

VALUE SYSTEM

For many home buyers, understanding what makes one home more—valuable than another seems a bit arbitrary. But the reality is that various features can add thousands of dollars to the value of a home. Some of these include:

- Square footage: How big is the house?
- Design: Is it a Colonial, Contemporary, Tudor, Antebellum, French Acadian, Modern, Traditional, Spanish, Ranch, ETC.?
- Floor plan: How well do the rooms flow?
- Quality of the neighborhood: Is it a highly desirable locale?
- Quality of the public school system: Wether or not you have children who will attend the schools is irrelevant.
- Proximity to public transportation, religious centers, shopping and schools.
- Quality of construction: Was it built by a reputable builder?
- Lot size, view and quality of landscaping.
- How busy the street is. Houses located on “double-yellow line” streets are less valuable than those on streets less traveled.

Your **REALTOR**[®] /Broker should be able to help you understand why these factors are important and how best to gauge your home's true value. Your **Realtor**[®] /Agent should complete not only a comparative market analysis (CMA), but also complete the true/accurate days on the market for homes sold within the area you are considering to purchase, as well as the subdivision itself. **Not forgetting or omitting** — The competition within a five-mile radius, surrounding the subject property and/or area.

Why is this important to know the true days-on-the-market? Time is money gained or lost! Let's look at this; The problem with **DOM** (Days on the Market) statistics are most **MLS databases** have a much-manipulated **DOM** number which is invariable *skewed* low. However, it is possible to determine the actual **DOM** for the market. It's called the “**Absorption Rate.**” It's how many homes have **SOLD** in the market last year (this can be completed for one subdivision or zip code area) and how many are “**Currently Listed.**” This rate can also cover a part of a subdivision or many subdivisions together. Completing this *unskewed* market evaluation will help your bottom line.

Mr. and Mrs. “**SELLER**,” if this absorption rate report sounds interesting, and you would like to view before placing your home/property on the market, please contact **Ron** as soon as possible. You will not be obligated to **Ron** or **Saunders REALTY**.

However, if you find Ron’s work pleasing and a benefit, we would be happy to represent you, in the positioning and marketing of your home/property . . . Please understand, it’s not always the **PRICE** that’s the deterrent - that affects the non-selling or purchasing of property. It may be many other factors. Ron has more than **20 years** of real estate knowledge along with home construction and professional negotiating skills. This knowledge and skills could work for you . . . You alone decide, who is best to be your representative and the value asked and accepted for your home/property.

Mr. and Mrs. “**SELLER**,” does this sound like the service/services you want and/or need? **Call Ron today**, you’ll be with no obligation to **Saunders REALTY** or **Ron** when listening to Ron’s, “**Marketing Techniques**.” However, you may find that Ron’s proven representative techniques are useful and beneficial, and if this proves true, you’ll have the opportunity to allow Ron to place his “**Marketing Action Plan**” into action for you. Don’t procrastinate, pick up your phone and **Dial** »» 334.546.1410 or Toll free, 1.866.508.3535 , Office: 334.356.9700 today. Ron’s anxiously awaiting your call.

In advance, we thank you for reading this letter.



Ron Hidalgo,

REALTOR®/Broker Since 1984

associated with

Saunders
REALTY Montgomery, AL. 3911 Fain Court

Ron believes, “**Professional and Quality Service is not Expensive, It’s priceless!**” At **Saunders REALTY** we earn your business and work hard to obtain your trust and commit to your success! We work hard to help our clients obtain their real estate goals with the minimum of stress and inconvenience.

Ron offers the following to all his clients;

- » **Undivided Loyalty,**
- » **Obedience,**
- » **Reasonable Care and Diligence,**
- » **Confidentiality,**
- » **Full Disclosure, and Accounting,**
- » **Copies of all Paper Work signed.**

Visit www.RonSellsAlabama.Com for up to date mortgage and local information. Look under Ron’s research page and you’ll find many useful links and information. Ron sends a weekly undated mortgage letter to his customers and clients each week. This e-news letter offers information from local and national mortgage lenders. If you would like receiving this e-mortgage letter, send Ron an e-message at: RonHidalgo@MindSpring.Com.

In advance, I thank you for your attention to this letter.

Ron P. Hidalgo, **REALTOR**®/Broker/ Since 1984

*If you have previously obtained a “Brokers Representative Services/Listing/Agreement,” “**In writing & have signed** the document” before receiving this offer, please disregard this offer.*