

## COMMON REAL ESTATE MYTHS... SOLVED!

**MYTH:** “Mario Daniel Sconza & Partners sell a lot of Real Estate. Perhaps they are too busy to pay attention to my listing.”

**TRUTH:** Just as restaurants are busy and superior doctors have a heavy patient load, Mario Daniel Sconza & Partners success in marketing and selling homes has resulted in a busy schedule. But like good restaurants and doctors, Mario Daniel Sconza has assembled a team of top-notch people to assist with all of the details. The result is outstanding customer service and support. The long list of satisfied clients speaks for itself.

**MYTH:** “A “discount” broker can do just as well and save me money.”

**TRUTH:** Successfully marketing a property in our competitive marketplace takes skill and resources. All of the promotional costs such as photos, brochures, printing, signs, advertisements, MLS fees, direct mail, etc. are paid for by Mario Daniel Sconza & Partners. How will a discount broker offer such a complete marketing campaign? Does the discount broker have a team to personally tend to your specific needs? Do they have a proven track record of success, or are they just using the lower commission to try to win your business? Do they have the expertise to guide you through the problems that often occur during the closing process?

Remember that you only actually pay a brokerage fee if and when your property sells. Many sellers have found that their commission with a discount broker was really zero, because their property never sold! It is interesting to note that a discount broker does not have a dominant market share in any major city in the country. Mario Daniel Sconza & Partners does!

**MYTH:** “I should select the agent that suggests the highest list price.”

**TRUTH:** This is the oldest scam in Real Estate sales: Tell the seller what they want to hear, compliment the home and agree to list it at an unrealistically high price just to get the listing. Then, after you have the listing for a few weeks, start telling the seller that they need to reduce the price.

We don't play any games. We provide a well-researched computerized market analysis to determine the true realistic price that your home will bear in today's marketplace. The decision of which agent to list with and what price to ask are two completely separate decisions.

**Never select an Agent based on the price they suggest, rather, select your agent based on their CREDENTIALS and MARKETING PLAN, and then decide on the price together!**