



Real Estate Company

WHY LIST YOUR PROPERTY WITH US?

The Gray Rider Real Estate Company is a full service Real Estate Brokerage with office coverage from 7:00AM to 6:00PM, seven days a week. We hold ourselves to the highest standards of service and professionalism to our clients and our main purpose is to represent you and present your property in the best possible light to the community, to potential buyers and to other Realtors. We know that selling your property can be a very intrusive experience. That's why we will make it as simple and as pleasant as possible for you while identifying the right Buyer. We will assist you with the sale of your property from the initial FREE MARKET EVALUATION to the closing table when the property is actually sold.

Please consider the following reasons why the Gray Rider Real Estate Company should market your property:

- Accurate Pricing of Your Property: Pricing your home is both an art and a science. Achieving the optimal price is the result of both objective research into comparable properties and a gut feeling about your property as well as an analysis of the current market conditions. The first step in listing your property will be for us to conduct an accurate FREE MARKET ANALYSIS of what your property is actually worth.
- Multiple Listing Services: Your property will be immediately submitted to both the Columbia County-Northern Dutchess Multiple Listing Service as well as the Capital District Multiple Listing Service, via computer, so that other real estate salespersons can assist us in selling your property almost immediately.

- **The Gray Rider Real Estate Website:** We will enter your listing onto our local and international websites, so brokers and people browsing the Internet will be aware of your home. Our website is consistently one of the first websites to come up on an Internet search of this area and we are now receiving well over 2,000 hits per day on our local sites and over 50,000 hits a day on all of our sites. We have just added a free real estate newsletter to attract even more visitors and your property will appear on the following websites:

1. www.grayrider.com
2. www.columbiacountynewyorkrealestate.com
3. www.columbiacountynewyorkrealtors.com
4. www.columbiacountyrealtor.com
5. www.columbiacountyrealestateforsale.com
6. www.columbiacountynewyorkproperties.com
7. www.columbiacountyhomesandland.com
8. www.grayrider-international.com
9. www.worldrealtynews.com
10. www.worldrealtysearch.com
11. www.worldpropertiesforsale.com
12. www.international-realestateforsale.com
13. www.globalrealtyforsale.com

- **360 Degree "Virtual Tour" of your Property:** We now have the technology to put 360 degree "Virtual Tours" of your property on our website, as well as the national Realtor.Com website.
- **Real Estate Signs:** We will place one of our very distinctive real estate signs on your property to vastly increase market exposure, and to facilitate easier showings.
- **Informational Brochures:** We will develop a color brochure on your property for other brokers and potential buyers that can either be mailed to them or instantly emailed to them when they make an inquiry about your property.
- **Broker Tour:** We will arrange for other Brokers to tour your property, while we host a special open house for them with refreshments (Does not apply to land parcels).

- **Neighbor Awareness:** We will mail announcements to your neighbors (unless you tell us not to) thereby making them aware of the availability of your property; often your neighbors have friends and/or relatives who would love to move closer to them.
- **Advertising:** We will advertise your property in the Homes Magazine, Chatham Courier, The Independent and other appropriate media, including other real estate internet sites. You will be featured in at least one print media every other week.
- **Screen Prospective Buyers:** We will screen and qualify all prospective buyers.
- **Follow-Up:** We will follow up on all showings from other brokers and give you feedback on things you should know.
- **Keep in Contact:** We will call you regularly to keep you informed about the general market activity in the area and the specific activity on your property. We will meet with you every four weeks, or more frequently if necessary, to discuss our marketing strategy.
- **Represent You Exclusively:** We will represent you "exclusively" in all negotiations with buyers, to get the best possible price and the best possible terms.
- **Buyer Financing:** We will assist the buyer of your property with arrangements for financing, as necessary. We will keep in touch with the mortgage lender to assure all documents are in place and all deadlines have been met.
- **Handle All the Details:** We will handle the many details involved in the selling of your property after a written offer has been accepted by you, including home inspections, septic inspections, appraiser inspections, etc.
- **Assist the Appraiser:** We will prepare current comparable sales for the bank appraiser and attend the appraiser's inspection.
- **Final Walk Through:** We will attend the final walk through of your property with the Buyer, just prior to the actual closing.
- **Attend the Closing:** We will attend the closing with you and assist with any final details.

If you have any questions, please contact:

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