



*Marketing Philosophy
Developed by George M. Fotion*

Goal

To sell your property for the highest market price possible in the shortest period of time and with the least amount of stress and hassle to you

Mission

Locate agents working with each & every buyer now in the market whose buying desires match the amenities of your home. Persuade these agents and buyers that only your property is the property that best fits their buying desires

Strategy

Create an environment and set the stage to produce the highest level of competition between the buyers so that your home sells for the highest price possible

Tactics

Diligent, tenacious and creative application of our Marketing Plan that WILL succeed in accomplishing all of the above



GEORGE M. FOTION

FOR

TIMELY AND MAXIMUM NET PROCEEDS

IN THE SALE OF REAL PROPERTY

Education

Graduate of University of California at Los Angeles - 1979
B.A. in Economics
B.A. in Psychology

Training & Licenses

Real Estate License May of 1980
Broker License April of 1992
Recipient of "Perfect Review" Award by President's Council of
Travelers Relocation for Marketing & Relocation Services
3rd Party Real Estate
Genesis Relocation Marketing Specialist
Associates/Translo Relocation & Marketing Specialist

Marketing Experience since 1980 & Marketing Results

98% of listings earned sell
Sale Prices average within 2% of recommended asking prices and BMA's
Sale prices are 20% closer; Days on Market 15% faster than industry averages
Personal production is nearly 17 times that of industry averages

Comments

Whether you are a "traditional" homeowner, Relocation Manager or REO Manager, the training and experience as listed above brings you professional marketing services with a focus towards maximum results through assertive use of an accountable and tenacious marketing strategy

Relocation/Third Party/REO Corporations I Have Marketed Homes For **References eagerly sent upon your request**

Asset management companies focus on consistent excellence:
Bank of St. Louis, PHH Homequity, Americorp, Genesis, Western Relocation,
Translo, Genrel, National Residential, Corporate Transfer, Southwest S & L,
Professional Relo, Relocation Realty, Boatmen's Relo, Coldwell Banker Relocation,
Premier Relocation, Transequity, International Relocation, Relocation Consultants,
the Offshore Data Network, Corporate Homes of America, MGIC, RTC, National
REO Network, PHH Asset Management, First Franklin, ERA REO and Worldwide
Properties, University of Southern California (USC)

Let me prove my words with my actions – Choose me now!