

Frequently Asked Questions About Sasha Miletic, And His "Magnetic Marketing Matrix" Home Selling System

Q Is Sasha Miletic a real person?

A I am a real person. I'm 42 years old, married and I live Windsor with my wife Louisa and our two children, Steven and Andrew.

Q Are we reputable?

A It's extremely important to me that you know that I have a credible and viable business model and that you also know my credentials as a Real Estate Agent.

Check Out My Well-Documented Track Record

My Credentials:

- Consistently one of the Agents in Windsor and Essex County
- Director of the Windsor Essex County Real Estate Board 1996-1999
- Office Manager/Sales Trainer/Recruiter for Prime Realty Inc 1996-2004
- Member in good standing:
 - Windsor and Essex County Real Estate Board
 - RE/MAX Ontario Atlantic
 - RE/MAX International

Statistics:

- From Feb 2004 - Dec 2007, Our Team Has Sold Over 220 Houses and...
→ For More Money (2.15% more than MLS® averages)

Q What is the Magnetic Marketing Matrix?

A The Magnetic Marketing Matrix is a system designed to attract a qualified buyers right to your doorstep through a combination of direct response and Internet marketing and through postings on 'high traffic' real estate websites where buyers often look.

Q Are your commissions negotiable?

A Just like your price, everything is negotiable. Experience tells us that the best time to negotiable with all parties is when there is an offer in place and on the table.

Why Are You Giving Us All of This Valuable Information for *FREE*?

One of the reasons I've decided to outline everything about the home selling process in a report format and informational e-mail video tutorials is because first of all, there is a big difference between what real estate agents do and how much they charge and I want you to discover what they are. Also, I want to share with you everything I know with respect to selling your home fast and for top dollar.

This knowledge will help you understand what to expect from your agent and will arm with all of the necessary tools you'll ever need to prepare, position and price your home to sell quickly, easily and for the most amount of money.

Secondly, like most people, I hate to be sold! Nobody wants to hang out with a

pushy salesman and certainly, I don't want to be a pushy salesman.

Naturally, I would welcome and love the opportunity to compete for your business. So, I can either be an "Annoying Pest" and call you day until you cave in and invite me to come over OR, I can offer you a lot of value and benefits up front and hope you'll invite me to come over (as a "Welcome Guest") and be included in your agent selection interview process.

I have 2 young children and hate receiving calls from telemarketers or salesmen in the evening. By the time you've read the report and watched the videos, you'll have all of the information necessary to decide if you'd want to include me on your interview "short" list or not. Either way, you're in control of the entire process, not me.

Q Isn't paying 5.79% - 6.47% a lot of money?

A Yes it is, I agree with you. BUT, consider this... sometimes paying 3% - 4.5% total commission is TOO MUCH if all the agent does is put up a sign on your lawn, place it on the MLS® system, put an ad in the paper and open house it to death. It is proven time and time again that this will lead to less traffic, and a substantial loss in value due to overexposure.

If you're looking for a discount agent, there are a lot out there and I'm certainly NOT one of them. If you want someone to market your home for all it's worth so that you can end up with more cash in your pocket at sale, my team and myself can help. One final point on commissions, I am a business man and my commissions are flexible. I have never lost a sale due to commissions.

Q How long are your listing contracts?

A We take listings for 6 months. The reason for this is mainly due to current economic conditions. This saves us time from having to extend listings from time to time. Furthermore, our Super Fair 90 Day Guarantee lets people out of any listing unconditionally with no questions asked if you're not happy for any reason. In essence, you have 90 one day listings with this guarantee. Chances are, if your listing is over 60 days and you fail to make proper adjustments, we'll initiate a release because it's far too expensive for us to keep a home on file that is not moving. Also, our average sale time has been 52.75 days and this is why we really don't have an issue with the duration.

Q How can you possibly have time for us selling all those homes?

A The fact is, there isn't much more to the average agent than the agent themselves. Most agents operate a one-person show - and they're probably

breaking their backs trying to do a good job for their clients. Most agents couldn't really work any harder than they're already working.

I know, because I used to do it this way.

But I don't anymore because I found that my client's suffered from my good intentions. The fact is, you may be sympathetic to the fact that your agent is working as hard as humanly possible, but if the quality and profitability of your home sale suffers as a result of them trying to do everything themselves . . . well,

. . .you have a right to feel cheated

Five years ago, this is the boat I was in . . . and I felt I was sinking fast. So I took it upon myself to develop a much better system for selling people's homes. The simple explanation is that I built a team of professionals to help me be in 6 places at once, and therefore greatly enhance the quality of service I'm able to deliver to my clients. This is basically how other professionals like your banker or lawyer operate. And on top of this, I've used cutting edge technology to dramatically improve the speed, efficiency and innovative capabilities of every part of the service I deliver.

I don't expect you to care about the fine-details of the inner-workings of my office.

What you should care about is simply this. Because of the highly unique way I've structured my real estate office . . .

My client's homes sell for more money in less time

And because my Team sells a lot of homes, I have extensive home selling experience that puts more money in my client's pockets.

Q Aren't all of you Real Estate Agents the same?

A Let's face it - In real estate, as in life- not all things are created equal. There's a big difference between what real estate agents do and how much they charge. According to IMS Incorporated, (real estate statisticians), in North America, the average agents sells less than 6 homes a year and 70% of all agents in any given market, sell 3 homes or less annually.

Q Isn't it a better idea to list with someone we already know like a friend or relative? They might even give us a break on commission.

A Now listen to this very carefully, trying to make a friend or relative happy could end up leaving you miserable and a lot less profitable. There's definitely truth to the old saying not to mix money and family. Studies show that being personally close to the owners or transaction, could mean your home will sell slower and for less money. This is mainly due to either a significant discounting in commission with no money left over to adequately market the property or simply the inexperience of the individual.

Q We're thinking of selling privately, isn't it a better way than paying all that commission. PLUS, I know my home better than any realtor.

A True, you do know your home better, and that's where the problem start. While you're busy telling every potential buyer all of the wonderful features your home has to offer, you're untrained ears are neglecting to qualify what true benefits they desire. Also, buyers want to avoid confrontation with

owners and will never reveal what they don't like about the home to the owners directly. This is the critical issue because a lot of their objections are inconsequential and can easily be overcome by most agents. Furthermore, buying and selling your personal residence is all emotional and then those emotions are supported by logic. That's why most seasoned agents (myself included) will NEVER negotiate their own sale or purchase. We'll always have a third party do the negotiations on our behalf to mitigate this constant battle between emotion and logic.

Q **What's your Guaranteed Sales Program and will you buy my house if you do not sell it?**

A The biggest dilemma in real estate is do you buy first or sell first. If you buy first (before you sell your home) you can be stuck owning 2 homes and worst off, if you sell first (before you buy) you could end up homeless. My Guaranteed Sales Program tries to solve this dilemma. Let me explain; If you put an offer on a RE/MAX Preferred Realty Listing that is listed with me (my name is on the sign), I will guarantee the sale of your home for 95% of the appraised value (less our commissions) if I cannot sell it within 120 days (see brochure for other conditions). So, what does this all mean... you'll be able to negotiate a better offer on the purchase (cash offer instead of Conditional House to Sell) AND, I'll take on the risk of your home not selling. Please understand, I'm no Donald Trump and I certainly can NOT guarantee every home at your price. Buy ask yourself, what other agent is willing to assume the risk and responsibility of your home selling.

In addition to that, I'll also guarantee the sale of anybody's home that puts an offer on your home directly through me. Frankly, this means that you're now more likely to have a quicker sale by being able to receive a cash offer on your house without conditions so that you can move on with your life.

Q **What do I need an evaluation for? I already know the value from my assessment and from the bank appraisal that was done 6 months ago.**

A Here's the deal, values are determined by supply (how many houses are available) and demand (how many buyers are looking to buy) PERIOD! The best indicator is current recent sales, what people are willing to pay for similar homes in your area (NOT what people are asking). This is the only way to determine price. The Best indicator on pricing is job and population growth. If a city is creating jobs and people are moving in from abroad, prices will go up. However, the opposite is also true.

Q **How can you assure me that you will NOT hound me day and night for my business? I don't want to be bothered by another "annoying pest"!**

A I hear you... I understand your concern. You see, that's why I've come up with this report and my on-line Homeselling tools reports and lessons. Here's the bottom line, I want to arm you with all of the information you'll ever need to sell your home AND everything you'll ever want to know on how my Team and I work that you'll initiate the call NOT me. This is precisely why I have decided to put you in control of you want to work with me, rather than me having to beg you for business. I look forward to hearing from you and welcoming me to come over as an "invited guest" to discuss how to sell your home for more money, in less time, and with the fewest problems.