

SELL YOUR HOUSE FOR FULL MARKET VALUE

Go from here:



To Here:



Jonathan Swanson, Broker (910) 538-7737

Flip4Wilmington.com

JonathanSwanson@SeaCoastRealty.com

How to Get the Highest Price for Your House

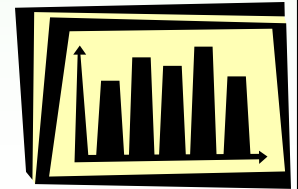


Simple Improvements to Maximize Your Profit

Houses that are clean, uncluttered and in good repair usually sell faster and for more money. Here are a few tips:

First Impressions. Attractive, clean front yard, green lawn and colorful flowers create an exciting first impression. A little trim paint goes a long way.

Clutter. Uncluttered shelves and closets appear bigger. Have a yard sale or store seldom used items in a storage unit.



Excess Furniture. Too much furniture can make rooms look small. Put excess furniture in storage.

Details. Small things make a big impression. Show buyers that your home is well taken care of. Repair leaky faucets, chipping paint and slow drains.

Carpet. Some buyers may replace the carpet after they move in, but it's still a good idea to spiff up the house and get it cleaned.



Kitchen. It's usually the first place buyers look and the most important room in the house to most people. Impress them with clean, uncluttered counters and shiny appliances and empty sinks.



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Why Are You Moving?

Each family has a different story, a different reason to move, different dream to start anew somewhere else. Just like each home is different, so is each dream and destination.

Bryon, his wife Heidi and their daughter Kayleigh wanted to move to a larger home in Whitney Pines from their cottage on Camden Circle. Their Camden circle home was too small and needed too much upkeep. Now they can spend more time together rather than doing home improvement projects.



Bob is a full time real estate investor who doesn't have time to sell his houses. We've worked together on many transactions. He knows I'm there for him and will handle things so he can move forward in his other businesses and have fun in his spare time.

Tracey, a first time buyer, wanted a house she could afford with two roommates. About two weeks later we found it. New construction purchased in a great neighborhood at a great price, with plenty of space for the roommates to stay out of each other's hair. Tracey was **THRILLED!**



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Referrals

Jonathan did a great job selling my house on Putnam Drive. Even though the market was challenging, we had the back door kicked in and the refrigerator and range stolen, we still got the house sold in a reasonable amount of time for a good price...THANKS Jonathan.

Dale Williams, Wilmington NC

Jonathan generated two offers on the house I listed with him on Plaza Drive. He thoroughly explained each one and we picked a winner. It was a smooth transaction from beginning to end. I would highly recommend him and will definitely call him in the future.

Mike Caulder, Wilmington NC



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More Satisfied Customers

Jonathan,

Thanks so much for your help in selling my rental property on Highway 210 in Rocky Point.

My wife and I are thrilled that we finally sold the investment property that wouldn't go away. After having it on the market for way too long and not getting anywhere I'm glad we finally listed it with you at Coldwell Banker Sea Coast and now it's GONE. I'm happy I took your advice on the pricing, home inspection negotiation, and repairs. It didn't put the money in my pocket I was hoping for, but at least the spending came to an end. I look forward to working with you again in the future.

Thanks again!

Pete



Pete Chilberg

Certified Mortgage Planner 

Wilmington, NC

Email: pete.chilberg@alphamortgage.com

Office Number: **(910) 256-8999**

Mobile Number: **(910) 431-6497**

Fax Number: **(910) 208-4069**



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**COLDWELL
BANKER**

**SEA COAST
REALTY**

Each Office is Independently
Owned And Operated

Call Any of these Satisfied Clients

Bob Swanson* (910) 262-8863

(no relation)*

Rich Morgan (910) 297-3519

Bryan Coniglio (910) 264-7967

Hugh Stewart (910) 367-0816

Mari Ann Harvey (910) 471-9636

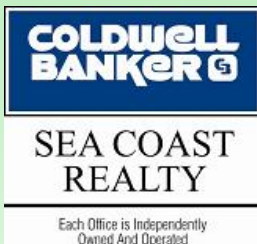
Penny Myers (910) 409-9511



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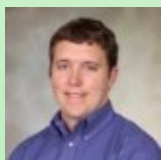
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“Sold” is the Only Result That Really Matters

Your address HERE!!	Sold	
1405 Queen Street, Wilmington	Sold	
6620 Creek Ridge Road, Wilmington	Sold	
404 Fern Creek Drive, Carolina Beach	Sold	
307 Cardiff Road, Wilmington	Sold	
4217 Edward Hyde, Wilmington	Sold	
506 N. 21st. Street, Wilmington	Sold	
1867 Neese Court, Leland	Sold	

Above are some of the properties **I've sold recently.**



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Your Home Should Be On This List

Slow Market??? Not for Coldwell Banker Sea Coast Realty

Status	DOM/ Status CDOM Date	Listing#	Price	Address	City	Community	BD	BA	Lot Size	Heated SqFt	Est. SqFt
Sold	126/126 04/30/09	426667	100,000	6922 Southern Exposure	Wilmington	Old Cape Cod	2	2	0.090		899
Sold	13/13 04/21/09	429520	131,500	33 Twin Oaks Dr	Castle Hayne	Prince George Estate	3	2	0.380		1144
Sold	461/461 04/16/09	409663	134,000	618 Jennings Dr	Wilmington	Devon Park	3	2	0.370		1001
Sold	7/7 04/15/09	430915	144,000	415 Dogwood Ln	Wilmington	Not In Subdivision	2	2	0.390		1083
Sold	9/9 05/01/09	430850	144,750	3609 Leaning Tree Ct	Wilmington	Bent Tree	3	2	0.290		1275
Sold	21/21 04/22/09	429401	148,000	904 Adelaide Dr	Wilmington	Hanover Heights	3	1	0.470		962
Sold	15/15 05/12/09	431102	150,000	917 Haymarket Ln	Wilmington	Echo East	3	2	0.300		1236
Sold	50/50 04/13/09	427776	152,000	1111 Loman Ln	Wilmington	Archmill Place	3	2	0.170		1237
Sold	328/328 04/17/09	416670	155,000	709 Tisbury Ln	Wilmington	Brewster Place	3	3	0.230		1140
Sold	168/168 04/30/09	423826	155,900	1709 Grant Cir	Leland	The Willows	3	2	0.170		1276
Sold	206/206 04/16/09	422608	163,000	6412 Stearman Ct	Wilmington	Laurel Ridge	3	2	0.220		1286
Sold	39/39 04/29/09	429844	166,500	7218 Vespar Ct	Wilmington	Jacobs Ridge	3	2	0.120		1300
Sold	0/0 04/29/09	432301	168,000	122 Cherokee Trl	Wilmington	Tanglewood	3	2	0.480		1468
Sold	67/67 04/24/09	428806	168,000	3376 Brucemont Dr	Wilmington	Northchase	3	2	0.270		1072
Sold	216/216 05/12/09	423067	169,900	4076 NE Butler Rd	Leland	Home Place Estates	4	2	1.000		1501
Sold	0/0 04/24/09	421888	172,989	2073 Willow Creek Ln	Leland	The Willows	3	2	0.170		1301
Sold	137/137 04/17/09	425640	173,000	4629 Bramton Rd	Wilmington	Kings Grant	3	2	0.330		1310
Sold	317/317 05/05/09	419908	174,900	5059 Northgate Dr	Leland	The Willows	3	2	0.160		1638
Sold	55/55 05/06/09	429026	194,350	7403 Walking Horse Ct	Wilmington	Courtney Pines	3	2	0.260		1356
Sold	239/239 05/04/09	421196	198,900	6620 Creek Ridge Rd	Wilmington	Brittany Woods	3	3	0.400		2121
Sold	45/45 04/29/09	429555	211,000	4631 Mockingbird Ln	Wilmington	Long Leaf Hills	3	2	0.530		1675
Sold	200/200 05/04/09	420364	218,900	304 Azalea Dr	Hampstead	Belvedere Plantation	4	3	0.150		2069
Sold	46/46 04/29/09	428878	222,000	7444 Anvil Ct	Leland	Snee Farm	3	3	0.770		2101
Sold	173/173 04/27/09	423562	229,900	8537 NE Lanvale Forest Dr	Leland	Lanvale Forest	3	3	0.170		2301
Sold	58/58 04/22/09	428260	235,000	5416 Woodridge Rd	Wilmington	Beacon Woods	4	2	15027		2022
Sold	195/195 05/04/09	423675	235,000	123 N Palm Cottage Dr	Hampstead	The Cottages at Isla	3	3	0.420		2094
Sold	84/84 05/01/09	428233	238,500	6321 Northshore Dr	Wilmington	Hidden Pointe on the	3	2	0.200		1548
Sold	144/144 05/06/09	425789	245,000	3209 Dalton Ct	Wilmington	Northchase	3	3	0.370		2265

Actually, it's really quite simple...

If you're thinking of selling your property,
consider a company that's selling a LOT of properties.



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Get Your Home **Sold** For the Most Money

Great Listing Agent, Great Listing Company, New Buyers, New Possibilities

Putting up a For Sale sign and hoping for the right buyer will not get your house sold. It takes cutting edge marketing combined with good old-fashioned hard work. The goal is to:

- Get you the **Most Money Possible**
- **Sell Quickly** and without problems
- **Close on time**, as scheduled



Jonathan uses a two-prong approach to find that perfect qualified buyer to purchase your home.

- **Buyer Marketing** includes calling other homeowners in the neighborhood to see if they have friends or family that want to move to the area, flyer distribution throughout the neighborhood, website promotion on many websites with multiple pictures, targeted direct mail campaign, and much more.
- **Agent Networking** promotes your house to top Realtors already working with qualified buyers. This expands the pool of potential prospects ready to buy, and increase your chances of putting up the **SOLD** sign faster.
- You will always know what is happening, because when you list with Jonathan, you will get a copy of the Active Marketing Plan, and **every week you'll get a complete update**, feedback more often once the showings are complete.

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Distribution Partner Websites



Actually, it's really quite simple...

If you want to sell your home,
consider a company that's selling a LOT of
properties using leading-edge marketing technology.
Selling your house is worth paying the commission.

- ColdwellBanker.com
- SeaCoastRealty.com
- Homes.com
- HomeFinder.com
- Trulia
- Google Base
- Zillow
- WorldProperties.com
- CyberHomes.com
- AOL Real Estate
- StarNewsOnline.com
- Frontdoor.com
- Yahoo Real Estate
- Land & Farm **
- OpenHouse.com**
- Lake Homes USA, **
- Ocean Homes USA **
- River Homes USA **

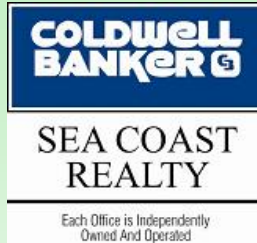
**If Applicable



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Cancellation Guarantee

WARNING! Listing with the wrong agent can cost you not only precious time, but **thousands of dollars**. There is nothing worse than getting trapped in a lengthy listing contract with the wrong agent. You could get stuck for months without a way out.

Fortunately, you have a choice. We offer a hassle-free listing contract with **“Easy Exit”** no-questions asked simple cancellation guarantee. Either you are completely happy with his service and results, or the listing contract is canceled. Not just withdrawn, as offered by many others as a gimmick, but completely terminated, end of story. Easy and simple. In writing.



The fact is, Jonathan has many past clients who have been delighted with his performance and the results. It's still nice to know you have the option to cancel if you want to, just in case.



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Why Should you Hire Jonathan?

Six Reasons That Make All the Difference.

1. **Courtesy:** Jonathan is pleasant to work with. No pushy sales tactics, smoke and mirrors, or dishonesty. On the contrary, Jonathan takes pride in his work. Things like returned phone calls—either answered right away or returned promptly. Try it and call now. (910) 538-7737.
2. **Weekly Follow Up:** At least once a week, you will speak with Jonathan, not some part-time assistant or some “specialist” on the team. You’ll get a complete update, buyers’ feedback, and comments from other agents.
3. **Experience:** About half of today’s agents are new or inexperienced. Jonathan has sold well over 100 homes in the past 5 years in the Wilmington area. You are in good, experienced hands.
4. **Marketing:** Great mix of old-fashioned hard work and latest marketing and technology tools, including direct mail and web marketing.
5. **Easy-Exit Listing Agreement:** You are either delighted with the way things are going, or you can pick up the phone and cancel the listing—no questions asked. Easy and simple.
6. **Great Results:** Anybody can promise you anything. The true test is in the results. As you can see on these pages, Jonathan makes good on his promises, and he has dozens and dozens of closings behind him with satisfied, repeat clients to prove it. **Are you next?**



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Meet Jonathan, Your Agent.

If one word can describe Jonathan, it is “Determined”. He is a friendly guy with what seems like an endless amount of drive.

Seven Things You Didn't Know About Jonathan

1. He is originally **from Eastern NC** and has lived here his whole life, so far.
2. Jonathan **plays recreational basketball** two nights a week with different groups in Wilmington.
3. He has a **degree in Business Management from UNCW** and a background in foodservice and healthcare staffing management.
5. He has become one of the **top producing individual agents** at the Coldwell Banker Sea Coast Realty office in Wilmington in the last few years. Jonathan is proud to be part of the leading real estate company in Wilmington.
6. He has a **wife, Jamie, and a son, Noah.**
7. Jonathan buys and sells real estate and is a **board member of the Coastal Carolina Real Estate Investors Association** in Wilmington.



What makes Jonathan a successful Real Estate Broker? It's his determination, honesty, experience, and great clients who choose him to help with their real estate needs.

By hiring Jonathan, you're not only getting a great agent, but also a carefully selected support team that includes an attorney, loan officers, closing coordinators, home inspectors, home improvement contractors, and other people who will help make our transaction go smoothly.



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