

# How to Sell Your Home In a Slow Market

What will happen when you try to sell your home? Will you be filled with uncertainty and doubt?

The Northern Virginia real estate market has changed in the last year hasn't it? Homes are staying on the market longer and prices are being lowered to attract buyers. In addition, Bonuses and higher commissions for Realtors who represent buyers are becoming common.

If you want to sell your home in Northern Virginia's slow housing market there's a new way to reach thousands of eager, actively looking buyers - and, it's FREE!

## Advertising On a TV Show

Let me ask you a question. Why do advertisers pay more to run a TV commercial on hit shows like *Lost* and *American Idol* than they do on shows nobody watches?

The answer is because they will SELL more. Isn't that right? I'm going to show you how to apply that same principle to selling your home.

If you could massively increase the number of buyers who see your home, just like advertising on a hit TV show, wouldn't that give you an advantage?

Let me explain.

## 78% of All Homebuyers Use The Internet to Search For a Home

According to the 2005 National Association of Realtors® Profile of Home Buyers and Sellers, use of the Internet to search for a home has risen dramatically over time, increasing from only 2 percent of buyers in 1995 to 78 percent in 2005; 82% of first-time homebuyers used the internet to search for homes.

The Internet as a marketing tool now outranks the yard sign for the first time (84 percent vs. 79 percent), not only nationally, but in all four major regions of the country as well.

What does this mean to you? It means that if you have a home to sell in this changing Northern Virginia Real Estate market, you need to communicate with the majority of people who use the internet to search for a home.

Would you like to show your home to thousands of eager Northern Virginia home buyers for FREE?

Here's how you can do it.

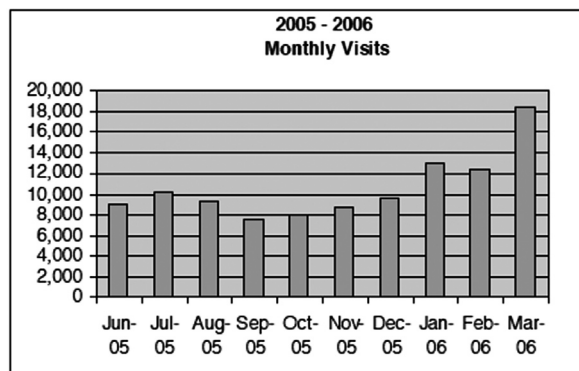
## A Website With Traffic

Our website, [www.NorthVirginiaHomes.com](http://www.NorthVirginiaHomes.com), is the #1 Ranked Website for Northern Virginia Real Estate. It's currently ranked #1 on Google and has been ranked #1 on the 3 top search engines, Google, Yahoo and MSN at the same time.

This means our website has Traffic! By traffic I mean that many thousands of people go to my website.

Let me prove it.

The chart below shows Monthly Visits to our #1 ranked website, [www.NorthVirginiaHomes.com](http://www.NorthVirginiaHomes.com):



Visits to [www.NorthVirginiaHomes.com](http://www.NorthVirginiaHomes.com) in March 2006 have exceeded the peak of July 2005 by 80% to total more than 18,000 visits! Our website statistics show that most of these visitors search for homes on our website!

## Advertise Your Home Online - FREE!

When you list your home for sale with us, I will guarantee your home a place on the front page of our #1 ranked website [www.NorthVirginiaHomes.com](http://www.NorthVirginiaHomes.com).

While your home is listed for sale with us, your front page reservation is guaranteed until your home is sold. Your home will be advertised on the front page of our #1 Ranked website just like this home:

<b>FOR SALE</b>
<b>Seller Will Pay \$5,000 in Closing Costs!</b>
<b>Gainesville</b>
New 4 BR, 3.5 Bath Brick-Front Colonial w/Granite Counters & Many Upgrades! <b>Shows like a model!</b> <b>\$658,998</b> Virtual Tour Pictures w/Music! Floorplan
<b>Gated Community w/Golf Course</b>
<i>Buy this home and receive a cruise for two!</i>

In addition to the front page ad above, your home will have a full-page online brochure with exterior picture, map link, a floorplan (if available), another full page of pictures and a full virtual tour (with music!) so buyers can "walk through" your home online.

**Your ad on the front page of our #1 Ranked Website is FREE when you list your home for sale with us!**

**Expose your home to thousands of people searching the internet for homes - FREE!**



Frank Ramos, REALTOR, e-PRO  
[www.NorthVirginiaHomes.com](http://www.NorthVirginiaHomes.com)

This client listed his home for sale with us after requesting one of our FREE online home evaluations:

*After the euphoria...of selling the Falls Church house...the recurring theme was how fortunate we were to have you as our realtor. Thanks for all your extremely hard work...you are a credit to your profession.*

- D. Larmee, Falls Church, VA

After this homeowner tried selling their home themselves and then with another Realtor, we listed their home:

*It was really an ordeal selling our house at first because the first realtor did not do his job...But when we hired you...things started to brighten... we got a contract on the house...Now we are one very happy family again...We thank you from the bottom of our heart.*

- V. Seang, Bristow, VA

**p.s. Use the coupon below to reserve your place today!**

This is a Risk-Free offer. You have nothing to lose by making your reservation today.

## FREE Online Advertisement

YES, I might be selling my home in 2008. Please reserve a place for my home on the front page of your #1 Ranked Website.

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Offer: GS101

Email or call us at 703-940-9193 with the information above. [Reservation@NorthVirginiaHomes.com](mailto:Reservation@NorthVirginiaHomes.com)

**[www.NorthVirginiaHomes.com](http://www.NorthVirginiaHomes.com)**



Brokerage Fees Apply  
Frank Ramos-The Ramos Team  
Keller Williams Fairfax Gateway



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Each Office Independently Owned and Operated

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