

The NEW Rules of Real EstateSM

It pays to use the NEW Rules.

- Sellers
 - Reduce your home's days-on-market by up to 42%¹
 - Produce offers up to 6.9% higher²
- Buyers
 - Use an agent trained in negotiation best practices to maximize offers
 - Market TrendsSM can help to locate the best values neighborhood-by-neighborhood

Rule #1



REALIZE THE OLD RULES NO LONGER APPLY.

Rule #2



MAXIMIZE DEMAND. EXPOSE YOUR HOME TO THE MOST BUYERS.

Rule #3



MARKET WITH 10 PICTURES VS. 1.

Rule #4



PUT YOUR HOME ON STAGE.

Rule #5



GET THE LOCAL AREA PRICING EDGE BY USING MARKET TRENDSSM.

Rule #6



TO GET THE MOST BUYERS, CHOOSE THE AGENT WITH THE FASTEST RESPONSE.

Rule #7



SUCCEED WITH NEGOTIATION BEST PRACTICES.

Rule #8



IDENTIFY EXCEPTIONAL HOME VALUES FASTER.

Rule #9



GET EXPERT MORTGAGE ADVICE.

Rule #10



EXPECT TO RECEIVE VALUE FAR EXCEEDING YOUR EXPECTATIONS.

Don't make a move until you know The NEW Rules of Real EstateSM.

Make the right move buying or selling your home by using *all* the NEW Rules.



Call me to get your free copy of The NEW Rules of Real EstateSM handbook.

FIRSTTEAM[®]
REAL ESTATE

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Southern California's #1 Independent Real Estate Company*

*2008 Power Broker Survey, RISMedia



1 WavGroup 2006 Results cited by RISMedia 2008. 2 Based on a StagedHomes.com survey by an Accredited Staging Professional (ASPTM). Results may vary based on each transaction and cooperating brokerage firm.

