



Why list your home for sale with EasyStreet?

More Exposure + Experience = Better Results

Page 1

EasyStreet Realty, Inc.

Indianapolis

Las Vegas

Tampa

Charlotte

Minneapolis / St Paul

Think about it.
How did you find EasyStreet?

The Google logo is displayed in its characteristic multi-colored font (blue, red, yellow, blue, green, red) on a white background.

Charlotte Homes for Sale

Google Search

I'm Feeling Lucky

EasyStreet Realty, Inc.

Indianapolis

Las Vegas

Tampa

Charlotte

Minneapolis / St Paul

Likely the Same Way Nearly
20,000 Others Do Each Month.

Google

Charlotte Homes For Sale

Search

About 79,900,000 results (0.35 seconds)

[Advanced search](#)

[Charlotte NC Homes Search](#)

Search 21,000+ **Charlotte Homes**. View Photos, Maps & MLS Data Now.

[Show map of EasyStreetRealty-Charlotte.com locations near Charlotte, NC](#)

www.EasyStreetRealty-Charlotte.com

[Home Builder in Charlotte](#)

We Build High Quality Custom **Homes**. New **Homes** Available Now. Learn More

www.JVHomes.com/Charlotte

EasyStreet Realty, Inc.

Indianapolis

Las Vegas

Tampa

Charlotte

Minneapolis / St Paul

In addition to the EXPOSURE
your home will receive on
easystreetrealty.com, your home
can be found on:

AOL.com/realestate

cyberhomes.com

googlebase.com

homefinder.com

hotpads.com

carolinahome.com

oodle.com

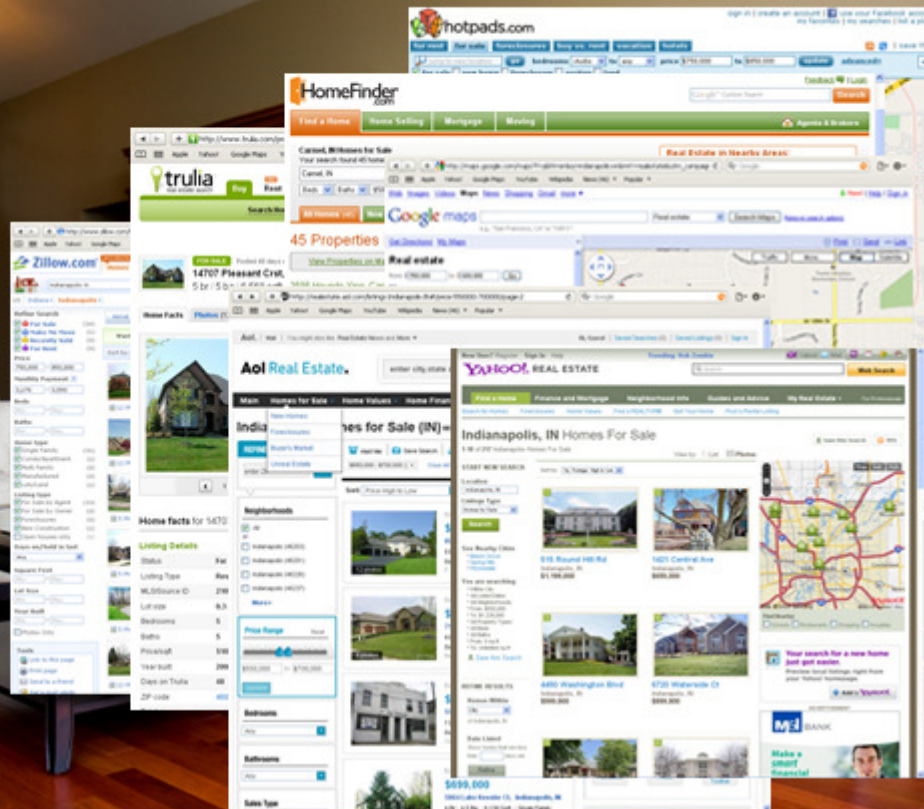
REALTOR.com

Trulia.com

yahoorealestate.com

zillow.com

PLUS, Over **400** more



EasyStreet Realty, Inc.

Indianapolis

Las Vegas

Tampa

Charlotte

Minneapolis / St Paul



Contact (800) 955-4350

When you list with EasyStreet your home is always featured on our website in the top positions of the search results when someone searches for homes in your area and price range.

Matthews

\$299,000



Featured Home

Price / Sq Foot: \$100
Bedrooms: 4
Baths:
Sq. Feet

[View all 10 Photos](#)

[VIEW DETAILS](#)

Matthews



[View all 10 Photos](#)
[VIEW DETAILS](#)

Featured Home

Price / Sq Foot: \$100
Bedrooms: 4
Baths: 3
Sq. Feet: 2700
Levels: 320
Garage Spots: 2
Year Built:

TIMBERSTONE HOMES

Floor Plan
Builder
Site

EasyStreet Realty, Inc.

Indianapolis

Las Vegas

Tampa

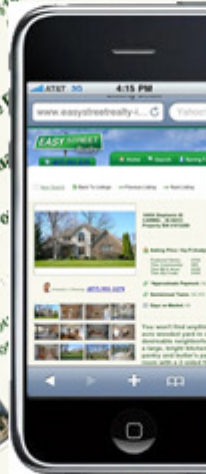
Charlotte

Minneapolis / St Paul

EXPOSURE



Schedule a Showing: (877) 993-3279



EASYSTREET
Realty

Tuesday, April 27, 2010
Your home search found 1 properties.

Hi Shannon,

This is a brand new home that just hit the market. I will give you a call and we can discuss when you would like to view it.

Best Regards,
Chris Kushnir
EASYStreet Realty, Inc.
(Office) 317.208.4320
(Mobile) 317.790.2471
www.easystreetrealty.com

Carmel
14454 Stephanie St
Property Type: Single Family
Bedrooms: 4
Full Baths: 5
Sq. Feet: 4339
Levels: 2
Garage Spots: 3
Year Built: 1993

\$450,000
Asking Price/Sq Ft Analysis
Featured Home \$102
This Community \$95
This MLS Area \$100
This Zip Code \$103
**Price reduced \$490,000, now
reduction to date \$15,000**

[VIEW PROPERTY DETAILS](#)

© 2010 EasyStreet Realty, Inc.
Corporate Headquarters:
1000 Independence Rd, Suite 100
Indianapolis, IN 46240, USA

Connect us at: [Facebook](#), [Twitter](#), [LinkedIn](#), [YouTube](#), [Google+](#)

10,000+ Targeted property announcements
are emailed to our database of buyers each day

EasyStreet Realty, Inc.

Indianapolis

Las Vegas

Tampa

Charlotte

Minneapolis / St Paul

Easystreet vs. other brokerages



Featuring your home on EasyStreetRealty-charlotte.com offers more exposure to buyers than other local real estate websites could. In addition to the financial investment we make each month to drive buyers to our website, we have invested countless hours in creating a website that visitors love to use. Here are some numbers that prove it...

Google Analytics

analytics based on 10/01/2009 - 9/30/2010

	<u>ESR-Charlotte.com</u>	<u>Other Real Estate Borkerages</u>	<u>Difference</u>
Visits	156,150	44,697	+249 %
Pageviews	1,56,710	149,381	+942 %
Pages / Visit	9.97	3.34	+198 %
Time on Site	5.53	2:23	+146 %

EasyStreet Realty, Inc.

Indianapolis

Las Vegas

Tampa

Charlotte

Minneapolis / St Paul



40+

Each one of our listing agents is a full time real estate professional, putting in the hours needed to make sure our clients get the service they have come to expect.

Rest assured you will be dealing with someone that looks at real estate as more than a part time hobby.

EasyStreet Realty, Inc.

Indianapolis

Las Vegas

Tampa

Charlotte

Minneapolis / St Paul

Pricing Your Home



Comparative Market Analysis (CMA)

One of EasyStreet's most important jobs is to set a listing price that creates a market - the best possible market for your home. In order to do that, your agent will perform a Comparative Market Analysis or CMA. A CMA compares your home to similar properties - both on the market and recently sold. It takes into account factors such as location, price, features, and property condition.

EasyStreet does not stop with the numbers the computer spits out. We dig deep inside the numbers to uncover events like price reductions or re-listings. We will rely upon first hand experience in determining how the presence or absence of unique features impact the value of your home to potential buyers.

EasyStreet also employs an in-house economist that helps guide our agents on market forces such as supply and demand and consumer confidence - on a macro and micro level.

EasyStreet Realty, Inc.

Indianapolis

Las Vegas

Tampa

Charlotte

Minneapolis / St Paul

Pricing Your Home



Showing Activity

The greatest amount of showing activity occurs within the first few weeks of market time, so pricing your home correctly, from the start, is critical to a timely and lucrative sale.

The longer a property sits on the market, the more negatively it is perceived and the harder it is to sell.

Therefore, overpricing a property from the beginning virtually guarantees your home will be on the market longer and generate a lower return.

Remember the time value of money? A home that sells for \$500,000 today returns more than a home sold for \$500,000 at any point in the future. And the time value of money is what pricing your home for sale is all about - achieving the highest possible price in the shortest amount of time in order to maximize your return.

EasyStreet Realty, Inc.

Indianapolis

Las Vegas

Tampa

Charlotte

Minneapolis / St Paul

Negotiating Offers



What to Expect in a Negotiation

Most transactions will involve quite a bit of negotiation between the initial offer and the signed contract. An agent's resourcefulness and experience are usually indispensable in these situations.

Price, many times, is not the only thing that's negotiable in the sale of your home. A potential buyer can add any number of terms to the contract, which can make the offer more or less attractive to you. Some of the most common elements to consider are:

MORTGAGE CONTINGENCY

The terms of the buyer's mortgage and the timeframe for them to obtain a mortgage must be stated in the contract. Your EasyStreet agent knows which questions to ask in order to make sure your home closes on time and without any surprises.

INSPECTIONS

If the inspector uncovers any problems with your home, you and the buyer must negotiate who will pay for the repairs. Your EasyStreet agent can help with this sometimes tedious process.

EasyStreet Realty, Inc.

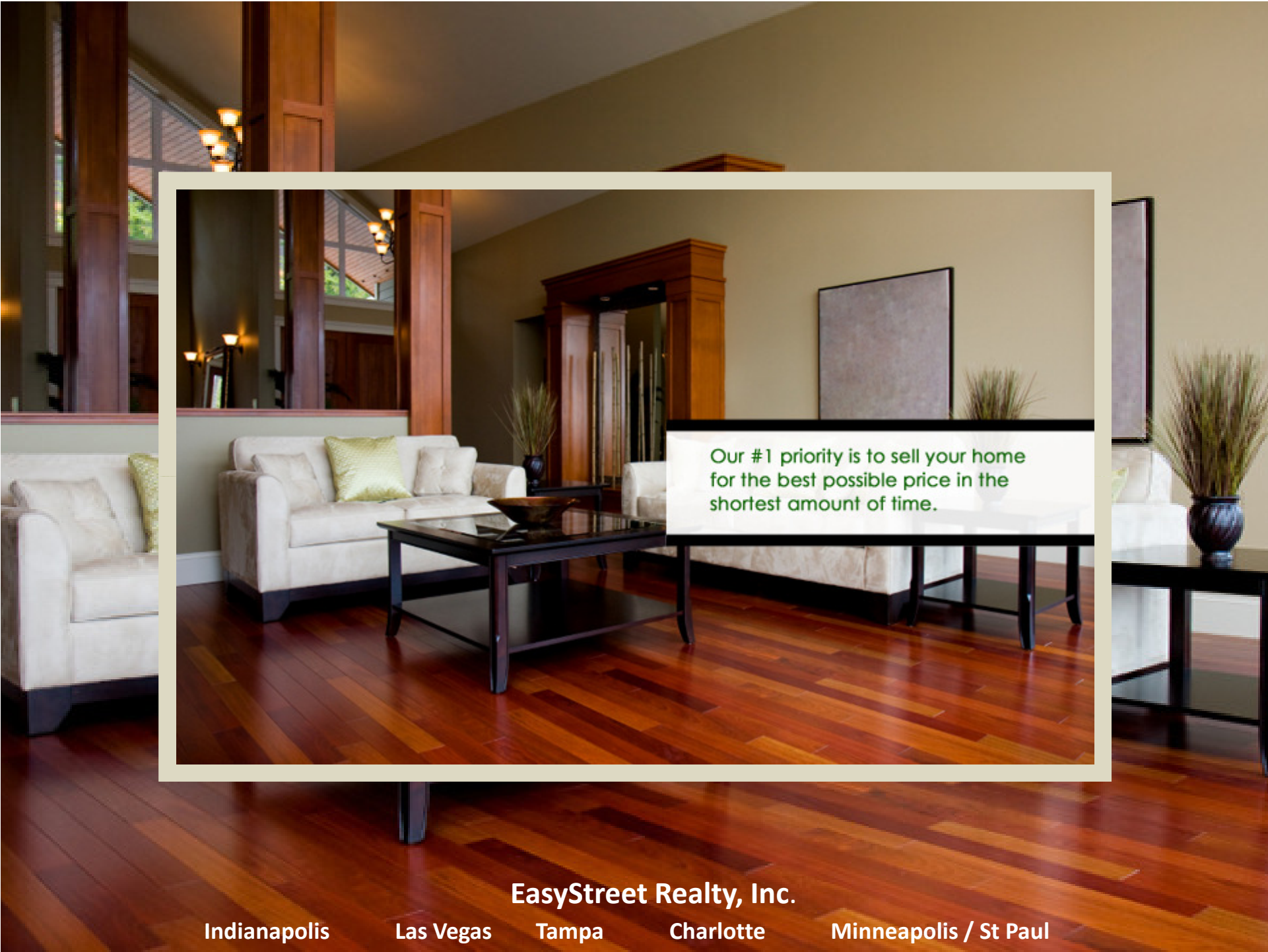
Indianapolis

Las Vegas

Tampa

Charlotte

Minneapolis / St Paul



Our #1 priority is to sell your home
for the best possible price in the
shortest amount of time.

EasyStreet Realty, Inc.


Indianapolis

Las Vegas

Tampa

Charlotte

Minneapolis / St Paul



at the end of the day...

More Exposure + Experience = Better Results

EasyStreet Realty, Inc.

Indianapolis

Las Vegas

Tampa

Charlotte

Minneapolis / St Paul