NOVAK REAL ESTATE

PERSONALIZED SERVICE

I want you to feel informed, comfortable, and in control of your decision.

My commitment: I am determined to help you get the most money possible, as quickly as possible, and with the fewest problems possible.

I will explain your choices clearly, communicate directly, and handle the details with care.

Freedom in writing. Before you enter a signed purchase contract, you can walk away from our listing relationship as provided in the written agreement. No hassle, no hard feelings.

You will have that freedom in writing, not just my word.

LET'S TALK ABOUT YOUR HOME.

Dan Novak | Broker / Owner

(518) 290-1718

518Novak.com

BEFORE YOU DECIDE HOW TO SELL

TWO IMPORTANT DECISIONS

1. Who will represent you?

Choose the person and company you trust to represent your interests.

2. What price should you ask?

Use market evidence to select an asking price that helps your home compete.

THERE IS MORE TO SELLING A HOME

...than a sign on the lawn, an advertisement, and waiting.

Buyers compare homes. First impressions, pricing, presentation, exposure, and negotiation all matter.

My job is to make sure your home has every reasonable sales advantage.

A potential buyer might buy. A qualified buyer can buy. A serious buyer wants to buy. What counts is a serious, qualified buyer.

NOVAK REAL ESTATE

SELLING YOUR HOME?

YOU WILL BENEFIT

BY HAVING DAN NOVAK REPRESENT YOU

THE MOST MONEY.
THE QUICKEST SALE.
THE FEWEST PROBLEMS.

Dan Novak | Broker / Owner

Licensed since 2005

Hundreds of homes sold

(518) 290-1718

518Novak.com

Corinth, Hadley & Lake Luzerne, NY

EIGHT BENEFITS

1. Make your home more attractive to potential buyers.

Through my experience, I know the reasons people do not buy, as well as the reasons they do. I can help make almost any home a little more attractive by preparing it for showings, improving first impressions, and highlighting its best features.

2. Determine the best price to ask.

Pricing your home is far too important to guess at. I use a comparative market analysis of similar homes recently sold, homes for sale now, and homes that did not sell. This helps determine what buyers are willing to pay for your kind of home, in your area, at this time.

3. Expose your home to a great number of potential buyers.

I work to generate exposure through **specialized internet marketing**, cooperating real estate agents, incoming buyer inquiries, advertising, and prospecting. My goal is to reach as many serious, qualified buyers as possible.

BUYERS & NEGOTIATION

4. Sort out the prospects.

There are different kinds of people who look at homes. Some are serious and in a hurry, others are serious but cautious, some are bargain hunters, and some will never buy. I help distinguish serious, qualified buyers from casual lookers and unqualified prospects.

5. Use selling experience to help you get a quicker sale.

My selling experience helps me encourage serious buyers to make decisions, overcome obstacles, and move toward purchasing your home. When necessary, I can also help buyers explore mortgage financing options to keep a potential sale moving forward.

6. Get the most money possible without losing a qualified buyer.

I work to get you the most money possible while avoiding the loss of a serious, qualified buyer. Through experience and careful negotiation, I help buyers recognize your home's value, respond to offers, and protect your interests.

SUPPORT THROUGH CLOSING

7. Help save a sale.

When inspections, financing, contract terms, or communication cause trouble, I work with everyone involved to address problems and keep the transaction moving.

8. Save work, worry, and running around.

I help coordinate showings, follow-up, negotiations, paperwork, deadlines, inspections, and the steps leading to closing. **I anticipate potential problems, address buyer hesitations, and work to prevent last-minute surprises or delays that could jeopardize your sale.**

MY GOAL FOR YOU

More money. A quicker sale. Fewer problems.

That is what I am determined to help you achieve.

You will always be glad you chose me to represent you. I don't believe you can find anyone who will work harder or more professionally to help you get the most money, the quickest sale, and the fewest problems.

DAN NOVAK | BROKER / OWNER
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