-nonsense" approach, Jim will look at you straight in the eyes and tell you the straight truth. If you TRULY want to sell your property and get the job done right, don't waste your time, just call Jim

Mike Ermani

Thank you Jim and staff.... The pleasure was all ours. So nice to deal with true professionals. Please feel free to use me as a personal reference for the Gatos Real Estate Group. Both you and Olivia exceeded all expectations. Well done.

Randie Blunt

... without reservation, I recommend Jim to you. Particularly if you are a first time home buyer, or facing foreclosures, and hardship this is your guy. The reason that I am sharing this testimony with you is because I know there are some crazy real estate agents out there and they are crude with no passion and compassion for their clients. Therefore, I would like for you to have the experience that I was blessed with 8 years ago.

Fredo Ignace

... finally my house closed after completing a 14 month process of jumping numerous hurdles. Without Jim I can honestly say that I don't believe that the process would have ever been completed. Other people would have found a buyer and possible a 2nd buyer but I can't imagine many people who would have been willing to help myself through all the issues that occurred. If anyone has any doubts about using Jim please don't hesitate about using him. I hope to use him in the future with an easier process.

Kevin Meserve

... you stuck in there, guided the buyer AND her agent to another mortgage company, and CLOSED the property in a week! The ONLY REASON our house sold was because of YOU! We will recommend you as the absolute best agent to anyone looking to buy or sell.! Thank you!

Thomas & Pat McGinn



FAQ's

I heard that there are limited service agents who charge less. Why shouldn't I hire the cheapest agent?

Sellers don't need an agent just to sell their house. They need an agent to sell their house for more! If your property would sell for the same price no matter who sells it, it probably would be in your best interest to sell the home yourself. In that case, why pay any agent?

The fact of the matter is we can sell your home for more. We have the track record we do because we are experts at pricing the property (using a specific supply-demand analysis prior to even looking for "comps") and experts at creating the greatest amount of exposure of your property.

Even at contract presentation, we do not follow the pack. We do not permit other agents to pressure you into a rash decision. The contract will be presented to you by us alone. This specific action (especially when there are multiple offers) gets significantly more dollars for our sellers. It is very difficult for a seller not to transmit emotions and reactions to another agent. That can cost a seller money. Just like a poker player wears dark glasses to hide their hand, we want to protect you from tipping your hand and giving up money.

If you are looking to buy a home or to sell your home and are in need of the **best realtor** to help you with your goals, Kathy Gatos is the person you want. I recently sold my home after 41 wonderful years in the residence. Kathy was my agent and really became more than that to me. She was with me EVERY step of the way and was truly there to represent my best interest. From the preparation before listing, to the period of "showings", and throughout the closing process, Kathy offered the best advice and support possible. She was ALWAYS available and every call or email received an immediate response from Kathy.

Kathy has been in the real estate business for years and knows what will work best. My home sold very quickly and every bit of insight Kathy offered was extremely helpful. She is truly honest, and your best interest is **always** her goal. She doesn't miss a beat as far as all the details are concerned and she follows up to be sure matters are handled correctly. I cannot say enough about this lady. I recommend her without reservation. She truly is **the best!!**

Trudy Coles

Kathy was great throughout the entire home buying process! This was the first home my fiancé and I had ever bought and Kathy guided us through each little step. She was very helpful and took the time to explain everything to us. In addition, she would always be quick to respond and follow up with any questions or issues we had. She really made this a memorable experience and we can't thank her enough.

Jay & Natalie

I have bought and sold three houses over the years and never encountered a more professional, competent, and hard working agent. Kathy represented us as buyers when we moved to Massachusetts 10 years ago. She came highly recommended. She did such a phenomenal job that when it came time to sell she was the first person I called. I highly recommend her to any one that I hear is looking to buy or sell property. In this housing market it's incredibly important to work with someone you can trust. Kathy's integrity is second to none.

It's been 6 years since we bought our home from Kathy but still consider her the best there is. I refer to her all the time when people from all around are talking about their house buying catastrophes and experiences. Ours was nothing but positive. Kathy is very detailed and a great listener. There was no stone unturned. No surprises and was the ultimate in customer service. I would refer Kathy to anyone that is looking to sell or buy a home. Jill & Greg Ikens

Jill & Greg Ikens

"Kathy was very professional and kept us abreast of all that was happening with our the sale of our home. She made everything seem so simple by taking care all of the incidentals like contacting our lawyer with all the details and interfacing with the condo association to ensure that the buyer and we were in compliance with the by-laws of the association. Kathy coordinated everything between our lawyer and the buyer's lawyer. Our lawyer mentioned several times about how professional and helpful Kathy was. We will certainly recommend her to our friends and associates who are in the market to buy or sell their home."

Cosmo & Tina

"I am not sure we could thank you enough for all you did for us in selling our home! You gave us a completely positive feeling about realtors! You are a true professional. Thank you for finding us a great realtor for our destination move"

Darin & Heather

Kathy You are THE BEST!! We have been involved in many real estate transactions over the years, and you stand out. You followed up and followed through and kept us informed every step of the way. You're attention to detail and your willingness to go WAY beyond the call of duty made the process streamlined and as stress-free as it could be. Thank you for making us feel like we were your only clients. Please feel free to give our name to prospective clients. Sincerely Mary and John Jaynes

Mary & John Jaynes

"You made a very stressful time for me go as smoothly as I could have hoped. Thank you for going above and beyond with everything you do!"

Kristine Lyman

"Our experience purchasing a new home through Kathy was excellent. She is professional, dilligent, thorough, trustworthy and knowledgable. Kathy worked tirelesly to get us answers to all of the questions that we asked about the homes that we considered. We are happy in our home and we are grateful to Kathy for helping us make an informed decision."

Wendy and Jack Kaiser

Extended Marketing Reach

When you list with us, we'll have access to the Keller Williams Listings System, or KWLS. This proprietary, exclusive system ensures your property is marketed online 24/7 through more than 350 of the most popular search websites.

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DOMINATES the 2013 REAL Trends 500

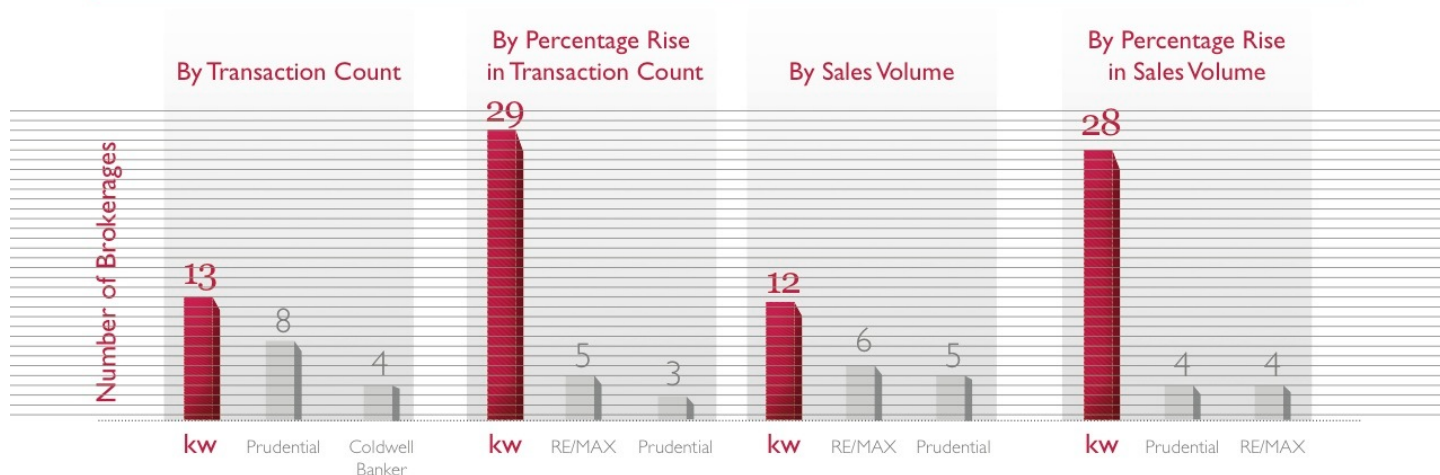
In 2012, Keller Williams Realty's top brokerages sold more real estate than any other franchise's brokerages according to the REAL Trends 500. Of the Top 500 real estate brokerages in the United States, Keller Williams Realty offices significantly outpaced the industry in both sales volume per office and transactions per office.

KW brokerages appeared
in the Top 50 more than any
other brand, making KW

No. 1 in:



Top 50 Brokerages with Highest Increases During the Real Estate Market Downturn (2008-2012)



You Are the Company You Keep. Visit www.kw.com to find out more.

REAL Trends 500 is an annual industry ranking published by REAL Trends, Inc., a leading source of analysis and information on the residential brokerage and housing industry, and ranks the top 500 brokerages in the United States by sales and volume.

Personalized Service.

Kathy Gatos
Listings and Sales



A “seasoned” real estate professional with over two decades of new construction, relocation, condominium, and residential homes sales, Kathy brings a wealth of knowledge, dedication, and success! Working knowledge of the Banking Industry and an understanding of Home Financing has made Kathy one of the areas top producing agents for many years. Kathy’s goal has always been to provide exceptional, professional service to each of her clients and customers in every aspect of real estate sales. Kathy offers a high level of energy and enthusiasm and using her outstanding organizational, communication and negotiation skills can make the home buying/ selling process as stress-free as possible.

Email: kathy@kathygatos.com

Direct: 978-733-0021

Jim Gatos
Listing Specialist



Having entered the real estate field while still a college student in 1984, Jim has over a quarter of a century of knowledge and experience. Successfully implementing various marketing plans and sales for a local builder, Jim also has extensive experience in multi unit and investment property sales, in addition to residential. Jim is a GRI (Graduate of the Realtor's Institute), a CBR, (Certified Buyer Representative), a CSSS (Certified Short Sales Specialist), and a CDPE (Certified Distressed Property Expert) ... Jim is also a CRA (Certified Referral Associate) and has accumulated various awards and accomplishments during his career.

Email: jim@yourhasslefreelisting.com

Direct: 508-709-9630

Each Keller Williams Realty Agent Has their own Mobile App!

Could a prospect "find" your home using our app?

THREE WAYS TO GET MY JIM GATOS APP

Enter your mobile number:

SEND A LINK TO MY PHONE

[iPad and iPod users click here](#)

Text

"kw9xvamt" to 87778

Already have the KW app?

Tap "My Agent" and enter
"kw9xvamt" to connect with me
directly.



kw



YOUR LOCAL AGENT

Jim Gatos

Get FREE instant access to local homes from any cell or tablet.

Keller Williams Realty Real Estate Search available on Android, iPhone, or iPad gives you access to more than 4 million homes.

Go to <http://gatoshomes.com>

THE BIG DIFFERENCE;

At Keller Williams® Realty, we are Real Estate Consultants. We are not agents. We are not salespeople. What this means is that we build fiduciary relationships with our clients. A fiduciary is someone who represents your best interests.

We are a profit sharing company where associates are in partnership relationships with the owners; this means that everyone at Keller Williams® Realty wants your home to sell because everyone benefits.

Our Mission

To build careers worth having, businesses worth owning, and lives worth living.

Our Vision

To be the real estate company of choice.

Our Values

God, family, then business.

We believe real estate is a local service business driven by individual real estate agents and their local image with their centers of influence and client base.

We believe our associates should be treated like “stakeholders”.

We believe who you are in business with really does matter.

We believe profit matters.

We believe no transaction is worth our reputation.

Our Beliefs

*At Keller Williams Realty, we proudly and fondly refer to our beliefs as **WI4C2TS**. They are how we grow our relationship among ourselves.*

This symbolizes:

W - I - C - C - C - C - T - T - S -

Win-Win: or no deal

Integrity: do the right thing

Customers: always come first

Commitment: in all things

Communication: seek first to understand **Creativity:** ideas before results

Teamwork: together everyone achieves more **Trust:** starts with honesty

Success: results through people.

Your Hassle Free Listing™

The Gatos Real Estate Group Home Marketing System

Many agents think their most important job is to satisfy the Client. I beg to differ. I sincerely believe that satisfying the client is the MINIMUM REQUIREMENT for staying in business. My staff and I work constantly to improve our systems, process and services to go well beyond the standard level of "service" provided by most agents.

Simply put, our objective is to get you the most money in the least amount of time, and with the fewest hassles. We want to provide the absolute BEST service in the industry. Period.

We want to make you SO satisfied that you listed your home with us that you will gladly refer us to your friends.



Gatos

Real Estate Group

**Keller Williams Realty - Westborough, MA 276 Turnpike Road, Westborough,
MA 01581**

**Keller Williams Realty - Worcester, MA 324 Grove Street, Worcester, MA
01605 508-365-3581**

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