



DESPERATE TIMES CALL FOR NOT-SO-DESPERATE MEASURES by Sara Binder from *Unique Homes Blog*

(February 18, 2009) – In today’s uncertain economy, a growing number of home sellers are turning to auctions. Many people might consider this selling tactic a desperate move, but when the auction is monitored by the nation’s top-selling real estate group, desperate might be the last word that comes to mind.

Known throughout the worldwide luxury real estate arena for its innovative marketing and sales strategies, the Newport, California-based McMonigle Group recently launched its new 90-Day Certain Sale Program, which speeds the selling process, optimizes equity and sells homes within 90 days.

Accounting for a 60-day marketing period and a 30-day escrow, the program begins with a meeting between an interested seller and representatives from the company. During this analytical meeting, a seller’s property is evaluated for eligibility and a value-based listing price and predetermined sales price are set.

If approved for the program, a seller’s property will be featured on the 90-Day Certain Sale Web site, as well as the McMonigle Group’s Web site, the MLS and events such as open houses. On the 90-Day Web site, potential buyers can view detailed information about listings, browse photo galleries, take virtual tours and place a bid on properties they are interested in purchasing.

“The 90-Day Certain Sale Program is an innovative marketing and sales strategy that provides an innovative way to sell your home and maximize your equity in this challenging market,” said John McMonigle (founder and principal of the McMonigle Group) in a press release this week.

An initial selection of six properties, ranging in price from \$450,000 to \$3,495,000, stretches from South County to Newport Beach. For more information, to set up a personal profile, to register or to bid on a property, visit 90daycertainsale.com.