



RESIDENTIAL BROKERAGE

DAVE LEDWIG

Integrity - Personal Attention - Experience

Realtors are **not** all the same Comparison checklist

Dave _____

1

Dave provides home selling advice & implementation. Including minor home enhancement, home organizing /staging if needed, brightening with additional floor lamps, etc. to better present & sell your home.

"This place must be expensive to heat, it is so cold in here. Is it insulated at all?" What does Dave do to avoid this?

2

Dave provides "Just Listed" postcards to Neighbors & Buyer Database



Do you want a few extra people at each Open House?

3

Dave provides Professional Photography



4

Dave provides Professional Brochures



Buyers directed to Dave so expert attention given to inquiries.

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Websites
ArlHeights.com
EastArl.com
ArlCenter.com
JasonHeights.com



Dave provides an Electronic Scheduling System



10

Dave directly contacts you to confirm times not someone you don't know. He then electronically logs it into a system so you can track showings better & see feedback automatically!

Dave will be the one doing Open Houses, Broker Open House, communications, negotiations with you/agents/buyers (not lower level or inexperienced agents.)**

11

"I'm not sure, we will have to get back to you". Does this build confidence for buyers or doubt & frustration?

"They are selling because they bought a house in Wellesley?" Hmmm. So in a few weeks they will be extra motivated to accept a lower offer!

Dave will attend the home inspection

(Common practice for listing agents not to attend, very important to have your interests protected during inspections)

Dave's background in engineering helps when you are "actually" represented during the inspection process

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"The voltage is only 98 in all these outlets. You may have loose wires here, this could be a significant fire hazard."

What did Dave say in one sentence to remove any concern?

Dave will scrutinize the offers & mortgage pre-approvals advising you on which buyer to select

13

Did the buyers state their income/assets or were actual W-2's/tax returns checked? **Does it make a difference?**

14



Dave enables use of Electronic Signatures
Instead of a late evening meeting to sign an offer this can be done easily & electronically with Dave. If out of town this can be done by smartphone.

Experienced Negotiator with Integrity

15

One offer was submitted slightly below asking price. Second agent asks Dave, "What does my buyer need to do to get the property?" What response by Dave lead to \$30,000 extra to the seller?

16



Dave is a Notary Public
Can notarize a Power of Attorney & Deed so you don't need to attend the closing! Also, 6D's for condos.

17

Dave will work hard to go above & beyond in directing & educating the appraiser so your home stays at the agreed upon price!

"We want the price lowered \$25,000 to the appraised value or we are using our mortgage contingency and backing out!" How did Dave save the seller more than \$20,000 in this situation?

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Coldwell Banker Residential Brokerage
637 Mass Ave, Arlington

An Arlington home listed w/ an Arlington based Realtor sells \$4,461 closer to its original asking price **than one listed by a non-Arlington Realtor.**
(Source MLS single family sales '06-'15)

19



Arlington-based Award winning Realtor
Full-time for 14+ years in Arlington. Live and work here!

TOTAL

19

** Unless unforeseen circumstances then an experienced agent would cover