

December 31, 2007

Wanda Yarbrough  
3700 Beaver Run,  
Jasper, Al 35504

Jack Granger/Bill Thagard  
Granger, Thagard & Associates, Inc.  
1806 Oxmoor Road,  
Birmingham, Al 35209

Re: Auction sale of The Get-A-Way Farm, Shelby County

Dear Jack and Bill,

As I write this letter that you may use for future clients to read, I am taken back to my thoughts this past spring as I turned to your firm to sell my property. Being suddenly left with Avery's "gentleman's farm" was an almost overwhelming task of decisions'. I knew that Avery was well acquainted with your firm and auction marketing, but I was not that familiar with selling by auction. I have been associated with the real estate industry for 35 years, but perhaps saw real estate transactions from my personal history with what you would call a "listing prospective".

As I made my decision to move forward with an auction, I weighed the "pros and cons" of what the auction process brought to me.

My goals were to...

- 1) have a transaction in a time frame that was exact and within my schedule
- 2) have a non-contingency sale
- 3) expose the property to a much larger market of interest via the auction campaign
- 4) bring my market to me instead of attempting to take my property to the market, as I had taken that route, the listing route, for months before moving in the auction direction.
- 5) achieve my best fair market value

However, as I moved toward auction, I had to deal with my fear of a different process with its benefits. Like many sellers, I absolutely wanted to believe that the magical purchaser would show up on my doorstep, immediately agree with my asking price and I could ride off into the sunset.

Was this process going to be too public for a very private seller? Was I going to achieve a price that I thought was in line with my wishes? Was GTA really going to do what they said they would do? Was I giving up my control of the sale process? My meetings with you did answer the above questions in a logical manner.

I ultimately had to understand that my property's value came from the market, of which I was not a member. This part may have been the toughest of all. My wishes, I came to understand, were not going to bring the money to the table as that was proved out in the listing process. I could have continued to lower the price and had unscheduled showings for who knows how long. How private would that be? I could be tied to the property indefinitely.

I read the reference letters from other satisfied sellers and knew that you guys had your own reputation to value, but as with any sellers concerns, it may have been the "control issue" that I wrestled with the longest. I finally had to ask myself, "as long as I try to control this sale, am I really in control"? I knew that no seller is ever in control of the transaction and as Avery said many times, "the value comes from the transaction and without the transaction there is no value". Creating demand from my one-of-a-kind property had to be my main concern because my price would only come from the demand factor.

Did I have to relinquish control and become more "public" than I had hoped? Yes.

Your company did all that was promised for me. You created market for my property and thus demand. Perhaps all sellers wish for the "home run price" and I know that your firm has produced those on occasion. There are "other definitions of home runs", I feel like my home run came from the efficiency of the process and that I am not still placed in a scenario that could still be controlling my life.

How long would I have lived there? How low would I have had to offer the price? There are so many other terms to a sale than price. I do believe that I got a fair price and I did so on my schedule.

The real estate market has changed greatly in the past year and had I continued the same "listing marketing strategy", perhaps only changing listing firms, I could still be like many sellers, still wishing and hoping. I am glad I moved on with the sale by auction.

Thank you for the efforts to produce a seamless transaction.

Yours very truly,

  
Wanda Yarbrough