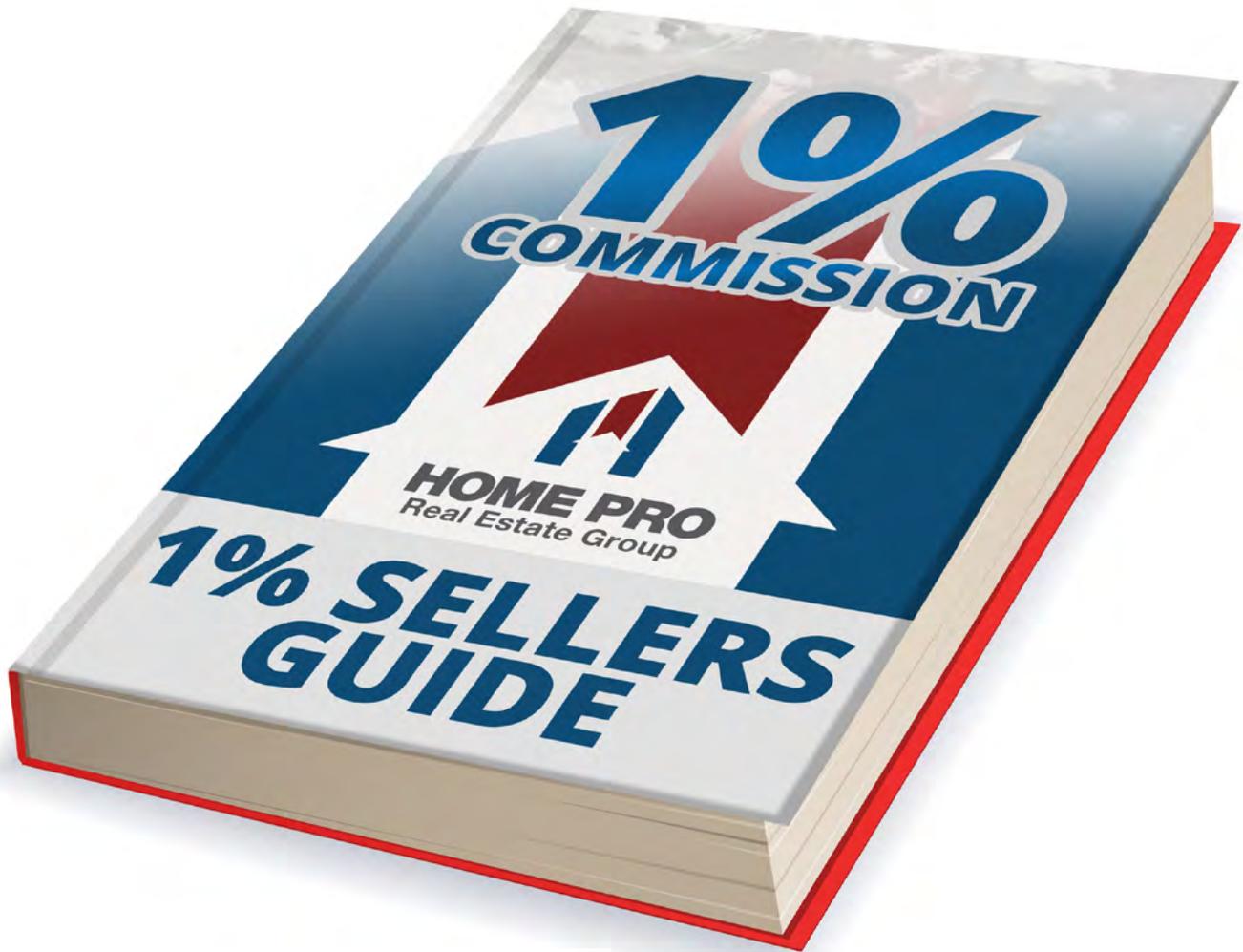


THE REAL ESTATE BUSINESS HAS CHANGED



SELL YOUR HOME

for only

1% COMMISSION

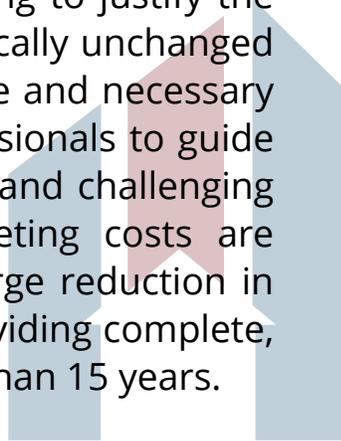
 **HOME PRO**
Real Estate Group

by Larry Friedman

ISN'T IT TIME FOR A **CHANGE** IN REAL ESTATE COMMISSIONS?!

HOME PRO REALTY CHARGES ONLY A
1% LISTING SIDE COMMISSION TO OUR SELLERS
AND PROVIDES A **REBATE OR CREDIT OF ALL AGENT
COMMISSIONS OVER 1% BACK**
TO OUR BUYERS.

In the last few years, the Real Estate industry has seen a monumental change in the way residential properties are bought and sold. All listings are now marketed worldwide on multiple websites at essentially the touch of a button. Access for prospective buyers of properties for sale, including not only description and pictures but also sales history, demographics and neighborhood amenities are available as close as their cell phones or tablets. New listings, price reductions and status updates are sent out with immediate notification. Recently, we've seen a majority of buyers searching and even identifying their next home purchase by themselves! Despite these substantial changes in marketing costs and workload, agents are fighting to justify the cost of their service and a commission structure that is basically unchanged over the last 30+ years. We still believe strongly in a genuine and necessary need for experienced and knowledgeable real estate professionals to guide and protect clients through what can be a time consuming and challenging process. HOWEVER, because agent workload AND marketing costs are substantially less, we are able to provide our SELLERS a large reduction in cost, and a commensurate REBATE to our BUYERS while providing complete, personal, knowledgeable and experienced service for more than 15 years.





HOME PRO
Real Estate Group

*SELLER 1%
PROGRAM*

Technology has completely changed the way Real Estate is being bought and sold. Agents no longer control the access to information nor are they generally the first point of contact.

These days, it's just common sense. You get access to complete, knowledgeable, experienced service of 1,000+ homes sold with a total commission as low as 3%. If you're wondering how we're able to deliver better services than most at less cost, the answer is in technology. We're able to do more with less time than we ever would have been able to when we started 30+ years ago. It's time the industry caught up!

SELLERS 1% LISTING SIDE COMMISSION

- Complete comprehensive real estate service
- Knowledge of real estate advice based on 30+ years of experience and 1000+ homes negotiated
- Full MLS, internet, and social media marketing
- Service satisfaction guarantee

Our process is all about setting you up for success

We believe that a personal attention to your particular needs is a big part of making sure that your home gets sold. With that in mind, we built our entire process around philosophies proven in our 30+ years of experience.

○ Assess

We help you set the optimal price for your home based on your property, neighborhood, and market conditions.

○ Optimize Value

Based on the assessment, we sit down with you to look for opportunities to maximize the sale price of your home, whether it be staging, small upgrades, or repairs. Small changes often bring large rewards.

○ Photography & Marketing Materials

We use only the best and most current marketing processes. Before your home is listed, we send a professional photographer out to your home to capture it in the best possible light. With those photos, our creative team assembles vibrant, full-color flyers that we keep stocked at your house and use for brochures and mailers.

○ Create Premium Visibility

On the web, your house will be listed on the MLS, all major real estate websites, and also advertised on social media. In your neighborhood, we'll organize highly visible open houses.

○ Negotiate and Close

When the offers start to come in, we negotiate with the buyer's agent on your behalf to ensure you get the most value possible for your home. The most important place to rest on our during the escrow process: we will be able to successfully handle any issues or problems that occur.



This Seller Saved over
\$20,000
in Commissions



CLIENTS FOR LIFE

LARRY,
A SMALL TOKEN OF APPRECIATION
BUT WITH A HUGE AMOUNT OF
GRATITUDE FOR ALL THE
PRO BOND "LABOR OF LOVE".
YOU ALLOWED US TO FINALLY
GET THE HOME.
NO ONE BUT YOU COULD HAVE
MADE IT HAPPEN.
AWESOME IS OBVIOUSLY
SPECIALTY!

*"I have bought and sold many houses over the years and by far my experience with Home Pro Realty ranks amongst my most pleasant dealings. Larry showed me that a discounted commission broker works just as hard or harder than the full commission guys. Not only did I sell my house faster than my neighbors but I made more money doing so. **Do yourself a favor and look into the way they are doing things at Home Pro.** Good people that really know the business and save your money. Will use them again for sure!"*



*"I have been in the real estate/mortgage business for over 30 years. When it came time to list my house I went to Larry at Home Pro. We then decided the home needed some updating before we could sell so he and Sherrie worked out a plan and budget to take down wallpaper, repaint, carpet, put in granite counter tops and just make the house have more appeal. They arranged for all the contractors and supplies. **It was easy, inexpensive and the best marketing for our home.** The contractors were polite, clean and did the job on time. We received offers the first day the home went on the market. I will absolutely recommend Home Pro to anyone I know and use them again."*



*"I was referred to Larry and Home Pro Realty by a close friend after spending months trying to find a home in Orange County and being discouraged by the market. Larry is absolutely the best out there. Within a month I was in Escrow on exactly the home I was looking for with regard to location, size, and specific characteristics. Although I had a decent down payment, it was Larry's expertise in handling my loan that got me the best possible rate, monthly payment, and I even had some money available for immediate changes to the new home. Additionally, Larry and his crew were able to sell my first home and with some profit to invest into my new home. **I am very thankful and wouldn't dream of using anyone else.**"*



*"My wife and I used Larry and his son Aaron (AJ) to buy our first home and they were amazing! I was impressed with how easy they made the process. Not only did they help us find the home we wanted, we were able to come into the house with money to make renovations. Now, we are looking to sell and they are connecting us to resources we need to fix our place up to get the maximum profit. **These guys are true professionals.**"*



*I have bought and sold six homes, and Larry Friedman is the only agent I have recommended, the only agent I would ask to represent me again in another real estate transaction. Larry Friedman and Associates **gave me sound advice, guided me through the buying and selling processes**, responded promptly to my questions, and negotiated the bumps along the way, making both selling my muchloved home and buying a new home much easier on me than I've ever experienced. For the first time, I knew that I had a professional real estate and finance expert in my corner, someone willing to work hard and negotiate hard to get me what I needed. Larry Friedman and Associates protected my interest, took care of my needs and guided me through what otherwise could have been a very stressful transition.*



Home Pro Realty Group takes **1%** of the
buyer side commission

.....YOU GET THE REST!!!



Larry Friedman

Larry@homeprorealty.com

9701 Janice Circle, Villa Park, CA 92861

(714) 974-9494

(714) 362-6601