

# George Lorimer's Strategic Home Sale



## **Not all agents are the same.**

You intuitively know this, but it's alluring to pick the cheapest agent or the one that tells you the highest sales price.

If you are thinking of selling and want to net the most money with the least hassles, than my Strategic Home Sale is for you.

Here's how we accomplish getting you the most money. We combine our exclusive 4-step strategy, with our proven track record of 1000+ homes sold, and the resources to make it happen.

To learn more and get a free home seller package, call 619.846.1244.

**[StrategicHomeSale.com](http://StrategicHomeSale.com)**

ProWest Properties DRE# 01146839



**Preparing & Staging**

Clean, smart fix-ups, staging & beautification.

**Strategic Pricing**

Nicest home for the best price

**Limit Showings for the "Auction Effect"**

Strategy to create the maximum buyer demand –1. My BUYERS in WAITING DATABASE. 2. Buyers from marketing. 3. City-wide network of buyer's agents.

**Multiple Offers**

Negotiate from a position of power with multiple buyers.

619.846.1244 / georgelorimer.com / DRE 01146839 / ProWest Properties

strategic home sale

# maximizing your selling price

The first, and one of the most important steps, in maximizing your equity, is to present your home in the best possible light, both online and in person.

## **Step 1: Professional Home Cleaning**

Deep clean the home and spruce-up the yard.

## **Step 2: Identify Strategic Fix-Ups**

For every \$1 invested, you make from \$3-\$10 return. To accomplish this, we walk through your home and identify specific improvements that increase your equity by modernizing the home which dramatically increase the emotional appeal to buyers.

## **Step 3: Professional Staging**

Our designer will transform your home in three ways to a model home in three easy steps:

- Rearrange furniture placement to create the desired flow for the showings.
- Declutter the home to universally appeal to the most buyers.
- Add beautiful accessories to enhance the impression of comfort, luxury, and exclusivity of your home.

*In a 2018 HSR Survey of over 4,200 Homes...*

**85% OF THE  
STAGED HOMES  
SOLD FOR 6-25%  
MORE THAN THE  
UNSTAGED HOMES**

[www.homestagingresource.com](http://www.homestagingresource.com)



# george lorimer's successful sale promise



**You make the most money and stay in control of your home sale.** This is how it works.

You and I form a partnership to make sure that your home sells at your price and all the paperwork is completed properly. That way nothing comes back to bite you!

Here are just a few of the benefits:

- If you find the buyer and no other agent is involved, you pay no commission.
- If you need our help, we offer flexible fees & marketing – starting at 1%.
- You can cancel the listing anytime before you accept an offer.

Compare the amount you make selling yourself or with us. Chances are, you will make more with our help because we can negotiate a higher sales price and have reasonable fees. Over 1000 San Diego homeowners have found that, with my assistance and proven strategies, they sell it for more money and faster.

## **You and I are on the same team**

With your knowledge of your house and the neighborhood, and my experience of 1000+ homes sold, we are unstoppable.

Gone are the "One-size-fits-ALL days" - You have more choices and are in control of the sale.

Call George Lorimer & Start Packing 619.846.1244



## george lorimer's virtual transaction

- No need to leave your home
- No need for people in your home
- 100% Virtual Transaction, even the paperwork

George's Virtual Transaction keeps your family safe while we sell your home.

Call George Lorimer & Start Packing 619.846.1244

# marketing and exposure



## **GEORGE HAS THE BUYERS - 5X's more buyers than the average agent**

1. Exclusive buyers-in-wait database – nearly 1000 San Diego home buyers
2. Digital marketing – I've spent over \$185,211 in generating buyers
3. City-wide buyers agent network – 20+ years of networking with the best agents
4. Buyers with homes to trade-in – I'll give them a cash offer on their home
5. Buyers on a lease – I'll buy-out their lease

**WITH ALL MY BUYERS WE CREATE MULTIPLE OFFERS OR EVEN A BIDDING WAR ON YOUR HOME**

**Call George Lorimer & Start Packing 619.846.1244**

# your protection is our focus

IN OUR 1000+ SUCCESSFUL TRANSACTIONS WE HAVE DEVELOPED THESE PROTECTIONS FOR YOU

**Call George Lorimer & Start Packing 619.846.1244**



## PROTECTION OF YOUR EQUITY

As a fiduciary to you, your needs come first. Honest promises guarantee – realistic pricing and timing.

Staging & presentation services available to increase the home's appeal and maximize your equity.

Strategic pricing to stay ahead of market trends before they happen.



## LEGAL PROTECTION

To reduce the risk of legal issues during and after the sale of your home I provide you with:

Disclosure forms for the history of your home.

Expertise to prevent, protect, and resolve issues.

Experience to deal with all issues and the knowledge to rectify them.



## PROTECTION OF OCCUPANTS & PROPERTY

Having strangers come inside your home while you are not there is a real concern. We understand that and have the following solution.

**Our Camera Monitoring System** will notify you instantly when buyers see your home.

# protecting your transaction



**WE ARE YOUR GUARD  
DOGS TO ANTICIPATE &  
SOLVE PROBLEMS**

**Call George Lorimer  
& Start Packing  
619.846.1244**

Unfortunately, there are many things that can go wrong during a real estate transaction. In my ongoing commitment to make the selling process as easy as possible, I employ systems that exceed the expectations of our clients and am readily available for YOU!

## PROBLEM ANTICIPATION SYSTEMS

**Pre-Home Inspection:** Since more than 20% of all escrows throughout San Diego County fall apart because of buyers being scared off from items discovered during their home inspection, I will conduct a pre-inspection and address any red flags that would be likely to cause major problems during the escrow process.

**Appraisal Report:** Since more than 10% of all escrows throughout San Diego County fall apart because of appraisal issues, we meet the appraiser on site and provide a detailed report that includes:

- Marketing and offer history
- List of improvements
- Relevant comparable sales with adjustments

**Our clients are 5 times LESS likely to have their home fall out of escrow.**



# making the process as easy as possible

After having sold 1000+ homes during 20+ years, we recognize that the actual move itself is one of the most daunting final steps for homeowners.

Because of our continuous effort to make the process as easy as possible, we assist our clients with this stressful step.

**We help you pack by providing complimentary moving supplies.**

**You'll have a firm closing date and you'll know exactly how much net proceeds you will make.**

**You can focus on packing and saying goodbye to the home versus worrying about the escrow.**



**Call George Lorimer & Start Packing 619.846.1244**

# george lorimer's unique services



## Cash-Offer on Your Home

- Solves the real estate catch 22 – Buy first or sell first?
- Gives you a safety net, a “plan B”

## Move Safe



## Certified

## George's Virtual Transaction

- Move Safe Certified, protecting you during COVID
- Sell in your time frame with no visitors, no open houses
- Paperwork & tours, are done electronically and online



## Easy Exit Home Sale

- Flexible fees - full-service to do-it-yourself
- Cancel anytime
- Maximum marketing

THESE CONSUMER-FRIENDLY PROGRAMS SOLVE THE BUYERS' PROBLEMS, CREATING MORE DEMAND FOR YOUR HOME.

**Call George Lorimer & Start Packing 619.846.1244**



## A MESSAGE FROM GEORGE

Selling your home is a big deal and, as a consumer, you have many choices of agents and companies, or you can even choose to sell it on your own. The process can be confusing because you don't buy or sell a home every day, so you need to choose the right agent. This can be difficult because it is tough to distinguish between agents that "look good" and those that are good.

You probably know an agent that is nice and seems professional, but can they get you your desired results? Most home sellers define a good agent as having processes and systems in place to get you your desired results. Additionally, the agent will have the resources and skills to implement the plan to sell your home for top dollar.

I designed this brochure to demonstrate how my team and I consistently sell 20 times more homes than the average agent. Also, we offer guarantees so you will be happy with the experience or you can cancel the listing and pay nothing. Any agent can list a home, but my team and I can do more than list your home. We offer a level of customer service that will give you the much-needed peace-of-mind as you move through the process; we are here for your every question, phone call, and text!

In the pages that follow, you will find a summary of the systems we have developed to get you the best results when selling your home. It all starts with our commitment to you. We include old-fashioned customer service, brand-new technology, today's social media, and online marketing. Lastly, we offer flexible fees ranging from do-it-yourself to full-service.

If you want to learn how we do more than just list your home, call me at 619-846-1244.

Thanks, George Lorimer

YOUR HOME SOLD  
**GUARANTEED**  
OR WE'LL BUY IT!\*

# sell your home for more with george lorimer!



for a selling price of  
**\$675,000** — **MAKE 2.17%** = **\$17,032**  
*MORE with me* **MORE for YOU**

YOUR HOME SOLD  
**GUARANTEED**  
OR WE'LL BUY IT!\*

GEORGE LORIMER  
Home Selling Team  
**619.846.1244**

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## Call George Lorimer & Start Packing 619.846.1244