

## Greg Nichols – MFN Realty – 2024



### **Broker-Owner, Real Estate Agent, Ordained Minister, Author**

(Included here are some of the processes we use to market your home!)

Get More service for less money! Our processes and innovations create more offers and higher offers to net you more cash. Also, call us today about **commission options** that save you money!

**Greg's Background:** I entered real estate in 1978 and joined a firm named Kiernan Realtors. They were an extremely professional firm and gave very high-quality service to the public, and I was mentored there by some very great real estate people who were ethical, caring and dedicated to their clients. I became a broker in 1986 and launched my own firm in 1988. But the most impacting thing that happened to my real estate career was when I received Christ in 1982. I became a different kind of husband, father, son, brother, man, and real estate agent. Serving people and meeting their needs was uppermost in my mind, and this I prioritized even above making money.

I was ordained into ministry in 1999, and ever since, I have conducted many ministry projects as a licensed minister. My wife Deborah Nichols is also an ordained minister and serves God with me in ministry. God has used her to be a very stabilizing and nurturing influence in my life. Deborah is not only my ministry

partner but is also my business partner in real estate and she brings many good ideas and insights to our operation.

All through my career, I have specialized in many different parts of real estate including lending, property management, investor representation, and being a listing specialist. This last category is where I picked up the marketing expertise that is a trademark of my operation. As a listing specialist, I approached sellers of homes that were expiring off the marketing, beginning back in the 1970's and most often sold those homes when other agents had not been able to sell them. I have still done this even up to this time in my career.

The agent a person chooses to sell their home is a critical decision. It is not so much the firm you choose, but the individual agent that you choose. This is what my experience can tell you. The agent makes the difference. I have taken over a listing where an agent with a big mega firm had the listing and could not sell it, and then me, with a small independent firm, got the home sold in short order. It is all about perception and presentation in the agent. How does the agent look at and perceive things? For years, I have seen myself stepping in and managing a listing where I market it in such a way as to harness the talents of other agents who represent buyers to get the property sold, and, I have many processes I use that all are quite unique to me and my firm. I developed these processes with God's help and lived out the saying, "necessity is the mother of invention."

My innovations are for my clients and them getting on their way with a timely sale and the most cash possible to them at closing. The systemization of the steps we take on a seller's listing helps them to know that no buyers fall through the cracks that can enhance their

bottom line. From skilled ad copy to marketing cheat sheets to details handled during escrow, my firm gives the clients their money's worth paid for the listing service and we charge no more than other firms to offer this. In fact, we have some lower commission options for you to save money.

### **The Processes:**

One marketing strategy we use is to insert your home into a digital network we developed over time in the San Francisco Bay area where there are 9 million people living and many of them are cash buyers who are intent on moving to the Sacramento Valley to obtain a more affordable home for their money and to live in a quieter region than they are in now. This is over and above us as your agent having your home in MLS and available to the Sacramento buyers which is what all agents do for their sellers.

“I wisdom dwell with prudence, and find out knowledge of witty inventions.” Proverbs 8:12 (King James Version) Another version instead of “witty inventions” says, “ingenious inventions.” Even another Biblical translation uses the term “clever strategies.”

Quote: “There is a God factor in operating a business. God brings in many ideas and strategies that allows a businessperson to better serve their clients’ or customers’ needs and give those clients’ or customers’ breakthroughs in their lives and in their goals.” Greg Nichols

We use many such processes that we have collected over many years. We also have a process called “**Top Ten Feature Marketing**,” which our sellers love and highly approve of, and it gives them input into our marketing strategy. We also use “**Showing Flow Control**”

which brings a personalization to every buyer and agent who shows an interest in the home and desires to show it. Another process is what we call “**Golden Ad Copy**” which is a highly unique process we possess of word craft and skilled communication to trigger showings. Another process is called “**Price Perception Strategy**” which put your home’s value in a good light which is based on how we present it to the public. Another process is called “**5 Emotion Triggers**” which leverages the emotions in buyers when they run across your home and then proceed to obtain an appointment to see it and then the actual viewing of it.

These are only some of our processes as we have a list of about 17 extra things, we do that other agents don’t do. All this does not cost the seller any extra commissions.

Call me to discuss your home and ask us any questions that you may have.

Greg Nichols

Broker/Owner

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**Here is more to read Greg’s about our marketing:**

<https://mfntrealtyinsights.blogspot.com/2022/04/consider-mfn-realty-before-listing-your.html>