



All info is good. I'll keep it in mind

Today 2:20 PM

Hi Chuck, I wanted to thank you for your smooth handling of a sticky situation and voluntarily playing middle man. Ain't easy when you have two people comprising a collective seller where the two individuals have no communication while coming into a difficult stretch of time in a divorce, surely for me, but I'm sure Melissa as well.

In the spirit of your comment at "all info is good info", I'll say this...my background is not in real estate. But what I do well is finding, understanding, and making sense of data others can't get to - good data is good data, that's the science, but good data is still easily misunderstood - distilling good data down to a translation into the story itself trying to tell so the art side of it.

I have tools at my disposal that can squeeze out data from corners the average realtor, investor, whatever wouldn't do equally.

It can serve both pricing justifications as the layup, but it's also valuable in the marketing side.

If there's one thing I've learned the hard way, it's that realtors are terrible marketers. And it's a copy-cat learning curve for realtors entering the industry. Crap in, shit out.

I took you on not based on my own grilling to ensure you're better than the rest. I trust Kyle enough to take his word on why he spun you my way. I'm not uneasy about the decision frankly. Feels right, but I didn't help my last realtor like I could have, didn't speak up, and got hosed in the end.

Before justifying my reasoning to letting her go, I collected, and put my tools to use, accrued cost doing it - I suspect you receive client support well, some (like last realtor) got defensive very quickly.

I have great data that I can distill. Simplified, it points to two specific buyer personas, those statistically the most the likely to be our buyer

It would be wasted if I dumped mounds of data on anyone's desk to figure out. I can distill it down and share it with you to benefit from. And then I can listen to how your resources are being put to work. Not to scrutinize.

It'll arrive in the form of partnership. You are the leader here. I didn't make that clear to the last realtor and she never took charge, so I'm making it clear that I support you in serving Melissa and I in a tight spot - However I can help I will.

Edited

And I ask that you bridge the communication gap however is best. I don't want her feeling out of the loop and or that we are having conversations without her. We had a group chat with the last realtor and that would suffice again if that's your approach in general.

