

## **WHY WORK WITH US?**

### **Who We Are – What We Do**

*Kathy Freda is a professional Realtor certified in New Home Construction and Residential Real Estate sales. Kathy holds the CSP designation of Certified New Home Sales Professional provided by the National Association of Home Builders. This specialized training includes key elements of residential property sales such as: financing, home inspections, market value analysis, insurance, housing laws, regulations and local, state and federal building codes. Knowledge in these areas is essential in providing full and reliable service to all buyers and sellers.*

*Over the years, Kathy has accumulated various awards and certificates of recognition for excellence in residential real estate sales and is a repeated million dollar seller; however, the referrals from her clients are the real testimonial to her outstanding ability and performance.*

*Kathy has a natural talent in home decorating and design that allows her to pick out specific details to help home sellers better prepare their homes for presentation to potential buyers. This same talent helps Kathy match the homebuyer's wants and needs to the available homes on the market. People that know Kathy know her to be a high energy determined person that does not give up until she gets the job done. Kathy applies this energy and talent to everything she does and is definitely the type of person you want working for you.*

*Ralph Freda is a licensed real estate broker and degreed Mechanical Engineer with over 30 years experience in the construction and renovation of commercial buildings and manufacturing facilities. Ralph uses his technical background and knowledge to help home sellers identify and correct minor defects to the property prior to placing a home on the market, thereby, reducing any negative impact these defects may have in showing and selling the property. Ralph uses his analytical thinking, negotiating skills and general business sense to help put together the details necessary to create a "Win/Win" situation and successfully complete even the most difficult real estate sales transactions to the mutual benefit of both parties. In the real world, good real estate deals don't just happen; you have to work for them.*

*Kathy and Ralph have lived and worked in Hoover for the past 19 years and have a personal knowledge of the area.*

## ***Selling A Home***

*As members of the National Association of Realtors, the Birmingham Association of Realtors, the Birmingham Area Multiple Listing Service and the Hoover Chamber of Commerce we have the tools and resources to effectively market your home.*

*We work closely with you from the time we put the listing together right through the closing... until the deal is done. We make every effort to see that your needs are met and your home selling experience is as pleasant as possible. In a separate information sheet entitled "[Listing and Selling Strategy](#)" we outline the many ways we go about marketing your home to find a qualified buyer.*

## ***Buying A Home***

*First Time Buyer or Seasoned Home Owner*

*With a Buyer Agency Agreement we will not only help you find the house you love but as your agent we will look after your best interest in negotiating the best price and terms for the deal. We offer personalized service for someone who is making probably the biggest financial commitment of a lifetime.*

*Relocation Services*

*We realize that when someone moves into the area from another state or even from another part of Alabama, there are many needs that must be met. Finding a bank, school, attorney, doctor, grocery store and hairdresser can seem like endless chores. In fact, just finding your way around can be a challenge and finding the place you want to call home can be risky. We know this first hand as we relocated to Birmingham from New Jersey in 1992.*

*With our knowledge we can make your move and transition into the Birmingham area a pleasant and satisfying experience.*

## ***Selling or Buying a Home***

*We are mature individuals with a good deal of professional and practical life experiences to draw on. There can be times in real estate transactions when you need more than just the basic book of rules and guidelines. Finding creative ways to satisfy the needs of both the buyer and the seller can sometimes make the difference in completing the deal.*

*Another factor to consider when deciding who should represent you in your real estate endeavor is: **How much personal attention will you get to complete your deal?** We limit the number of listings and sales transactions we work on to assure we can provide the one on one personal attention and service needed to bring each transaction to a successful conclusion and to assure that you truly get what you expect.*

***We believe that Our Success Depends On Your Satisfaction***

**CALL TOADY – 205-612-8496 or 205-612-9633**