

PATRICK PARKER REALTY

Real Estate Expertise by the Shore



About Patrick Parker Realty

Patrick Parker Realty, an independent boutique brokerage located in the heart of Bradley Beach, is your local market leader. We understand the demands of a changing real estate market and avail ourselves of the latest industry information and tools to ensure excellent results.

Our seasoned Real Estate Agents are committed to providing all of our clients, from first time sellers to veteran real estate investors, quality and friendly service. We walk you through every step of the sale process offering the guidance, feedback, and expertise needed to ensure your complete satisfaction.

Patrick Parker Realty is *your* Market Leader

Expertise by The Shore

When searching for a Real Estate Agent who's right for you, consider how important it is to have someone representing you immersed in the very community in which you live.

You benefit from working with a brokerage who is...

- ✓ Invested in the community
- ✓ Knowledgeable of market trends
- ✓ Understanding of buyer potential
- ✓ Committed to using innovating marketing practice to attract buyers



What's Important to You?

Through each step of the sales process we are not only Realtors, but your go-to, professional resource. Our experience has taught us many things about what is required to sell a home, but the personal touch we offer will uncover what *you* want and what *you* need.

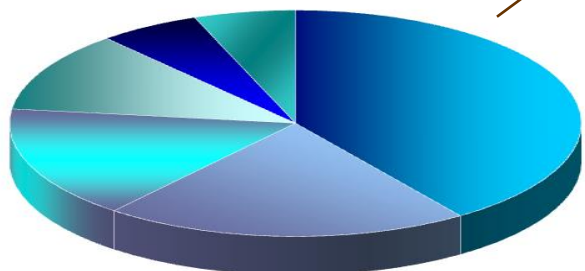


What Sellers Want

As a seller you need to know your options. Patrick Parker Realty knows that the chief ask among home sellers in a Real Estate Agent is Honesty and Trustworthiness.

We will present you with a well-researched marketing plan for your home, a thorough report when it comes to market trends and pricing and turn-key service from offer through closing.

Honesty & Trustworthiness



Source: The NATIONAL ASSOCIATION OF REALTORS®
Profile of Home Buyers & Sellers



Real Estate is Local You Need Local Expertise

When presented with the option of going with a national brokerage or a local firm consider *how* people are finding Real Estate information... The Internet.

90% of Buyers Begin Their Search Online

Taking this into consideration, the reality is that **the Internet has leveled the playing field**. In a Google Search of "New Jersey Shore Real Estate" *less than 10%* of all organic search results were national brokers.

To be competitive in today's marketplace, Agents who use new and innovative marketing practices are the ones who are getting more homes sold fast and for top dollar.

90% of Home Buyers Begin Their Search Online

Your Strategic Marketing Partner

An Agent may put your home "Online" ... but will it be found?

We know where to go to attract the widest audience of potential, qualified buyers.

Your custom Online Marketing Plan will include:

- ✓ Entry into Multiple Listing Service (MLS)
- ✓ Listing presence on PatrickParkerRealty.com
- ✓ Realtor.com Enhanced Listing exposure
- ✓ Online listings on syndicated websites
- ✓ Extensive Social Media Marketing and more...

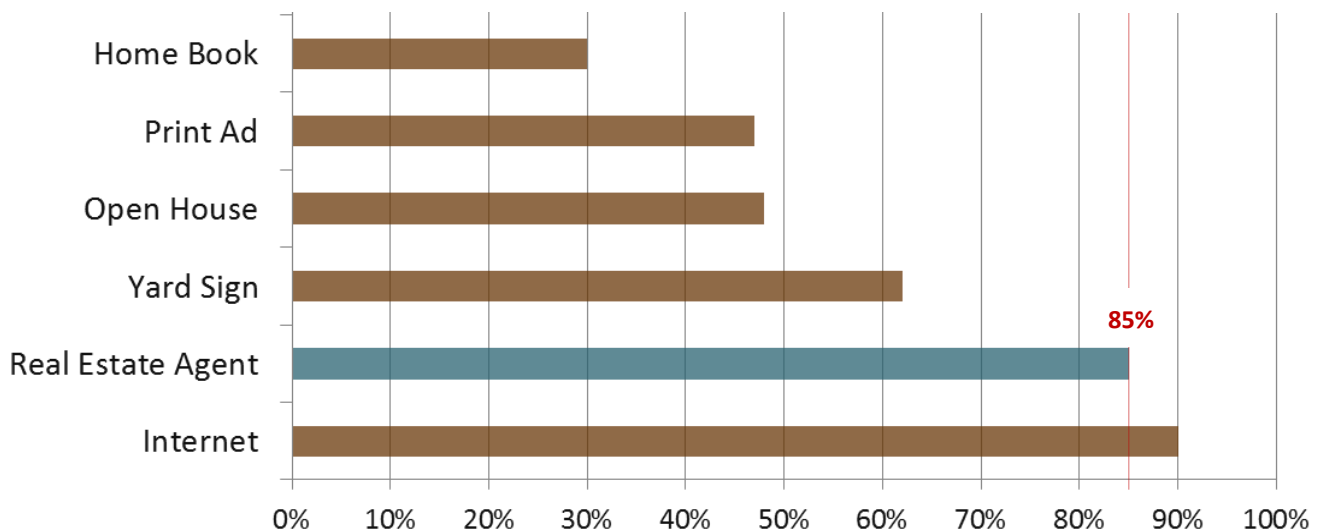


How Buyers Find Homes

Matching Buyers to Sellers

Given the state of the real estate market, having the knowledge to rapidly qualify buyers is essential. We take this responsibility very seriously.

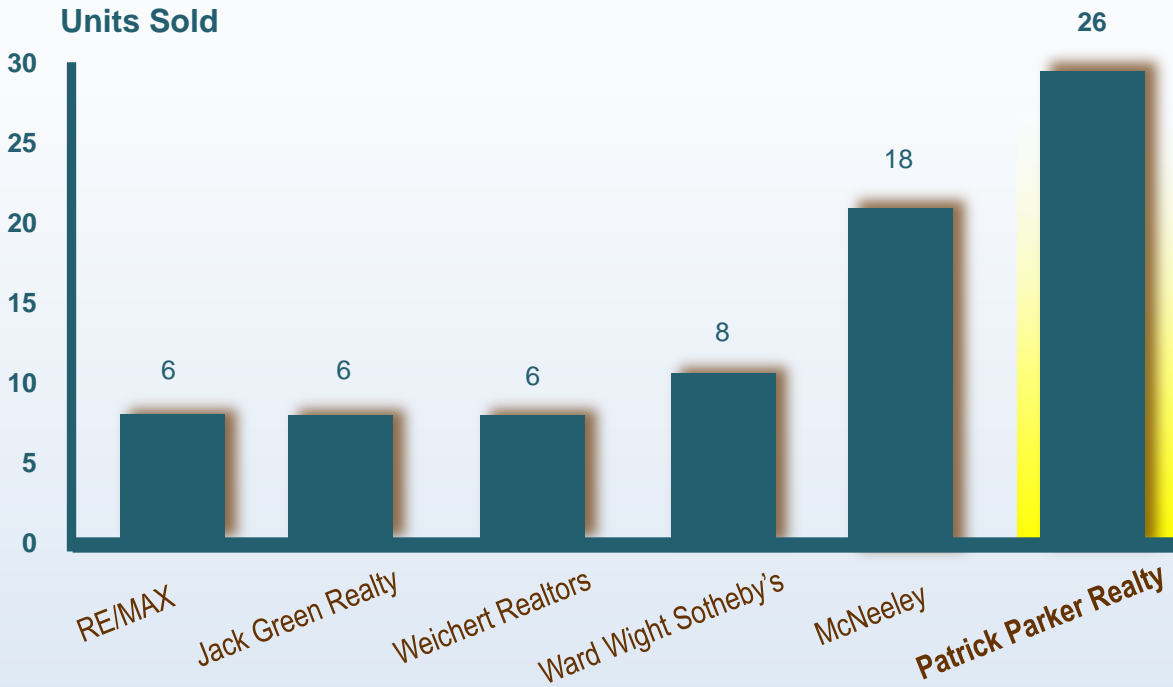
Our Agents are highly skilled at finding and quickly qualifying the hot buyer. We separate buyer lead types allowing us to match the most qualified buyer to your home. This technique means you'll spend less time on market and obtain top-dollar!



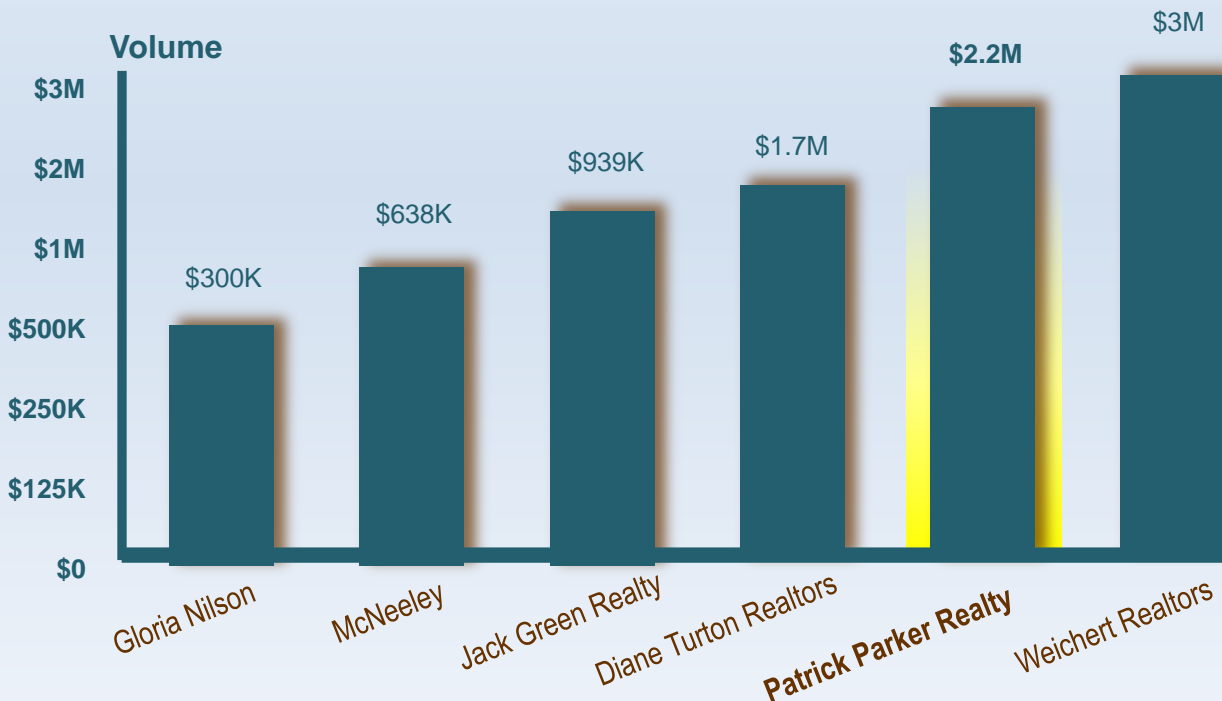


Because Results Count... And You Count on Results

Patrick Parker Realty Is Your Local Market Leader*



Patrick Parker Realty Brings In Major Market Share*



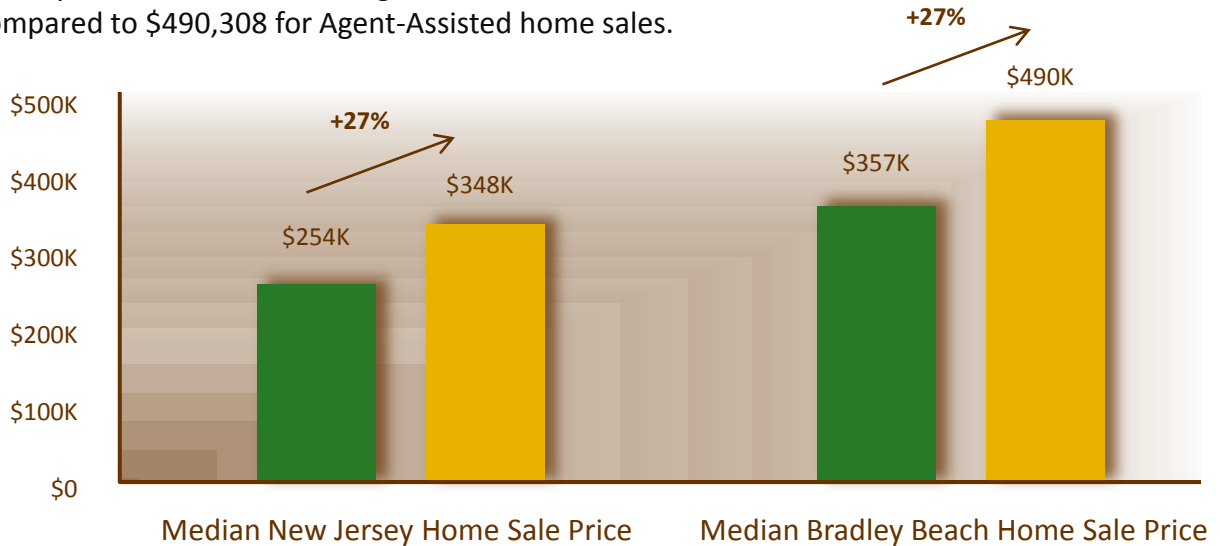


Why Use A Real Estate Agent

■ FSBO Median Sale Price
 ■ Agent-Assisted Median Sale Price

Obtaining Top Dollar

In 2011, the typical For Sale By Owner (FSBO) home in Bradley Beach and surrounding areas sold for \$357,927 compared to \$490,308 for Agent-Assisted home sales.



Source: Onboard Informatics, 2011



Why Use Patrick Parker Realty

Analysts have stated that sellers believe their homes should fetch more than buyers are offering. On the other hand, buyers believe that properties are overpriced. This is where a Real Estate Agent's expertise in pricing your house to sell is invaluable.

The Benefit of Right Pricing

Right pricing works to your benefit by resulting in a premium selling price in the shortest time period. Pricing right means that more qualified buyers are viewing your property, you will save money by not chasing the market down and you will avoid the stigma of being a 'stale' listing.

Pricing is the most important aspect of selling your home and Patrick Parker Realty brings the extensive market knowledge needed to obtain top dollar for your home.

Competitive Market Analysis

The best price can only be determined by testing the market and challenging the competition. The market dictates value based on current conditions. A Competitive Market Analysis (CMA) provides the information needed to determine the value of your home.

Buyers "comparison shop" and the Competitive Market Analysis focuses on properties on the market competing for buyer attention.

We have the tools and resources needed to pull, analyze and apply this data.

Find Out More

For more information about our extensive capabilities and personalized service please visit PatrickParkerRealty.com, call us at (732) 455-5252 or email pparker@patrickparkerrealty.com.

Together we will help you realize your real estate dream!



www.patrickparkerrealty.com

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