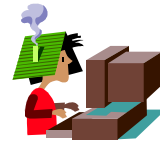




Note that the Buyer (*not the Seller or the Realtor*) controls the market. And that overall, there are **four** reasons a property sells:

1. **Location**
2. **Price**
3. **Condition**
4. **REALTOR**



Location: You have no control over the location of your home...but its location helps determine value.

Price: You control this. The right price can only be determined by a well-researched market comparison. In our marketplace, most homes are not "cookie-cutter subdivision homes" and this is why your choice of Realtor is so vital. You need to make sure your Realtor is experienced & knowledgeable and that he or she works with both Buyers & Sellers so that they can help you position your home to your best advantage.

Condition: You control this also. Your home's condition is vital to a sale. A clean, neutral, updated, well-maintained home is expected by Buyers in our marketplace. And the more your home "sparkles" & the better it is "staged", the faster your home will sell. We are happy to accompany you on a walkthrough of your home to share our experience as to what you can do to make sure your home is in "selling condition".

REALTOR: The Realtor advises you on market conditions, staging recommendations, pricing contract negotiations, financing, title work, appraisal & closing activities. Just as you insist on a qualified & experienced doctor to treat your family, you want a REALTOR with a proven track record to represent you in the sale of your home. This is the reason so many people choose **The Belt Team**.