



GREG **SISSON**

A Clear Real Estate Mission



Persistence

There is no GIANT step that does it. It's a lot of LITTLE steps.

~ Peter A. Cohen

Welcome

Everyone from the Greg Sisson Team would like to take this opportunity to thank you for reviewing our brochure which introduces you to one of the top real estate teams in the country and the top team along the Grand Strand. We invite you to enjoy the best real estate experience you'll ever have. You will immediately recognize that Greg Sisson has "a clear real estate mission".



Greg Sisson's Personalized Marketing Plan Gets Your Property Sold Quickly!

"My mission is to expose your property to every qualified buyer and consequently net you the most money possible in the least amount of time."





My Personal Objectives

- Pursue every possible qualified Buyer for your property until it is SOLD.
- Constant communication with you, to keep you informed as to all activity on your property and to any changes in the market that may positively or negatively impact your investment.
- Negotiate on your behalf with Buyers to obtain the best and highest offers for your consideration.



Pro-Active Approach

Advertising Your Property in Print

- Submit home to Multiple Listing Service (MLS) (Horry and Georgetown Counties).
- Direct Mailers
- The Real Estate Book
- Exposing your property to the Top 1% of Realtors, regionally and nationally.



The Sisson Team

A Premiere Real Estate Team Along The Grand Strand

Each member of the team is about connecting with who you are and what your goals are, whether buying, selling, or investing in a home. We understand the importance of carefully listening to everything on your mind.

Greg Sisson and [Rick Weidman](#) who are here to ensure equal attention and care is put into each stage of the selling or buying of your home.



Greg Sisson and Rick Weidman

The Sisson Team

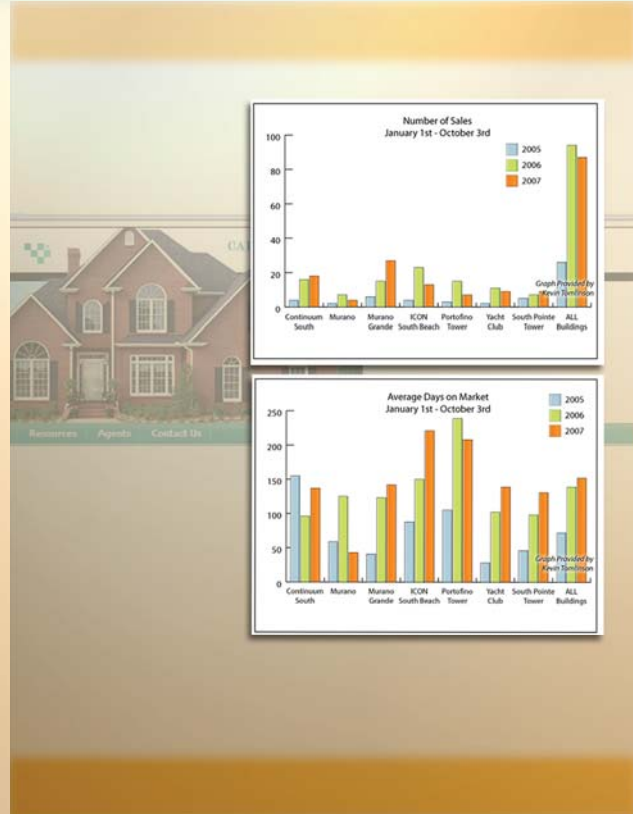


Internet E-mail & Telecom Advertising

- Provide your home feature-sheet, via e-mail, to a group of over 5,000 prospective Buyers, real estate professionals and other carefully selected recipients.
- E-mail or Fax your home feature sheet to top 150 agents in the marketplace and announce any incentives or adjustments.
- Utilize different web-sites with pictures and remarks on your home. (#1 source of Buyers) REALTOR.com, Therealestatebook.com, GrogSisson.com, and craigslist.com.
- Utilize 800 Info Hotline- A call capture system generating 75% more buyers, than traditional advertising.
- Email top 2,000 Real Estate Agents in the country (through my coaching company) for buyer referrals for your property.

Positioning and Selling Your Home In Today's Market Place

- Comparable Market Analysis.
- Pricing your property correctly the first time to attract a buyer fast, netting you the most amount possible.
- My marketing team and I will spend no less than 3 hours daily in prospecting on the phone to potential Buyers.
- Spend first 7 days contacting past clients for referrals and/or Buyers.
- Pre-qualification of all prospective Buyers through our Preferred Lender.
- All inquiries from Buyers and Sellers handled within 24 Hours!



Valuable Communication with Seller

- Provide you, via e-mail, with routine updates regarding any relevant changes in the market-place using our company's Monthly Marketing Statistics Study.
- Close consultation with you to ensure your property is strategically presented and priced.
- Regular e-mail contact with you describing the reactions of prospective Buyers to every aspect of your property (layout, condition, pricing, etc).



BECOME AN INFORMED SELLER

8 Frequently Asked Questions

(Q) Why not use my friend who's a Realtor?

Think about what is important here. Do you want to sell your home or do your friend a favor? This is purely a business decision and should be based on performance and success.

(Q) How long is your listing agreement?

Our standard agreement is 6-12 months (with current market conditions, it may take 160-190 days to complete sale).

(Q) We are considering another company.

I welcome this and invite close comparison of my personal and company sales records as well as our exceptional customer service with any other firm.

(Q) "For Sale By Owner" Why not sell it myself?

Frankly, because I will net you more money. Statistics show properties sold through professionals have a median sales price 27% higher than FSBO sales.

(Q) Why not list high and come down if it becomes necessary?

Buyers in today's market may not even look at property that is overpriced. Listing at the right price for the market ensures the largest number of qualified buyers looking at your property~better to turn offers away than receive none at all.

8 Frequently Asked Questions Continued

(Q) Why did another agent say he could get us more money?

Remember, the people telling us what they will pay for a property is the Buyers, not the Agent. Some agents may be afraid to tell you the truth fearing they will not get your listing. I will base my suggestions on FACTS.


(Q) Exactly what are you going to do to sell our Home?

I am an active agent and will spend my time aggressively marketing your home to the public and other active agents. I have a comprehensive and complete marketing plan that has proven to successfully sell properties.

(Q) Why are some agents willing to do it for less?

That is a valid question, but could be a disadvantage when selling your property. Agents lacking in energy and innovation may be more passive in their sales approach and not as motivated to sell as we are. Your property must appeal to the public AND to other agents in the community~ a vital fact in selling your home.



A close-up photograph of a hand holding a set of keys. The hand is positioned in front of a white door handle. The background is slightly blurred, showing the door and a person's arm in a white shirt. The lighting is bright and natural, suggesting an indoor setting.

Greg Sisson's Confirmed Success in Selling Real Estate

"Once we decided to put our home on the market we contacted Greg. After viewing our property he gave us suggestions on what we should do to get the most money for our home. He kept us informed every step of the way and helped sell our property at just the right time to get the highest dollar possible!" - ***Sue & Gregg Long***

"Charlie and I were looking for a luxury beach front property to serve as a vacation and second home. Greg found the perfect property for us. He negotiated the contract in a professional manner and closed the transaction quickly and efficiently. I would highly recommend Greg and his staff to anyone buying or selling in Myrtle Beach." - ***Frances Hupfer***

"My wife and I called Greg to interview him about selling our home. At our appointment we were so impressed by his professional presentation we hired him on the spot. Two months later we were moving!" - ***Dave & Cricket Barnes***

Additional References

<i>John Copses</i>	(864) 266-2248
<i>Steve Chapman.</i>	(843) 902-2297
<i>Cheryl Isley</i>	(843) 497-3555
<i>Steve Mays</i>	(843) 222-0801
<i>Lisa Mishoe</i>	(843) 448-5050
<i>Jeff & Micki Polcer</i>	(856) 296-9615
<i>Jason Himmelsbach</i>	(843) 450-0339
<i>Carolyn Leak</i>	(804) 334-7548
<i>Matt & Carrie Harris.</i>	(843) 236-3972
<i>Joe & Judy Barberino.</i>	(843) 421-8404

My Company's Commitment To You

We are open seven (7) days a week and are always available to both seller and buyer. With a full time staff of highly trained professionals to help the seller and highly skilled agents ready to assist your buyer ~ we make selling your property our first priority.



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