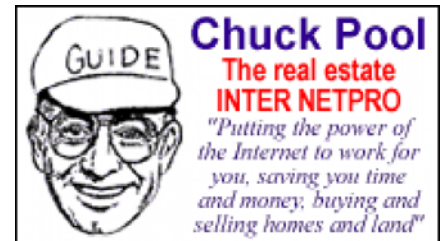


Courtesy of
Chuck Pool
Re/Max Gold
3374 Coach Lane
Cameron Park, Ca 95682
Phone: (530) 677-0972
Fax: (530) 677-7901
Email: chuckpool@realestateeldorado.com



HOW CAN EXPIRED LISTING SPECIALIST, CHUCK POOL, SELL MY HOME SINCE IT DIDN'T SELL WHEN IT WAS PREVIOUSLY LISTED?

Chuck has specialized selling expired listings since 1978

Chuck examines why your home didn't sell when it was previous listed. Many times he discovers one or more factors that may have contributed to it not selling.

Chucks many years of studying real estate marketing contributes to his success in selling expired listings placing him in the top 5% of Realtors in the United States.

Chuck discovered the two major reasons many homes don't sell are the lack of marketing expertise in describing the most important features of the home and/or not utilizing the most important marketing channels to expose the home to buyers. Chuck Developed a system called, "The Marketing Performance Forecaster", to analyze why some listings do not sell and how these problems can be corrected.

Why Chuck has been so successful in selling hundreds of expired listings.

Chuck has constantly investigated and utilized what the experts have determined as the best marketing methods to sell real estate.

Most home sellers have been led to believe that over the years radio and TV ads, newspaper ads, home magazine ads, signs and open houses are the major ways that buyers found homes.

In actuality only 18% of real estate buyers find their homes through these marketing methods!

Past studies show 82% of real estate sales came from agents past clients, agent's personal contacts, agent's referrals, and agent's acquaintances. Over the years chuck has capitalized on these findings by keeping in constant contact with approximately 1600 past clients, acquaintances, and contacts by means of a monthly newsletter, email, and phone.

THE MOST IMPORTANT MAJOR CHANGE IN MARKETING REAL ESTATE TODAY

THE INTERNET

- 86%** of home buyers find their agent on the internet
- 78%** of home buyers and sellers use the internet to find properties
- 75%** of home buyers find their homes on the internet
- Only 11%** of real estate agents have a personal internet presence to market their listings!

Chuck has 12 websites, which produce 250 to 500 emails from prospective buyers each month. When you list your home with chuck your home will be shown on his websites giving your home massive marketing exposures daily throughout the US and the world 24 hours a day, 7 days a week!

**CALL CHUCK POOL NOW (530) 677-0972 OR EMAIL
CHUCKPOOL@REALESTATEELDORADOCO.COM
TO EXPLAIN HIS ENTIRE MARKETING PROGRAM**