

THIS IS NOT A REAL ESTATE MAILER

if you
see this
text me
banana



(just read one thing...
then you can throw it away)



CHRIS CASPER
Realtor®

I'll tell you
what others won't.



RED 1 REALTY LLC | (706) 489-9450

SO YEAH... THIS ISN'T A NORMAL MAILER

You get a lot of these.

"Just sold."

"Thinking of buying?"

"Call me if you're ready..."

Most of them go straight in the trash.

Honestly... I don't blame you.

So instead of doing the same thing every other agent does, I figured I'd try something different.

This isn't here to sell you anything.

It's here to give you one or two things that actually help.

That's it.

If nothing else... you'll walk away knowing more than you did 2 minutes ago.

Flip the page.

I'll show you something most people get wrong. →

ZILLOW DOESN'T KNOW WHAT YOUR HOUSE IS WORTH

That number you see online?

It's not a person looking at your house. It's a formula guessing based on nearby sales. And sometimes... it's not even close.

ZILLOW DOESN'T SEE:

- the condition of your home
- the upgrades you've made
- how your house compares inside
- what buyers are actually doing right now

All things that actually matter.

It just sees data.

And data without context?

IT LIES.

A house isn't worth what a website says. It's worth what a buyer is willing to pay for your house.

Here's where it really matters... Two homes on the same street can sell for completely different prices.

Why?

Because buyers don't compare spreadsheets. They compare feel.

Turn the page.

I'll show you what actually determines your home's value. →

SO WHAT ACTUALLY DETERMINES YOUR HOME'S VALUE?

It's not one number.
It's a combination of a few things working together.



- 1. WHAT SIMILAR HOMES HAVE ACTUALLY SOLD FOR**
Not what they're listed for.
Not what Zillow says.
What buyers have agreed to pay.



- 2. HOW YOUR HOME COMPARES**
Two houses can be the same size..
But condition, layout, updates, and even how it feels inside can change everything.



- 3. WHAT BUYERS ARE DOING RIGHT NOW**
Markets shift.
What worked 6 months ago might not work today.
Timing matters more than people think.



- 4. HOW YOUR HOME IS PRESENTED**
Photos.
Pricing strategy.
First impressions.
This is where a lot of sellers lose money without realizing it.

**THE PRICE ISN'T FOUND.
IT'S POSITIONED.**

And this is where most people get it wrong.

Turn the page.

I'll show you the mistake that costs sellers the most.



THE MISTAKE THAT COSTS SELLERS THE MOST

It's not what most people think.

It's not the photos.
It's not the open house.
It's not even the marketing.

It's the price.

A lot of sellers think:

"We'll list high... and leave room to negotiate."

Sounds smart.
It's not.

HERE'S WHAT ACTUALLY HAPPENS:

- 1** The home hits the market too high
- 2** Buyers skip it or wait
- 3** It sits longer than it should
- 4** Price drops start happening

↪ And now?

It looks like something's wrong with it.

**THE LONGER A HOME SITS...
THE LESS BUYERS TRUST IT.**

And when it finally sells?
It's often for less than it would've if it was priced right from the start.

That first number matters more than people realize.

Turn the page.

I'll show you how to avoid that completely.



SO HOW DO YOU AVOID THAT?

It's not complicated.

But it does take doing a few things the right way from the start.

1



START WITH REAL DATA

Not guesses.
Not online estimates.
Look at what similar homes have actually sold for recently.

2



BE HONEST ABOUT YOUR HOME

Condition matters.
Upgrades matter.
Layout matters.
And yes... buyers notice everything.

3



POSITION IT CORRECTLY FROM DAY ONE

This is the part most people miss.
Pricing isn't about "leaving room."
It's about attracting the right buyers immediately.

**THE RIGHT PRICE DOESN'T LIMIT YOU.
IT CREATES COMPETITION.**

And competition is what drives stronger offers.

If you want a real number based on what's happening right now...

Turn the page.



CURIOUS WHAT YOUR HOUSE WOULD ACTUALLY SELL FOR?

Not a Zestimate.

Not a guess.

A real number based on what's happening right now.



TEXT "VALUE" TO

770-572-3941

I'll put together a real estimate for you.
No pressure. No sales pitch.

Or.. if you made it this far...
text me "banana" so I know you read the whole thing

Even if you're just curious,
I'm happy to help.



That's all I've got for you.

If you ever want
a real answer...

I'm here.



CHRIS CASPER



706-489-9450



(and yeah... this was a real estate mailer after all)