

Learn from the Man who Literally Wrote the Book on Real Estate

(St. Davids, PA - March 2019) Local author, experienced speaker, and professional Realtor, Brett Furman, Broker/Owner of RE/MAX Classic is adding Main Line School Night Instructor to his curriculum vitae. The in-depth Home Seller Seminar curriculum is based on his book titled “What You Really Need to Know About Selling Your House”. Tailored to suit the ever-evolving needs of today’s home seller, a complimentary copy of the book, available on amazon for \$14.95, is included with registration.

“The market is a much different place than it was five or ten years ago,” said Mr. Furman, who has been working in the real estate industry for more than 30 years and has been involved in over 1,000 real estate transactions. “Some sellers out there are facing financial challenges. Others don’t understand how much of a role technology plays in marketing their house. Many sellers are at a new chapter in their lives.” With experience listing and selling homes in every style and price point throughout the Main Line, Brett will share all he has learned about what works, what doesn’t, and how to best maximize a sale utilizing his in-depth market analysis and innovative marketing platform that creates a standout listing.

The course outline breaks down details of the listing contract, reviews the consumer notice, explains the seller’s property disclosure, and describes, in details, all the steps of an Agreement of Sale. Blank samples will be provided. In addition, Mr. Furman discusses his book chapter by chapter which includes the latest on everything from finding a Realtor and setting your home price to counter-offers and contingencies. Other notable topics include the pros and cons of home improvements, services for seniors, and the closing process.

Brett Furman also emphasizes getting rid of old-fashioned strategies (think Open Houses) that aren’t effective, and instead, stresses the importance of the pre-sale appraisal and pre-sale home inspection. This approach helps set the price fairly, usually resulting in a quicker sale, and identifies necessary repairs prior to probable buyers seeing your home. Potentially saving sellers thousands of dollars and eliminating complicated back-end negotiations. “If you overprice your house, interest declines because buyers and their agents know it’s overpriced,” Furman said. “In the meantime, you’re still paying mortgage, utilities and maintenance during the period that it could have been sold.”

For more information about Brett Furman, please contact him at 610-687-6060 or visit www.BrettFurman.com. Bring your questions and ask the expert on Tuesday, March 26, 2019 from 6:30-8:30pm at Lower Merion High School and leave better informed about selling a home. To enroll, please visit www.mainlineschoolnight.org/CourseStatus.awp?&Course=19SIM22095%20%20&DirectFrom=Schedule.

About RE/MAX Classic

RE/MAX Classic is a family-owned and operated business celebrating its 28th year of success. The firm has an outstanding technology platform, and support staff to assist agents, allowing them to focus on productivity. Unlike most other real estate companies our Broker/Owners list and sell real estate, which ensures they are current with the latest industry trends and changes. The philosophy at RE/MAX Classic revolves around exceeding clients’ expectations. A team of support staff helps hone this focus on customer service and satisfaction.