

# One TYPE of Real Estate Agent is easy to SPOT...

**Others you'll need to look at more closely!**

Avoid the ways of the "Lame Agent." They're easy to spot by the things they do! (See list below)



This is a public service announcement and a shameless plug for the superb services of John "Black Hat" Baker!

- **Lack Luster Home Photos**
- **Weak MLS Presentation and Description**
- **Poor Quality Flyers or No Flyers at All**
- **Abandoned and Pathetic Looking Sign Post**
- **No Solid Internet Presence**
- **No Detailed Virtual Tour**
- **No Additional Advertising**
- **Agent Sees No Value in Proper Home Staging**
- **No Open House - No Broker's Caravan**
- **No Timely Updates by Agent**
- **Phone Calls Not Promptly Returned by Agent**
- **No Digital Lock-Box for Tracking Visitors**
- **Agent Treats Client as Just Another Listing**
- **Out of Area Agent NOT in Touch With Local Real Estate Market**

*Selling a home in today's market  
requires all-out-massive-action!*

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Home Seller's Pack... Learn how I'll  
market your home to the world!*

*John "Black Hat" Baker*



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