

Sell Your House in *DAYS* Instead of Months

- No Agents
- No Fees
- No Commissions
- No Hassle



Learn the secret of selling your house in days instead of months ...

If you're trying to sell your house, you may not have the luxury of waiting weeks, months or even longer for a qualified buyer to come along.

The two most common ways that property owners attempt to sell their homes:

- 1) **Listing with a real estate agent**
- 2) **For Sale by Owner (FSBO)**

First, let's talk about method number one. You may think that listing with a real estate agent is the preferable way to go. But if you wish to sell quickly while maximizing your profit (or minimizing your losses), you should think twice before listing your property.

The Real Problem: Real Estate Agents Aren't Working For You.

One major problem is that most agents are dealing with dozens of homes at a time. They don't really put their energy into selling just one house.

After all, if you had access to a database that lists thousands of houses of every size, shape and description, would you really focus on just one? All realtors do have this access. It's called MLS or Multiple Listing Service. Your house is one of thousands for sale ...

The vast majority of training for new agents isn't in the art of selling – and finding buyers – but in the art of getting listings! Unfortunately for sellers, giving an agent the listing is worthless unless the agent finds a buyer.

How long do you want to wait? There has been a lot of discussion in real estate circles recently about mortgage rates that are no longer falling. The reality is that the frenzied home buying market in recent years may be slowing down. Recent statistics from the National Association of Realtors show average home sales taking more than three months in many areas.

These figures don't include the extra time it takes from the contract to closing, which can be another month or two. Or what happens when the house under contract fails to close, because the buyer wasn't able to obtain financing, or enough financing, to cover the mortgage on your home.

The above trends are sobering, if you're considering placing your house on the market today. You may want or even need a quick sale, for several reasons. These reasons vary from person to person, but the bottom line is, if you're saddled with a house and payments that you just don't want or need anymore, you don't have time to list with an agent.

Working with a real estate agent is costly. Since real estate agents are working on commission, they get paid quite well for giving buyers access to the thousands of property listings in their database. They often handle dozens of properties and really don't care which ones get looked at – as long as they get a commission from at least one.

There's another cost of using real estate agents. Many times, realtors will advise you to “fix up your house” before putting it on the market. You can spend hundreds or even thousands of dollars and countless hours of effort trying to make it “marketable”. But most sellers don't have that type of cash ready, and it can become a tremendous burden.

In spite of all your efforts, there's absolutely no guarantee that your house will sell if you use a real estate agent. You could do all of the above and still be left with a property that sits on the market, month after month.

Here's a challenge for you. Talk to someone who has recently sold their house. Ask them what they had to go through to sell it and how much it cost, including repairs, painting and other “fixing up”. Ask them if there were unexpected “last minute costs” and “surprises” that came up and how much they paid in commissions and closing costs. Finally, ask them how long it took them to sell, from the time they first approached their agent until the final closing. It's a real eye-opener to say the least.

Many times, because of problems and high fees associated with real estate agents, people decide to try to sell their house themselves. They're hoping to save money, cut down on

commissions and see more money. Let's see what happens when people use this approach.

“For Sale By Owner” often means “No Sale”

While those who market their house themselves want to cut down on costs and earn more money from the sale, the reality is often quite different than they expected.

For instance, if you choose this route, you will have to cover all marketing costs yourself. This means paying for signs, newspaper ads and even holding open houses to let others know your property is on the market. All of these marketing costs add up over time.

When you choose to sell “For Sale By Owner”, you still need to fix your house up, to make it more marketable. It may need a new roof, or other costly repairs and you could be forced to invest quite a bit of money into getting it ready to sell. Another concern is the legal paperwork involved with selling a property. There are title searches and other documents, disclosure statements not to mention pre-qualifying the buyers financially.

Many people become overwhelmed at the sheer amount of work that it takes. They never realized how much time, money and effort it takes to get a house noticed and shown in a highly competitive marketplace (remember, there are realtors showing clients hundreds of properties from their databases competing with you).

Finally and most seriously, you will be showing your property to complete strangers, hoping that one of them will choose to buy. But you could go to all the work we've described and still not make a sale.

Sobering fact: “Increasing complexity of the transaction process and the amount of time required are two major factors in the FSBO decline. A third factor is likely the issue of security in admitting unscreened strangers into your home.”

Source: Martin Edwards, JR, President, National Association of Realtors.

The Solution: Sell Your House in *Days* instead of Months – Without Using Real Estate Agent or Trying to Sell It Yourself

Did you know that there is a better way of selling your house, a method that doesn't mean going to a real estate agent or doing tons of work trying to sell your property yourself? That let's you cut out the “middle man” commission that real estate agents charge and puts you in touch immediately with a qualified, highly motivated buyer?

This solution can save you a large amount of money. I consider this the “factory direct” method of selling your house. Instead of marketing your home and being only one among

hundreds or thousands competing for a sale, you'll be selling directly to buyers who want your house.

Our firm can help you because we're those buyers. There's no middle man when you work with us. We specialize in buying and selling houses and we're always looking for ones that meet our criteria (don't worry, most do). When you contact us in most cases you'll have an offer within a day. It's that simple and can save you time, effort and money.

- You won't have to pay a high commission and fees to a real estate agent.
- You won't have to spend hundreds or even thousands on costly house repairs (we don't require this).
- You won't have to spend hours and hours showing your house to strangers or trying to market it yourself.
- You won't have to keep paying on a mortgage that you don't want or need, month after month.
- You won't have to hear, "we'll see if the financing goes through ...".

Instead, you'll have a qualified buyer with the financing to buy, ready to act on your behalf immediately. Our firm has a track record of proven reliability that ensures that the sale will go through.

Because we have financing options (even for non-assumable or unusual loans) we can buy your house much more quickly than you could sell it using other methods. You'll receive a fair price and your house will be sold within *days* instead of months.

How our process works – and how it can benefit you

Our process is simple and only takes a few minutes at the initial phase. When you call us we'll get to work immediately on getting your house sold to a highly qualified buyer. The process of working with us is simple:

- 1) **Contact us immediately by phone.** We'll talk about your house and we can tell you **right away** if we can help you by buying your house. You'll know right away whether or not your house qualifies and can be sold quickly. If it can, we'll move to the next step.
- 2) **We'll make you an offer on your house.** This means we'll come to a mutual agreement on a purchase price that is fair and meets your needs. We'll also need to do some checking to verify the amount of your mortgage, along with your current home equity. We believe in making fair offers that will help you get out from under high mortgage payments, regardless of how much (or how little)

equity you have in your house and will work with you to come up with a solution.

- 3) **Once we make an offer, we'll structure the financing.** You'll be given several choices to find one that works best for you and your circumstances. For instance, you may get all cash at the closing. Or if you have significant equity in your house, you may want it paid out as a combination of cash and monthly payments. You may want us to immediately take over your monthly mortgage payment. We'll work with you to find a Win-Win solution.

You may be wondering if we work with different loans, such as FHA, VA or non-assumable loans. We do. We've bought houses that were originally financed with almost every conceivable type of mortgage or financing and helped these owners with an immediate sale.

- 4) **We'll take care of the sale details.** If you have repairs that are needed we'll take care of those. We take care of the paperwork, the title search and other legal matters. We'll offer you plenty of time for closing and will keep in touch with you throughout the process and answer any questions that you may have.
- 5) **You get to move on, debt-free and get on with your life.** We can save you money on closing fees and commission costs because you aren't dealing with a broker, agent or "middle man". You're working directly with the buyers (ones who are highly interested in your property) and you'll save this way.

You won't be stuck waiting (and waiting) for your house to sell. If you're relocating - your house is sold in record time! If you're going through a difficult divorce - you won't have to worry about high house payments. If you're having difficulty meeting those monthly payments - you'll get out from under them and get on with your life.

Are you for real?

You may wonder why we can offer this type of service and whether our firm is really on the up-and-up. We are professionals dedicated to helping homeowners in this manner. One reason we can do this is that we have a network of outlets for the properties that we buy, something that many real estate agents don't have. Our firm has an excellent reputation in the industry.

If we agree to buy your home, we'll meet face-to-face. This is important because our firm wants to make sure that this is something that you really want to do and that it is the best decision for you. It also gives you a chance to ask questions that you might have. Selling a house is an important step and we want it to go well for you, and also for you to know that you're receiving a solution that works for you.

If you decide, when we meet, that this is something you don't want to do or you want to try something different, that is fine. There's no pressure in any form. Our goal is to reduce your stress, by helping you get out from under mortgage payments that you're

having trouble meeting or no longer want to carry and to come up with a fair and workable solution that benefits both parties.

It's that simple. Your house will be sold and you can relax.

If you would like to schedule a free consultation and find out if your house is one that we're interested in, you can call us at **727-868-2807** to discuss your needs.

Our goal is to help sell your house right away and get out of debt or enjoy increased financial freedom. We're only a phone call away and would love to talk with you about your house, your concerns and how we can help you.

If for some reason we choose not to do business together, that's okay. We have a list of resources that might help you out that we'll share with you. But we've helped many, many home sellers like you. We're committed to helping you find a solution that works, that gets you out from under mortgage payments – and lets you get on to the next step in your life.

Sincerely,

Kirk Staley

Kirk Staley

Home Remedy of Florida, LLC

P.S. Sometimes it's easy to get discouraged when you've been trying to sell your house and nothing happens. Don't give up. There really is an answer and it's highly likely we can help. We've helped many take what they considered a "debt burden" and helped them not only get out from under, but enjoy the benefit from their equity in their home. You can too.

We can only help if you call!

Just call us, visit our website and fill out our Fast Response Form or email us with the facts about your house and we can tell you right away if we can buy it. There's nothing to lose and everything to gain if you call us. So call us today and help yourself get started on selling your house. You'll be glad you did.

Call Us Now!	
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