VSL Script

Hey how s it going, this is Michael lacks. I live here in Honolulu

i just want to say thank you so much for clicking on my ad

and just filling out the information

. This is huge, helpful part to my business, I really appreciate your trust and I hope to build a deep and lasting relationship with you.

what the valuator does is that, well it obviously helps you out as a home owner, to help you figure out well this is what my home is work, this is what I might be able to get for it, but it also helps me serve other clients. its not just about me making money. its about me using the tools I'm comfortable with and the skillset I have to make Honolulu a better place, and to make everything better for everybody.

so it looks like you’re interested in selling your home, interested evaluation of it; i can help with that. again my name s Michael lacks and I’m a real estate consultant. mt official title is real estate sales person, but I do a lot more than that. I do my best to be more of a fiduciary consultant that a functionary sales person. For Me, real estate isn't about making money, but about helping as many people as possible using the skillset and experience that I have. I've been doing real estate for the past five years, on the investing side where its pretty analytical an numbers based. You just analyze the deal and are very cold about it. I got a taste of the sales portion of the industry when I purchased my first home for myself and rally enjoyed the types of relationships that you're able to build so I decided to get my license and serve in that capacity.

There are a few reasons I have found that people end up here. Some are curious, and I encourage that. Feel free to poke around the website send me an email

Refinancing? Send me an email and I can set you up with one of my partners who specializes in that but for the most part, if you are here watching this video, you're contemplating the idea od selling you home. That's what I do for a living.

If you're interested in selling, one of the first situations you're going to need to make is "who is going to be my real estate agent when I need to go through the documents. That's where I come in.

I work at newstar realty, a full-service brokerage and that’s exacly what we do. I help Honolulu homeowners sell their homes, with deep market knowledge, industry information, and a vast network of relationships. And there are a lot of reasons you might want to sell. Some of our past clients have sold because they were downsizing because of an empty nest, some were getting a bigger place because of an addition to the family.

Anything in regards to selling Honolulu real estate, that’s what we're all about.

And when we say full service, that means EVERYTHING that you could want to advertise your property. Professional Photos, openhouses every week. If we don’t s ee the type of activity that we're looking for, then we engineering the price to meet the market wherever the market is at. Sometimes the reality is that you need to sell a house during a "buyers market. It happens.

There's an intersting phenomennon that shows that when a home is listed, the finanl selling prce compared to the initial asking price diiffers SGINGICANTLY after the first couple of weeks. A good real estate aent can help you get ahead of that curve.

Once the home does receve amoffer, there's a lot fo complaicnce, and paperwork tht goes into taking an offer to a closed deal. That’s what we're experts at, that’s why you hire and pay for an excelent a real estate agent. At newstar we take care of everything for you. We aret there to suport ang guide you through every step of the way

So the tool that you just used to get the calue of your home is mostly correct, but to get a real valuation of what your property is work kind of requires a manual touch , especially in the honolulu area. When you lok at stats on a website like an automated tool would do, like a redfin, or a zillowtype of website - even my own evaluatoe, it is a little difficult to guage the true value of the property. Is it mauka side or the ocean side. Iwhat floor is it on, and does it look onto the skyline or into a building. What neighborhood is it in, are there new buildings coming up in the are for a similar price as yours. This is what a realtor is for.

Something else that comes with our service is a full cleaning and staging, so thath prospectiffe buyres ccan imaagin themselves living in, and subsquently buying. There's a lot of psycology that goes into gettinga home ready for a prospective buyer visualizing it as their own and that's something that we take pride in.

Something else that you get with newstar realty is that we're america's largest Korean focused

brokerag. If you’re not Korean – that’s fine. The point of this is that Our direct link to the korean community include lots of foregin cash buyers. We have in our network a set of clients that are looking to buy honolulu properties as an asset class. These are simple, cash transactions often with little to no contigencies.

We recently had a property in honolulu tower that not only received an offer in less than 5 hours, but recevied multiple cash offers with contiigincies right behind it. Honolulu towe. Thisis a 400K proprty, and tere are people litterally lining up to buy this thing with cash. That’s the power of our network.

You have full access to our network. Korean advertisments, korean radio advertisments korean newspaper advertisments people in the korean community know newstar, they trust newstar, and they know they're able to get good properties. So they stayon our list, and they're always llooking.

And if what our investors are looking forwe have the resources to restructure deals so that everyone wins

There is a property in the moilili area that an ineestor wanted, but needed to liquidate some assets before being able to buy it. What ended up happening was a ''lease to own arrangement was set up to give the buyers time to sell their other properties and purchase the property they were interested. This gets the seller out of the property and te buyer into the home, but takes alittle creativity.

Getting your home in front of as many eyes as possible doesn't stop there: we have a VERY extensive email campaign

Our procipal broker Jeannie YU has been in business for 30 years, and combined with her retired husbands contacts spaning 40 years of real estate,the depth and breadth of relationships enhabces the value we're able to bring to our clients

While all this is happening, you'll be informed every step of the way

We let you know who's looking your property, when and how they're looking at it, and if its not going exacly how you want it to be going, let us know at anytime, and we'll work with you to adjust our strategy to better meet your goals.

Hats what the contract is for. That’s to let you know that we're on yourside and we're only working for you. If theres a pushy buyer andthey might be talking you into something yo're not comfortable with, that’s what we'rehere for. That’s what you hire us for, and that’s why we belive in our commssion rate

We don't charge what everyone elses charges - we believe in providing excelent value to our clients vice receiving maximum commision, but we carge a fair price.

What we're doing is creating an enviornment where our clients feel valued, tusted, respected, and imporwerd, where they have a propetariy feeling that theya re number one, that they are the most important thingthats what we do for our cleints

Because this is a very entrepreneural endevor. you're making money outside of the traditional employee employer model and we respect that as entrepreuers ourselves. The magic really happens when all of thes ome together.

Thank you so much for listening. I'm michael lacks with newstar realty and I hope to hear from you soon.