

CJ Holmes

**Real Estate
Investment Broker**

Primary: (707) 578-5727

Lake County: (707) 995-0135

Toll-free: (888) 259-8283
(numbers forwarded to primary)

Fax: (707) 578-5873

818 Mendocino Ave, Santa Rosa
14085-2 Lakeshore Dr, Clearlake

BUYERS@cjholmes.com
www.cjholmes.com

PROTECT YOURSELF

SHOP Right: View ALL Properties (9 MLSs)
BUY Right: Get Best Potential & Best Deal
FIX Right: Make Gainful Improvements
HOLD Right: Finance & Exit Correctly
SELL Right: Get Our High-Powered Marketing

We'll take the guesswork out of it!



We Pamper Our Clients - One Call Does It All!

Real Estate Insider Secret #1

"The MLS"

This is one of the biggest real estate insider secrets in the country. Very few people outside the industry even know this. And believe me, most agents don't want you to know about it. If you did, you'd leave them and choose someone that provides better representation, and cares about you and the results of your transaction as much as you do.

The "Multiple Listing Service" is a computerized database of properties listed for sale that agents and brokers have access to. It is designed to allow agents to see all properties for sale so they may represent their buyers in purchasing any property listed.

Sounds great. But here's the catch.

Believe it or not, there is no single MLS in the state that has all the listings. The MLS's are typically by county or part of a county. And each MLS has it's own monthly fees for agent access. There are actually around 100 different MLS's in California. Imagine the cost to belong to all of them.

So what happens if a seller owns property in a county different from where he lives?

This scenario is repeated countless times, to the seller's loss:

The seller walks into a local real estate office and says, "I'd like to list my property for sale." The agent says, "No problem. I'll put it on the MLS". (implying there is only one MLS)

Then the agent lists the property in the MLS the agent belongs to. NOT THE MLS WHERE THE PROPERTY IS. So now none of the agents local to the property can see the listing because it's not in the MLS they belong to. They don't even know it's for sale.....and the seller wonders why he gets very little, if any, interest from buyers. Ouch.

DON'T GET SCAMMED. Protect yourself with our knowledge and caring. We currently belong to 9 MLS's and know how to maximize them to generate all the advantages for all of our clients.

You deserve the advantage. Now you can get it!

Headquarters: 818 Mendocino Ave, Santa Rosa, CA 95401
Branch Office: 14085-2 Lakeshore Drive, Clearlake, CA 95422