



# **My Home Didn't Sell!**

## **Now What?**



ROBERT ASTORE  
Broker/Realtor  
508-944-2165  
[www.realestate-pro.com](http://www.realestate-pro.com)  
[robert.astore@realestate-pro.com](mailto:robert.astore@realestate-pro.com)

**kw** SHOWCASE  
PROPERTIES  
KELLERWILLIAMS. REALTY

Do Any of These Empty Promises Sound Familiar?

"I'll Sell Your Home or  
I'll Buy It"

"I Have a Buyer for  
Your Home"

*"I'm the Neighborhood  
Specialist"*

***"I'll Sell Your Home in  
90 Days or It's Free"***

## Why Sell with Keller Williams?

- ❖ Your needs always come first. At Keller Williams, we provide the service we agree to, in the ways that work for you. You'll always be kept in the loop.

## When You Work with Me, You Get:

- ❖ My expertise in the selling process from listing to close
- ❖ Marketing savvy and tools to get your home top-tier exposure
- ❖ An allied partner looking out for you and your home throughout the selling process
- ❖ Expertise in listing, pricing, staging and selling your home to the right buyer quickly.

## I Commit to Helping You Sell Your Home By:

- ❖ Smoothing the way for your listing and sale with guaranteed satisfaction
- ❖ Providing knowledgeable pricing and staging to make sure your home puts its best foot forward
- ❖ Using our unique marketing systems to maximize your property's exposure
- ❖ Guaranteeing satisfaction - our relationship is dependent on meeting and exceeding your needs

## Key Market Factors

How long does it take to sell a property? Some properties sell in a few days, others may take several months. By recognizing some key factors that influence marketing a home, you can get significant control over market time.

The proper balance of these factors will expedite your sale:

### ❖ Location

Location is the single greatest factor affecting value. A neighborhood's desirability is basic to a property's fair market value.

### ❖ Competition

Buyers compare your property against others in that neighborhood. Buyers interpret value based on available properties on the market.

### ❖ Timing

The real estate market may reflect a "buyers" or "sellers" market. Market conditions cannot be manipulated; an individually tailored marketing plan of action must be developed for each property.

### ❖ Condition

The property condition will affect price and speed of sale. Optimizing physical appearance and advance preparation for marketing maximizes value.

### ❖ Terms

The more terms available, the larger the market, the quicker the sale and the higher the price. Terms structured to meet your objectives are important to successful marketing.

### ❖ Price

If the property is not properly priced, a sale may be delayed or even prevented. Reviewing the Comparative Market Analysis assists you in determining the best possible price.

## Determining the Value of Your Home

A Comparative Market Analysis (CMA) is essential to determine the value of residential property.

Location and characteristics of the property are the key elements in determining value. Therefore, the basis for valuation is comparing similar properties in your area.

The market analysis compiles a list of properties that have recently sold and properties that are currently on the market and pending a sale. The desired result is to find a price that will attract a willing and able buyer in a reasonable time.

Once the value of your home has been determined, you can decide on an offering price that will achieve your goals. Generally, the price should not exceed the value by more than 5% or potential buyers may not even make offers. Naturally, if you want to sell quickly your asking price should be near the value.

The following are a few things to keep in mind about pricing:

- ❖ Realistic pricing will achieve maximum price in a reasonable time.
- ❖ Your cost or profit desire is irrelevant; the market determines the price.
- ❖ The cost of improvements is almost always more than the added value.
- ❖ Houses that remain on the market for a long time do not get shown.
- ❖ A house that is priced right from the beginning achieves the highest proceeds.

## The Importance of Intelligent Pricing

Determining the best asking price for a home can be one of the most challenging aspects of selling a home. If your home is listed at a price that is above market value, you will miss out on prospective buyers who would otherwise be prime candidates. A list price below Market Value will create a bidding war.

As Figure 1 illustrates, more buyers purchase their properties at market value than above market value.

The percentage increases as the price falls even further below market value.

Therefore, by pricing your property at market value, you expose it to a much greater percentage of prospective buyers.

This increases your chances for a sale while ensuring a final sale price that properly reflects the market value of your home.

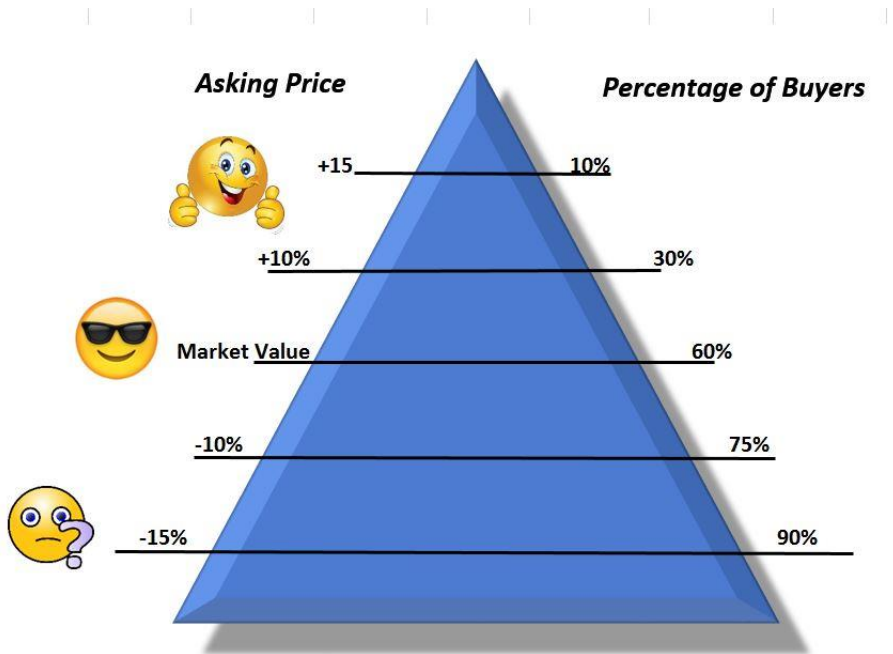


Figure 1 -Percentage of Buyers by Asking Price

## The Importance of Intelligent Pricing (Con't)

Another critical factor to keep in mind when pricing your home is timing. A property attracts the most attention, excitement and interest from the real estate community and potential buyers when it is first listed on the market (see Figure 2).

Improper pricing at the initial listing misses out on this peak interest period and may result in your property languishing on the market.



Figure 2 - Activity vs Timing

This may lead to a below market value sale price (see Figure 3), or, even worse, no sale at all. Therefore, your home has the highest chances for a fruitful sale when it is new on the market and the price is reasonably established.

I will give you up-to-date information on what is happening in the marketplace and the price, financing, terms, and condition of competing properties.

These are key factors in getting your property sold at the best price, quickly and with minimum hassle.

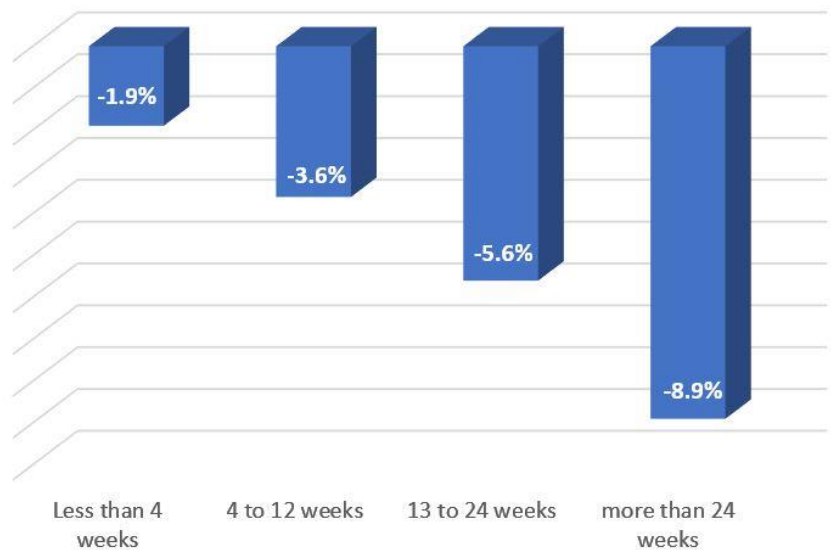
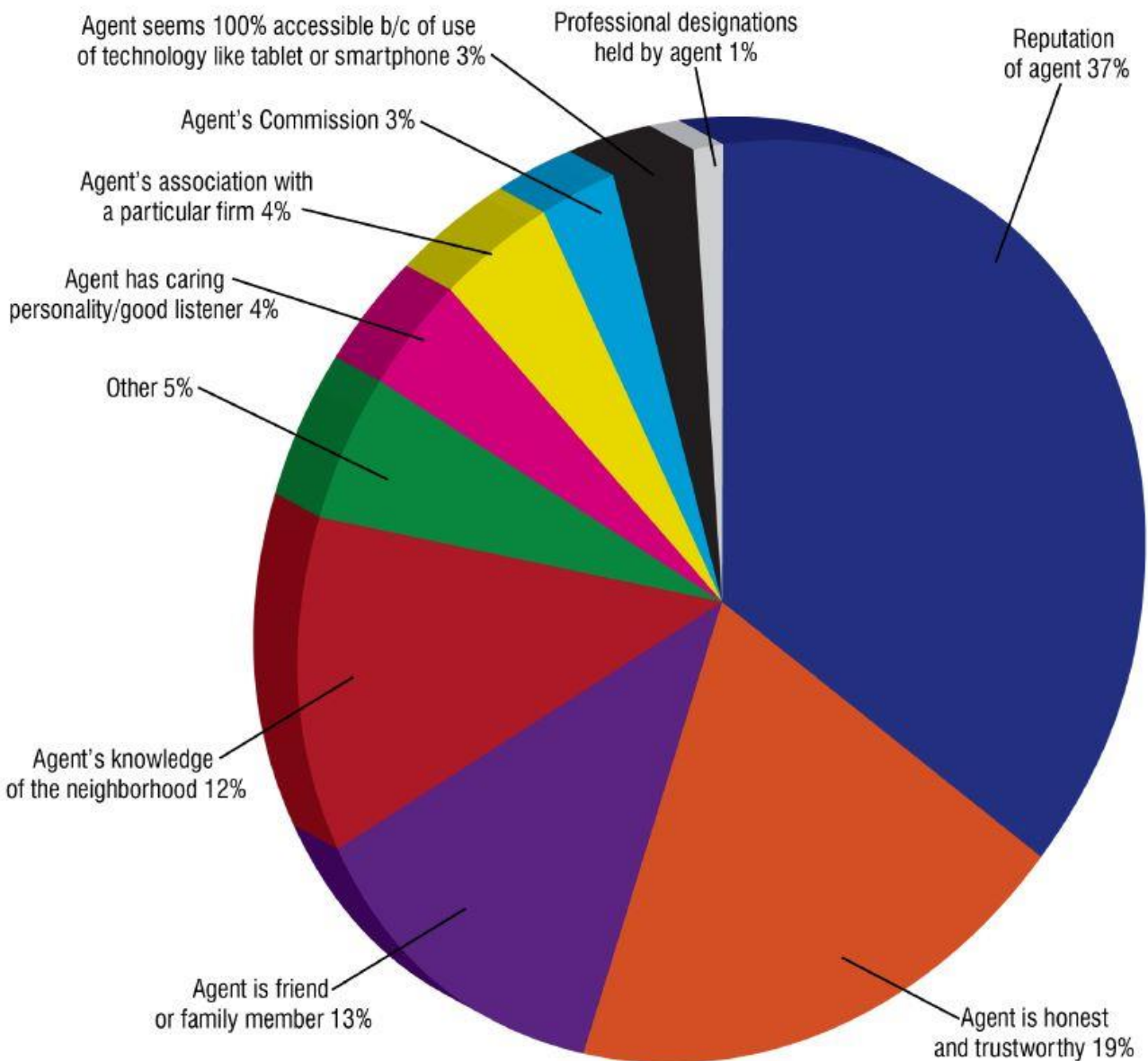


Figure 3 -The Effect of Overpricing

## Important Factors In Choosing A Real Estate Agent

*A variety of factors influence a seller's decision to list with a particular real estate agent.*





## Making the Right Choice

Gone are the days when an agent could just put up a listing in the Multiple Listing Service (MLS) and sit back and wait for another agent to sell the house for them. If all it took to sell a house was to simply put it in the MLS wouldn't everyone be selling their home themselves?

Don't you owe yourself more than the "**status quo**"?

Ultimately, my goal is the **sell your property** for the **highest possible price**.



Here are some ways I'll achieve this:

- ❖ Pre-MLS Marketing – Before I officially list your property for sale in the MLS I will begin a targeted pre-Multi Listing Service campaign catered to specifically gathering interest and traffic to your property prior to it even hitting the market including:
  - "Coming Soon" notification on the MLS system
    - on my website – [www.realestate-pro.com](http://www.realestate-pro.com)
    - on my Facebook Business Page
  - Pro-Active in office and direct agent to agent marketing.
- ❖ Facebook Ad Marketing Campaign
- ❖ Professionally Shot Photography – Over 90% of buyers begin their home search online, so first impressions matter.
- ❖ Showcase Home Movie – In addition to great photographs you will also have the added exposure of a "Showcase Home Video", available on the MLS and major real estate websites.



See examples of "Showcase Home Videos" at [www.realestate-pro.com](http://www.realestate-pro.com).

## Extended Marketing Reach








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

Below are just a few:



## PROOF OF CASE-SPECIFIC RESULTS

These properties didn't sell, then they hired Robert Astore

	Original Listing Broker	Total Days on Market	Results After Hiring Robert Astore	% of Sold Price to List Price
	Todd A. Sandler REALTORS	121 Days	<b>SOLD 1 Day</b>	<b>103%</b>
	Success! Real Estate	230 Days	<b>SOLD 11 Days</b>	91% <i>(Cash Deal)</i>
	Affordable Real Estate	214 Days	<b>SOLD in 14 Days</b>	95%
	Premier Properties	93 Days	<b>SOLD in 20 Days</b>	98%
	Littleton Realty Group	295 Days	SOLD in 33 Days	<b>99%</b>
	RE/MAX Right Choice	174 Days	SOLD in 41 Days	93%
	Liberty Realty	87 Days	SOLD in 53 Days	94%



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## Professional:

- Full time Realtor with 17+ years' experience
- Massachusetts Licensed Real Estate Broker License# 9506076.
- Nation Association of Realtors member
- Massachusetts Association of Realtors member
- South Shore Board of Realtors member
- ABR® Accredited Buyer Representative

## Education:

- Boston University – Bachelor of Science Degree Marketing
- Franklin Institute of Boston – Associate of Science Degree Computer Engineering

## Professional Specialties:

- Experience selling Residential and Commercial Real Estate.
- Creative Marketing – using "Showcase Home Video."
- Knowledge of Local Neighborhoods.
- Extensive Market Analysis of Current Real Estate Conditions.
- Thorough Experience on how to Negotiate a Contract that can Close and how to Manage the Process so it will Close.
- Understanding of Real Estate Laws and Practices.
- Home Enhancement Consultation.
- Unsurpassed Client Representation.
- First Time Home Buyer

## Employment History:

- Keller Williams Realty: 2015 – Present
- Coldwell Banker: 2003 – 2015
- Teradyne Inc.: 1982 - 2003

SOME TESTMONAILS (read more at – [www.realestate-pro.com](http://www.realestate-pro.com))

*“Robert was very professional and honest from the beginning. My wife and I liked his approach and his great communication skills. My home was marketed and sold in a timely fashion, we would highly recommend his services.*

**John Robishaw“**

*“Robert made what could have been an incredibly stressful experience of a short sale into one that was easy and stress free. He responded immediately and was able to come to the property and take pictures within days in order to get the process started. He worked around my schedule when showing the house, provided knowledgeable advice about pricing and set up of the house, included me in all communications and was overall very accommodating. Robert was able to not only sell my house but do it in an extremely timely manner which I was not expecting when dealing with a short sale. He went above and beyond and exceeded all my expectations. I would highly recommend Robert if you are looking to buy or sell a house.*

**Lauren Johnson “**

*“Robert helped me with the sale of my home. He kept me up to date on the whole process. Since this was my first time selling a home, it was great having Robert as my Realtor who put me at ease during and even after the sale.*

*I'm very happy Robert was there for me every step of the way.*

**Pat Tibaldo”**

*“Selling my home initially was a daunting task with the other realtor's who barely showed the home and would not make the showings convenient at all. Robert came in and saved the day helping me sell my home in record time with multiple showings during the day and a bigger group of interested buyers. Thank you so much for all of the advice and help you provided during the sale of my home. If I had another home to sell I would ask for your help again.*

**Merim Alihodzic and the family”**

*“I am very fortunate to have Robert help and guide me. Everything Robert said has been able to prove true. That says a lot about you and I have had much pleasure in dealing with you. Robert was leading me "by the hand" making sure that my oil, water, electric, etc., statements are deducted/added/reduced and he directed me to a reputable moving company. Thank you Mr. Astore. I know now it couldn't and wouldn't be done successfully without your encouragement and that the "big" things were "manageable" things and that I was in the hands of a professional.*

**Major Bruce McCaffrey”**

*“I would recommend Robert Astore to anyone buying or selling property. He kept me updated through the whole process of selling my home by E-mail and phone. I always got good advice on what I had to do and when I had to do it. Robert was very personal and friendly with a great personality.*

**Frank Callahan Jr.”**

*“Robert was awesome. I am so glad that I found him. He just made this all happen, and I was a long distance seller. In other words, I live on the opposite end of the state now, and Robert handled everything for me. Set me up with a lawyer, and made this all possible. Excellent, Excellent, Excellent are the words that describe Robert!*

**Nathan McDermott”**

Ready to Sell Your Home?

I'll Get You Moving.

Let's GO!



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