

**My Commitment to my Clients  
include:**

**Berni's Mission Statement:**

"To provide service in real estate with high personal integrity and skill, with the needs of my clients and the care and concern of others foremost in mind."

Selling real estate since 1985, the only thing that exceeds my knowledge of the real estate market in Nashville and Williamson County is my service to you.

**My Achievements:**

- Lifetime Member of the Greater Nashville Association of Realtors' Awards of Excellence
- ABR (Accredited Buyer's Broker) Designation; e-Pro Designation- real estate technology; Full-time Listing Agent
- BA in French and Journalism
- Rule 31 Mediator of Tennessee
- Liam's Mom



SERVICE IN  
SELLING...  
BERNI NASH



**BERNI NASH**

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Knowledge...Strategy...Care...

**"Berni Nash knows Real Estate!"**



**and  
BERNI  
NASH  
help you with**

**"SELLING  
YOUR  
HOME!"**

**Berni Nash,  
Affiliate Broker, ABR, e-Pro  
Life-time Member of the  
Realtors' Awards of Excellence,  
Rule 31 Mediator of Tennessee**

## LET'S SELL YOUR HOME!

Selling your home is a major commitment of time and energy. How much of both you put into it, makes all the difference!

The value of your home goes up with each brush stroke of paint and every attention to detail.

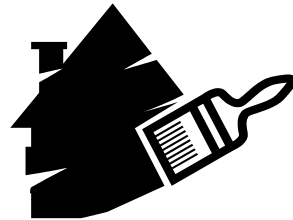
Having helped hundreds of people sell their homes in the Nashville, Brentwood and Franklin areas since 1985, let me point out the most important tips I've used to bring you the *highest price* for your home in the *most reasonable amount* of time.



It's Showtime!  
Get ready.

## GETTING STARTED:

Realize that your home will suddenly be in "show business", so to speak. So, with me as your agent to guide and advise, we will present the most "glamorous" side of your home! So...



Hard work  
will pay off!

- "Surfaces" should have no more than 1- 2 items on them.
  - Spring clean—even if it's not spring!
  - Call the window washers.
  - Mulch, mulch, mulch.
  - Make any needed repairs, or be ready to disclose any defects to Buyers.
  - New paint & carpet will add value.
- "Stage" your home. I'll be glad to do that for you!
- "Be gone" when there is a showing—leave all lights on, including closets. Take pets and kids with you!
- Don't let a "no show" ruffle you. Anticipate that some buyers and their agent will decide not to come in because the property is not right for them on the outside.
- Anticipate a lot of buyers driving by—leave lights on until bedtime, as if to say "come see me!" The slight increase in your electric bill is well worth it!
- Anticipate some "NO's"— your house will not be for everyone. But we can learn from each showing. Remember: it only takes ONE Buyer, and there's always a Buyer for every house!
- Locate your original title policy you received in the mail after you bought your home. It may save you money at closing.

## PRICING YOUR PROPERTY TO SELL:

Remember, YOU are the boss when it comes to pricing, but let's talk about it!

- Look at comparable sales in your neighborhood I provide you from Multiple Listing Service and tax records.
- Take into consideration the climate in the current marketplace and the condition and location of your property.



Be the  
"Best in Show"

- Don't overprice—it will keep your home on the market longer than necessary. Realistic listing prices get best results. Buyers are suspicious of homes that linger on the market...resulting in lower sales prices and tougher home inspections. Best offers usually come at the beginning of the listing period.
- "Under pricing" - a Seller's worst fear - is usually impossible, if you do your homework.
- Most buyers have been "shopping" awhile and know how your property compares with other listings and are usually willing to pay full price, or sometimes more, if a property is "priced right". Ask yourself, "what would I be willing to pay for my house today?" If you wouldn't pay more than what the market will bear, it's likely that no one else will either.