

FWH
Real Estate
Insider

***Helping Today's Home Owners
To Save Thousands Of Dollars
In Real Estate Commissions***

Three Quick Questions

Are you trying to sell your home on your own and not getting the best results?

Is the main reason for this because you don't want to or simply can't pay a Realtor a 5% - 6% sales commission?

If you answered YES to both of these questions FWH Real Estate Insider may be able to help. We have one more important follow up question, If the answer to this question is also yes you need to read on.

If we could show you how for an investment of just a couple of hundred dollars you could cut that commission in half and save thousands possibly even tens of thousands of dollars in real estate commissions would you be interested in hearing more?

YES, Great Keep Reading

Need To Know

Before we can explain just how we are able to save you all of this money we need to explain how a real estate transaction works from a Realtors standpoint.

When a Realtor list a property for sale one of the first things that they do is to negotiate the total sales commission with the seller. In most cases this will be in the area of 5% - 6%. Although they give you an total commission there are really two sides to a real estate commission, let's call them the List Side and the Sale Side.

- The List side is paid to the office of the agent that listed your property. They help you to come up with the proper asking price, take photos of the property, arrange showing with other offices, take down all of the information about the property and submit it to their local MLS service. The MLS service takes that information and makes it available to their thousands of member Realtors. A good listing agent should also advertise and promote your property.*
- The sale side of the commission is paid to the office of the agent that brought you the buyer.*

In most cases the total commission is divided equally between the two offices with both sides getting 50% of the total commission.

How You Can Save

- *What happens all too often today is that the listing agents will simple take your listing, put it in the MLS and wait for one of the thousands of agents representing buyers to bring them a buyer. Remember they are earning half of the total commission for doing this.*
- *This is the point that FWH Real Estate Insider steps in. We can save you that Listing Side commission thus cutting the amount of commission you need to pay in half. It requires a little work from both of us.*
 - *You Mr./Mrs. Seller need to gather all the information that an agent representing a buyer will want to know. Things like room sizes, total square feet of living space, taxes and HOA fees. You should also have a number of photos of the property that you could send to an agent.*
 - *Once you have done your part FWH Real Estate Insider will help you make an ad that goes in our publication. Our publication is then delivered directly into the personal email boxes of over 7,400 licensed real estate professionals here in Palm Beach County. Now when one of these agents has a prospective buyer for your property they will call you directly to arrange a showing and get additional information. Is it worth 50% of the total sales commission for you to take these calls and give them a little information?*

How and Why Real Estate Professionals Find You

- *First of all you should know when your property is listed with the MLS it gets thrown in the system with thousands of other properties. When you feature your property in the RP Informer it is one of less than 150 properties.*
- *In order for a Realtor to find your property in the MLS they must go in the system and do a search for properties like yours or they must have a search in place that informs them when a property like yours gets listed. Even if they have the search set up most Realtors don't check these things every day. With FWH Real Estate Insider we send it right to their personal emails which they not only check every day, in most cases several times a day.*
- *The whole concept behind FWH Real Estate Insider is to help Realtors find the hot deals and ways to increase their income. We provide them with information like when other Realtors are offering a bonus or a higher commission, when a builder is offering a commission to realtors for bringing them a buyer and yes we inform them when a seller like you is willing to pay them the sales side of a commission for bringing them a buyer. They know that they can't find you in the MLS. Everybody wants to make more money, that's why FWH Real Estate Insider is a must read for all active real estate professionals.*
- *One last important point, In order for a real estate agent to have access to the MLS they must first join a Board of Realtors and join the MLS both of which have membership fees. There are thousands of real estate professional that are not members of a board or the MLS but are licensed real estate professionals. FWH Real Estate Insider reaches these people when the MLS doesn't.*

Getting More Showings Sale

Gets The

- *Now you understand how you can save 50% on real estate commissions, the 5% total commission now becomes only 2.5% and the 6% total commission becomes only 3%. To see just how much you can save, check out the next slide.*
- *In order to take advantage of our service and get your property in front of all of the real estate professionals with the buyers you must be willing to pay a sale side commission of no less than 2.5%. However we here at RP Informer suggest a minimum of 3%.*
 - *Realtors are going to show their buyers the properties which they can make the most money on. There are thousands of properties already on the MLS which will pay 2.5% - 3%. Even there the listings paying a 3% sales side commission get more showing.*
- *There are a few things you need to do to improve your chances of getting your property sold.*
 - *Number one and most important have your property priced right for the market.*
 - *Have your property in show condition.*
 - *Offer a minimum of 3% sale side commission.*
- *One last word of advice. Most realtors will always suggest that you lower your asking price when you go months with little to know activity, even if you are already priced right for the market. We believe you are better off taking that same amount of your proposed drop and offering it as a bonus over and above the sale side commission to any agent that brings you a buyer which turns into a sale. Once you decide to offer the bonus, you need to get the word out.*
 - *It is money you are already prepared to give up in the drop. By offering it as a bonus more of the real estate professionals will show your property. Simply said, a bonus creates more showing, showings create a sale.*

How Much Can You Save?

Sales Price	2.5% Savings	3% Savings
<i>\$100,000</i>	<i>\$2,500</i>	<i>\$3,000</i>
<i>\$150,000</i>	<i>\$3,750</i>	<i>\$4,500</i>
<i>\$250,000</i>	<i>\$6,250</i>	<i>\$7,500</i>
<i>\$400,000</i>	<i>\$10,000</i>	<i>\$12,000</i>
<i>\$500,000</i>	<i>\$12,500</i>	<i>\$15,000</i>
<i>\$750,000</i>	<i>\$18,750</i>	<i>\$22,500</i>
<i>\$1,000,000</i>	<i>\$25,000</i>	<i>\$30,000</i>
<i>\$1,250,000</i>	<i>\$31,250</i>	<i>\$37,500</i>
<i>\$1,500,000</i>	<i>\$37,500</i>	<i>\$45,000</i>
<i>\$2,000,000</i>	<i>\$50,000</i>	<i>\$60,000</i>

As Size	Dement ions	Dement ions
<i>Full Page</i>	<i>7.5" x 10"</i>	<i>7.5" Wide x 10"</i>
<i>Half Page</i>	<i>8" x 5.25"</i>	<i>8" Wide x 5.25"</i>
<i>Quarter</i>	<i>4" x 5.5"</i>	<i>4" Wide X 5.5"</i>
<i>Eighth Page</i>	<i>3.5" x 2"</i>	<i>3.5" Wide x 2"</i>

Advertising Space Availability

Layouts Are Based On A Page Size Of 8.5" x 11"

Advertising Pricing

- We want to give you a chance to try this great service at our bottom line pricing without being tied to a long term commitment.
- For a limited time we are offering you the opportunity to advertise in a single issue at the six issue commitment price. This is a saving of 20% off the single issue price and you have no additional commitment.
- To show our gratitude for your support, all advertisers in the introductory issue will have that special pricing locked in for one full year with no additional commitment.
- For Sale By Owner listings Require the Quarter Page ad space or bigger.

Ad Size	6 Issues (-20%)	3 Issues (-10%)	1 Issue
Full	\$595	\$661	\$744
1/2 Page	\$345	\$384	\$432
1/4 Page	\$220	\$245	\$275
1/8 Page	\$145	\$161	281

The Creator and Publisher

The FWH Real Estate Insider was created and is being produced as a service for Real Estate Professionals and Home Owners by FWH Professional Group of Palm Beach County, Florida. The President of FWH Professional Group (Mr. F. William Hine) brings over thirty years of real estate sales and marketing experience to the publication.

“It is our goal to create a tool and source of information that will give every Real Estate Professional that reads it a leg up and an opportunity to increase their income and provide home owners a way to market their property to the real estate community.”

Contact

***FWH Real Estate Insider truly is a win -win for today's Real Estate Professionals
As Well As Todays Sellers***

- ***As an active professional in today's real estate market place FWH Real Estate Insider is a valuable source of information geared toward helping you increase your income.***
- ***As a property owner representing their own property FWH Real Estate Insider is a great addition to your current marketing campaign offering a very specific targeted marketing opportunity.***

For more information or to reserve your ad space for our next publication contact

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