

WE SELL HOMES
FASTER

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Partners*

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PREMIERE
REAL ESTATE
PARTNER



OUR HOME SELLING STRATEGIES FEATURED IN

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npr

THE END FOR HOPE MARKETING



What is **Hope Marketing**?

Traditional real estate agents list your home, enter it in the MLS, put up a sign, run sporadic ads, and hold occasional open houses. They then “hope” it sells.

If your home doesn't sell, they tell you it's your fault because the price is too high. While this may be true, it's often not. It could be that your home simply wasn't marketed correctly.

Inadequate and amateurish marketing causes homes to linger unsold, causing home sellers across America millions of dollars in lower sales prices every day.

Why is this **detrimental**?

Traditional real estate agents string out the marketing of their newly listed homes over many months, hoping homes sell before they've spent a lot of money. This is a mistake that can cost YOU money.

Lack of aggressive up front advertising when homes are new to the market can cause salable homes that are priced fairly to linger unsold for weeks or months. This causes buyers to conclude that something is wrong or homes are overpriced, even when they're not. This results in low-ball offers or no offers at all.

“Failure to aggressively advertise newly listed homes in the beginning costs homeowners thousands in reduced selling price at the end.” -Greg Hague

STRATEGIES THAT SET US APART

WHAT THEY DO

Scattered Advertising

A defect in the traditional home selling process is most agents' failure to spend thousands of dollars up front to launch homes on the market and generate an immediate flood of showings. Buyers pay more when they see homes that are new on the market. That's why retailers like Apple spend millions to launch new products. They know buyers pay premium prices when products are fresh on the shelf.

Fragmented Demand

Without aggressive, up front advertising, home showings are scattered over time. No competitive environment is created. Buyers feel no urgency to act. Your perfect buyer may not even learn about your home for weeks or months after it's listed... if they learn about it at all. FOMO (fear of missing out) is a powerful price driver, yet the traditional home selling process fails to leverage it.

Lacking Buyers

Agents typically list homes and then look for buyers. Sophisticated marketers like Apple and Tesla pre-identify and target buyers before they launch a product. This enables them to introduce new products to built-up demand. This results in more sales at higher prices. Imagine if a real estate company could do that for your home. Learn how we do this below and check it out at BuyerHunt.com.

WHAT WE DO

Front-Loaded Advertising

We spend more (a lot more) launching your home on the market than many firms spend in an entire six-month listing term. This includes professional photography, video, aerial photos, print ads, syndication to dozens of home search websites, Facebook Live, Instagram, LinkedIn, Twitter, your home's own website, a photo slide show and the most aggressive print and digital marketing in the real estate world.

Compressed Demand

We try to flush out every potential buyer for your home before we allow it to be shown. Then we schedule showings 30 minutes apart, in three hour segments over three consecutive days. When buyers see each other coming and going they feel a sense of urgency and are motivated to act quickly and make higher offers. Compressing demand fosters a competitive environment that converts buyers' natural fear of commitment to fear of loss.

Pre-Identified Buyers

We developed a patent-pending technology that identifies serious buyers for your home before we allow it to be shown. That helps us create a rush of buyer activity during the first showing weekend. This buyer ID technology accentuates our aggressive, front-loaded advertising to generate more showings, fuel a competitive environment, and motivate buyers to act quickly and pay more for your home. You can preview it at BuyerHunt.com.

Our **Perfect Track Record** speaks for itself

Bidding War **Experts**

We generate massive buyer demand by leveraging urgency and fear of loss while homes are new to the market. Our business model is designed to create multiple offers on your home.

Perfect **Track Record**

Our home selling formula is proven. We had a perfect track record in 2017, with no listings expiring unsold. Better yet, our homes sell at excellent prices and significantly faster than MLS averages.

Nationally **Acclaimed**

The home selling strategies we use are so effective that they have been featured in **Forbes, Money, U.S. News & World Report** and over 200 publications throughout the world.

WHEN IT'S TIME TO SELL, IT'S TIME TO CALL HAGUE

72SOLD.com

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