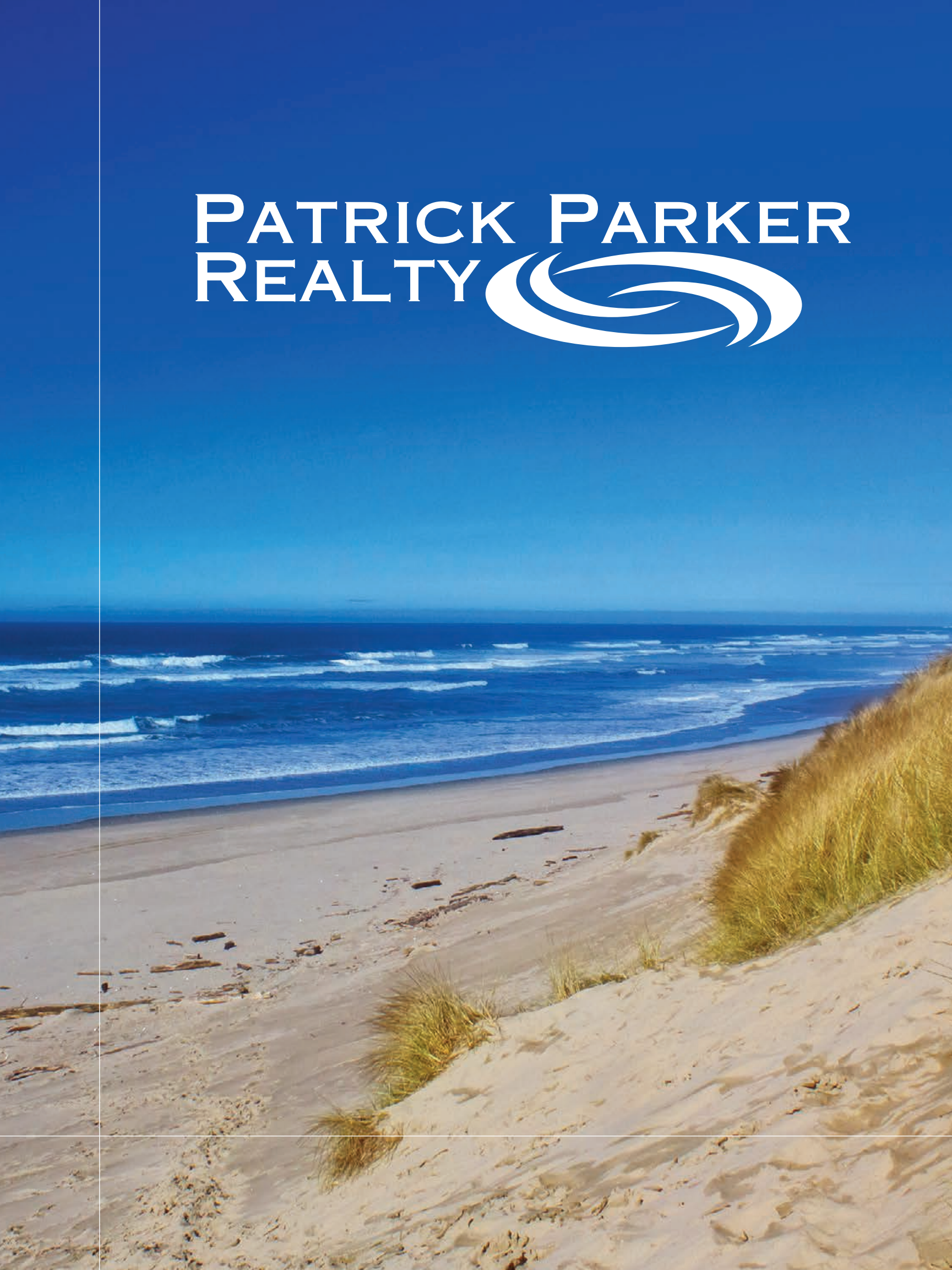


# PATRICK PARKER REALTY



# *Real Estate...*

## EXPERTISE BY THE SHORE

The real estate industry becomes increasingly sophisticated and challenging each day. You need a professional that understands the complexity of this ever-evolving industry—one with expertise in the local market.

Superior Service—built on a foundation of drive, experience and education—is the cornerstone of Patrick Parker Realty's success. Our track record is proof that a focus on our client's needs, backed by the ability to deliver, remains as important as ever. It is our commitment to superior service that makes us the preeminent choice when buying or selling your next home.

Our Agents constitute the area's most productive real estate sales force. Their competitive edge is based on turn-key service that takes you through every step of your transaction. Our Agents offer the guidance, feedback and expertise needed to ensure your complete satisfaction.



# *Real Estate is Local...*

YOU NEED LOCAL EXPERTISE

Real Estate differs vastly across markets. When presented with the option of going with a national firm, consider how important it is to have someone representing you who is truly immersed in the local community.

When you choose Patrick Parker Realty, you benefit from working with a brokerage who is knowledgeable of local market trends, invested in the community, understanding of buyer potential and committed to using innovative marketing practices to attract area buyers.

We don't just  
work here.

We **live** here.



# *Getting Your Home Sold...*

YOUR PARTNER IN SUCCESS



## **90% of Buyers Begin Their Search Online**

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

An Agent may put your home "Online"... but will it be found? Our in-house Marketing experts know where to go to attract the widest audience of potential, qualified buyers. Including Entry in the Multiple Listing Service (MLS), Listing presence on PatrickParkerRealty.com, Realtor.com Enhanced Listing exposure, Online listings on syndicated websites, Extensive Social Media Marketing, Targeted Online Advertising and more.



### 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 attain top-dollar!

# Obtaining Top Dollar...

## THE IMPORTANCE OF PROPER PRICING

### The Benefit of Right Pricing

Pricing is the most important aspect of selling your home. 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.

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 with our hands-on expertise in the communities we serve.



Our skilled associates and staff will ensure a smooth transaction from start to finish. Trust our dedicated and experienced sales team; we have unrivalled knowledge of the communities in southeast Monmouth County such as the charming and picturesque Spring Lake, the delightful and pristine Bradley Beach, the new and glamorous Long Branch, the esteemed Rumson, the history-rich Highlands and more.

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*“Our home in Bradley Beach went under contract three days after listing with Patrick Parker. Patrick and his team managed the process the entire way and proactively addressed each upcoming step with extreme knowledge and professionalism. He was easily accessible during the entire sales process and was an absolute pleasure to work with.”*

–STEVE HOBERMAN, SELLER

*“Working with Patrick Parker was a great experience. From the moment we viewed the property until we closing the deal, Patrick Parker was there every step of the way to guarantee a smooth transaction. There is absolutely no comparison to the excellent service we received!”*

–JOHN BOYLE, BUYER

*“Hands down, nobody knows this community better than Patrick Parker Realty.”*

–RYAN SONNABEND, SELLER

## 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 buyers and sellers to veteran real estate investors, quality and friendly service. We walk you through every step of the buying and selling process offering the guidance, feedback, and expertise needed to ensure your complete satisfaction.

You, our loyal client, benefit from personalized service and attention to detail. No stone will go unturned in making your real estate dream a reality.



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