



Dear homeowner,

It has come to our attention that your listing agreement has expired with the last agent you hired to sell your house. I understand that sometimes situations change, and some homeowners decide not to sell. More often than not, homeowners still want or need to sell their home, but have been discouraged either by the market in general, the media, or even by their last real estate agent's performance.

I know that you are probably sick of agents calling you to list your house. I would be too. I want you to know that I really am different from the majority of agents out there. Why? Because I truly care about getting my clients' homes SOLD, not just putting a sign in the yard.

With our team of specialists, we sell 12 times more homes than the average agent. Our listings are on the market an average of 65 days before finding a buyer, and on average, we get our sellers 98.5% of their asking price (almost 5% more than the average agent in this area).

If you would like a 2nd opinion on what it will take to sell your house, call me at 706-389-0771 option 3 or visit my website today at www.BrittanyPurcell.com.

Looking forward to helping you,

Brittany Purcell

Associate Broker, Realtor

Luxury Home Marketing Specialist

Certified Short Sale Specialist



Seller Information Kit





Dear Seller:

Brittany Purcell & Associates specializes in direct sellers. We have designed this booklet to alert you about the obstacles that you may have in selling your own home in today's market.

A number of years ago, Brittany Purcell started representing direct sellers and it became clear why a real estate professional is an essential factor in the transfer of personal property. That's how she found herself as a top producing professional today.

Enjoy Your Reading!

Brittany Purcell & Associates





Brittany Purcell & Associates **GUARANTEES** that they will help you achieve the 3 Most Important needs a seller has:

1. Receive the most amount of money possible
2. Sell in the shortest amount of time
3. With the least amount of hassle!

When face to face with our listing consultant, this will be explained in detail.

There are 5 different types of buyers

1. Someone who has already sold a home or has had a job transfer. The buyer who has sold their home or is being transferred needs to make a quick decision to purchase and see as many homes as possible in a short amount of time.

2. Cautious and qualified.

This buyer is looking for the special/perfect home, that they are qualified for. This buyer does not have to buy, maybe still has a home to sell, and is not in a hurry to make a decision.

3. Non-qualified buyers needing special financing.

These buyers are not with agents because they know they cannot afford what they want and need sellers help to finance.

4. Deal shopper and investors.

These buyers are not typically qualified and are looking for a deal. They need or want to buy at 10%, 20%, or maybe even 30% less than current market value.

5. Looki-Loo's

These buyers are just getting decorating ideas. They can't afford it, but it is cheaper than the movies!

Serious buyers such as the first & second are working with Brittany Purcell & Associates already on buyer broker agreements. Chances are you will end up with buyers three through five.



Remember back when you bought? Did you use a professional?

IS YOUR HOME REALLY ON THE MARKET?

How much time and money do you spend marketing your house?

- Do you and your spouse work 40 hours a week?
- Are you home all day and every weekend?

Buyers have no patience. By the time you return their phone call, they are already in our car seeing homes with someone who has more time.

When Brittany Purcell & Associates is marketing your home, you have over 37,000 agents trying to sell your home, all day, every day. Even in the middle of the night, agents have access to your home via the MLS website.





Buyers automatically deduct commission from direct sellers!

Why does a buyer want to buy from a direct seller without an agent? *(To save commission, of course!)*

So why does a seller want to sell without Brittany Purcell & Associates? *(To save commission, of course!)*

Who does the work and takes the risk? *(The seller!)*

And who gets the deal? *(The buyer!)*





Let's just face it, it just isn't safe!

Being in the business,
we hear all of the sad stories...

- When letting strangers into your home, anything can happen.
- It is not safe to tell strangers your schedule because they will know when you are or aren't home.
- Even with our busy schedules, no one should show a home alone.
- It is our policy to interview, pre-qualify, and have all buyers' information on file.





IF YOUR HOUSE WAS TO SELL...

- **Are you a professional negotiator?**

As a 3rd party negotiator, Brittany Purcell & Associates has no emotional ties to your home, which helps us negotiate MORE money and BETTER terms for you.

- **Who would you use for Title, Escrow, Inspectors, Appraisers, Attorneys and Lenders?**

We work with these affiliates every day and know which companies to trust and which offers the most protection. These affiliates work nine to five; do you really have time to deal with all of this?

- **Do you know how to complete all of the contracts necessary to protect yourself?**

We do this every day and will have professional representation at ALL times.

- **Are you in the profession of sales?**

Brittany Purcell and her team are highly trained salespeople with many years of experience and continued education. Selling homes is NOT like selling a car, motorcycle, boat or timeshares etc., it requires years of experience in the real estate field.





Marketing and Advertising

- Do you know how to successfully market a home?
- With over 99% of all ads in the hands of real estate agents, whom do you think the qualified buyers are more likely to call?
- Marketing is directed first to the real estate agents internally, then to the public.
- Advertising is a very small portion of marketing your home.
- Statistically, less than 2% of homes are sold because of a sign or ad. Buyers almost never buy the house they call on. Most of the time it's just a way to find an agent.
- Brittany Purcell & Associates sells your home first to the agents and then to the general public (buyers).
- Buyers trust the Brittany Purcell & Associates team to be knowledgeable about the current market values so that they do not overpay for a home.
- Brittany Purcell & Associates is familiar with the buying process and can guide buyers through the confusing buyer's process.



WHY SERIOUS BUYERS WORK WITH Brittany Purcell & Associates

- Buyers trust Brittany Purcell & Associates to be knowledgeable about the current market values so that they do not overpay for a home.
- Brittany Purcell & Associates is familiar with the buying process and can guide buyers through the confusing buyer's process.
- Buyers rely on our team to answer any of their questions regarding financing, marketing conditions, areas of the valley, etc.
- Buyers trust Brittany Purcell & Associates to handle the entire escrow and watch for their best interest in the purchase.
- Buyers use Brittany Purcell & Associates's negotiation experience to negotiate them a better deal.
- Brittany Purcell & Associates updates buyers every day on new listings.
- Brittany Purcell & Associates knows financing.
- Buyers trust Brittany Purcell & Associates for professional, experienced representation.
- Buyers never have to face sellers directly and feel uncomfortable about making an offer.
- Sellers are usually not home when buyers tour homes; therefore, they feel more comfortable inspecting closets, cupboards, etc.
- Buyers can see more than one home at a time, without having to coordinate showing times with each individual seller.
- Buyers trust that Brittany Purcell & Associates will explain lengthy, legal contracts to them.
- Buyers know that Brittany Purcell & Associates will find out about new listings before they even enter the Multiple Listing Service.

Why did you choose to use a Professional when you purchased your home?



WHY A SERIOUS SELLER WORKS WITH Brittany Purcell & Associates

- Brittany Purcell & Associates will pay to market your home.
- Brittany Purcell & Associates will do all the work for you the first time!
- Brittany Purcell & Associates will take most of the liability and risk away from you.
- Agents represent 99% of today's homes for sale, and represent 99.9% of the buyers with an exclusive buyer's agreement.
- Brittany Purcell & Associates knows how to qualify buyers.
- Brittany Purcell & Associates knows how to assure you that once the deal enters escrow, it closes escrow.
- Brittany Purcell & Associates is highly motivated to sell homes, and they don't have any emotional involvement. Having no emotional ties to the "deal" means we can help you make sound negotiating decisions.
- We DO NOT have to feel uncomfortable negotiating a contract or asking for things out of the ordinary.



Some of Our Closed Sales

- 1010 Waverly Meadow - Bogart, GA
- 162 Herring St - Athens, GA
- 217 Vineyard Dr - Athens, GA
- 173 Hunters Crossing - Athens, GA
- 165 Mulberry St - Athens, GA
- 670 Rivermont Rd - Athens, GA
- 53 Ninth St - Carlton, GA
- 2226 Roberts View Trail
- 340 Timberidge Ct - Athens, GA
- 197 Olde Jackson Trail - Jefferson, GA
- 481 Bear Creek Ln - Bogart, GA
- 849 Harvest Brook - Lawrenceville, GA
- 526 Cabin Creek Rd - Commerce, GA
- 602 Cavern Spring Dr - Statham, Ga
- 120 Deidre Dr - Athens, GA
- 406 Armor Dr - Loganville, GA
- 240 St George Dr - Athens, GA
- 168 Cypress Drive - Jefferson, GA

The list goes on and on and on. If you'd like to see more, just let us know :-)





Brittany Purcell & Associates's SELLER SURVEY

1. Why are you selling? _____
2. Where are you moving to? _____
3. How soon do you have to be there? _____
4. How long have you owned this home? _____
5. How did you determine your sales price? _____
6. What methods are you using for marketing your property? _____
7. Are you prepared to adjust your sales price down when working with a buyer? _____
8. Why did you decide to sell your home yourself rather than list with a broker?

9. If you were to list, which firm would you list with? _____
10. How did you pick that particular firm? _____
11. If you were to list, what would you expect the firm to do to get your home sold?

12. Are you familiar with Brittany Purcell & Associates's marketing plan? _____

If you are not familiar, call now for a free consultation on the market, marketing, pricing and negotiating! Remember, never will you be pressured to list! We want to help you! Brittany Purcell & Associates has hundreds of buyers' calls every day and we have plenty of folks like you in our database that will cooperate with us and our buyers.

13. Would you like to be kept up to date on new listings in your area and be on our list of sellers that are not listed with agents? _____
14. Would you like a free video on pricing and preparing your home to sell, to view at your convenience, with no obligation? _____

THANK YOU FOR ANSWERING THESE QUESTIONS AND WE LOOK FORWARD TO
HEARING YOUR RESPONSE!



Brittany Purcell & Associates believes in relationships not pressure. Seller may always cancel their listing for any reason with a 24hr written notice.

We prove our skills to our sellers not trap them in lengthy contracts.

