

B E L T...

**Bringing Expertise, Loyalty & Trust
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Real Estate Myths



(and Facts!)

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Call The Belt Team at (703) 242-3975

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MYTH #1

Myth: *“It doesn’t really matter which real estate agent you list your home with.”*

TRUTH: **It is critically important which agent you select to market & sell your home!”**

There are two major reasons why your selection of a real estate agent is so important to getting your home sold, sold quickly & at the highest price with the least inconvenience to you.

(1) First, the real estate market is very competitive, with many other sellers competing for those few available, qualified buyers. **Many homes that are put on the market actually do not sell while listed with the “first agent”. However, 99% of the homes listed by The Belt Team in the last 10 years have sold while listed with The Belt Team.** The Belt Team has a proven track record and marketing plan to outmarket & outnetwork your competition for those few qualified buyers...we don’t just put your home into the Multiple Listing Service and then pray that it will sell. You want **The Belt Team** to be your team! We are the experts at marketing properties...converting prospects to buyers....and the experts at obtaining the best price and the best terms with the least inconvenience to you.

To give you an example....last year , the “average agent” in the NVAR did not even sell one home in Vienna/Oakton. The Belt Team sold 54. And almost every listing we took SOLD. This example is consistent with most all the market areas we sell in – Great Falls, McLean, Reston, Fairfax, Arlington, Alexandria & more. We also have a lifetime “listings taken to listings sold” ratio of over 99%. No other Realtor can match this!

(2) Secondly, it’s equally important to select an agent to head your team, with the education, experience and know-how to anticipate problems, avoid them if possible and to handle them quickly and in a professional manner should they occur. **Many of the contracts written and accepted never go to settlement. The Belt Team has a 99% track record over the past 10 years!** The combination of almost 150 years of experience, our team approach & systems follow-up and our expertise & follow through results in getting our listings from the contract stage all the way to a successful closing.

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MYTH #2

Myth: *“The Belt Team sells a lot of real estate. That means they may be too busy to pay attention to my listing.”*

TRUTH: The Belt Team sells a lot of homes and that means that The Belt Team is very busy doing all the right things that will get your home sold too!

Just as superior restaurants are busy at dinnertime and superior doctors have a heavy patient load, **The Belt Team's** success in marketing homes has resulted in their being busy. You wouldn't hire your brother-in-law or some doctor from the yellow pages to do open heart surgery on you just because he wasn't busy. You would go to the expert surgeon. **The Belt Team** is the expert in selling homes!

In addition, **The Belt Team** has not one, but nine professionals, all working for you! Gail & Terry are Lifetime Top Producers & Realtors, Pauline and Kevin are also Realtors & Top Producers, Mary Jane & Susan are licensed Realtors....and Christy, Tara & Jerry work full-time on staff to assist them with the routine (but critically important) details in order to free them up to devote the time and attention you require in order to sell your home successfully. Every member of the team has their own direct phone line, their own voice mail and their own e-mail address so that you can reach any one of us easily. We operate under the theory of “high tech and high touch”! This means that we use technology for your benefit...to generate buyers, to allow Gail, Terry, Kevin, Mary Jane, Susan & Pauline to use their time to network & generate buyers for your home and to allow us to have the time to work with you personally.

The Belt Team has built their business one satisfied client at a time. **We specialize in success stories.... and our satisfied clients are our favorite success story.** Please review some of the attached reference letters for insights from some of our previous clients about their “**Belt Team** experience”!

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MYTH #3

Myth: *“You should ask each agent for their recommended pricing and select the real estate agent who suggests the highest price or is at least willing to go along with your ‘dream’ price.”*

TRUTH: No! Always select an agent on his/her credentials.
Market value is a separate issue.

Never let an agent “buy” your listing. It’s tempting to “tell you what you want to hear”, but integrity and a professional price opinion are in your interests as well as your agent’s. No one has a crystal ball & pricing can validly have some variability, but pricing realistically from the start is one of the strongest tools you have in winning the “Sales Game”! Listen to your agent’s professional input and recommendations. Then make an intelligent decision and let the agent get on top of things at the start. Many agents will overprice a home in order to get the listing... and then ask for a price change down the line. You should insist on a market analysis to determine the realistic amount your home will bear in today’s market and price it accordingly. **Overpricing a home is the worst mistake you can make!** *Statistics prove that the longer a home is on the market, the lower the price it will sell for.*

Remember, first, select your real estate agent based on his/her credentials. **Then,** with your agent’s input, decide on price. **Never select an agent based solely on the price he/she recommends.**



CREDENTIALS COUNT!

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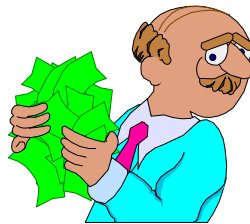


MYTH #4

Myth: *“The Belt Team is a full-service real estate team, but some real estate agents will discount their commission. It’s only sensible to list with the agent who will discount their commission.”*

TRUTH: You usually get what you pay for! But with The Belt Team, you get even more than you pay for... total service... total support... and 9 superior team professionals for the price of one average agent!

If an agent is that willing to give away his/her own commission....how willing is he/she going to be to give away the hard earned dollars you have put into your home? If he/she cannot even convince you of his/her own worth, how will they ever convince a buyer or agent of your home’s worth & value? And how able will the agent be in negotiating on your behalf for both the price and terms that will benefit you?! Don’t be penny wise and pound foolish!



You really do get what you pay for.... Is the agent’s track record of success like **The Belt Team’s**? Or is he/she relying on a discounted commission to win your business instead? Is saving 1% or so in commission worth the risk of being represented by less than experts who might give in on your price interests as they gave in on their own interests? Would you choose a surgeon based upon his fee or based upon his/her reputation, experience, expertise & credentials? It doesn’t matter what commission you pay if your home does not sell with the optimal terms and conditions that are in your best interest . **The Belt Team** has a track record of success!

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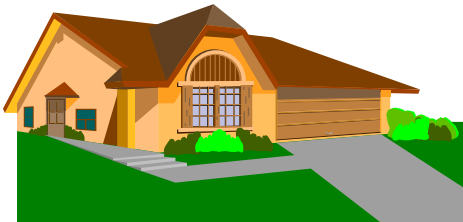


MYTH #5

Myth: *“The Belt Team is known to sell new homes. I need an agent who only works the re-sale market.”*

TRUTH: The true Belt Team specialty is “R&R” (repeat & referral business from both builders and individual homeowners). The Belt Team sells both new homes and re-sales and their new home listings often produce buyers for their resale homes.

New home signs & ads are known to generate far more inquiries than resales do...a fact that **The Belt Team** is able to utilize to the great advantage of their resale listings. Most times, the new home the buyer prospect calls about is way out of their price range...but the buyer is absolutely “sold” on the area and can be encouraged to look at resales that are in his/her price range. Cross marketing of our new & resale listings is one of our best & most effective tools.



The Belt Team represents a number of small custom builders. This is a major benefit for you, the re-sale seller. Many buyers start out looking at new homes and then change their minds & decide to buy a resale. This happens for a variety of reasons...price, location, time, etc. Because we also represent new home builders, **this gives us a source of buyers that most agents do not have...**just another benefit to having **The Belt Team** market your home!

In addition, even though your home is not new, you will probably be competing with new homes for the same buyers. Since **The Belt Team** represents a number of builders, we can give you the “inside track” on your competition and advise you as to what you need to do to be competitive!

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MYTH #6

Myth: *“The Belt Team only works with “upper bracket” Buyers and Sellers.”*

TRUTH: The Belt Team’s listings and sales over recent years have ranged from as low as \$69,000 to as high as \$2,495,000!

In reality, **The Belt Team** works with a wide price range of clientele...many of these are repeat clients or have been referred by satisfied clients....and all of these come in a variety of price ranges! (see statistics above!) This is to your benefit for a number of reasons.

- (1) Many buyers change price ranges or change locations. Our diversified listing portfolio provides us with a source of buyers for your listing who may not have originally been looking in your price range or area. Often times buyers will start out in a particular price range only to realize that they need to spend more (or can spend less) money than they were planning in order to get the home they want or they decide to look “closer in” or “farther out” or zero in on a particular school, etc... **Since we have listings in such a broad price range, this allows us to refer prospects (and agents who might have contacted us) from below (and above) your price range... increasing the likelihood of selling your home quickly, for the best price & with the least inconvenience to you!**

- (2) Because **The Belt Team** has listings in many price ranges, we are familiar with a wide range of the market. This is another plus for you when the potential buyer of your home has a home to sell before they can buy your home. We can look at their home and provide you with input as to how likely and how quickly their home is to sell....**helping you evaluate the likelihood of turning a contingent contract into a non-contingent contract!**



MORE BUYERS!

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MYTH #7

Myth: *“Having an Open House and an ad in The Washington Post is a good way to sell my home.”*

TRUTH: Only about 5% (or less!) of buyers come from open houses or newspaper print ads and they usually don't buy the home they initially inquire about. National studies show that almost 80% of new buyers start on the Internet or are referred and that is where The Belt Team excels.

- (1) Generating “Sunday browsers” is something *The Washington Post* does well. Generating Buyers is a far different matter. Most qualified buyers are generated by real estate agents through referrals, past customers & clients and various proactive marketing activities. In other words, most buyers are generated from a pool of prospects who have been professionally qualified, nurtured and developed over time. We prefer to concentrate on qualified buyers and not on browsers looking at decorating ideas or checking out the competition. This is why the success rate for Realtors is so high and the success rate for “For Sale By Owners” is so low!

- (2) The two reasons most agents hold open houses is so that they can pick up new business and/or because the Seller “thinks” it is effective and does not trust the agent’s expertise. The likelihood of a contract on your house coming from an open house is extremely low. However, many agents obtain new clients from open houses...clients who eventually buy other homes or list their home. **The Belt Team** will concentrate on the most effective methods in order to sell your home! And our track record allows you to be confident that we know the best ways to market your home.

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MYTH #8

Myth: *“You need to make sure the agent you list with will advertise your home in XYZ Magazine or ABC Newspaper.”*

TRUTH: You need to list with the agent who has a proven marketing plan and an established track record to prove it.

Determining the most effective marketing methods is your agent’s responsibility... advertising decisions that should in no way be in your way. Again, the majority of buyers are generated by real estate agents through referrals, past customers and clients and various proactive marketing activities. In other words, most buyers are generated from a pool of prospects who have been professionally nurtured and developed over time. Therefore most of our time will be spent in the most valuable marketing tool...the personal networking of your home to other agents and to those agents’ clients.

In addition, **The Belt Team** will advertise your home in a number of places. Over the past 40 years in the real estate business, we have found that we need to always be “ahead of the curve” and so we adjust our marketing strategy frequently. Currently, our most effective advertising vehicles include the Sun Gazette, but most importantly - our various Internet sites like www.TheBeltTeam.com, www.Realtor.com, and www.KW.com,

However, the most important point is that as a seller, you should not need to tell your agent how to market your home. After all, what are you paying them for? You are buying their expertise in selling homes. You don’t go to your doctor when you’re not feeling well, only to direct the treatment. You go to him/her for professional evaluation & advice and then follow the recommendation & presented treatment, knowing that the end result is to your benefit. You should be able to rely upon your agent’s proven track record of success. And you can expect the best with **The Belt Team!**

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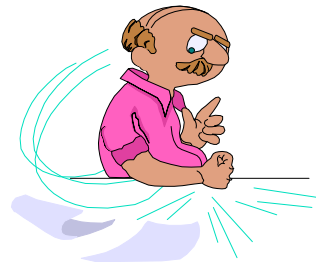
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MYTH #9

Myth: *“Selling a house is a very difficult & stressful experience!”*



TRUTH: Selling your home is certainly an exceptionally important experience. But it does not have to be difficult and with The Belt Team as your team, it can be very satisfying.



You should be able to rely on your agent’s **proven track record of success** so that they can relieve you of all of the “nitty gritty” details of selling your home & so you can be assured that the sale will stay together all the way from contract through the contingency periods & straight through the closing. You should be confident that your home will sell for the best price, with the best terms, in the least amount of time, with the least inconvenience! **The Belt Team has the track record to support asking you to put your trust in them and to Expect the Best!**

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