

## How my “below average” statistics can help sell your home faster. And for more money.

Dear \_\_\_\_\_,

There are a lot of Realtors<sup>®</sup> out there boasting about their above average numbers. Top 5% in sales volume. Sold more than 500 homes. I too can stand by those numbers!

And while those “above average” statistics may sound impressive, it’s the “below average” ones that mean the most when it comes to selling your home.

- **Average Days on the Market** — I’m well below average for the Average Days on the Market for the Greater Des Moines area. My proven aggressive marketing plan means your house can sell that much faster.
- **Average List Price to Sales Price** — For many homes, there may be a significant price drop from the original list price to the final sales price. If your Realtor<sup>®</sup> sells your house for \$149,995 when the original list price was \$155,995, you just lost \$5,000! My homes sell below the average list price to sales price drop in the area — You pocket MORE when you list with me!
- **Average Closing Costs** — Don’t forget about your closing costs. In today’s real estate market, the buyer expects the seller to share the burden of closing costs. It’s not uncommon for sellers to pay many thousands of dollars in closing costs. But my sellers typically pay far below average closing costs in the Des Moines area.

List with me, and you are more likely to sell faster, sell for a higher price, and come to the closing table paying less dollars (or none at all) in closing costs.

Those are just a few ways where I am a “below average” Realtor<sup>®</sup>. Of course, when it comes to my aggressive marketing plan, my prospecting for buyers for your home, my attentiveness to your needs, and my experience and expertise, my clients would agree that I’m “above average”.

But don’t take my word for it... allow me to come to your home and prove it to you one-on-one. Remember, there’s no obligation at all. If you think I’m going to be able to help you sell your home, great! If not, I’ll take pleasure in knowing I got to meet your family.

Simply call me at 515-707-6868 or email me at [andy@kwds.com](mailto:andy@kwds.com).

I look forward to helping you sell your home. Fast.



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Sincerely,

Andy Lenaghan  
Your Des Moines Area Realtor<sup>®</sup>

P.S. In my next letter, I will prove to you how I go above and beyond to find buyers for your home. These unique and aggressive tactics almost always bring buyers to my sellers' listings. Promise.