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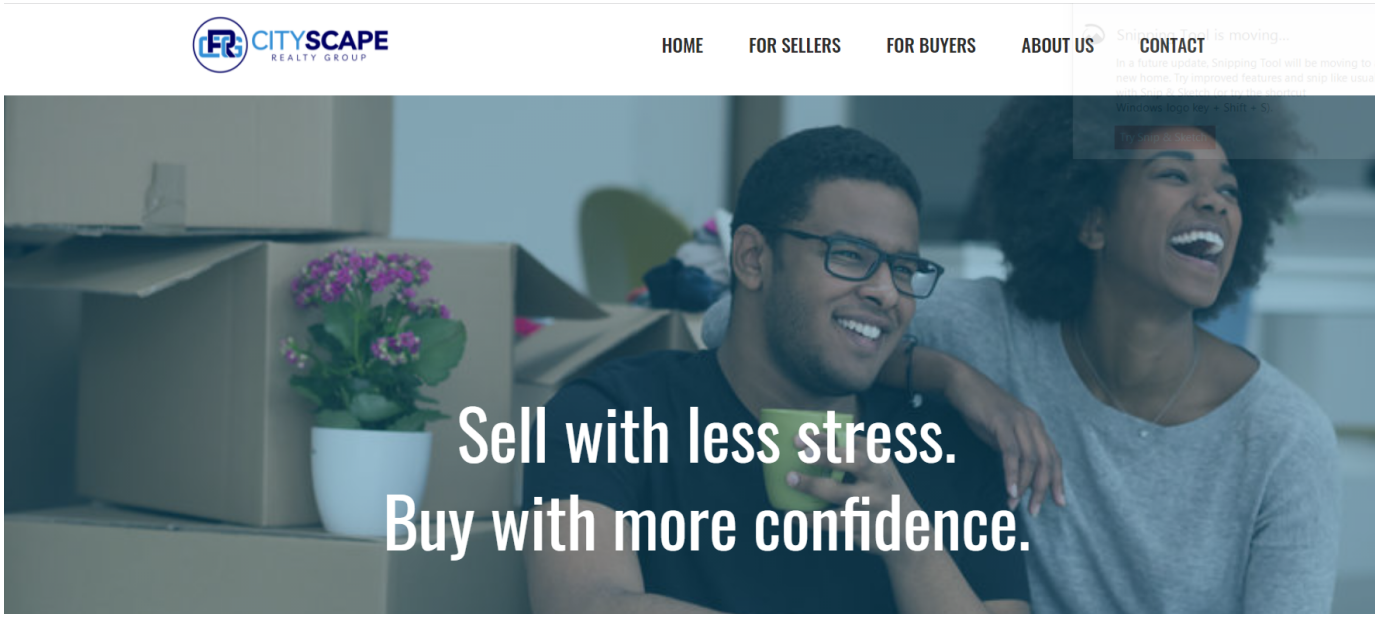
PROJECT DESCRIPTION

Client: CityScape Realty Group
Industry: Real Estate
Project: Website copy, Website development, Rebranding, and Content Strategy

Description: CityScape Realty Group is a Washington, D.C.-based boutique brokerage and real estate company. As part of their new business strategy to focus on distressed sellers and first-time buyers, the owner of CityScape Realty Group wanted a new logo and brand colors, and a website that moved away from simply allowing potential clients to search for listings.

We partnered with CityScape to deliver all of those items, with a specific focus on writing website copy that focused on speaking directly to the buyers and sellers, letting them know that they were heard and understood, and that CityScape could help.

WRITING SAMPLE



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Helping distressed home sellers find the best solutions fast. Empowering home buyers to make decisions with clarity and confidence.

Whether you're buying or selling a home, we know the transaction isn't just financial—it's deeply personal to your life!

That's why our first step is to get to know YOU, and not just on paper.

- What's your unique situation as a seller?
- What's most important to you as a buyer?
- How can we remove the stress, worry and guesswork?

From there, we work to match your goals and priorities with the current property market and lending environment to produce a home selling or buying experience that's high-value and low-headache.

Antoinette "Toni" McCree, Broker & Owner

Toni is a licensed broker with more than 20 years of real estate experience across a wide range of niches.

We pay close attention to your needs and to all of the details (big and small!)

For Sellers

The reason you need to sell a property may be stressful—but the process doesn't have to be!

Our commitment: to complete the sale of your home as quickly as possible in order to put the past behind and move on with life.

Learn more about our solutions for distressed sellers

For Buyers

An educated buyer is a confident buyer. We replace fear with facts, making sure that you understand everything you need to know about the home-buying process and your options.

Our goal: to help you make a purchase to feel proud of now and for years to come.

Learn how we help buyers make informed purchases

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Over half of our clients are referrals from previous, satisfied clients.

We take pride in knowing that they entrust us to guide their friends and families through such an important process.

The Final Piece Made Simple

"My home needed to be sold as a final piece of my divorce and it was a short sale. Toni streamlined the process with 2 banks and found a buyer. She even found me a new place to live. I was definitely impressed."

What Seemed Difficult Was Easy

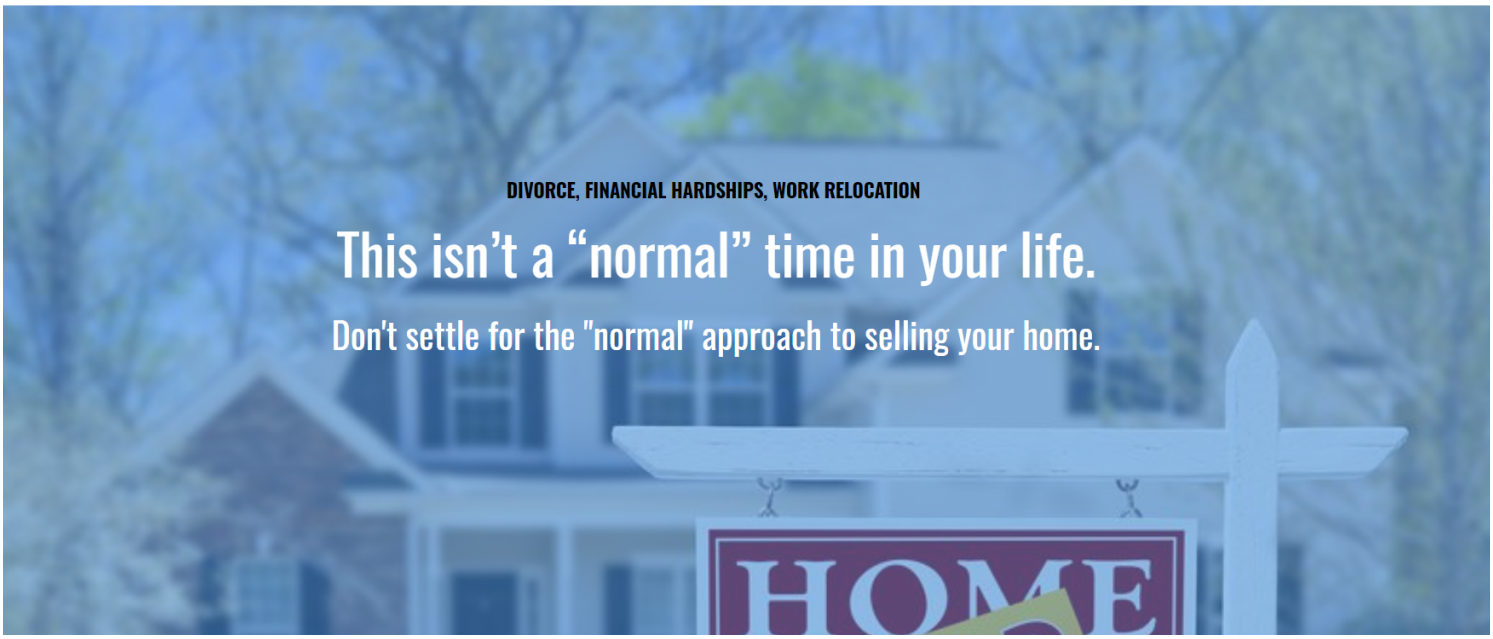
" We purchased a property where the seller wanted a rent back. Toni made the process simple and without hassle."

My Forever Realtor

" Toni found a perfect DC condo that I instantly fell in love with and it came in under budget. She keeps in touch to let me know about the market and suggest things like refinancing if she feels the time is right. Definitely my Realtor for life!"

CITYSCAPE REALTY GROUP

HOME FOR SELLERS FOR BUYERS ABOUT US CONTACT



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Selling your home under less-than-ideal circumstances is already an emotional process. Let's eliminate the extra stress (and missed steps) that can occur when you "rush" to market instead of working quickly AND efficiently.

Our process keeps distressed home sellers informed, realistic and prepared for their next steps.

Step #1: get clear on your situation, needs, and goals

No divorce, estate sale, financial hardship or work relocation is exactly alike.

That's why our first step is to uncover the unique requirements for your home-selling process.

No guessing. No assumptions. Fewer chances for mistakes.

Step #2: create and implement a go-to-market strategy--FAST

Whether you need to simply break even, you're looking to make a small profit or just want to complete the sale with no direct out-of-pocket costs, we know you want it done quickly!

We'll match your needs to the current market conditions to ensure and manage the entire process quickly, efficiently and accurately.

Step #3: ensure a proper closing and get you ready to move forward

We don't just walk away once the "SOLD" sticker is on your yard sign!

While you're waiting for the right buyer, we're making sure you have a solid moving plan in place so you're ready to accept the offer when it comes.

From there we attend the closing with you to ensure that it all goes smoothly.

Ready to get started? Request a FREE comparable market analysis (CMA) to get an idea of what your property is currently worth. Or schedule a time to talk.

REQUEST MY REPORT