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Expert Reveals Home Selling Secrets

By Tony Dulgeroff

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Do you want to sell your Ann Arbor area home For Sale By Owner (FSBO)?

Are you considering selling a home in Ann Arbor, Dexter, Chelsea, Saline, Ypsilanti, or the surrounding area, but you do not want to spend 6–7% in real estate commissions?

Would you like to have your Ann Arbor area home for sale by owner and not have all the listing agents in town bothering you every day to list with them?

What if I told you that all of the Ann Arbor area real estate agents do not want you to read about the secrets in the website?

What will these secrets do for you?

They will put thousands of dollars into your pocket!

Warning: Failure to read this article will cost you thousands.

First, let's talk about why you would sell your home by owner and not list with an agent.

This biggest reason is money. Not just any money, but your money. You worked hard to purchase your home, and you made a very wise investment. So why would you want to throw away 6–7% of your hard earned equity?

Am I right?

To fully understand these powerful secrets that will save you thousands of dollars and many headaches, you must first understand why real estate firms charge so much money.

You already know that the 6% that is paid is split 4 ways. Not 2 ways, but 4 ways.

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Example: \$200,000 sales price at a 6% commission equals \$12,000. That's too much of your equity.

The first \$6,000 is split between the listing agent and his or her broker.

The second \$6,000 is split between the buyer's agent and his or her broker.

Now, let's assume that it's a 50/50 split and after expenses and taxes each agent will clear about \$1,800. Let's also consider that about 80% of the real estate agents out there do about 7–12 transactions per year.

So out of the two agents involved which is more important to you when it comes time to sell? Is it the

buyer's agent or the listing agent? Let's look at what they do.

The listing agent puts a sign in your yard, holds open houses (unless they are a top producer, then they'll have a rookie do it), market and advertise your home, negotiate on your behalf, take all of the phone calls, schedule showings, and present the offers.

The two truly great things that these agents can do for you is to put your home in the MLS and Realtor.com.

Heck you can do all of the other things. You can buy a sign, put an ad in the newspaper, handle all of the paper work, take and return phone calls. What you can't do is advertise in the MLS and Realtor.com on your own.

So what does the buyer's agent do?

They have methods of attracting buyers through marketing and advertising.

They educate and qualify the buyer and have them sign a contract. They then show them properties and help them negotiate.

Selling your home and finding an interested and qualified buyer that is not represented by a buyer's agent in the Ann Arbor area is about as likely as winning the lottery.

After all, the buyer's agent gets paid by the seller, so the buyer has a free source of listing information and someone who will watch out for their best interests during the transaction.

Now you might want to accept the fact there will most likely be about 2.5–3.5% of the sales price paid to a real estate professional.

So what do you think will happen when you put your home up for sale by owner?

You will get a ton of phone calls!

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That's right, a ton of phone calls from Ann Arbor area real estate agents. And here are some of the most common things that they'll say—

Are you working with co-operating brokers? This means will you pay 3% or more if I bring a buyer to you. Watch out for this one. In many cases the agent has an interested client and they want to be sure that they'll get paid if the sell you home to them. But, other agents (who are out for more listings) will see that you are half way to paying 6% since you'll pay 3% and try to convince you to list.

What are your plans if you don't sell in the next 30 days? This is their way of finding out if you are in it for the long haul or if you are just giving the FSBO thing a try.

I'd like to become familiar with all of the homes on the market, not just the MLS. Be careful here, in some cases this is a way for a listing agent to get a foot in the door. On the other hand, when they end up with a client who's not interested in any of the homes on the MLS, they might remember yours.

Others include—How did your open house go? Why do you think your home hasn't sold? I have a client who might be interested; can I come by and take a look at your home first before I bring my client over? Would you like a free CMA?

And after a while you'll hear all of the lines and scripts . So what is the solution to all of this?

It's in my secrets.

How do you think all of the real estate agent in the Ann Arbor area would react if they knew that there is a way for you to do all of the things listed below?

Not pay 6–7% in real estate commissions and have your home advertised on the MLS (the real one) and Realtor.com.

Eliminate the annoying Realtor calls and only take calls from Realtors who are serious, have qualified buyers and are calling to schedule showings?

Always know when an interested buyer inquires about your home without a flyer box that always needs refilling.

Have a "for sale" sign in your yard that is proven to attract the eye of every individual with a driver's license. Also be provided with directional signs that do the same.

Have a real estate professional on hand that you can safely contact (not try to sell you on the idea of listing) when you need assistance.

Have you home advertised on two very high traffic websites for free.

Hold your own open houses. After all, who knows your home better, you or some real estate agent?

You decide how much you are willing to pay a buyer's agent.

Let thousands of agents and home buyers know that your home if for sale, in one day, without a newspaper ad.

And, instead of paying 3% of your equity to a listing agent, you can have all of this for less than \$1,000!

Is there more?

Yes there is!

To learn more, you must call Tony Dulgeroff of Help-U-Sell Real Estate at (734) 883-9597.

You may also e-mail Homes@Mgoblue.com

or visit www.WolverineRealEstate.com for more details.

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Experience <http://www.WolverineRealEstate.com> (734) 883-9597 Home@MgoBlue.com

Is That My Butt?

By Jeff Neil

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Is that my butt? Now that's an interesting question. But to be perfectly honest I'm not concerned with my butt. Not your butt. Not any one's butt.

But...

It sure got your attention. Just like it got mine. And that is the purpose of a killer headline.

Let's start this story from the beginning:

Here I am sitting at the doctors office. I'm waiting for my wife to get done with her check up. And "no", we are not expecting a baby, thank you.

Anyway... Here I sit. Notebook in hand. I brought it to write some content for a new website. So I'm looking around just waiting (hoping?) for the creative juices to start flowing.

You know how it is waiting at the doctors office. I started staring at all those magazines. You know... All those women magazines. No Hot Rod or anything interesting like that.

And then I saw it. "Is That My Butt?". Right on the front cover of Seventeen, April, 2002 Edition.

Normally that's not the type of reading I'm into. But I couldn't resist. I just had to find out what the heck that question was all about.

So yup, I walked clear across the waiting room just to see that magazine. The story was about jeans. No, I did not read it. But the headline worked. And it worked well!

And that's what you need to do with your headlines. Grab their attention. And to be really effective you should be a

little creative. You've got a lot of competition out there so sometimes being completely of the wall is required. As long as you can make it fit.

Some of the best headlines I've ever seen are at the supermarket check out. The tabloids. Headlines like Three Headed Martian Calls 97 Year old Grandmother from Outer Space.

Yeah, it's silly. But people look. And then they see other headlines like 33 Year old Kansas School Teacher Reveals Life after 17 Divorces.

That's a little more believable. And people want to know. So they buy.

Here's four things you can put in your headlines to make them pull.

Benefit

How to make money. Most of want to know how to make more. Don't you? If someone knows more about a subject than we do, we want to know. Nosey creatures, aren't we?

Occupation

What's the job of the person with all this knowledge? Is it an expert of some kind sharing their valuable secrets? Or

some average Joe that stumbles on a unique idea.

Geography

Where do they live or where did this happen?

Odd numbers

Odd numbers make your headline more specific and believable.

This type of headline works because people want to know about people. And they (we) want to know what other people know that can improve our lives.

Shall we try one?

Benefit: How to be debt free.

Occupation: Financial Consultant

Geography: Florida

Odd Numbers: 27, 5

27 year Financial Consultant from Florida Reveals How to Become Debt Free in 5 years or Less...

That's something that people want to know. And that's a headline that gets attention, gets read, and makes sales.

Have you heard of the pizza delivery guy and the truck driver selling their secrets to their success?

Take a look at their headlines again. You'll see this formula. It's not the only way. But it's a good way.

After all, *Is That My Butt? 37 Year Old Maine Cop Tells How the Answer Can Increase Your Profit By 277%*

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