

# *How Selling Your Home Efficiently and Effectively Makes a Big Difference for Your Peace of Mind*



Experience isn't Expensive  
- it's Priceless

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Real estate Broker Sharon Jordan gave Charlie and Donna a big hug as they left the closing room at Sutton Essential Realty.

Charlie and Donna were as excited as two kids getting a favorite toy for their birthday. This was the moment they had been waiting for. The day when they would be able to move into a brand new home in a beautiful area that had the best schools and was just minutes away from where they both worked!

Donna and Charlie couldn't have been happier. And, the best part was that they made the decision to move and sold their previous home, all in the course of one month! Even they were shocked at how fast the house sold, especially when compared to how many homes were listed for sale in their area and how long many of them had been sitting.

Before choosing an agent to sell their house, Donna and Charlie decided to interview several Real Estate Agents. (They toyed with the idea of selling it themselves, but decided to talk to some real estate agents first, "to see what they had to say.")

The first four agents that came over all sounded like a broken record. They all said the same old things like...

- "We're the biggest company."
- "We sell more homes in your area than anyone."
- "I'll work harder for you than anyone else."
- "We have the most aggressive marketing plan in the world."

- "No one has more resources than we do, to sell your home fast."
- "I'm the top agent in the area."

And on, and on, and on... Donna and Charlie were less than impressed!

**When Sharon came over she told them that, although she IS one of the top agents in the area, AND she has both an aggressive marketing system and endless resources, she IS also extremely hard working and SELLS a high number of houses in the area. The most important consideration is HOW LIKELY IS YOUR HOUSE TO SELL?**

**What is the SUCCESS RATE of the agent? That is how likely it is that you will actually sell your home with that agent and not just list and sit.**

**SHARON'S SUCCESS RATE IS 95%**

**The Rideau St. Lawrence Board shows the expiry rate of unsold listings to be 50%**

**Do you want a 50/50 chance of selling your house or a 95% chance?**

