Real Estate Agent Selection Guide

Compliments of:

Burge Realty Group
(239) 963-4873
INFO@BURGEREALTYGROUP.COM
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The Biggest Mistakes a Homeowner Can Make When Interviewing Agents

There's a lot of questionable advice out there, from "personal finance experts" on TV or from friends, family. They tell you: interview 3 or 4 or 5 agents, then pick one. When somebody tells me that's what they're going to do, I ask:

"What criteria are you going to use, to compare them, judge them, and pick one?"

Many admit: They don't know.

They are going to spend 3, 4, 5 evenings interviewing different real estate agents with no predetermined way to pick the one they will ULTIMATELY trust to handle one of the biggest and most important financial events of their life!

Let me give you a comparison, you may or may not know. When a company decides to hire somebody for an important job, let's say one that costs the company $100,000.00 or $200,000.00 a year, they have a pre-determined set of questions - a set criteria - they will use to judge the people they interview. They know in advance what they are looking for. To do otherwise is to play 'Blind Archery', and that's dangerous!

They NEVER interview a bunch of people and go with the one they "like". Or rely on "He or she seemed nice?" No. They use reason and logic.

Well, you are hiring somebody to do a very important job for you.

You should NOT play “Blind Archery”

You need to know in advance the kind of agent you want. The things that are most important to you. The smart questions to ask.

On the next page, I have given you the 10 Questions That Agents Hate for you to ask. They are probing questions that get down to the real answer to whether they can get your home sold or not.

Next, you will find a list of 9 different "Selection Factors" to consider and weigh against each other. From this list, you can make your own "Short List" in the space provided of the five most important things you are looking for, from the agent you will hire.

You will also find my Facts and Answers to all of these Selection Factors, in abbreviated form, of course.

You will also find a list of the Top 4 Mistakes Most Commonly Made, in choosing an agent. The most frequent results of these mistakes are: the home never sells, is tied up for months, and eventually the agent is fired. The home is sold for much less than it should have sold for, because the owner is stuck with an under-performing agent, is worn out, and just wants to get it over with.
Not all real estate agents are the same. If you decide to seek the help of an agent when selling or buying your home, you need some good information before you make any moves.

An agent can cost or save you thousands of dollars

Picking an agent is one of those critical issues that can cost or save you thousands of dollars. There are very specific questions you should be asking to ensure that you get the best representation for your needs. Some agents may prefer that you don’t ask these questions, because the knowledge you’ll gain from their honest answers will give you a very good idea about what outcome you can expect from using this agent. And let’s face it - in real estate, as in life - not all things are created equal.

Hiring a real estate agent is just like any hiring process - with you on the boss’s side of the desk. It’s critical that you make the right decision about who will handle what is probably the single largest financial investment you will ever make.

1. What makes you different? Why should I list my home with you?

It’s a much tougher real estate market than it was a decade ago. What unique marketing plans and programs does this agent have in place to make sure that your home stands out favorably versus other competing homes? What things does this agent offer you that others don’t to help you sell your home in the least amount of time with the least amount of hassle and for the most amount of money?
2. What is your company’s track record and reputation in the marketplace?

It may seem like everywhere you look, real estate agents are boasting about being #1 for this or that, or quoting you the number of homes they’ve sold. If you’re like many homeowners, you’ve probably become immune to much of this information. After all, you ask, "Why should I care about how many homes one agent sold over another. The only thing I care about is whether they can sell my home quickly for the most amount of money." Well, because you want your home sold fast and for top dollar, you **should** be asking the agents you interview how many homes they have sold. I’m sure you will agree that success in real estate is selling homes. If one agent is selling a lot of homes where another is selling only a handful, ask yourself why this might be? What things are these two agents doing differently?

You may be surprised to know that many agents sell fewer than 5 homes a year. This volume makes it difficult for them to do full impact marketing on your home, because they can’t raise the money it takes to afford the advertising and special programs to give your home a high profile. Also, at this low level, they probably can’t afford to hire an assistant, which means that they’re running around trying to do all the components of the job themselves, which means service may suffer.

3. What are your marketing plans for my home?

How much money does this agent spend in advertising the homes s/he lists versus the other agents you are interviewing? In what media (newspaper, magazine, TV etc.) does this agent advertise? What does s/he know about the effectiveness of one medium over the other? *(See Page 11)*

4. What has your company sold in my area?

Agents should bring you a complete listing of both their own, and other comparable sales in your area. *(See Page 12)*

5. Does your Broker control your advertising or do you?

If your agent is not in control of their own advertising, then your home will be competing for advertising space not only with this agent’s other listings, but also with the listings of every other agent in the brokerage.

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6. On an average, when your listings sell, how close is the selling price to the asking price?

This information is available from the Real Estate Board. Is this agent’s performance higher or lower than the board average? Their performance on this measurement will help you predict how high a price you will get for the sale of your home. (See Page 7)

7. On average, how long does it take for your listings to sell?

This information is also available from the Real Estate Board. Does this agent tend to sell faster or slower than the board average? Their performance on this measurement will help you predict how long your home will be on the market before it sells. (See Page 7)

8. How many Buyers are you currently working with?

Obviously, the more buyers your agent is working with, the better your chances are of selling your home quickly. It will also impact price because an agent with many buyers can set up an auction-like atmosphere where many buyers bid on your home at the same time. Ask them to describe the system they have for attracting buyers. (See Page 20)

9. Do you have a reference list of clients I could contact?

Ask to see this list, and then proceed to spot check some of the names. (See Page 21)

10. What happens if I’m not happy with the job you are doing to get my home sold? Can I cancel my listing contract?

Be wary of agents that lock you into a lengthy listing contract which they can get out of (by ceasing to effectively market your home) but you can’t. There are usually penalties and broker protection periods which safeguard the agent’s interests, but not yours. How confident is your agent in the service s/he will provide you? Will s/he allow you to cancel your contract without penalty if you’re not satisfied with the service provided? (See Page 22)
Burge Realty Group
Home Sales Statistics

Home Selling Price

In 2015, Mike Burge’s average selling price is 99.0% of the listing price. That is 5.2% more than the Naples MLS average!

5.2% of asking price on an average Naples home =

\[ \text{Average Selling Price} = \$12,220 \]

Based on a median Naples price of \$235,000

Days on the Market

<table>
<thead>
<tr>
<th>Burge Realty Group</th>
<th>Average Agent</th>
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<tbody>
<tr>
<td>28 Days</td>
<td>90 Days</td>
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2015

Mike Burge’s average days on market is 28 days. Naples MLS average days on Market is 90 days. That’s 62 days faster than the Naples MLS average!

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Top 4 Mistakes to Avoid

1. Going with the agent who promises you the highest sale price, the most amount of money (even if the price seems unrealistic)

2. Choosing the agent who promises to save you money by discounting the commission rate

3. Choosing the "nicest" agent

4. Choosing an agent who works all by themselves, because you think they'll work a lot harder and give you more personal attention

The Most Frequent Results Of These Mistakes Are . . .

1. The inflated list price you were quoted (in order to get your listing) results in few buyers coming to view your home (because they can get a comparable, properly priced house, for less money) and you end up having to endure a series of price reductions which result in your home finally selling for BELOW its true market value.

2. A lower commission does not guarantee you will net more on your home sale. According to Real Estate consultant Bernice Ross, there is a "Big Lie" in real estate. It's the lie that reducing the commission always results in more money for the seller. Nothing could be further from the truth. Virtually all sellers want to obtain the highest price possible for their property. No matter what you are selling, maximum exposure to the marketplace is a critical factor in achieving the highest price possible. Companies who cut services in exchange for taking a lower commission often cost clients much more than the extra one to three percent they save in commission. Depending on price, the cost can be tens of thousands of dollars.

3. Your agent may be nice, but this doesn’t necessarily qualify them to do the best job of selling your home. Your agent’s personality will mean very little to you if you ultimately discover that they don’t have the marketing expertise to market your home properly so it sits on the market and either doesn't sell, or sells for lower than market value. (Burge Realty Group members are all great to work with AND we have a proven system to get your home sold Fast and for Top Dollar.)

4. Your agent ends up neglecting some important steps because s/he is so over-busy trying to do everything all by themselves (and you end up with an inferior result)
# Real Estate Agent Selection Factors

Rank each item, 1-8  ( 1 = Not Important To You;  8 = Very Important to You )

**WARNING:** Not all of these criteria will leave you with the most money in your pocket. Some of them are, quite frankly, common Seller traps. Read on for more information.

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Rank</th>
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<tbody>
<tr>
<td>Must have strong marketing systems that will help my home to stand out vs. other homes on the market.</td>
<td>1 2 3 4 5 6 7 8</td>
</tr>
<tr>
<td>Must have a well-thought out list price for my home which reflects current market conditions and the prices of comparable homes in my area</td>
<td>1 2 3 4 5 6 7 8</td>
</tr>
<tr>
<td>Must have a proven track record of selling homes in my area</td>
<td>1 2 3 4 5 6 7 8</td>
</tr>
<tr>
<td>Must have a proven system for attracting buyers</td>
<td>1 2 3 4 5 6 7 8</td>
</tr>
<tr>
<td>Must be able to demonstrate to me how I will NET the most amount of money possible on my home sale (<em>i.e. how I will end up with the most money in my pocket</em>)</td>
<td>1 2 3 4 5 6 7 8</td>
</tr>
<tr>
<td>Must demonstrate that my listing is important and explain the systems s/he will employ to ensure that I receive regular feedback and updates</td>
<td>1 2 3 4 5 6 7 8</td>
</tr>
<tr>
<td>Must quote me the highest list price</td>
<td>1 2 3 4 5 6 7 8</td>
</tr>
<tr>
<td>Must quote me the lowest commission</td>
<td>1 2 3 4 5 6 7 8</td>
</tr>
<tr>
<td>Must be likable and friendly; I must &quot;feel&quot; good about him/her</td>
<td>1 2 3 4 5 6 7 8</td>
</tr>
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Facts and Answers to Selection Criteria

**FACT:** There is no substitute for proven, aggressive and effective marketing on your home. Effective marketing calls out to the buyers most qualified to buy your home. The right marketing on your home will say the right things, be in the right place at the right time, and compel qualified buyers to pick up the phone to find out more. The process of attracting buyers to your home cannot be left to chance. The exact words used to promote your home are critical. Our advertising is so effective that, at any one time, we are working with a database of over 300 qualified buyers.

**FACT:** According to Real Estate consultant Bernice Ross, a lower commission does not guarantee you will net more on your home sale. There is a "Big Lie" in real estate. It’s the lie that reducing the commission always results in more money for the seller. Nothing could be further from the truth. Virtually all sellers want to obtain the highest price possible for their property. No matter what you are selling, maximum exposure to the marketplace is the critical factor in achieving the highest price possible. Companies and agents who cut services in exchange for taking a lower commission often cost clients much more than the extra one to two percent they save in commission. Depending on price, the cost can be tens of thousands of dollars.

**FACT:** There’s a big difference between just selling your home, and getting your home sold 'right'. There are many things to do to get your home sold for the best possible result. An agent who operates all by themselves really has to hustle to make it all happen the way it should, and it’s tough for a 'lone wolf' when s/he’s juggling more than one listing. Important details sometimes fall through the cracks. I know this from experience because I used to operate on my own. But just as doctors, lawyers and other professionals hire assistants to handle the small but important details that do not require their expertise, ten years ago I pioneered this same process in the Real Estate industry and thus have an excellent Team to ensure that you are always our top priority, and that we are never too busy to address your needs.

**FACT:** Listing a home for an unrealistically high price almost always results in an unrealistically low selling price. The price a home sells for is subject to the law of supply and demand. When a home is priced too high vs comparable homes in the area, prospective buyers won't bother to view it. Why? Because they are able to view homes with similar features that are listed for a lower price. As a result, the home that is listed too high sits on the market for a long time causing prospective buyers to assume there is something wrong with it. In order to get things moving, a price reduction is often required, and in the end, the home can end up selling for much less than it would have if it had been priced correctly in the first place.

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What Happens From Listing to Sale

All of This Happens Within
72 Hours of Listing Your Home

Right To Sell Agreement Signed

Custom Marketing Plan Prepared On Your Home

Ads & Sales Sheets Written On Your Home

Aggressive Marketing Begins Through Multiple Media Channels

Syndicated To Over 300 Websites

Newspaper Ads

Descriptive Sales Sheets

Your Homes Personal Website Created

Talking House Ads Recorded

Email To City Wide Agent Network

Emailed To Buyers In Waiting

200 Step Action Plan Started

plus

Our Luxury Sales Package (Over $700,000)

Our Guaranteed Sales Price

Our Buyer Satisfaction Guarantee

Our Worldwide Network of Over 30,000 Brokers

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6 Reasons To Hire a Less Experienced Agent

REASON #1

“You’re afraid you won’t be a priority with Burge Realty Group”

You might think you’ll be “lost” or “just a number”, given that we sell so many homes and work with so many clients. And you might think you’ll get more personalized service and more attention from a less successful, solo agent.

First of all, there’s a difference between “more attention” and best possible results. The point of this entire process is to get your home sold as quickly as possible, at top dollar, with the least inconvenience and hassle for you. The point is not to have your own “babysitter”.

But going beyond that, we believe – and our clients tell us – that we deliver an outstanding, exceptionally responsive client experience. We even have a COMMUNICATIONS GUARANTEE. With our Team Approach, you have Mike Burge, four outstanding agents trained and supervised by Mike, and one Primary Agent assigned to you and the sale of your home. We are organized and equipped to efficiently and successfully manage a lot of transactions, yet have each client feel as if they were our only client!

You do NOT need to compromise – there’s no reason to sacrifice having the most successful real estate selling ‘machine’ working for you in order to get personalized “V.I.P. treatment”!
REASON #2

“We've got a friend or relative in the business, and he'll do it for less.”

We certainly understand the temptation to give business to a friend or relative, especially if that person offers to cut their commissions. And, bluntly, there’s no point in wasting your time or ours attempting to negotiate commissions; we NEVER discount.

The cautions you should consider about this are many:

First, any agent cutting/discounting commissions must also cut and compromise the investments he makes in advertising, marketing and selling your home --- and that, in turn, may very well extend the time required to get it sold.

Second, a person who cuts his own professional fee reveals a mindset about how he sells. It suggests he will be quickly, easily willing to reduce the selling price of your home, too, and urge you to accept an offer significantly lower than your asking price.

Third, frankly, any agent discounting his compensation must need the business, and that may tell you something about his clients’ satisfaction, referrals and reputation in the real estate community.

With these things in mind, you should very thoroughly question such an agent about his experience, number of sales, ratio between the asking prices and final sales prices of his transactions.

We would remind you that the sale of your home is a very important, very substantial financial transaction, where an agent’s inexperience or over-promising or lack of financial resources to market your property may cost you weeks to months of delay, may cost you thousands or even tens of thousands of dollars.
REASON #3

“You know you won’t get Mike and you do NOT want to deal with a “flunky.”

Unfortunately, some competing agents suggest this is true.

You should know that every one of the agents in Burge Realty Group was hand-picked and trained by Mike, including getting all the same training that over 18,000 agents from all over North America have paid thousands of dollars to receive.

You should also know that each of our agents’ performance exceeds that of 99% of all the other agents in the Naples area. The average performance of our agents includes selling over 30 homes a year, working with dozens of buyers, and earning a personal income in the top 5% of the entire real estate profession! To describe such an agent as a “flunky” is completely inappropriate and inaccurate. This is a “Top Gun Team” with experience, talent and dedication to client satisfaction unparalleled in this city or even in all of North America!

You have ALL of these extraordinary agents working to sell your home! And you have a Primary Agent in charge of your home’s sale.

You ALSO HAVE MIKE BURGE PERSONALLY, completely engaged in the sale of your home, from preparing the marketing plan to working with his agents.

In the corporate world, the team approach is the preferred way of getting things done. In manufacturing, there are design and engineering teams. In advertising, creative and client services teams. Even in real estate, were you to have a home built for you, you might hire the best architect you could find, but he would have another architect in his firm assigned to your project, there would be a contractor, then carpenters, plumbers, etc. – a team.

Here, you will have an entire team working on your behalf PLUS a key “point person” fully responsible for your home’s sale, accessible and responsible to you – and that is, in fact, a KEY person, NOT a “flunky”. AND you have Mike Burge PERSONALLY working on your behalf and, when needed, in direct communication with you, too.
REASON #4

“We think all real estate agents are basically the same, and do basically the same thing.”

If you actually STILL believe that, after reviewing the facts in this Information Kit, we’re surprised!

Certainly all real estate agents do basically the same things in the broad, general sense; they list and sell homes for sellers, they find buyers and help them buy homes. But this is like saying all doctors and hospitals do basically the same things. However, there are certain hospitals with a much higher success rate with heart operations than other hospitals. There are doctors that affluent, knowledgeable patients travel great distances to see, and there are doctors who struggle to get enough patients to barely eke out a living in their home towns.

Admittedly, Mike Burge and Burge Realty Group is NOT the best choice for all sellers. We attract, and have engineered our entire approach to selling homes and serving clients for, individuals who have a profound preference for ‘the best’, for having the most respected, qualified and capable professional handling their affairs. If they have a medical need, they seek out the best doctor, not any doctor. So, for the very important financial matter of selling their home, they seek out and choose the most experienced, most successful real estate agent they can retain. If this describes you, then you know very well that all real estate agents simply can NOT be the same!

Simply put, there are very good reasons why Mike Burge sells over 50 homes a year while the average area agent sells less than 3. There are very good reasons why Mike Burge consistently ranks as one of the top agents and his team are some of the most respected agents in Naples.
REASON #5

“It doesn’t matter which agent we use – our house will sell quickly anyway. We have a desirable home and it’s a hot market.”

Very frankly, it may be true that you can get your home sold by just about any agent, or even doing it yourself, at times when the market is “super-heated”, when it seems most homes are selling quickly. Obviously, a “hot” market makes it easier for inexperienced agents, agents with limited resources to advertise and market properties, and agents without the resources only we have, like our Buyers-In-Waiting Group, our five web sites, our Guaranteed Sales Program, Sunday Tour of Homes, Citywide Buyers Network and Top-of-Mind Awareness.

However, there can be a very big difference between just getting your home sold and getting your home sold RIGHT.

Experience and a successful track record really matter – at any time, in any type of market. Here’s why: You not only want your home sold as quickly as possible, but you want it sold for the highest possible price. You want it sold efficiently, without embroiling you in messed up documents, disputes, confusion, or unnecessary open houses or traipsing lots of poorly qualified buyers through your home, disrupting your life. You want a smooth, flawless transaction. This is the kind of totally satisfying experience we pride ourselves on delivering to every client, evidenced by the more than 500 satisfied clients we have served over the last 12 years, and the satisfied clients’ own comments you can find within this package on page 21.
REASON #6

“Why shouldn’t we just go with the agent who promises us the highest selling price?”

Anybody can promise anything. You need to look at an agent’s actual, documented track record to see how the promises are kept! We are happy to show you an entire year’s worth of transactions, with both the asking price and the final selling price, and will match the FACT that over 99% of all the homes we list sell for between 95% and 110% of the original asking price against any other agent’s record. (See page 7)

The thing is, if an agent makes you feel good by suggesting a price that is actually unrealistic and unattainable, there’s no real downside to him. He can later start bringing you substantially lower offers and urge you to accept them. On the other hand, pricing a property too low is a costly mistake. We monitor sales prices day to day in every neighborhood in the Southwest Florida Area, we establish prices for over 200 homes each year (more than most any other agent in the Naples area!), and, as just said, we have a terrific track record of getting the asking prices established. In short, we are proven “Truth in Pricing” experts. We know what a home can and will be sold for. We give our clients truthful, frank advice on price. And we negotiate “tough” with buyers to get our prices paid.

You should go with the agent with the best track record for accurately predicting and getting top dollar for the homes he lists.
The **ONLY** good reason you might choose a less experienced or less successful agent than Mike Burge

Given all the facts and proof of exceptional results that we achieve for home sellers, we frankly can’t imagine any good reasons to choose any other agent --- except one:

You might **not** qualify to be a Mike Burge client, or we may not accept your home for sale. If we do not believe we can successfully sell your home in a period of time that will satisfy you or for a price that will satisfy you, we will **not** accept the listing – and we do, in fact, turn down listings. We also only accept and manage a certain number of listings at any one time, so there may be a time when we cannot immediately list your home, and you will have to be put on a waiting list or choose a different agent. Finally, you have to understand and embrace our Team Approach. If we judge that you will not be a good client and not be well served or fully satisfied with our services, we will **not** accept you as a client.

In working with over 1,500 home-selling and buying clients over many years, we’ve identified these key factors that our best clients share…..

- Preference for working with the most successful professionals they can.
- Willingness to listen to and act on expert advice.
- Values their own time, does not want it wasted – and respects our time as well.
- Appreciates a Step-By-Step System, with everybody on the same page.
- Understands the sale of their home is an important, complex financial transaction that should be carefully and expertly managed.
- Arrives at their decisions in a logical, thoughtful, businesslike manner.

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If you look closely you will notice that we currently have 3,414 home buyers looking in your area AND 800 are high quality home buyers that need a home ASAP.

Within 72-hours of listing your home for sale, we will activate a “Search and Match” of your home features to the buyers in our database.

We are so confident of selling your home at your price, that we guarantee it in writing.
Here Is What They Are Saying

I am a recently retired executive with a Fortune 50 company who understands the critical nature of building an operating a high performance team. The Burge Realty Group is exactly that.

On the selling side, Mike and his team understood the urgency of moving a property quickly. They assisted me in pricing the unit properly, and completed the sale in 43 days, about 75% more quickly when days on market is the comparison used. Coupled with that, they successfully negotiated a sale price that represented the highest sales price for a unit in that particular development since 2006 (the unit I speak of sold in 2012). The Burge Realty Group was instrumental in this sale.

In a world where a home purchase represents the largest investment a person makes, I cannot express the praise and appreciation I have for the professionals that make up the Burge Realty Group. Mike and his team deliver results, listen to their customers, and constantly exhibit the market knowledge that sets them apart.

- Phil George, Mediterra, Pelican Marsh

When we listed our home with Mike and his team in December, we expected to get to use our place for the entire season while it was on the market. Little did we know, we would get a full price offer on our home within 45 days. Mike negotiated the best deal for us, not only financially but with closing dates and term. We could not recommend him high enough to our friends.

- Scott and Karen Taylor, Pelican Marsh, Lely Resort

After my father passed away, my mother decided not to visit Naples in the winters any more. Mike and his team helped us handle the whole process of selling her condominium from Chicago without any of the usual headaches. Not only was the process smooth and easy but it also sold for more than $20,000 over the appraised value. We were amazed at the outcome and relieved to have the process complete with someone we trusted to handle all the details.

- Rich and Carol Johnson, Marsh Landing

After having my home on the market for over a year with another agent who was unable to sell it, we interviewed 16 agents to help us get it sold. After those interviews, it was obvious the Mike Burge and his team had the buyers to get our home sold quickly at our price guaranteed! In just 57 days, we had our home sold even though it was out of season. We couldn’t be happier with the outcome!

- Bob and Joyce Lawson, Wiggins Bay

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What If You Are Not Happy With Your Sale?

VIP Seller’s Cancellation Guarantee

If we don’t deliver the service we promise, you can cancel your agreement with us.

We’re so confident that our real estate system will work for you that we guarantee you the right to cancel our seller’s agreement any time prior to someone submitting an offer to purchase your property, with no penalties or obligation, if our service doesn’t live up to my promise.

Cancellation Guarantee

Entering into a seller’s agreement with a real estate agent can be a risky business. Every sales representative will promise the world when it comes to selling your home, but how many of them can back that up with solid performance? According to a recent survey, more than 80% of homesellers were dissatisfied with the performance of their agent, even if that agent sold their property. However, most listing agreements lock you into long-term commitments and lengthy broker protection periods with heavy cancellation fees. In other words, it’s an agreement your agent can get out of, but you can’t.

We’re offering you a way to work with us that is totally risk-free!

For you, success in real estate is the ability to sell homes faster and for more money than the competition. We’re confident that I can do this for you because our Team has already helped many many people just like you. My pledge is to provide you with the highest level of service in the real estate industry, and our commitment to this pledge is 100%.

Your right is to evaluate whether we live up to this standard, and to cancel your agreement with us at any point prior to a buyer submitting an offer to purchase your home, with no penalties or obligations, if we fail to deliver the service we promised.

REMEMBER, We Take All the Risk So YOU Don't Have To!
What Happens Next?

If you feel you are a good fit with us, and would like to be a Mike Burge client, simply call us at 239-292-4729 and speak with Mike, to arrange for an appointment, when any of your questions can be answered, your home evaluated, and, if accepted, a listing agreement/client agreement is put in place.

PLEASE DO NOT CALL MIKE IF.....

If you intend to interview a number of different agents, trotting them in and out of your house one after the other, you needn’t bother calling our office. We do not participate in such auditions. You should only call when you have made the decision to retain Mike if you can. Oh, we are happy to answer your questions and, of course, provide our own evaluation of your home, to establish correct asking and target sale prices. And there’s no obligation on your part when you arrange for an in-home meeting and price analysis. But we simply do not have time to meet with casual, uncommitted buyers or ‘agent shoppers.’ Some weeks, there’s even a waiting list and we’re unable to schedule that first meeting immediately. If you still feel you must “shop” a lot of agents, please do so before calling us – and please use this AGENT SELECTION GUIDE to help you make the best decision.

One Other Note...

If you are ready to sell your home now, you will obviously take immediate action. But even if you are reading this Information Kit several months before you plan to sell your home, it is appropriate to meet with us now, not later. We even have a special “HEAD START PROGRAM”, to insure that we can accept you as a client and go to work for you immediately the day you are ready, and to prepare at a relaxed pace to put your home on the market.

Burge Realty Group
Call (239) 963-4873
And Start Packing!

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