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SCOT CAMPBELL – HUNTINGTON BEACH REALTOR

A Different Kind of Professional –

DRE# 00943759

I am glad you are reading this, because I want you to know what makes me a different kind of real estate professional.

I'm not going to tell you that I am in the TOP 1% of All Agents in the World (seriously there are a lot of real estate agents around the globe, and it is not too hard to be top 1% when selling beach property in Orange County). I'm not going to tell you I am a CRS, GRI, SRS, or BFF… or a member of President's Club, President's Circle, or the President's Cabinet for that matter. I am not going to tell you that I am invincible, or bulletproof, or can leap tall buildings in a single bound.

I'm not going to spam you, or waste your time. I'm not going to promise things I can't deliver, or push you into decisions you are not comfortable with, or say things to you just to make a sale.

What I Will Do

What I will do is simple; I will be your trusted advisor for all things real estate related. And fortunately for me, my clients think I'm good at it (read reviews at ScotCampbell.com). You see, this is about you. It's your money, your house, your life. I am here to help you get there, wherever "there" is.

I listen intently. I try my best to understand your needs, your concerns, your fears, and your preferences. I give you options, and explain your choices. I tell you the truth always. I will give you advice, and make sure you see all potential outcomes. I return phone calls, text messages, and emails promptly.

I work hard to make sure I am up on the market and the latest trends, and I share the info freely on my real estate blog (RealtyDigestBlog.com).

I network religiously and read voraciously so I can be a trusted source of real estate information for you. And, I improve my skills at every opportunity so I can be as effective as possible on your behalf.

What you Should Know

Since I might be applying for the job as your real estate agent you should know that yes, I am well qualified. I integrate technology into the process to help my clients achieve their goals, and to enhance their experience.

My marketing strategy and quality of marketing materials is beyond compare, and the Coldwell Banker Brand has the most reach and marketing muscle in the industry. No one does what I do, and the effort pays off. I consistently sell my listings faster and for more than my competition. In 2011, my Average Days on Market was 67, and my Average Discount from Original List Price was 6%. The average for Huntington Beach listings was 105 Days on Market with a 7% Discount per the Realtor MLS.

I have tools & skills to help buyers find homes! About 40% of my 2011 transactions were for buyers. Owners of some of the finest homes in Huntington Beach contact me to sell their homes, so I know many owners who are thinking about selling before they list. I also know which homes are in foreclosure… soon to be short sales, and I know about all the bank repos before they are listed. Finally, I have custom designed systems to notify my clients of available properties the day they go on the market.

I am the President of Coldwell Banker - Campbell Realtors, a firm founded by my father in 1957. I own our oceanfront office on Pacific Coast Highway in Downtown Huntington Beach. I obtained my Sales License in 1986, Real Estate Brokers License in 1990, and I have brokered over 1,000 homes in the Coastal Orange County area. I earned my "Certified Residential Real Estate Appraisers License" from the State of California in 1992 and appraised countess homes throughout Southern California… I do not appraise anymore because I am 100% dedicated to selling.

I have a bachelor's degree in real estate finance and I did my graduate studies in real estate economics. I write extensively about real estate on my blog and I have been published many times in the local media. In particular, I have focused much of my attention to mastering the art of negotiation… there is a win-win transaction to be had in many situations that does not become apparent without extensive discussions. So to summarize it all, yes, I believe I bring a lot to the table on your behalf.

Who Else you Should Know

Yes I have help, and you will have a chance to meet these awesome people. The Scot Campbell Team consists of professionals who work with me to get the job done. They are enthusiastic, professional, responsive, eager to help, and great to work with too!

So that is me in a nutshell. If you are looking for someone to help you with your real estate needs, give me a call, text, or drop me an email. The one thing I can promise you is that I care, my team cares, and we will be there to assist you every step of the way.

Search the MLS & get FREE Home Value Reports at ScotCampbell.com

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