

	Typical REO Agents	The Lewis Team
Marketing/Promotion	Only one photo, and/or poor photos	With rare exception, ALL listings have 12 photos (max. allowed).
	No virtual tour	ALL listings have a virtual tour.
	Placement in wrong MLS, or in only one MLS when property straddles two MLS service areas	ALL properties listed in correct MLS. Merced County listings also placed in Merced County MLS system.
	No promotion of any kind beyond MLS listing itself	ALL listings also loaded onto Zillow.com and Craigslist.com, two top real estate websites. We're also working to load onto Trulia.com as well.
	No MLS lockbox for convenient access	ALL properties have a Realtor/MLS lockbox for immediate showings without prior contact in addition to combo boxes.

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Follow-up, Market Adjustments	Incorrect pricing expectations set at outset, and lack of thorough research in Monthly Status Reports (MSR) to update pricing/marketing strategy for success	Thorough research performed and accurate pricing information provided, in context of changing market conditions
	No tracking system for showings, no periodic personal inspection visits	A sign-in sheet is prominently posted (with pen) within each listing to log each entrant into the home. 7-10 day periodic inspection visits
	No showing feedback to determine weak spots or necessary adjustments	Our HomeFeedback.com subscription automatically requests feedback via email up to 5 times per agent, averages a 50% response rate, and provides actionable items needed to sell the property quickly
Buyer Leads	No ability/effort to service buyer leads for PAS properties	One member of our team (Wendy Rich-Soto) is our exclusive buyer's agent and follows up diligently with each buyer lead.
	Cannot assist Spanish-speaking buyer leads	One member of our team (Aaron Lewis) is fluent in Spanish and accommodates the demographic that will constitute 40% of all home purchases by 2010.

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Overall Dedication	<p>Are either: overloaded with between 200-400 active REO listings, making organization and follow-through nearly impossible, or only have 1-5 REO listings and don't know how to do it.</p> <p>Come from dual-income households, have too much tenure, or otherwise aren't as motivated</p>	<p><u>90% of all our business activity</u> is focused on REOs, and our 40-60 REO properties mean we know what we're doing but still have capacity to handle more.</p> <p>Each of our team members are the primary/sole source of income for their families, and are as "hungry," motivated and dedicated to success as can be found anywhere.</p>