

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 future 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(s) you are considering to purchase, as well as the subdivision itself.

Why is this important to know the *true days-on-the-market*? Time is money gained or lost and you should know the current market values before ever making an offer! 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/section of a subdivision or many subdivisions together. Completing this *unskewed* market evaluation will help you pricing your offer.

Mr. and Mrs. “BUYER,” if this absorption rate report sounds interesting, and you would like this type of representation when making an offer on your future home, please contact **Ron**. We would be happy to represent you, in the process of locating and negotiation on your future home . . . Please understand, it’s not always the **PRICE** that’s the deterrent - that affects the selling or purchasing of real estate. There are many other factors you should consider when selecting and making an offer on your future housing investment. Ron has more than **20 years** of real estate knowledge along with home construction experience, and negotiating skills, ready to place into action for you. This knowledge and skills could be working for you today, . . . however, you alone decide, who should be your **REALTOR®** representative.

If this sounds like the *service and representation you want and desire*, **call Ron today**, to talk over the finer details of searching for homes and the negotiation procedure in the Alabama River Region. We are sure. You’ll find Ron’s proven “Buyer Representative techniques” useful and beneficial. Don’t procrastinate, pick up your phone and **Dial** ➔➔➔ **334.546.1410** or Toll free, 1.866.508.3535 , Office: 334.356.9700 today, and ask for Ron. Ron’s anxiously awaiting your call.

In advance, we thank you for reading this letter.

Ron Hidalgo,

REALTOR®/Broker Since 1984

associated with



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.

You'll be in good
Dial



hands with Ron!

334.546.1410

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.*