

## What Sets Me Apart From My Peers?

1. Some agents use the 4-Ps of listing a home (put in MLS, put up sign, place ad and pray).

*I **profile** buyers, **price** competitively, **provide** staging info and **prepare** an active and customized marketing plan.*

2. For many agents, real estate is just a job...and your family in nothing more than the next paycheck.

*My business is referral-based. I have taken the time to earn both the CRS and GRI designations. I work **in** my business, **on** my business and I am a **student of** my business (visit “Dave’s Blog” at [www.homesinkitsap.com](http://www.homesinkitsap.com)).*

3. While some agents have only one listing option (reduced commission) I have three choices based on your needs. I’m the only Realtor® in Kitsap County approved to offer the **SmartMove®** program.

*Agents who readily reduce a commission either: (a) price above the market to make up the difference; or (b) price below the market for a fast sale. The result is multiple price reductions, reduced service and reduced leverage.*

4. When other agents learn I have a new listing, they know your house has **curb appeal**, is properly **staged and clean**, is **priced competitively**, condition is **fully disclosed**, has a **detailed homebook** and a unique **VisualTour®** is posted online.

5. If I agree to list your house, my professional reputation is at stake so I want to ensure the job is finished on time (less than 10% close on time).

6. When you choose me to represent you, it’s because you believe I’m the person who will get the job done; not because I agreed to list your house for the highest price of all the agents you interviewed.

*I don’t “buy” listings. My goal is to help you **sell** your house, **not “test”** the market.*