

Unhappy Real Estate Investor Case Study



I received a call from a real estate investor who explained to me that he purchases around 30 properties a year, fixes them up and flips them for a profit. I had come highly recommended to him our proven and repeatable strategies that we have mastered to sell luxury homes in any marketplace globally.

The primary resource for selling many of his properties was hiring a “traditional” real estate agent. This investor was marketing his own personal residence and he wasn’t happy with his agent or the results she was getting. He wanted to fire her but he couldn’t for two reasons: 1- This agent sent him so much business and 2- She was helping his unemployed wife land her dream job.

So, he hired me to assist his agent in getting the home sold. Fred’s agent was hesitant and resistant to implementing any of our suggestions and changes because she felt they were unconventional to traditional methods she was used to and “they won’t work”.

However, within 7 days of hiring me and implementing our strategies, Fred received a cash offer of \$1,125,000 that was 98% of the asking price and the buyer bought it “as is”. What made this even more impressive is that the home had been on the market seven different times with no success and a week prior to hiring us it had been appraised at less than a million dollars.

