

Call The Florist

Can you imagine a dentist office that offers golf lessons? What about a florist that decides to manufacture and sell microscopes? Doesn't make much sense, does it?

If the dentist's office understands fillings, root canals, and gum care, it will be quite successful. On the other hand, if it attempts to offer golf lessons, it will likely face stiff competition from the experienced golf "pro" who does that for a living.

As for a florist that sells microscopes, well, you get the picture To be successful at a business requires experience, an in-depth knowledge of product and the market, and an unquestioned commitment to serving the needs of customers.

It is amazing, then, that each day technicians, chemists, bankers, teachers, brain surgeons and many others begin selling real estate - their own. Although their expertise clearly lies in another field, they decide to sell real estate on a "one-time" basis - as a "by owner".

Selling real estate requires superior knowledge of such things as sale prices, list-to-sale ratios, zoning, income-to-debt ratios, discount points, and adjustable rate mortgages, combined with enthusiasm and a sensitivity to individual needs. Selling a home at the best price, in the shortest possible time, requires education, experience, and a seven-day-a-week commitment to success.

It is the polished expertise of the real estate professional which results in an early sale at a satisfying price. Get complete information before selling your home.

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