

How We Treat Our Sellers

Griswold Family Treatment

We Listen. Most agents love to talk. We love to listen. Sellers have different goals and time frames for their success. We listen to your needs and develop a winning strategy for selling your home at the highest possible price and with the least amount of stress possible.

What is best for you, our client? That is the question we constantly ask ourselves. As agents, we can only have one bottom line, our clients. We always put you first. There is never any pressure.

Getting the highest possible price for you is always our goal. Our job is to expose your home to the greatest number of potential buyers. We do many things to achieve this - from print advertising, digital marketing, email and social media campaigns, and relationship networking.

We are family. We treat our clients like part of the family. We constantly sit down together and find solutions that are best for you and selling your home.

It takes a team. Every sale is a team effort. All three of us are personally involved in your transaction. After all, success in real estate requires many different skill sets. We bring our strengths to the table to provide the highest level of satisfaction to our clients. You get three agents for the price of one.

Cancel at any time. This is our integrity clause.

Experience. We have 30 + years of successfully selling Solana Beach Homes. We know every home that sells in Solana Beach.

Enthusiasm. Nothing sells a home better than great enthusiasm. We love selling homes and presenting them in the most desirable light.

Marketing Pizzaz! We do it all. Print & digital marketing, social media campaigns, relationship networking, broker caravan & pitch sessions, open houses, home virtual tours, drone & professional photography & fancy brochures. And, our own genius bar, named Katie.

Expert Negotiation Skills. There is a real art to successful negotiations. Our skills have been honed over 30+years of selling hundreds of homes. We love to negotiate from a position of strength & achieve the best possible outcome for our clients. We aren't afraid to play hard ball.

Powered by Compass. Compass is transforming the real estate space by giving top agents state of the art tools, technology and support. The Compass edge is significant.



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