

Seller Is A Licensed Agent Case Study



Although the owner is a licensed real estate agent with another brokerage, they hired us. One of the first things that we wanted to showcase for this particular property was the setting. It was situated on 13 acres backing to a golf course and adjacent to both a natural protected area and open field.

This homeowner was a licensed real estate agent with another firm but was so impressed with our marketing she hired Michael LaFido as her agent because she didn't feel she could duplicate it nor get the results that we could.

This community is more of a blue-collar community and luxury homes above a million sit on the market for a lengthy period of time without selling. There had never been a sale in this community above 2 million dollars and we got a full price offer within 2 weeks. While all the other agents the seller interviewed suggested an asking price a million dollars below the 3.75 million we listed the home for.

The buyer and the buyer's agent were so impressed with our lifestyle videos that the buyer's agent is going to be hiring us [even though we're competition in his marketplace] to produce lifestyle videos for his clients.