

Refer A Friend



In our Refer-A-Friend program, MRC gives away 5% of its commission for education, religion, science and other charities, in your name, when your real estate referral results in a sale.* At closing, MRC will donate the money to your favorite charity. A check or wire will be sent by the title company. It helps parents to save for their children's education. You can support the charities of your choice.

It is illegal for a Real Estate Agent or Company in the State of Florida to give you money or a gift for referrals.

It is not against the law to make a contribution to your charitable organization for a referral. MRC contributes 5% of its commission to your charitable organization in your name for education, religion, scientific research and others who qualify. Title Company issues the check directly to your charity at closing; provided your referral results in a sale.

What motivates people to refer a friend?

"I am helping a boy or girl save for college or special education"

"I give to a charity to help the handicapped or needy"

" I donate for the pure love of helping others."



Referral

Name _____

Name _____

Address _____

Phone _____

Phone _____

Email _____

Email: _____



Why you need a real estate professional

Given the proliferation's of services that help home buyers and sellers complete their own transaction, you may have considered whether you should go it yourself instead of working with an agent. However, there is no substitute for an experienced professional, and taking on all the responsibility yourself could be costlier than an agent's commission in the long run.

According to the National Association of Realtors' 2019 Profile of Home Buyers and Sellers, only 8% of home sales were accomplished as for sale Ay owner (FSBO), and of those, 77% knew their buyer personally. FSBO home sales had a median price of \$200,000 in 2019, compared to the agent assisted home sale median price of \$280,000.

Beyond the price advantage of using an agent, homes listed by real estate professionals get more exposure and their sellers get more support. Here are some other considerations:

- They're trained and licensed professionals.
- They have experience in your neighborhood and your market.
- They have oversight from brokers and state licensing officials.
- Their job is to advise you the best way to reach your goals.
- They know how to present your home and deal with buyers.
- They know how and where to market properties effectively.
- They know how to overcome typical snags that occur in real estate transactions and closings.
- They understand state-required disclosures and look out for your best interests.
- They understand personal safety and security for your belongings during showings.
- They know the best resources to make transactions go more smoothly, from bankers to home-stagers to contractors.
- They have access to the most accurate and comprehensive data - the MLS, the only data repository that has the most up-to-date listing and sales information.
- They know how to negotiate.
- Their job is making real estate transactions successful.
- Their continuing education keeps them up-to-date on housing issues.



With a real estate professional in your corner, you'll have a partner by your side to advocate for you and advise you through the entire home sale process.

Current and accurate information relevant to the sale of your home. Seeing that this is perhaps your most valuable asset, it is imperative that you be equipped with the most complete information possible related to the pricing and marketing of your home.



I appreciate the opportunity to share my business plan with you. In order to inform you about the current happenings in today's market, I have prepared this comparative market analysis (CMA) especially for you.

There are many properties on the market today, and each has different amenities, sizes, and values. By reviewing this CMA, you will have the information needed to price your home in the appropriate range in today's market.

Home buyers always do a lot of comparison shopping. In today's market it is especially important to price your home right from the beginning and to get it "show ready". There are many homes available in all price ranges, but the homes that are priced right and show well are the ones that bring in qualified buyers.

Part of this package includes a detailed copy of my personal marketing plan. We will certainly go over this in detail so that you feel comfortable to entrust your home sale to me. I am sure that once you review the plan, you will feel very satisfied with me marketing your home. My goal is to help you sell your home quickly and at a fair market value. I look forward to working with you on the sale of your home.

Our company is a multifaceted business that operates with you, the customer, at the forefront of our day-to-day operations. We are well known and respected in the community and our philosophies are based on both honesty and integrity. As a client centered business, you will receive personal service and be backed by a reputable company.

We implement multi-level marketing strategies that benefit our clients with every transaction. Our real estate agents have extensive access to information about the communities in which they deal. This includes, but is not limited to: schools, populations, recreation, entertainment, home values, growth potential and surrounding areas. Many agents live in the areas we serve and therefore can more accurately overcome potential obstacles and focus on the unique needs of our clients.

The real estate market is always changing and as a result, our agents regularly attend training sessions and events to further their knowledge and be sure that they are focusing on current conditions that affect today's buyers and sellers.

This type of training is imperative if we are to be successful in obtaining top dollar on home sales. Our goal is to make sure that we satisfy the special needs of all of our clients and at the same time make the process and transactions go as smoothly as possible.

Our company is dedicated to maintaining a professional, trustworthy relationship with our clients. One way this can be seen is through this Comparative Market Analysis (CMA) which you hold in your hand. This CMA compiles the most current and accurate information relevant to the sale of your home. Seeing that this is perhaps your most valuable asset, it is imperative that you be equipped with the most complete information possible related to the pricing and marketing of your home.



No two homes are identical, which is why choosing a sales price or offer price for a home can be challenging. That's where the comparative market analysis, or CMA, is most useful.

What is a CMA?

The CMA is a side-by-side comparison of homes for sale and homes that have recently sold in the same neighborhood and price range. This information is further sorted by data such as type of home, number of bedrooms, number of baths, lot size, neighborhood, property condition and features, and many other factors. The purpose is to show estimated market value, based on what other buyers and sellers have determined through past sales, pending sales and homes recently put on the market.

How is the CMA created?

CMAs are generated by using property information from your real estate agent's multiple listing service (MLS). The MLS is available to licensed members only, including brokers, salespeople, and appraisers, who pay dues to gain access to the service's public and proprietary data, including tax roll information, sold transactions, and listings input by all cooperating MLS members. Listing agents generate CMAs for their sellers, and buyer's agents create them for their buyers so both sides know what current market conditions are for the homes they're interested in comparing.



How accurate are CMAs?

The CMA is a here-and-now snapshot of the market, based on the data available, but it can instantly be rendered obsolete by a new listing, or a change of status in a home with the same criteria. Why? The market is constantly changing - new listings, pending sales, closed sales, price reductions, and expired listings.

CMAs can vary widely, depending on the knowledge and skill of the person creating the CMA as well as the number and type of data fields that are chosen. That means some features may not be included.

As informative as the CMA is, it should only be used as a tool and should not substitute for your real estate professional's knowledge and advice.