

COMMON QUESTIONS

**How long have you been selling real estate?**

I began selling real estate in 1988. I'm a third generation California real estate broker. Both of my parents and grandparents were brokers.

**How many properties have you sold?**

I have sold or overseen over 2,000 closed transactions to date throughout all of the Westside neighborhoods.

**What specialized training do you have?**

I recruited and managed the branch office for Prudential California Realty in Santa Monica from 2003–2007 overseeing all aspects of every transaction. This priceless experience has given me the ability to see the entire sales process from the inside to better serve my clients.

**What kinds of advertising to do guarantee?**

Your property will be placed with priority advertising in the Los Angeles Times every week until sold.

**What special marketing techniques do you use to attract specific agent's buyers?**

I use an exclusive program called Data Doorway which allows access to brokers, not agents. This software program allows me to target specific agents that work in the neighborhood and track which agents are working with clients in your area right now.

**If I list with you, when would the marketing of my home begin?**

Today, unless otherwise instructed by you.

**What technology do you employ?**

Technology implementation is my specialty. This is what allows me to provide extraordinary service to my clients. Refer to my detailed marketing plan.

**Do you offer a listing guarantee?**

Yes. If after 60 days you are not satisfied with my services, communication or results, you may cancel our listing agreement with no questions asked.

**Can you help me find a home outside of the area?**

Yes. I can either help you find a home or refer you to a top agent in my network for your desired area anywhere in the USA.

**Do you pre-qualify buyers for my home?**

Yes. This is a must for anyone who will be submitting an offer on your property. With the shift in the mortgage industry, it is important that all buyers have their financial information in order. I work with well-respected direct lenders and mortgage brokers who can verify a potential buyer's information so that we do not have any surprises during your transaction.

**Why should I list with you?**

When it comes to your money, I'm a skilled negotiator to ensure that you do not leave any money on the table. I have 20 years of professional Westside real estate sales and management experience. Well established agent relationships. Over 2,000 closed transactions to date. Organized, thorough and fun to work with.



PRESENTED BY

Rod Aragon  
Broker Associate  
310.230.3773 Direct  
310.863.1652 Cell  
310.230.3737 Fax  
rodaragon@prula.com



Independently owned and operated. This is not intended as a solicitation if your property is currently listed with another broker.

