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## The Benefits of 100% Loyalty

Whether buying or selling property, the benefits of 100% loyalty are many, including the following features offered by our True Blue service:

- A commitment to respect for the consumer
- Advocacy instead of "top producer" salesmanship
- Access to the entire market for buyers, including FSBO and expired listings
- Teflon Home Sales Program to maximize profit and protection from liability for sellers
- Detailed tracking of showings for all clients
- Expert handling of negotiations and escrows

### Our Clients say:

"You listened to what we had to say instead of trying to sell us something we didn't want."

- J.P. & S.D., Sonoma

"We've never come across anyone so thorough! Every detail was there for us and we never felt in need of more info."

- L.S., Santa Rosa

**That's the True Blue Way!**

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Address Correction Requested

True Blue Realty  
228 Windsor River Rd. Suite 185  
Windsor, CA 95492

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# True Blue Realty

[www.true-blue-realty.com](http://www.true-blue-realty.com)

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Independent Brokerage  
Practicing Single Agency  
Since 1989



*True to Buyers. True to Sellers.  
No Dual Agency!*



Tel: (707) 249-2655

Fax (707) 595-4403

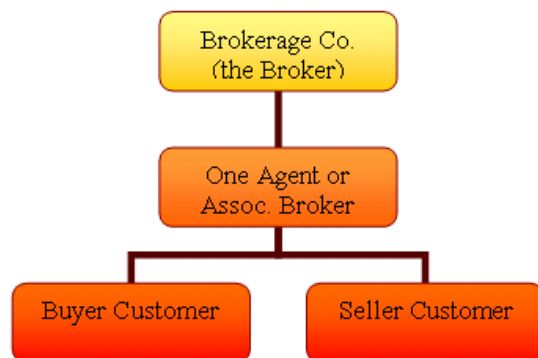
[info@true-blue-realty.com](mailto:info@true-blue-realty.com)

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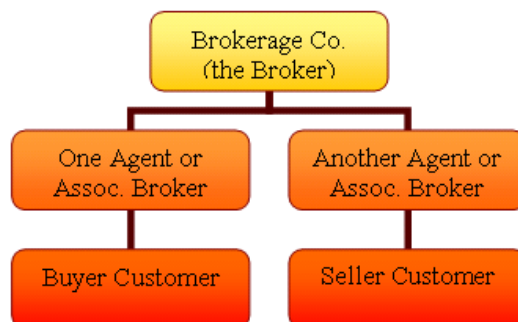
There's a reason why real estate agents are sometimes looked upon by consumers with suspicion, and rank in the bottom fifth of 45 professions according to Gallup polls. It's not the fault of individual agents, but of a system which makes it more profitable NOT to be 100% loyal. This system is called **Dual Agency**, in which a brokerage receives two payments for representing both sides of a single transaction.

### Dual Agency

#### Example 1



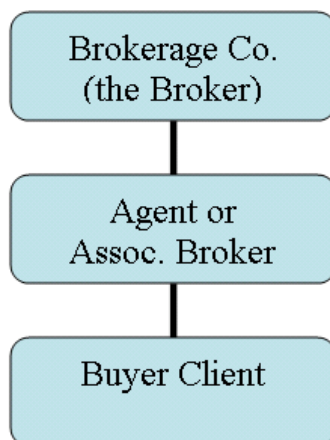
#### Example 2



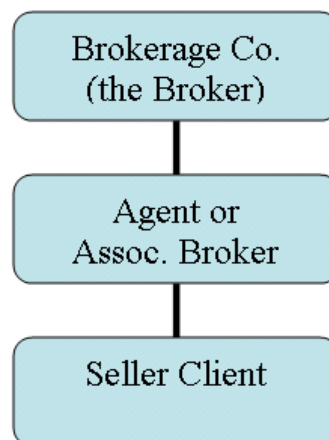
The alternative, to which we are committed, is called **Single Agency**. The consumer is our **CLIENT**, to be *represented* in a transaction, not a **CUSTOMER** to be *sold* a product.

### Single Agency

#### Example 1



#### Example 2



# 100% LOYALTY for our Clients...

It's what you deserve...

We have a unique way of doing business. We guarantee all of our clients 100% loyalty because we don't practice "dual agency." What is dual agency? It means the salesperson who is helping you to sell your house or buy a new one may also work for someone else on the same transaction. Agents who do this will tell you it's no problem. But can they get the best price for both you and the other party to your transaction at the same time? Don't you have different interests? We think so!

We're committed to representing our clients the way we like to be represented in our own transactions.

Please call us if you need help buying or selling property in Sonoma County, or would like a referral to a like-minded agent out of the area. We'd love to get a chance to show you the positive difference 100% loyalty can make.

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