



Selling Your Home

PRESENTED BY:

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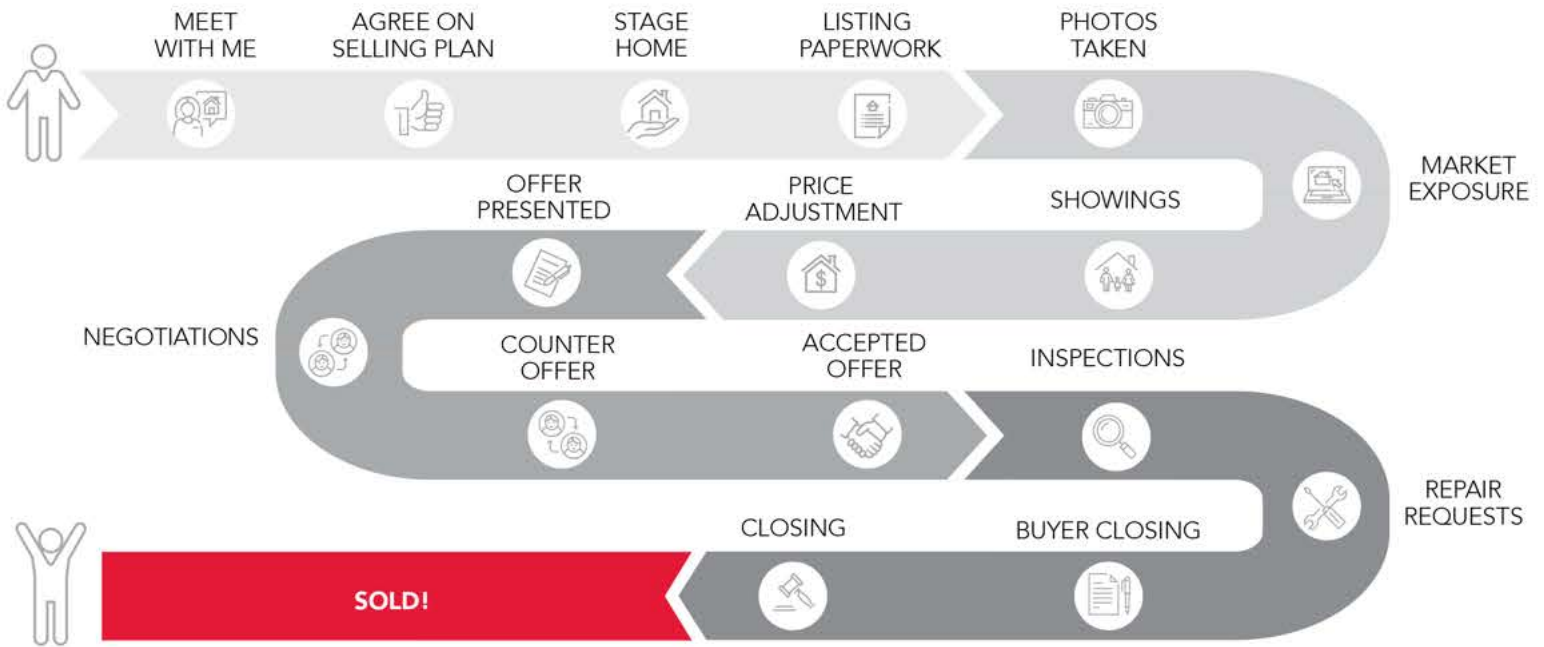
HUFF

• R E A L T Y •

A Berkshire Hathaway Affiliate



THE SELLING PROCESS



FULL SERVICE REAL ESTATE BROKERAGE

With roots in residential real estate, our family of Homownership Services: mortgage, title, insurance, relocation, warranty, and rentals are among the best in the industry. Each enjoys strong brand recognition and shares the common guiding principles of honesty, integrity and commitment to delivering a superior customer experience.



Patrick and Teresa Martini, Real Estate Brokers

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A real estate selling transaction can be a complex process loaded with unexpected twists and turns. As a true expert, I will guide you down the best path and through the unexpected pitfalls that may come up.

As a local market and community expert, as well as a master of property marketing, networking and negotiation, I will work with you to understand your wants and needs and work in your best interest, saving you time, money, to make your transaction as seamless as possible.



LOCAL CONNECTIONS

A strong HUFF brand combined with the resources of HomeServices enhances our ability to deliver superior technology and comprehensive customer services. Since 1975 HUFF has been a respected and well known name in the Tri-State.



NATIONAL PRESENCE

HUFF Realty, a Berkshire Hathaway Affiliate, is part of the second largest home services provider in the United States, HomeServices of America, encompassing multiple brands and thousands of agents across the nation.

BERKSHIRE HATHAWAY

"One of the World's Most Respected Companies."

— Barron's Magazine

My affiliation with Berkshire Hathaway strengthens my position for my clients. I am proud to be part of one of the most respected companies in the world.



When I list your property locally, it is automatically promoted on the LeadingRE website. It is also immediately connected to the websites of over 565 affiliated real estate firms across the globe.

65

COUNTRIES

565

FIRMS

130K

ASSOCIATES

The Highest Value in The Least Amount of Time.

"Timing is everything. The best offers are the first offers."

The longer a property is on the market the fewer showings it receives and the percent of the asking price decreases.

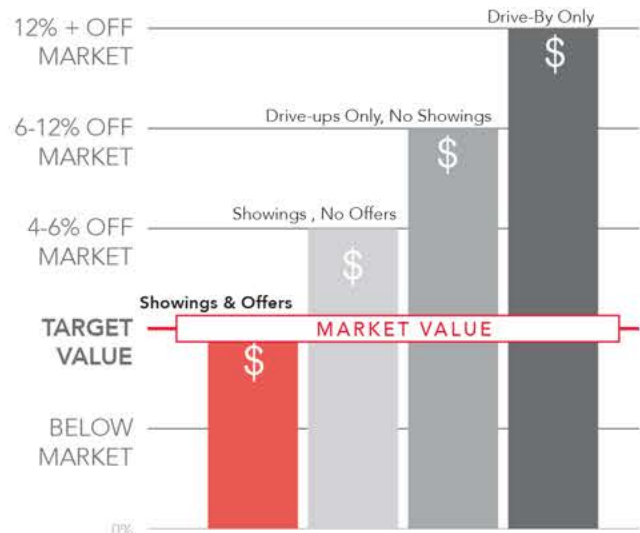
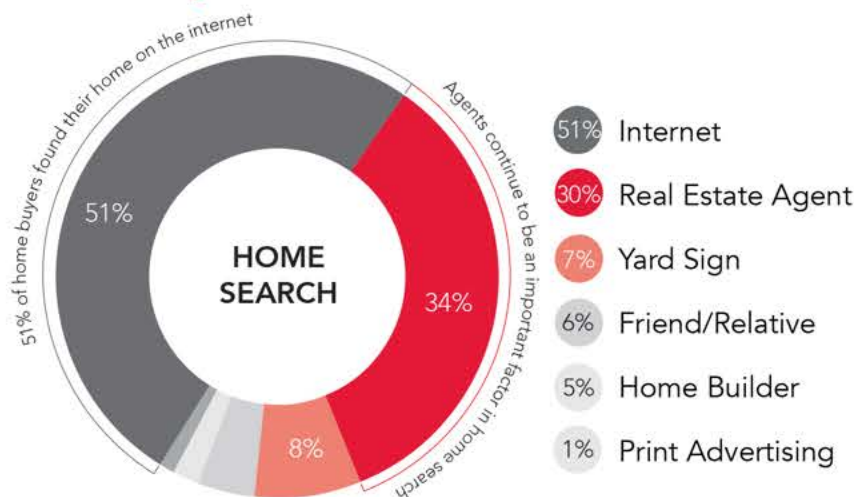
Overpricing can lose the freshness of the home's appeal after the first two to three weeks of showings.



Pricing your property for today's market

I have the experience, knowledge and tools to provide you with a fair market value of your property. Among these tools I will generate a Comparative Market Analysis Report (CMA) to assist in targeting the current market value of your home. An advantage over appraisals, the CMA provides not just three comparable sales, but also market time and other homes for sale.

Where Buyers First Learned About the Home



CAPTURING BUYERS LOCALLY, NATIONALLY, GLOBALLY

huff.com



HUFF ONLINE MARKETING NETWORK

HUFF HAS BUYERS COVERED

95% of home buyers utilized the internet during their home search process.



"As your HUFF Realty agent I am well versed in the skills necessary to position your home in front of qualified buyers."

Proper positioning in the local market is key but exposure to the national and global arenas is an important factor in offering your listing to the highest number of potential buyers. My local expertise combined with the connections and strategies of HUFF Realty will provide the proper exposure for your listing.



HUFF AGENT MARKETING

DIRECT MARKET EXPOSURE



Signage, open houses, brochures, direct mail, email and more. Your agent has dedicated marketing, social media and technology teams ready to provide creative solutions that provide buyers with the information they need.

- Brochures
- Property Flyers
- Direct Mail
- Digital Magazines
- Print Media
- Signage
- Social Media
- Open Houses
- Agent Networking

LOCAL EXPOSURE



Your listing will appear on every broker's website in the Tri-State area exposing your property to every potential buyer and buyer's agent in the area.

NATIONAL REACH



HUFF Realty has listing feed agreements with some of the largest home search websites in the country. Additionally, your listing will be distributed to over 900 other sites via our online listing network

GLOBAL COVERAGE



Our global affiliations allow us to position your property for maximum exposure to a network of agents, brokers, and potential buyers world-wide.

LUXURYREALESTATE.COM™
WHO'S WHO IN LUXURY REAL ESTATE

Properties 500K and above will be listed among the finest luxury listings in the world on LuxuryRealEstate.com, the most searched luxury website.

SOCIAL MEDIA



Your HUFF agent has access to the HUFF social media team who is well versed in social media strategies that attract potential buyers to your listing.

THE RIGHT COVERAGE FOR YOUR LISTING