

THE McCARTY GROUP PLAN OF ACTION

We are committed to offering the highest standard of professional service to all of our customers! Your property will be marketed to the fullest, reaching out to a vast buyer audience to reach your primary goal, the highest achievable market price!

We make a commitment to:

1. Getting as many qualified buyers as possible into your property
2. Communicating with you weekly all of the results of our efforts and activities
3. Negotiating the highest dollar amount for the sale of your property

The following is a partial outline of the steps we will take to get your property sold ... We call it the proactive approach!

1. Submitting your property to the two local Multiple Listing Services (both in Marco Island and in Naples)
2. Pricing your property competitively ... opening the market vs. narrowing the market
3. Promoting your property at our Keller Williams Realty sales meeting
4. Developing a list of features of your property for our team, other brokers and sales agents to use with their buyers
5. Advising you as to any changes you may consider making to the property to make it more salable
6. Consistently updating you on the state of the marketplace
7. Prospecting daily for potential buyers
8. Contacting our buyer database, sphere of influence and past clients to locate the prospective buyers
9. Installing professional signage and lockbox at your property, when applicable
10. Using professional photography with aerial photos and a virtual tour to be posted to all major real estate websites including Zillow.com, Realtor.com, Trulia.com, Yahoo.com, Redfin.com, The Washington Post, Wall Street Journal, Forbes and many more!
11. Prequalifying buyers, whenever possible
12. Keeping you abreast of the various methods buyers might use for financing
13. Immediately following-up with buyers and agents who have inquiries
14. Respecting your needs when written offers are presented with the goal of attaining the best possible sales price and terms to meet your wishes
15. Overseeing all of fine points of the agreed upon sales contract including mortgage, title, inspections and other closing details
16. The honor of delivering your check at closing!

THE POWER OF A TEAM

While most agents sell only a few properties each year, The McCarty Group averages 100 closed properties annually with our team-sell approach!

How do we have such extraordinary success year after year?

- Hire us and you get a whole Team of Realtor professionals who have mastered what it takes to get properties sold in Marco Island & Naples!
- While an average single agent struggles these days to keep up with the growing complexity of the real estate industry (marketing, technology, website design, documentation, legal compliance, managing the transaction, vetting lenders, responding timely to buyers, confirming buyer qualifications, etc.), you will have the benefit of an entire team of seasoned Realtors with one very specific duty. Our primary daily focus is selling property!
- We respond faster to calls as a team Realtor is always ready to jump in to meet your needs! When you select us, you'll immediately recognize our excellent customer service every step of the way and most importantly, we respond with lightening fast speed to all buyer inquiries 7 days a week!
- We have the highest quality, professional personnel facilitating all of the daily administrative tasks with careful attention to detail, allowing our team Realtors to focus on what they do best, search for buyers daily and sell, sell, sell!
- Historically, our team-sell approach, phenomenal tools and 30+ years of experience equates to more power, more synergy, more marketing and technology dollars, more Realtor effort and more expertise, drawing more buyers to us with our focus on selling them your property!
- Lastly, it doesn't cost you any more to use the very best!

PAST PERFORMANCE IS A GREAT INDICATOR OF FUTURE SUCCESS! Would you agree?

A Realtor's recent and past achievements are one of the most significant factors you should examine when interviewing an agent.

- This data is not intended to impress you, but to impress upon you that we continuously perform at the highest level to achieve outstanding results for our valued clients!
- Hundreds of sellers have trusted The McCarty Group to oversee the purchase or sale of their property. Sometimes it may have been some of their most valued assets!
- Below you will find examples of where The McCarty Group represented customers in the purchase or sale of a property, meeting and exceeding their real estate goals!

Many agents claim they're #1, here are the facts:

- **2018:** *The McCarty Group* sold \$78,000,000 in volume, #2 in market share
- **2017:** *The McCarty Group* sold \$62,000,000+ in volume, #3 in market share
- **2016:** *The McCarty Group* sold \$45,000,000+ in volume, #3 in market share
- **2015:** *The McCarty Group* sold \$73,000,000+ in volume, #1 in market share
- **2014:** *The McCarty Group* sold \$72,000,000 in volume, #1 in market share
- **2013:** *The McCarty Group* sold \$40,000,000 in volume, #4 in market share
- **2012:** *The McCarty Group* sold \$48,000,000 in volume, #2 in market share
- **2011:** *The McCarty Group* sold \$42,000,000 in volume, #1 in market share
- **2010:** *The McCarty Group* sold \$27,000,000 in volume, #3 in market share
- **2009:** *The McCarty Group* sold \$33,000,000 in volume, #3 in market share

IT'S ESSENTIAL TO HIRE REALTORS YOU TRUST,
A TEAM THAT SELLS CONSISTENTLY IN ALL MARKETS,
DURING VARIOUS ECONOMIC CONDITIONS!