

## Why list with us?

An agent you can trust. Results you can count on.



## The Best in Service

- Experience and unsurpassed knowledge of the Real Estate Market
- Sincere and professional approach
- Proven success in effective pricing and positioning
- Strategically targeted advertising based on buyer habits and market trends
- Expert marketing strategy from listing to closing
- Friendly negotiation process while getting top-dollar possible for your property
- Open communication throughout the sale process and prompt feedback following showings
- Coordinating home inspections
- Personalized paperwork system based on *your* technology comfort level and needs
- Smooth and comfortable closings tailored to client needs and availability
- Experienced assistance in relocations
- Produce results that consistently exceed client expectations

## Standing out against the competition

### Traditional Real Estate Offices

- Buyer calls are handled by the agent on “floor time”
- All marketing and advertising costs are paid by the company and taken as a part of agency fee.
- Agents are brought on-board as a source of income for the brokerage, can be trained if they are new to the business, but are generally left to manage their business how they see fit.
- Agents have a “mentor” for their first year, who takes a portion of the newer agent’s commission.
- Some agencies will require agents to be certified Realtors, but some will not. Agents hold themselves accountable for their own ethical practices.

### Janet Cramb and Company

- Buyer calls are answered by the agent that listed your home.
- Janet pays out of pocket for all signs, mailings, listing fees, marketing materials, photos, postage and other promotion costs.
- Agents are hand-picked by Janet for customer service expertise, enthusiasm for the business and for skills that will benefit the team and our clients.
- Agents are constantly coached by Janet herself.
- Agents are held to a high level of business ethics and client focused practices according to the National Association of Realtors and all agents are required to be active and involved members of the local chapter (NEAR).

## Why list with us?

### On-going Education and Skills Training

Janet and all the agents and our office put a high value on staying current in our field. There are constantly technological advancements, changes in laws, requirements and standards, and new practices in the business that change the way we help customers buy and sell property. A few of the ways we stay up-to-date are:

- North East Association of Realtors (NEAR) courses and certifications
- License exams and courses for New Hampshire and Massachusetts
- Regional and National Conventions for Realtors
- Webinars through MLS listing service
- Business trainings such as “Lunch and learn” through Nashoba Valley Chamber of Commerce
- Information from colleagues like Attorneys and Home Inspectors

### Connections and referrals with proven results

In our business, knowing the right people is crucial. An attorney or home inspector can make or break a client’s real estate experience. The quality of the business contacts we recommend to our clients reflects upon us and our knowledge of the industry. We are always happy to recommend colleagues to work alongside us in our transactions.

- Home Inspectors
- Mortgage and Financing specialists
- Attorneys
- Moving companies
- Home staging
- Handy-men/Contractors
- Pest Control Specialists
- Waste management and Dumpster services
- House cleaning professionals
- Out-of-state Realtors for relocation clients
- Septic Companies for Title V certification and repairs
- Lead paint removal companies
- Radon management
- Underground Oil Tank removal
- Water testing, treatment and filtration
- Plumbers and Electricians
- Many more, just ask!

