

— 5 DAYS —

# MULTIPLE OFFERS

Discover the Secret to Selling  
Your Home For The

# HIGHEST PRICE



**Without Having to Make  
Expensive Improvements!**

**R O B M I N T O N**

# **“How to Sell Your Home Above Market Value in just 5 Days Without Having to Make Expensive Home Improvements!”**

Dear Friend,

If you'd like to sell your home in just 5 days above market value without having to make expensive home improvements, then this letter could save you a lot of time, money, and a great deal of stress!

You'll learn how...

1. Get multiple offers on your home by having buyers compete with each other to buy your home!
2. Sell your home for the highest possible price. In fact, our goal is to sell your home for 5 to 10% more than you would the traditional way.
3. Eliminate the need for you to make expensive home improvements before listing your home for sale. This will save you tens of thousands of dollars in unnecessary expenses.
4. Eliminate any risk the typical seller faces when listing their homes for sale.
5. Sell your home in just 5 days!

Now, I know you're probably skeptical. That's normal and healthy. Let me give you four good reasons why I can back up my claim.

**Reason one:** In Willoughby, Ohio, my team sold over 300 homes a year using the powerful system I'll be applying with your home sale. In fact, my real estate brokerage grew so quickly that I was awarded a Fast Track 50 Award for having the 4<sup>th</sup> fastest growing company in Northeast, Ohio!



The growth of my business came because of an innovative marketing system I created which helped our clients get amazing results. The innovative marketing system outlined in this special report is designed to do the exact same thing for you with your upcoming home sale.

**Reason two:** Over my 30-year career in real estate, I've helped over 1,000 investors build wealth with real estate.

During this time, I've written over 15 books including:



After retiring from real estate for many years, I've recently reactivated my real estate license to help local home sellers make A LOT more money in less time when selling their homes.

**Reason three:** I've used the exact same strategy I'll be sharing in this report to extract maximum profit for my clients and with my personal investment properties. This strategy is very powerful because it will provide you with amazing results within just 5 days!



**Reason four:** I'm so confident in my ability to sell your home above market value in just 5 days - without you spending a fortune on home improvements - that if I don't deliver, I'll treat you to \$500 weekend getaway!

Yes, really. If I don't meet my promise, I'll personally thank you with \$500 toward a relaxing escape!

Here's a summary of the benefits you'll receive with my innovative *5-Day Guaranteed Home Sale Program*:

✓ **You really will be able to sell your home in just 5 days.**

This is incredibly helpful because it will allow you to have more control over the timing of your move. Instead of being stuck in limbo not knowing when your home will sell, you'll know exactly when it will sell before we put it on the market.

Why is this so important right now?

Here's the headline from a recent article on WolfStreet.com:

## **Demand for Existing Homes Wilts, Supply Spikes to Highest for any August since 2018, Prices Dip, Despite Mortgage Rates that Have Plunged for 10 Months**

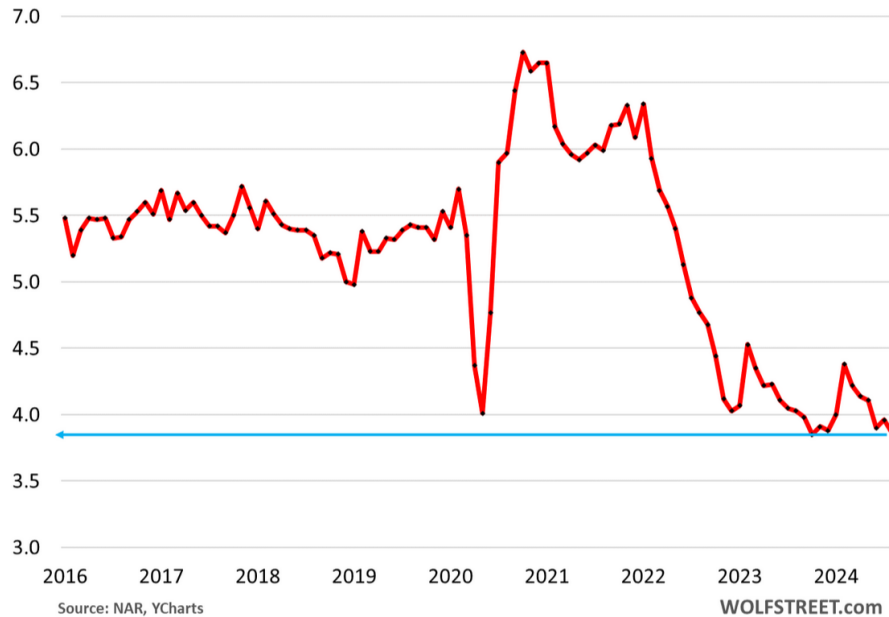
by Wolf Richter • Sep 19, 2024 • [147 Comments](#)

**Because prices are still way too high. So the Buyers' Strike continues.**

Many homebuyers have decided to hold off on buying a home, which has led to a significant decline in existing home sales as noted in this chart from the same article:



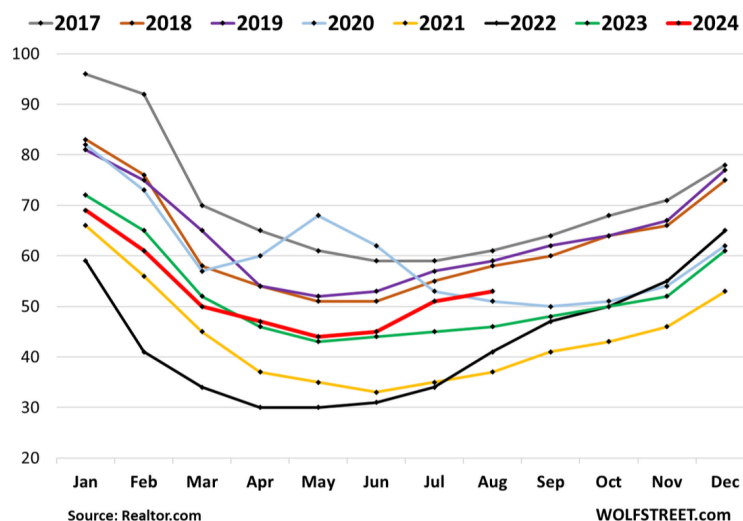
### Existing Home Sales, Seasonally Adjusted Annual Rate, Millions



From the article: *"these are the worst sales since the dept of the Housing Bust..."* All of this is to say that the real estate market is changing rapidly. Many listings aren't selling as quickly as they were previously forcing sellers to drop their asking prices.

Here's a chart from the article referenced above showing the average Days on Market from 2017 until now:

### Days on the Market



You can see that the average number days on market has been increasing since May of 2024.

To illustrate how this massive shift in the real estate market is impacting homes in northeast Ohio, here's a screenshot from our local MLS highlighting recent price reductions homes listed for sale in Lake County:

| Date/Time         | Price     | Field Name | Change Type          | Change Type | Modified By                 | DOM/CDOM |
|-------------------|-----------|------------|----------------------|-------------|-----------------------------|----------|
| 10/15/24 10:05 AM | \$393,500 | ListPrice  | \$398,500->\$393,500 |             | <a href="#">2014003393</a>  | 7/34     |
| 10/15/24 10:00 AM | \$199,000 | ListPrice  | \$200,000->\$199,000 |             | <a href="#">C2017002051</a> | 12/12    |
| 10/15/24 09:56 AM | \$207,900 | ListPrice  | \$225,000->\$207,900 |             | <a href="#">2008000246</a>  | 13/13    |
| 10/15/24 09:50 AM | \$320,000 | ListPrice  | \$340,000->\$320,000 |             | <a href="#">9999340</a>     | 25/25    |
| 10/15/24 09:50 AM | \$239,900 | ListPrice  | \$249,900->\$239,900 |             | <a href="#">C11807</a>      | 50/50    |
| 10/15/24 09:50 AM | \$129,900 | ListPrice  | \$135,000->\$129,900 |             | <a href="#">2023001876</a>  | 22/22    |
| 10/15/24 09:47 AM | \$238,900 | ListPrice  | \$249,000->\$238,900 |             | <a href="#">777003</a>      | 57/57    |
| 10/15/24 09:43 AM | \$144,999 | ListPrice  | \$149,999->\$144,999 |             | <a href="#">9991915</a>     | 8/8      |
| 10/15/24 09:41 AM | \$429,900 | ListPrice  | \$439,900->\$429,900 |             | <a href="#">2003001740</a>  | 20/20    |
| 10/15/24 09:37 AM | \$144,900 | ListPrice  | \$145,900->\$144,900 |             | <a href="#">2020006133</a>  | 49/49    |
| 10/15/24 09:35 AM | \$265,000 | ListPrice  | \$275,000->\$265,000 |             | <a href="#">C362003</a>     | 24/24    |
| 10/15/24 09:34 AM | \$229,900 | ListPrice  | \$235,000->\$229,900 |             | <a href="#">2014004164</a>  | 27/27    |
| 10/15/24 09:33 AM | \$339,000 | ListPrice  | \$349,000->\$339,000 |             | <a href="#">220302129</a>   | 25/25    |
| 10/15/24 09:30 AM | \$164,900 | ListPrice  | \$179,900->\$164,900 |             | <a href="#">700353181</a>   | 64/64    |
| 10/15/24 09:22 AM | \$118,000 | ListPrice  | \$124,500->\$118,000 |             | <a href="#">C12819</a>      | 5/5      |
| 10/15/24 09:17 AM | \$499,999 | ListPrice  | \$500,000->\$499,999 |             | <a href="#">C314475</a>     | 84/84    |
| 10/15/24 09:17 AM | \$509,000 | ListPrice  | \$529,900->\$509,000 |             | <a href="#">C2014004479</a> | 14/14    |
| 10/15/24 09:14 AM | \$216,422 | ListPrice  | \$221,450->\$216,422 |             | <a href="#">320339</a>      | 27/27    |
| 10/15/24 09:11 AM | \$159,999 | ListPrice  | \$169,999->\$159,999 |             | <a href="#">2018003879</a>  | 54/54    |
| 10/15/24 09:08 AM | \$299,900 | ListPrice  | \$310,000->\$299,900 |             | <a href="#">358571</a>      | 44/44    |
| 10/15/24 09:08 AM | \$333,900 | ListPrice  | \$340,400->\$333,900 |             | <a href="#">2006001762</a>  | 56/56    |
| 10/15/24 09:05 AM | \$63,000  | ListPrice  | \$65,000->\$63,000   |             | <a href="#">2019001514</a>  | 8/8      |
| 10/15/24 09:03 AM | \$129,900 | ListPrice  | \$134,900->\$129,900 |             | <a href="#">9992236</a>     | 67/67    |
| 10/15/24 08:59 AM | \$217,000 | ListPrice  | \$224,900->\$217,000 |             | <a href="#">433257</a>      | 184/184  |
| 10/15/24 08:56 AM | \$179,000 | ListPrice  | \$185,000->\$179,000 |             | <a href="#">2007005508</a>  | 33/33    |
| 10/15/24 08:56 AM | \$350,000 | ListPrice  | \$375,000->\$350,000 |             | <a href="#">9991767</a>     | 78/78    |
| 10/15/24 08:54 AM | \$439,900 | ListPrice  | \$449,900->\$439,900 |             | <a href="#">2020006243</a>  | 20/20    |
| 10/15/24 08:52 AM | \$135,000 | ListPrice  | \$145,000->\$135,000 |             | <a href="#">C2017004698</a> | 17/17    |
| 10/15/24 08:45 AM | \$275,000 | ListPrice  | \$290,000->\$275,000 |             | <a href="#">C2011002648</a> | 20/20    |
| 10/15/24 08:38 AM | \$239,900 | ListPrice  | \$249,900->\$239,900 |             | <a href="#">9991710</a>     | 14/14    |
| 10/15/24 08:19 AM | \$189,999 | ListPrice  | \$199,999->\$189,999 |             | <a href="#">C2013001390</a> | 5/5      |
| 10/15/24 08:19 AM | \$157,000 | ListPrice  | \$165,000->\$157,000 |             | <a href="#">9991569</a>     | 28/28    |
| 10/15/24 08:16 AM | \$184,900 | ListPrice  | \$189,900->\$184,900 |             | <a href="#">2022007154</a>  | 64/64    |
| 10/15/24 07:50 AM | \$205,000 | ListPrice  | \$215,000->\$205,000 |             | <a href="#">C2013003537</a> | 19/19    |
| 10/15/24 07:47 AM | \$559,000 | ListPrice  | \$569,000->\$559,000 |             | <a href="#">C2015002939</a> | 17/17    |
| 10/15/24 07:44 AM | \$299,000 | ListPrice  | \$305,000->\$299,000 |             | <a href="#">C309017</a>     | 32/32    |
| 10/15/24 07:39 AM | \$459,900 | ListPrice  | \$484,900->\$459,900 |             | <a href="#">C309017</a>     | 18/18    |
| 10/15/24 07:04 AM | \$114,900 | ListPrice  | \$119,000->\$114,900 |             | <a href="#">2015001401</a>  | 17/17    |
| 10/15/24 06:55 AM | \$157,400 | ListPrice  | \$159,900->\$157,400 |             | <a href="#">2005011199</a>  | 41/41    |



We're now seeing many more listing price reductions than we have over the last several years. Sadly, many home sellers in our area are now being forced to reduce their asking prices with hopes of attracting a qualified buyer.

And truth be told, this situation may get even more challenging if interest rates remain at the same levels going forward, especially with the significant increases in property taxes starting in 2025.

With my *5-Day Guaranteed Home Sale Program*...

✓ **You will receive the highest possible price for your home.**

You'll receive the highest possible price because you'll have multiple buyers competing for your home at the same time. I'm able to deliver the highest possible price because I'll create an auction-like environment for your home.

When multiple buyers are competing for a home, homes sell for an average of 5% to 10% more when compared to the traditional way.

Getting multiple buyers to compete for your home is critically important today with the significant decline in home buyer demand.

✓ **You'll avoid the costliest mistake many sellers make when listing their homes.**

The costliest mistake home sellers make is over-pricing their homes. When this happens, your home ends up sitting on the market for long periods of time with no offers.

The only way you'll be able to attract a buyer will be to reduce your asking price, which is what many sellers are now having to do. When your home does finally sell, it will more than likely sell for a lot less money. ☹️

✓ **You won't be locked into a long listing contract.**

To sell your home the traditional way, you may be required to sign 6 to 12 month listing agreement. This listing agreement favors the real estate company, not you. If your home doesn't sell, you're stuck in this lengthy agreement until your listing contract finally expires.





This is a very expensive situation due to the impact on your final sale price, along with your ongoing monthly expenses for your home.

With my system, our listing agreement is for... just 5 days! 😊

If I'm unable to sell your home in 5 days for the highest price, our listing agreement ends! I will fire myself!

Seriously. 😊

My 5-day listing agreement is designed to completely eliminate ALL of the risk you face when listing your home for sale.

This risk actually gets transferred over to me where I'll not only lose your listing, but I'll also owe you a \$500 getaway if I'm unable to deliver the results I'm promising!

I literally putting my money where my mouth is! 😊

✓ **You'll be able to sell your home for the highest possible price without having to make expensive home improvements.**

To sell your home for the highest possible price the traditional way, you'll be forced to invest a significant amount of money in various home improvements to make it more appealing for prospective buyers.

The problem with making these expensive improvements is that you rarely get all your money back. The \$30,000 you invest to renovate your kitchen may only increase your final sales price by \$20,000 leaving you with \$10,000 financial loss.

This significant financial investment is required because your home will be competing against all the other homes listed for sale.

With my 5-Day Guaranteed Sale Program, this risky and expensive situation is eliminated because you'll have buyers competing to buy your home!

✓ **You will have no obligation to sell your home if you're not happy with the highest price offer.**





Even though my system is guaranteed to sell your home for the highest possible price, you won't have any obligation to sell your home.

The highest priced offer my system will provide for your home typically represents the most buyers would be willing to pay. This price is dictated by the actual market, not by me or any other real estate professional.

**Now, you're probably wondering how I'm able to sell your home for the highest possible price in just 5 days.**

Let me explain.

I'll create an auction like environment for your home where every interested buyer will be forced to compete against each other.

I began using a version of this powerful system over 30 years ago with my rental properties and the rental properties of hundreds of my company's clients. With this system, my clients were able to collect large upfront non-refundable payments from their tenants. In addition, they were able to collect above average market rental rates.

We were able to get these results because we forced prospective tenants to compete against each other for our client's homes.

I'll use this same system to create an auction like environment where buyers are competing to buy YOUR home.

To illustrate how this will look for your home, here's a screenshot highlighting the offers received recently on one of my listings in Eastlake:



| Buyer Name          | Status      | Approved | Date       | Offer     | Net Offer |
|---------------------|-------------|----------|------------|-----------|-----------|
| Les [REDACTED]      | Revised Bid | ✓        | 10/22/2024 | \$175,000 | \$169,000 |
| la [REDACTED]       | Offers Open | ✓        | 10/21/2024 | \$170,000 | \$166,600 |
| Mich [REDACTED]     | Offers Open | ✓        | 10/21/2024 | \$162,000 | \$162,000 |
| Seas [REDACTED]     | Revised Bid | ✓        | 10/19/2024 | \$155,500 | \$150,800 |
| Brian Fo [REDACTED] | Offers Open | ✓        | 10/19/2024 | \$155,000 | \$145,700 |
| Zo [REDACTED]       | Offers Open | ✓        | 10/19/2024 | \$143,000 | \$142,650 |

You can see that within the span of just a few days, this seller had six different buyers competing to buy their home. Two of the buyers increased their offer price trying to beat out the other offers!

Notice the financial impact this competition has provided the seller in the "Net Offer" column highlighted in the yellow box. The "Net Offer" column represents the net proceeds the seller will receive after paying the various closing costs associated with each offer.

My innovative *5-Day Guaranteed Home Sale Program* has worked its magic by increasing the total net proceeds for this seller by \$26,350!

Here's how it works:

### Day 1 - Thursday:

I'll launch powerful marketing campaign designed to attract a large number of buyers to your home. Our goal is to have as many buyer showings as possible over the next four days.

I'll list your home in our transparent online offer platform where interested buyers can submit an offer on your home. We'll set a deadline for all offers to be received on the following Monday evening.



## Days 2 & 3 – Friday/Saturday

We'll begin scheduling individual buyer showings for your home based upon a schedule that works best for you. Our goal would be to try to overlap these buyer showings, so several buyers are walking through your home at the same time.

## Day 4 – Sunday

We'll host an afternoon open house forcing all buyers to walk through your home at the same time. We want each buyer to see how much demand there is for your home.

We'll encourage interested buyers to make an initial offer on your home using our transparent online platform. Each offer submitted on your home will be available for every buyer to see, which is how we get buyers to start the competing over your home!

## Day 5 – Monday

We'll continue scheduling individual buyer showings up until the prescheduled offer deadline, which is usually set for 7 pm. My transparent online offer platform creates a bidding war on your home as buyers are automatically notified if they've been outbid:

### You have Been outbid

#### You have been outbid

Dear [REDACTED]

You are no longer the high bidder on the property:

1193 E 354th St, Eastlake, OH 44095

#### What's next?

Don't worry - there is still time left to Revise your Bid. Visit your Buyer Agent Dashboard to revise your bid and see how much time remains in the auction.

Login to your Dashboard [HERE](#).

Remember no offer is considered final until all parties have signed.

Talk Soon -  
Rob Minton  
(440) 530-5057  
eXp Realty



Please notice what's included in the email after – **What's next?**

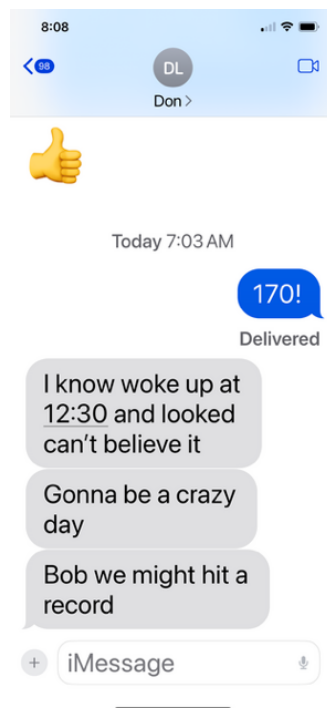
*"Don't worry – there is still time left to Revise Your Bid!"*

This is how we're able to get buyers to compete over your home!

**At 7 pm on Monday evening, you'll have multiple offers on your home, including your highest and best offer!**

This is a pretty exciting process to watch happen on your home!

Here's a screenshot of the text message I received from the seller who received the offers included above when the \$170,000 offer came in on his home:



The \$170,000 offer came in at midnight! I didn't see it until the next morning when I texted him \$170! Later that same day, an offer came in for \$175,000 and we did end up having the highest price sale of similar homes in the area! 😊



Here's what the seller had to say about his experience with my System:

*When Rob said he would sell my home above market value by getting buyers to compete with each other, I thought he was crazy considering how much the market has slowed down recently.*

*Since he promised to deliver results within just a few days, I figured that I didn't have much lose by giving his 5-Day Guaranteed Home Program a try. I was actually blown away by how powerful his system was with my home. There was a steady stream of buyers looking at my home from the moment put my home on the market.*

*I was hoping to sell my home for around \$165,000 since it was a smaller two-bedroom home without a basement. We had six buyers competing for my home and it ended up selling for \$175,000!*

*If you're thinking of selling your home and would like to sell at the highest possible price, you'll be amazed at how powerful his system will be with your home.*

*Don Lazar*

**Warning: Do NOT Use Any Real Estate Agent  
Unless They Meet the Following 4 Criteria:**

Unfortunately, there's a lot of turmoil in the real estate industry which includes legal issues over real estate commissions, high mortgage interest rates, inflation, and dramatic increases in property taxes.

These challenges have made it very difficult for sellers to get great results when selling their homes. To help you side-step these challenges, here are four criteria to look for when hiring a real estate professional to help you sell your home:

**1. Your real estate professional must have the ability to attract a large number of prospective buyers within a very short period of time.**

Sadly, the majority of agents don't have this ability. Most real estate professionals will list your home on the MLS hoping another agent will show your home to their buyer clients.

These agents will tell you that they'll provide you with an extensive marketing campaign, but it's easy to see that most of their listings sell through the MLS.



To illustrate how many buyers I'll have walking through your home, here's a summary recent buyer showings on the listing mentioned in this report:

| Snapshot for Oct 16, 2024 - Oct 26, 2024 |   |                                   |    |
|--|---|-----------------------------------|----|
| Listing ID:                              | 5078545                                 | Total number of appointments:     | 25 |
| Address:                                 | 1193 E 354th Street, Eastlake, OH 44095 | Appointments in the last 30 days: | 23 |
|  |   | Appointments in the last 7 days:  | 23 |

Within just 5 days, we had 23 individual buyer showings, plus 10 more buyers attended the open house!

**2. Your real estate professional must be able to create an auction-like environment for your home where buyers are forced to compete against each other.**

The only way you'll be able to get the highest price for your home is to have multiple offers. Getting multiple offers was easy over the last few years because of the low inventory of homes for sale.

This situation has changed, and many sellers are now being forced to reduce their asking prices to sell their homes.

**3. Your real estate professional must have a great deal of experience as a real estate investor.**

This may not seem like it would be important, but it's extremely important because experienced real estate investors have the ability to maximize the overall profit you'll receive with your home sale.

Your home is one of your most valuable assets. This means you must think like an investor, or you'll end up leaving a lot of money on the table.

**4. Your real estate professional must not require you to sign a long listing agreement.**

If your real estate professional requires you to sign a long listing agreement, they must not be very confident in their ability to sell your home!



Even worse, their inability to sell your home will end up costing you thousands of dollars in the final sale price of your home, along with the additional cost you'll incur to maintain your home until it does finally sell.

The bottom line with my *5-Day Guaranteed Sale Program* is...

**You'll Sell Your Home for MORE Money  
in LESS Time Without Spending Thousands of  
Dollars on Unnecessary Home Improvements!**

*Now for the bad news...*

Based on the amount of work required for us to get these amazing results for our clients, we're unable to accept several new listings at the same time.

This simply means that we're very limited on how many new clients we can accept in any given month. In many cases, we're only able to accept one or two new clients each month.

Here's what you'll receive if you're accepted as a new client in my *5-Day Guaranteed Home Sale Program*:

- An initial consultation at your home to plan our *5-Day Guaranteed Home Sale*. This meeting will include the steps we'll take to maximize your home sale price.
- We'll provide tips and suggestions you can use to make your home more appealing to prospective buyers.
- You'll have access to my innovative 5 Day System where we'll get buyers to compete against each other for your home.
- We'll list your home in our transparent online offer platform designed to get buyers to compete over your home.
- We'll launch our powerful marketing campaign to drive a large number of buyer showings for your home.





- We'll strategically reduce the buyer showing schedule to create an auction-like environment for your home.
- We'll host a large open house on your home where buyers will see lots of other buyers interested in your home.
- We'll use this massive demand on your home to get as many offers on your home as possible.
- We'll help you negotiate your final sale price and the additional terms of your sale.
- We'll handle the purchase agreement and all the required paperwork for your home sale.
- We'll manage the entire closing process with all involved parties (lenders, title companies, appraisers, and escrow agents).
- We'll help guide you through your buyer's home inspection.
- We'll work with you through every step of the sale of your home until your sale closes.

If you've read this far, you're obviously intrigued by what I've shared with you. You're also still probably a little skeptical about the results I'll be able to deliver for you.

You may be thinking... *"This sounds too good to be true!"*

Well, it's 100% true.

The best part is that you really have absolutely nothing to lose by giving my innovative approach a try with your home with my...

### **NO-RISK \$500 GETAWAY GUARANTEE**

**You'll either sell your home for the highest possible price in just 5 days, or I'll treat you to a \$500 relaxing weekend getaway!**

Would any other real estate professional make an offer this bold?

No, they wouldn't!



If you'd like to be considered as a new client for my *5 Day Guaranteed Home Sale Program*, schedule a meeting with me here:

<https://northeastohioliving.com/schedule-call>

*(If this link doesn't click through, please copy and paste it into your internet browser!)*

Or you can you schedule this meeting with me by using the camera on your smart phone to scan this QR Code:



I look forward to helping you make a lot more money with your upcoming home sale!

To your success,

A handwritten signature in blue ink that reads "Rob Minton".

-Rob Minton  
EXP Realty

**P.S. The number of new clients I'm able to accept in any given month is severely limited based on the amount of work required to sell your home in just 5 days.**

**At certain times, I'm unable to accept any new clients, as the majority of my time is dedicated to assisting current clients. Also, people referred by past clients take some of my new client openings each month.**

**With this in mind, I can only encourage you to schedule a meeting with me now to lock in our next new client opening:**



<https://northeastohioliving.com/schedule-call>

**If you delay in scheduling your meeting with us, you may be placed on a waiting list for the next new client opening.**

