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What is the Guaranteed Sale Program

[Charleston, SC October 1st, 2018] For years Jeff Cook Real Estate has advertised a Guaranteed Sale Program to clients who are not interested in the traditional home selling process. For the client, this means avoiding the hassle of showing the home and the possibility of their home being on the market for an extended amount of time. Though it may seem like a hoax if advertised by anyone except an established real estate company, this program has enabled over 90 families to sell their home in a quick and easy manner.

Mike McDonagh, Listing Manager at Jeff Cook Real Estate, explains how educating the seller is the most important element of the Guaranteed Sale Program. “ At this company, we have a reputation for serving the client and striving to find the best solution for each family’s needs.” This all starts at the initial listing presentation. The seller is introduced to the Guaranteed Sale Program with a full evaluation of the home created by one of the Jeff Cook Real Estate listing agents. These specialized agents are trained to analyze market conditions, compare properties, and decipher neighborhood intangibles to determine the value of the home in today's market. This is typically 75-80% of the appraised value.

After agreeing on a suitable list price and sell deadline, Jeff Cook Real Estate will create a listing for the home with professional photographs. The listing is then syndicated to thousands of websites and print advertising campaigns to maximize exposure to the listing. On average, Jeff Cook Real Estate listings sell 30 days faster than the competition. In the event that your home

does not sell within the agreed upon time period, Jeff will buy it at the initial agreed upon price. This is especially helpful for families that may be enlisted in armed forces, have faced sudden financial hardship, or simply prefer a surefire sale within the agreed upon price and time frame.

McDonagh explains, “This program is not for everyone, that is where educating the sellers comes in to play.” He emphasizes that clear communication from the agent is crucial to the success of the program and the satisfaction of the client. Those who are determined to sell their home make ideal candidates for this program.

“Jeff Cook Real Estate is a Real Estate Company you can trust to go above and beyond for you!”

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If you are interested in learning more about the Guaranteed Sale Program visit www.JeffCookRealEstate.com or call us today at (888) JCRE-Nation.

