

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: Whether 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, CMS, but also complete the true/accurate days on the market for homes sold within your section of your subdivision as well as the subdivision itself. **Not forgetting or omitting** — Your competition within a five-mile radius, surrounding subject home.

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 invariably 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*) 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 the Seller's bottom line or time on the market.

Mr. and Mrs. Home Owner, if this absorption rate report sounds interesting, and you would like to view before listing your property again, 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 *list, position, market* your home, and *manage* to the transferring of title of your property. Please understand, it's not always the **PRICE** that's the deterrent - that affects the non-selling of property. It may be many other factors. Ron has more than **20 years** of real estate knowledge along with home construction and **making ready** homes for Marketing/Selling.

Did you know, simply rearranging furniture can open a home's appeal making a dramatic impact? How about the placement of mirrors? These are a few details Ron looks at – for the best presentation of his listings. **Mr. and Mrs. Home Owner**, does this sound like the service you want and need? **Call Ron today**, you'll be with no obligation to **Saunders REALTY** or **Ron** when listening to Ron's Marketing Techniques. You may find that Ron's proven marketing techniques are useful and beneficial. If this proves true, you'll have the opportunity to allow Ron to place his "**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 today. 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.

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 up-dated mortgage letter to his customers and clients. 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/August 7, 2006**

If you have listed your property before receiving this offer, please disregard this offer.