



Superior Listing Services – You Get Better Offers!



Greg Nichols – Broker/Owner, MFN Realty

Our firm, **MFN Realty**, can sell any home quickly and efficiently and help your bottom line too. We have many unique high-tech and common-sense methods to get you a quick offer on your home. We have explained some of what we do in this report. You can learn about marketing real estate as you read it. We have **MFN Marketing Plus** for sellers, a system of protocols to get you warm bodies to look at your home. We also do more for less money as we have **MFN Smart Commissions**, developed by ai and designed to help you keep more of your equity. This cutting-edge commission saving program is how many firms will be operating in the future. There is a sliding scale we use where the higher price on the home, the more commission is saved. Ask us about it.

We do more than most firms and while doing what we do we charge less commission. We are not cut rate; we do get paid well but we beat out most of our competitors on cost. I got my wings as a producer selling homes that other agents could not sell. We specialized in that and we developed many high-power marketing strategies and protocols that we use on your home and on any home we list. We put your home into a network that we developed in the **Bay Area**, and we get thousands of people to see your home digitally in that region where there are 9 million people, and many of them are interested in moving to the **Greater Sacramento Valley** and foothill region. This is just one of many practices we use.

We Can Sell Any Home! Maybe another real estate agent and firm were not able to successfully sell your home. That is not how we function. We only know one way to serve our clients; with everything we've got and giving excellent service no matter what.

We have been selling in and around Placer and Sacramento and El Dorado counties since 1988. We absolutely work hard at making the process an easy sale for you. I left law school to become a real estate agent years ago, and I have a legal and a business background, so I know how to

protect my clients in negotiating and creating sound and legal sales agreements. We have two different advice attorneys from two organizations who specialize in real estate law to back us up. Getting you through the escrow time with no liabilities is our goal, as California has become a tank of predatory sharks, legally speaking, in the last several years. I would never risk a client's well-being or money or home to make a commission. I am sorry to say many of my competitors would do just that.



Review/Testimonial from a Happy Client:

“Greg has helped my husband, and I sell 5 houses and buy 5 houses over the span of 20+ years. He stays current with the market and gives good counsel. With his help we always managed to buy the first house we put an offer on. In selling, we had good acceptable offers and closed without any hiccups. He was expert in the process and a problem solver when there were a few obstacles. He is committed to excellent service and I recommend him highly. J.O. Lincoln, CA.”

Team of Professionals!

We have a team of home inspectors, roofers, termite inspectors, escrow people, home warranty people, and lenders. We use the best of all of these in their fields and we make them available to you and the buyers who purchase your home.

Step #1: How We Will Sell Your Home!

Once we put your home on the market at its fair market value, we accurately enter it into the computerized MLS system. We use the best terminology and strong points of your home to emphasize it to its target market of buyers. We do not make expensive mistakes or commit inaccuracies in the real estate business. (See the next true story) I check and double check all information that goes out to the industry and public about your home. Mistakes can get you sued, and me too.

True Story: 8 Months – No Offers!

One seller had their home on the market for 8 months, with 2 different well-known real estate firms. They had had 2 full listing periods with these 2 different firms, but to no avail. No offers were even obtained, and in that time, they only had a few showings. We approached them at listing expiration time and had a sit-down talk with them to discern what had happened. They had a very nice home. I had both printouts of their former agents, on each earlier listing. I noticed a

huge error right off. Their home was in a desirably exclusive neighborhood at that time, Tahoe Park. However, the first agent had misread the zone map and entered the home into a less desired South Sacramento home subzone. The border line was just a few blocks from their home. The agent listed them on the wrong side. That made this home a nice home located in an undesirable location in the computer system. Although the home was in Tahoe Park, whenever any agent did a search for Tahoe Park homes, this one did not come up. So the very feature that attracted the seller to buy the home in the first place, which was the fact that it was in Tahoe Park, was never offered to the current buyers in the current marketplace. But why did the next agent offer it wrong again for the 2nd 4 months? Because the 2nd agent lazily just copied the 1st agent's mistake instead of double-checking facts like they are supposed to do. I instantly caught the mistake in the first 5 minutes of sitting down with the seller and correctly labeled the home in the proper area. I then played up and emphasized the "Tahoe Park" area in the marketing plan and sold the home in a few weeks. Of course, the sellers thought I was an elite commando of an agent. 2 other agents could not sell the home, each having tried for 4 months, totaling 8 months. I sold the home in 2 weeks. This is all because I am accurate.

When I sell a home, the first thing I do is ask the seller what attracted them to the home and the answer becomes something I magnify to the other agents and their buyers and this works very well. Every home I list gets its own marketing plan unique to that home; this raises the chances of the seller getting a good, high-grossing offer. I have found over the years, and I still find very inaccurate real estate agents who make mistakes in areas such as lot sizes, locations, zip codes, zoning, square footage of homes, who built the home, what schools the kids will go to, and much more. Those inaccuracies will get you sued, or cause your home to sit unsold, or worse.

Review/Testimonial!

"Greg is honest reliable and able to solve the most difficult problems relating to real estate. I have worked with Greg since 1989 in the real estate, construction, and property management and the development business. Greg has the required knowledge, negotiation ability and expertise to sell or manage any property. My working relationship with Greg has been enjoyable and always a pleasure. I recommend you try Greg and see him do his magic. He will amaze you!" RN, Rocklin, CA.

Step #2: How We Will Sell Your Home!

Along with accurately portraying your home, we use strong marketing knowledge and understanding of buyers' thinking processes to emphasize the right strengths and play down weaknesses, and to choose marketing wording in a way that draws people who are looking on their computer at your home's photos to desire to come see inside. We have learned over the years to use words masterfully in advertising. The best possible package is used to showcase your home, and that package about your home must be created with experience and knowledge. An 18 x 12 feet room size should never be called a 12 x 18 room size, but I see agents do that all the time.

Why suggest the smaller dimension of room width to them and accent it first? Let them find it, but do not lead with it. We create a blog featuring your home and we design how your home will appear in that blog, as well as in the MLS system, with photos and with brief but compelling descriptions. A yard sign is ordered for your home and fliers are created. We also email all of our contacts and buyers about your home. We do several other things, and I will get to those in a bit.



True Story: Majoring on Minors!

I went on an expired listing appointment to meet a seller. The home had not sold in the 4-month listing, so they were interviewing new agents. I sat and got acquainted with the sellers and then we began to discuss what happened. They said the agent was very passive and not very creative or animated. I could already see that as I sat and looked at the MLS computer listing; the agent had not done all he or she could have. There is a place for **1) Confidential remarks to other agents, 2) Remarks to the public, which is a very precious and valuable space to use, and 3) Directions.** In the confidential agent remarks, which only broker's see, was written, "Leave a card when showing." In the public remarks was written, "Chandelier in dining room does not stay with the home." In the directions, it said, "See map." When I list a home, I am constantly always marketing it to the buyers and the other agents. I try to pass notes to the brokers in the confidential remarks such as "Don't let the inside cat out," but I also try to build up their opinion of the home with wording like this: *"Don't let the inside cat out, and please note the extra-large lot and the garage workshop."* I feel that if the buyer's agent has positive opinions about your home, a potential buyer will also. Why not use up all communication space? Most agents do not utilize all possible potential in marketing.

Next, those public remarks are shared on the Internet with any buyers looking and they are critical. Those often make the difference as to whether a buyer will call their agent and ask to see your property. But the agent in this true story here decided to use that space to discuss a chandelier, which can easily be addressed in the sale agreement instead. How much better than discussing a chandelier would it be to say the following: *"This cozy home exudes warmth, and the flowing and functional floorplan is spacious and efficient. Note the wood flooring and the massive room addition. The backyard is to die for."* Now, when the buyer comes to look, I have already put the power of suggestion in their minds that I think this house is hot, and they probably will too, all because they read my comment before they ever saw the home! Detail is ever so important when marketing, as well as the power of suggestion.

Lastly, to put “see map” on the directions is bad form. What if an agent is showing properties to their client and is having a hectic time of it, running late on showings and with a buyer’s kid yelling in their car? They may need that little, tiny break of having well done directions. I always do clear directions, it may make or break a sale because if it is too hard to find your home, they may skip it. While on this, I see many agents write in the directions: “Go east on City Parkway and then turn north on Main St.” Do they think agents use a compass? I always say, “*Turn left and right,*” not east or west etc. I realize we have Navigation and GPS now, but that is not always easy while driving and talking and with all the things agents are juggling while showing homes. To go the extra distance is how I serve you the seller in the details. In the home of this true story, I thoroughly and properly set up the marketing information and I sold it quickly, after the other agent could not get any offers in over 3-4 months.



Review/Testimonial!

"I have known Greg for a long time. I was sure he would be honest and helpful in the process of liquidating my grandmother's estate home for the family. Once I brought him in, he helped with many things we didn't know about. He listed the home and placed signs ahead of the final weekend estate sale. He received multiple offers for us before we finished the weekend. We accepted one of the offers the following week and closed escrow within the month. He truly made an already difficult time for the family much easier, and we thank him for that." DW, Sacramento, CA.

Step #3: How We Will Sell Your Home!

Our next step is to use technology to your advantage. The more offers you get, the higher offers you get, and the higher offers you get, the more money you make on your bottom line. I am not against open houses, but they are quite old school. Often now, when you go into an open house, a young newer agent (who knows very little about your home) is there holding it open for you, the seller, and for the listing agent so that the newer agent can meet your neighbors and meet new buyers. They are using your home as a springboard and bringing in nosy neighbors and also potential burglars and feeding those possible burglars cookies and chocolates and bottled water. Again, there might be a time an open house is proper, but 90% of the homes in this age of technology are sold by clever and sound online marketing. Maybe 9% is from the yard sign and word of mouth, and less than 1% are sold by an open house, maybe even 1/10th of a per cent.

The sound and strategic marketing template that I create accurately about your home in the MLS computer system, and the blog that I make, both go out to hundreds of agents. In turn, those agents also make their own marketing blog about your home using my advertising lines, my wording, and my choice of selected features that I am emphasizing about your home which are based on my massive and long-term marketing and ad writing experience. The last home I listed I found over 1000 blogs about it in search engines based on my MLS rendering and they used my wording and ad copy exactly. Agents can just push a button and make an instant property blog on your home with photos, key features and my skilled marketing headlines and sub text. Talk about coverage. Your home gets so smattered around the city and county and even the country, that it loads up the search engines too. The benefit of this is that buyers coming in from out of town have already seen the photos of your home that I took and read the key marketing lines that I wrote. I don't know all these buyers, and many of them work with these other agents who make their own instant blogs about your property. So, when you list with me you get a whole army of tech savvy agents and the longer your home does not sell, the bigger this army grows. This kind of coverage ensures that you do get an offer on your home and it is the highest possible offer that it can be. That is because the agents watch active listings, and they want to be the agent to bring a buyer. When your home goes pending, because you accepted an offer, it then goes off the radar as available. New software technology has allowed agents to be instant bloggers on any property. In a sense, when I list your home, you get my expertise and dozens or hundreds or thousands of good agents working for me and following my lead on your home. I know how to make that part of it flow very well.

Some agents will say, "since I am with Lyon Real Estate, or since I am with Keller Williams, or since I am with Coldwell Banker, I have 100 agents in my large office to work on your house." This is very old school and low technology mentality. Of the 150 agents, you will have usually less than 15-20 agents who may preview your home in a weekly company tour of new listings but rarely follow through with a buyer. You can have that small group of agents who tour your house or you can have my growing army of thousands of technical agents getting your home out to the masses of buyers. You can choose agents who may not have much legal knowledge, or marketing knowledge, and they make mistakes that can get you sued or get you no offers, or you can give me a call and save money from using my firm! We have **MFN Smart Commissions** developed with ai.



Step #4: How We Will Sell Your Home!

We expertly handle the showing agents with buyers who come and show your home. We respect them and their buyers. When negotiation time comes, we do that carefully and we are there to get you the most while making them also feel they have won. It is a win/win. We often know how to flip small and subtle closing cost fees over to their side and they don't mind. We give you advice that adds more money to your bottom line. We also know how to help save you money on needed repairs that may come up in order to close the escrow.

In a price negotiation, many listing agents who represent the sellers get hardnosed and unbearable, thinking that is their calling and the best way to represent you, the seller. This is not the smartest use of their loyalty to you, as the seller. A good agent is always marketing with diplomacy until your final check is in your hand or in your bank. An agent must be congenial to all and has to know when to hold them and when to fold them to best represent you. If your escrow falls out a few days before the intended closing date, and your agent was even the least bit irritated and hostile with the other side about some minor or major dispute over an issue during the escrow, not only is that unprofessional, but they have also truly failed you, the seller, and they have cost you time and money if they let their personality or a quick temper become involved. The whole point here is not majoring on minors again but protecting the seller and getting the seller maximum money savings and also making it a pleasant experience for the buyer and their agent at the same time. We are good at marketing, and friendliness to the other side serves you the seller. We shine in problem solving and getting the sale of your home closed. And, we have hundreds, even thousands of satisfied clients who remain our friends for life.

Sincerely,

Greg Nichols

cell 916-580-7235

See our Free Report, "6 Ways to Save Money if Selling Your Home!"

<https://mfncorealty.com/sellingreport.pdf>

SAVE MONEY IF YOU ARE BUYING A NEW HOME!

If you intend to buy a home from a builder, contact us before your first builder or subdivision visit and we will register you and rebate to you a part of the commission we receive when the new home closes! Many of our clients have made huge \$\$\$ with this benefit we offer. Call about this service today.

SAVE MONEY IF YOU ARE MOVING OUT OF TOWN!

Our firm has a massive referral network around the US and Canada, and when you buy a home through one of our sources in your new location where you are moving, we will rebate you a part of the referral fee we earn. This can be sizeable and help defray your moving costs. You do not need us to represent you in the sale of your home for us to do this but think of all the money you can save if we do. Call us today to discuss it.

Please disregard this offer if your home is currently listed with another agent!

A Licensed California Real Estate Broker DRE # 00632894

copyright 2025 by Greg Nichols, All Rights Reserved

916-580-7235 Cell Phone or Text

Email mfnnetwork@gmail.com