

What to Expect Selling your home with the John Cremer Real Estate Team

Top Results There is no getting around plain, old fashioned, hard work. We have a solid reputation among area agents & past clients as not just working hard, but working in the best interest of our clients, as well as being consistently one of the highest production teams in West Michigan, selling approximately 20-25 homes per month.

Honesty When you decide to list your property with us, it is because you are serious about selling. We will always let you know what is happening in the market & whether or not there are things that will make a property sell faster given the ever-changing market.

Attention to Detail The little things can make all the difference in a sale, both before & after a buyer is found. We work hard to ensure the utmost quality when describing your property. At any time we can edit or change the listing photos or information to give you top exposure. Your input is very important. We look forward to working closely with you throughout the entire process.

Availability In this business many agents are impossible to reach after 5 PM. The problem here is that buyers tend to call & want to see houses when THEY are not working. So we believe it is important to be flexible & willing to do what it takes to get the job done, & we have a support staff that is able to help out if we're ever not available, so communication or showings are never held up.

Residential Real Estate Specialists There are many agents out there that will represent their friends, but spend most of their time catering to either to banks who are looking to sell off their foreclosure properties, or they are advertising to get "Short Sale" listings where the sellers don't care what the house sells for because the bank is taking the loss. That is not at all what we do. We work solely at representing actual owners of properties, and have established a reputation among the general public as well as with other Realtors® for doing that very well. While we cannot control the market pricing of any home, our clients get top market price.

Professionalism A major part of this system is agent-agent respect, and we work hard to make sure that is never an issue by treating every client & every other agent in a professional manner at all times, but vigorously defending the interest of our clients. There is a balance there. Many times we have gotten offers from agents that said they would prefer to do business with us than another agent that had a competing listing, & that always makes things better for our sellers.

Seeing things with a buyer's eye If things can be done to maximize your return when selling, we will do our best to point those out to you & explain what items will be necessary & which ones will be voluntary based on the price you are trying to achieve. Ultimately it is your sale, so I'm just there to help you achieve your goals. We have helped clients that have been unable previously to sell their homes get the job done quickly when they take our advice, but will tread lightly if needed every seller is different.

Showing Communication You will receive a call, text, or email as early as possible before each showing to let you know when prospective buyers plan to view the property. After each showing, we will do our best to find out the results & get back to you.

Zillow.com Buyers & sellers look often to Zillow to determine not just what property they are interested in seeing & the values, but they can look up the agent information & recommendations as well. All of our listings get top placement on this site, as we feel the expense it is important to get our clients top exposure.

WestMichiganLiving.com Our website is a popular local real estate websites in terms of website traffic & that helps in generating online activity, and helps also in making sure your listing places well in search engines worldwide.

Realtor.com Another top site buyers search for properties at. Potential buyers will get a clear idea of why they would want to view your property & a link to our site for more info. Few agents pay the required fees to keep this site updated or the listing so well promoted with all photos & links to your home to attract buyers.

Open Houses Most of our listings sell without ever doing an open house, but open houses are a great sales tool when done right. However, they only work when the property is priced & staged properly. What makes open houses effective is that they create a "Fear of Loss" in buyers who think another buyer might buy the property before they do. So if a buyer is afraid the house will sell out from under them, an open house is extremely helpful in knocking them off the fence one way or the other.

The Bottom Line When it comes down to it, the most important thing we do is look out for your best interest. We will take all necessary measures make sure you get the highest price possible in the shortest amount of time. This is our promise.

John E. Cremer