



**CALL THE CAPTAIN!**

**Chuck Eichner**

**941-833-4234**



## **Realtor's Biography**

Chuck has sold nearly 80 million in residential real estate in only 10 years! No big team with multiple agents, Chuck has 2 professional assistants that produce fantastic advertising, create stunning virtual tours, market homes on the internet, capture email leads from potential buyers and assist in the marketing and sale of your home. Your success depends on the abilities of your realtor and Chuck sells homes when other realtors have not been successful.

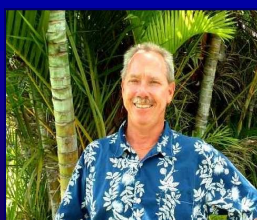
Chuck is a fourth generation salesman and has a work background that prepared him to be a *Champion*. Dedication to the family business as a young man brought him into the sales world at the age of 10. Educated at Johns Hopkins in Baltimore Maryland, Chuck graduated with a Bachelors In Electrical Engineering. Working his way up the corporate ladder led him to realize that he enjoyed interfacing with people and sales was his destiny. Entering real estate sales prior to moving to Florida Chuck hit the ground running. Chuck's belief is that intelligent marketing and salesmanship equal a pathway to successful house sales.

## **Customers Are Saying!**

"We just wanted to say "Thank You" for helping us sell our house in Punta Gorda so quickly and efficiently. After so long with other realtors, it was greatly appreciated to have it move to someone who will enjoy the care we took of the house." **Salie O. & Phil C.**

"Many thanks for creating a wonderful experience for us. We are grateful to have met you and been the recipient of such good care. We also appreciate your help with the commission to get things closed. We will look forward to seeing you once we settle in." **Dave D. & Deirdre D.**

Thank you for your professional services!!!!!! If you need references in the future, please let me know. **Ed Thomasson, RE/MAX Greater Atlanta, Broker** (sold relatives home)



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## **Intelligence In Marketing**

***Selling homes is about getting maximum exposure to home buyers and bringing qualified buyers into your home. Here's how I do it:***

**Famous Local Branding-** My *"Call The Captain!"* slogan inspires calls from local buyers. I handle 5-15 calls daily from home buyers. As a Champion salesman I sell them your house over the phone and then meet with them in person. No other agent has this kind of slogan recognition and few have the buyer flow that I have worked so hard to develop! Attracting buyers to me means bringing buyers into your home.

**Famous National Branding-** Without a doubt **RE/MAX** is the most highly recognized real estate name in the business *and it matters!* Home buyers seek out the most knowledgeable realtor to work with. A huge television advertising campaign reminds people nationwide that **RE/MAX** is the best. **RE/MAX Harbor Realty** Is The Top Selling Brokerage In Charlotte County Every Year!

**Internet Advertising-** **MASSIVE** coverage for your listing with no expense spared! See next page.

**Websites-** I have created the most stimulating and informative websites that attract visitors daily. Promoted to get attention, these promote your listing and help get your home sold.

**REALTOR.com-** Special *Showcase Listing* on the most popular real estate website in the world.

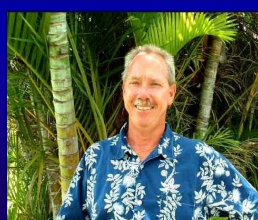
**Top Producer-** A professional service employed to manage my home buyer electronic database that distributes bi-monthly notifications of my home listings. Containing 1000's of buyers from 10 years in the business helps connect your home to buyers throughout the world! I sell my listings to buyers from years ago.

**RE/MAX Harbor Realty-** Synergy in real estate best describes my office. RE/MAX Harbor sells on average 2 to 10 times as much real estate as other brokers. Your listing is exposed daily to the best agents in the county!

**Top Realtor Network-** If 10% of the realtors sell 90% of the homes, then it makes sense to be sure the top realtors know about your property. Monthly notices of your home are sent to the top agents in the county. I engage in realtor network functions amongst the best with the sole purpose of introducing my listings.

**Signage-** Custom RE/MAX signs with *Call The Captain!* rider attracts attention, provokes calls.

**Custom Card Mailers-** Unique and eye catching advertising of your home distributed throughout the county..



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**RE/MAX**  
**Harbor Realty**





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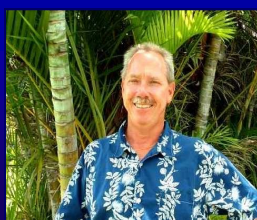
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## **Action Marketing Plan**

Spearheaded by my *Intelligence In Marketing Strategy*— The goal is to get qualified buyers into your home to produce offers and assist in the negotiation process to get you top dollar for your home. The core plan of action is:

1. Extraordinary listing, home description with professional pictures— MLS exposure
2. Advertise locally, nationally and globally via my proven method (following literature)
3. Extraordinary use of technology and the internet to market your home.
4. Mail weekly statistics of internet viewing activity of your home.
5. Spectacular virtual tour of your home with audio enhancement.
6. Introduce your home to the Top 30 agents in the business.
7. Communicate with you weekly to advise on showing feedback.
8. Communicate at least once monthly on pricing, recent sales and market conditions.
9. Advise on enhancements to your home to produce a higher sales price.
10. Pre-qualify buyers, monitor financing and advise on progress of purchaser.
11. Assist with post contract activities including inspections, appraisals and surveys.
12. Communicate with mortgage lenders and coordinate financing for buyers.
13. Communicate with attorney's, arrange closing, coordinate details.
14. Attend the closing and personally deliver your check.



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