



How to Sell a Home

Your Essential Guide to Selling Your Home Successfully

Dear Homeowner,

Please review the enclosed information carefully. It was thoughtfully written with the intention of helping you navigate the process of selling your home or investment property with greater ease and confidence.

Our goal is to provide you with a comprehensive, step-by-step guide that is both extremely helpful and highly informative — whether you are considering selling on your own or hiring a professional.

If you have any questions regarding the content of this packet, or if you would like personalized advice specific to your property and goals, please feel free to reach out to me directly.

It would be my pleasure to assist you.

Warm regards,

Joe Johnbosco

Realtor & Investor

Joe Johnbosco Team -LPT Realty

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1. Find an Experienced Agent

While it's true that well-priced homes often attract buyers, the agent you hire can make the difference between a quick, profitable sale and a stressful, costly experience. Who represents you matters more than most people realize.

Most homeowners make the critical mistake of hiring the first agent they meet — whether through an open house, a family friend, or a neighbor's recommendation. While referrals are helpful, remember: **selling your home is likely one of the largest financial transactions of your life.** You owe it to yourself to thoroughly vet your agent, not choose out of convenience or obligation.

Questions You Should Always Ask Before Hiring an Agent:

- What specific services do they provide, and what are their fees?
- Are they full-time professionals, or is real estate just a "side hustle"?
- Do they have the training, expertise, and energy needed to sell my home effectively?
- Will they give me honest advice — even if it's difficult to hear?
- Do they have proven experience in my specific market and property type?

Why Sellers Trust the Joe Johnbosco Team at LPT Realty

- **Proven Track Record:** Success across Chester County, Main Line, and the Philadelphia Metro areas.
- **Full-Time Commitment:** Real estate isn't our side gig — it's our passion and profession.
- **Strategic Guidance:** Honest feedback, expert negotiation, and aggressive representation focused entirely on your goals.

Avoid the Pitfalls of Selling with the Wrong Agent

Almost everyone knows a real estate agent. While that connection can be valuable, it can also create unnecessary pressure and strain on personal relationships — especially if things go wrong during the sale.

Before choosing someone simply because you know them, ask yourself:

- Is this person highly qualified to get me the best results?

- How would our relationship be affected if the sale didn't go as planned?
- Would I be comfortable holding them accountable if mistakes were made?

When selling your home, professional experience should always come first.

The FSBO Trap: “Can I Sell My Own House?”

You might be wondering, *"Can I sell my home myself?"*

Technically, yes — but very few homeowners who attempt a For Sale By Owner (FSBO) sale succeed without major drawbacks.

The Top 3 Reasons FSBO Sales Fail:

1. **Time Commitment:** Managing marketing, showings, buyer vetting, offers, inspections, and legal paperwork is a full-time job.
2. **Lower Sales Price:** Statistics show FSBO homes sell for 8-12% less on average compared to agent-represented homes.
3. **Complex Negotiations:** Without experienced negotiation, FSBO sellers often leave thousands of dollars on the table or fall into risky contracts.

A professional real estate agent can:

- Set an effective timeline and sales strategy
- Protect your interests during negotiations
- Ensure you get fair market value or better

Look for a Full-Service, Dedicated Agency

When you hire a full-service real estate team like Joe Johnbosco Team at LPT Realty, you're not just getting "someone to put a sign in the yard." You're getting a complete marketing and selling system.

Full Service Includes:

- A detailed pricing strategy
- Full marketing exposure (MLS, Zillow, Realtor.com, Trulia, social media)

- Professional photography, videography, and virtual tours
- Coordination of showings, inspections, appraisals, and paperwork
- Expert negotiation throughout the transaction

Once you find the right agent, you will sign a **listing agreement**, a formal contract that allows your agent to represent you and outlines the agreed-upon commission and services provided. Choosing a full-service professional ensures your home reaches the right buyers — and sells for the right price.

2. Run the Numbers: The True Cost of Selling a Home

Selling a home isn't just about pocketing the offer price. **There are real costs involved that every homeowner should understand upfront** to avoid financial surprises and disappointment later.

While some expenses are mandatory, others are optional but highly recommended to maximize your home's appeal and selling price. A professional real estate agent will help you navigate these numbers transparently, so you walk away with as much equity as possible.

Key Costs You Should Expect:

Agent/Brokerage Commissions

Full-service brokerages typically charge around **6% of the home's sale price**, split evenly between the listing (seller's) agent and the buyer's agent.

Example: For a home that sells for \$600,000, you would typically pay \$18,000 to each agent, totaling **\$36,000** in commission.

✦ Flexible Options for Every Seller

At **Joe Johnbosco Team at LPT Realty**, we believe one size doesn't fit all.

That's why we offer **customized, tiered commission plans** designed to fit the unique needs of every home and every homeowner.

Whether you're seeking maximum marketing exposure, enhanced services, or a more streamlined sale — we'll match you with a program that fits your goals and budget, without ever compromising quality.

Ask us about our flexible options during your free consultation!

Closing Costs

Closing costs can include:

- Transfer taxes (state and/or local)
- Settlement services and document preparation fees
- Seller conveyancing fees

- Miscellaneous title and escrow charges

Important Tip:

Closing costs are often split between buyer and seller — but this can sometimes be negotiated. Having an experienced negotiator like the Joe Johnbosco Team in your corner is crucial.

Taxes to Plan For

- **Transfer Taxes:** Vary by state and locality. Often shared but negotiable.
- **Capital Gains Taxes:** If you're selling a second home, investment property, or a flip, you may owe capital gains taxes based on your profit.
- **Property Taxes:** Sellers must pay property taxes up to the closing date, usually collected through escrow.

Optional (But Highly Recommended) Expenses to Boost Your Sale Price:

Clean-Up and Presentation:

- **Professional Deep Cleaning:**
Expect to invest between **\$200–\$400** for a professional service to clean areas you may overlook. A spotless home makes a powerful first impression.
- **Fresh Painting:**
A simple coat of neutral-toned paint can do wonders for freshening up your home and making it more appealing to buyers.
- **Minor Repairs and Touch-Ups:**
Address small issues like squeaky doors, leaky faucets, or scuffed baseboards. Minor flaws can leave a bad impression.

Professional Valuation:

- **Hire an Appraiser:**
A professional appraisal typically costs **\$300–\$700** but can validate your asking price and strengthen negotiations. This is especially helpful if pricing your home accurately is critical for your financial plans.

Why Understanding These Costs Matters

Attempting to sell your home without fully understanding the true costs involved can severely erode your profits. Sellers often underestimate these expenses and overestimate their net proceeds — creating major financial stress at closing.

Working with a full-service professional **Joe Johnbosco Team at LPT Realty** ensures full transparency, customized service, and financial strategies tailored to your unique needs — so you can keep more of what you've worked hard to build.

3. Find Out What Your Home is Worth?

Determining the correct value of your home is one of the most critical steps in the selling process. Pricing your home accurately ensures a faster sale and maximizes your return, while pricing it incorrectly can result in a home that sits on the market too long — ultimately costing you time and money.

At **Joe Johnbosco Team at LPT Realty**, we use a strategic and data-driven approach to help you find your home's true market value — not just what you "hope" to sell it for.

Start with a Professional Listing Consultation

During the listing consultation, our team will walk through your home carefully, assessing its strengths, potential areas for improvement, and anything that could affect its market value. We'll suggest smart updates to enhance appeal and help you create a plan for maximizing your home's price.

What we do during your consultation:

- Tour your property to identify highlights and concerns
- Recommend easy upgrades that can boost value
- Suggest staging or presentation enhancements
- Provide an honest, market-supported valuation

Factors That Impact Your Home's Value

Several specific conditions can either raise or lower the perceived and actual value of your property in the eyes of buyers.

Scenarios that could lower your home's value:

- Outdated wiring or electrical systems
- Roof damage or the need for replacement
- Visible cracks in drywall or foundation (signs of structural issues)
- Older kitchens and bathrooms without modern updates

Scenarios that could raise your home's value:

- Double-pane, energy-efficient windows
- Beautiful hardwood flooring
- Spacious walk-in closets
- Finished basements or bonus rooms
- Smart home features and energy-saving appliances
- Recently updated kitchens and bathrooms

Updating and Improving: Where to Focus

If you decide to invest in updates before listing, focus on improvements that today's buyers prioritize most. Minor updates can significantly increase your asking price — especially if they resonate with the current buyer pool.

Top updates modern buyers are looking for:

- **Home office spaces** (due to more remote work lifestyles)
- **Smart technology** integrations (security systems, thermostats, lighting)
- **Energy-efficient upgrades** (appliances, HVAC systems, insulation)

Insight:

Millennials now represent approximately **37% of all homebuyers**, and they overwhelmingly prefer move-in ready homes with modern conveniences over properties that require extensive renovation.

Comparative Market Analysis (CMA): A Critical Step

A **Comparative Market Analysis (CMA)** is essential for pricing your home properly. At Joe Johnbosco Team, we prepare a detailed CMA, evaluating both recent sales and competing listings in your area to determine the best price strategy.

Key elements we consider in a CMA:

- Bedrooms, bathrooms, and total finished square footage
- Neighborhood desirability, including walkability and school districts
- Overall home condition and curb appeal
- Lot size, privacy, and unique features (pools, decks, fireplaces)
- Updates and renovations made to the property

- Age and condition of major systems (roof, HVAC, windows, plumbing)
- Days on Market (DOM) data and price reduction history of comparable homes

Without a professional CMA, FSBO sellers often significantly misprice their homes — either leaving money on the table or pricing too high and watching their property grow "stale."

Understanding Market Fluctuations

Real estate pricing isn't static like a product in a store. **Home values shift constantly based on market conditions**, supply and demand, seasonality, and broader economic trends.

Important factors affecting price include:

- Local supply and demand for similar homes
- Mortgage interest rates influencing buyer affordability
- Time of year (spring and early summer usually being peak seasons)
- General economic conditions and consumer confidence

Remember:

The ultimate value of your home is not what you believe it should be — it's what buyers in the current market are willing to pay.

Setting an emotional or inflated price can drive buyers away and prolong your time on the market. We use market data and experience to set a price that attracts serious buyers while maximizing your return.

Property Disclosures: A Legal and Ethical Requirement

Before listing, sellers are legally required to complete a **Property Disclosure Statement** outlining any known issues that could affect a home's value or safety.

Common disclosures include:

- Lead-based paint (especially for homes built before 1978)
- Unpermitted renovations
- Roof leaks or prior water intrusion

- Structural foundation issues
- Pest infestations or termite history
- Mold, asbestos, or radon concerns
- Any outstanding legal issues, liens, or disputes

Why It Matters:

Failing to disclose known problems can expose you to lawsuits and liability — even after your home is sold. Proper disclosure protects both you and the buyer.

List at the True Market Value

Your listing agent will provide a recommended price based on the CMA, but **the final pricing decision is always yours**. It's highly recommended that you list at fair market value rather than inflating the price "just in case."

Why pricing correctly matters:

- Today's buyers are highly informed and can easily spot overpriced homes.
- Overpricing leads to longer days on market, which can stigmatize your listing.
- Correctly priced homes tend to generate faster interest, showings, and sometimes even multiple offers.

After the listing consultation, we will finalize together:

- A smart listing price based on actual market data
- Ideal listing date and timeline
- A comprehensive marketing strategy tailored for your home

At Joe Johnbosco Team at LPT Realty, our proven approach ensures that your home is priced correctly from the start — helping you sell faster, attract stronger offers, and ultimately walk away with more money in your pocket

4. Preparing and Listing Your Home

Once you are ready to list your home, it's important to move efficiently and strategically. **The average home takes about 65 days to sell**, but this timeline can vary widely depending on your local market, competition, and, most importantly, how your home is priced and presented.

At **Joe Johnbosco Team at LPT Realty**, we focus on positioning your home to stand out immediately, creating urgency among buyers, and maximizing your sale price.

The Importance of a Strategic Listing Description

The listing description is your home's first introduction to the market — and first impressions matter.

This is your opportunity to **highlight why buyers should fall in love with your home**.

While it can be tempting to list every detail, sometimes **less is more**. A clean, compelling, benefit-focused description is often the most powerful.

Professional agents know how to:

- Spotlight the home's strongest features
- Use emotional language that resonates with buyers
- Create curiosity and urgency to schedule a showing
- Target specific buyer lifestyles (e.g., "perfect for entertaining" or "ideal for remote work")

The Power of Professional Marketing

Today's homebuyers start their search online — often **before they even contact an agent**. High-quality visuals and smart digital exposure are no longer optional; they are essential to attracting serious interest quickly.

At **Joe Johnbosco Team**, we provide:

- **Professional photography** showcasing your home in its best light
- **360° virtual tours** that allow buyers to "walk through" from their devices
- **Home staging advice** to highlight key selling features and create emotional appeal

- **Strategic online syndication** across major real estate platforms like Zillow, Realtor.com, Trulia, and more
- **Custom marketing plans and social media advertising** targeting local and out-of-town buyers

Minor Improvements That Make a Big Impact

Major renovations may not always be necessary to sell your home, but **small, thoughtful fixes** can dramatically increase appeal and perceived value.

Smart pre-listing improvements include:

- Painting rooms in neutral, buyer-friendly colors
- Fixing minor repairs like leaky faucets, broken doorknobs, or cracked tiles
- Deep cleaning and decluttering living spaces and closets
- Enhancing curb appeal with fresh flowers, new mulch, and pressure washing
- Updating lighting fixtures for a modern touch

For FSBO Sellers:

Neglecting these simple improvements often leads to a stale listing, reduced visibility, and painful price reductions.

Presentation matters — both online and in person.

The MLS: Your Gateway to Maximum Exposure

Once your home is fully prepared, it will be entered into the **Multiple Listing Service (MLS)** — the primary database used by real estate professionals to market properties.

By listing your home on the MLS, your property automatically appears on:

- Realtor.com
- Zillow
- Trulia
- RealtyTrac
- Rent.com
- And hundreds of additional real estate sites

This wide exposure ensures that both agents and serious buyers immediately know your home is available — creating a larger pool of potential offers.

Showing Your Home: Making It Buyer-Ready

Showings are when the magic happens — but they require preparation.

We install a **professional "For Sale" sign** and a **secure lockbox** to provide easy agent access for scheduled showings.

To maximize buyer interest, ensure your home is:

- Neat, clean, and free of personal clutter
- Light, bright, and welcoming (open curtains and blinds)
- Free from strong odors (skip air fresheners; go for clean and neutral)
- Ready for short-notice showings, if possible

Important:

Buyers may request showings with little notice. Having a clean, de-personalized home ready to show at any time increases your chances of getting a fast offer.

Hosting an Open House: Building Excitement and Competition

An open house can create major buzz for your property and help attract multiple buyers at once.

Open houses allow:

- Serious buyers to envision themselves living there
- Casual browsers to become serious prospects
- Competitive urgency among multiple interested parties

Tips to Prepare for a Successful Open House:

- **Declutter every room** to highlight space and features
- **Do a full-house deep clean**, paying special attention to kitchens and bathrooms
- **Remove excess furniture** to make rooms feel larger
- **Beautify outdoor spaces** (prune trees, mow lawn, plant fresh flowers)

- **Skip synthetic air fresheners** (some buyers are sensitive to artificial scents)
- **Secure valuables** and personal items
- **Enhance curb appeal** with fresh mulch, flowers, and pressure-washing driveways or walkways

Why Professional Marketing Beats DIY Efforts

For **FSBO sellers**, skipping professional marketing steps can severely hurt your home's chances of selling quickly — or for full value.

Without:

- High-quality photography
- Virtual tours
- Expert listing descriptions
- Broad online exposure
- Professional staging and presentation

Your home may **languish unnoticed**, receive **lowball offers**, or **require painful price reductions** just to stay competitive.

The Joe Johnbosco Team Difference:

We bring full-service marketing expertise to every listing, making sure your home shines from Day 1 — online, in person, and on paper.

Next Step:

After preparing your home for the market, we'll work with you to plan your launch date, activate the listing across all channels, and start welcoming interested buyers.

5. Evaluating an Offer

Receiving an offer on your home is an exciting milestone — but it's also the beginning of a critical decision-making process.

Not all offers are created equal. Understanding how to evaluate, negotiate, and respond to offers properly can mean the difference between a smooth sale and costly setbacks.

At **Joe Johnbosco Team at LPT Realty**, we guide you through every detail to ensure you protect your interests and maximize your return.

Should I Accept the First Offer on My Home?

There's no one-size-fits-all answer. Whether you accept the first offer depends heavily on the quality of the offer and where you are in the selling timeline.

- If your home has been on the market for several months without strong interest, a fair offer deserves serious consideration.
- If you just listed, you may want to wait and see if additional offers come in — especially if the first offer is low, loaded with contingencies, or lacks strong financing credentials.

Important:

A rushed decision can cost you, but so can holding out unrealistically. Strategic advice from an experienced agent is invaluable here.

Key Factors to Compare When Reviewing Multiple Offers

If you are fortunate to receive multiple offers, it's not just about who offers the most money. A strong offer balances price, terms, and risk.

Critical elements to evaluate:

- **Purchase Price:** The obvious starting point — but not the only factor.
- **Expiration Date of Offer:** How long the buyer is willing to wait for your response.
- **Deposits:** Size and structure of earnest money deposits (initial and second).
- **Settlement and Possession Date:** Timing matters — does it align with your moving plans?
- **Inclusions/Exclusions:** Are appliances, fixtures, or personal property part of the deal?
- **Type of Financing:** Cash offers are strong; financed offers require more scrutiny.

- **Mortgage Terms and Commitment Date:** Ensures buyer's financing is solid and timely.
- **Contingencies:** Inspection, appraisal, sale-of-home, or financing contingencies that could delay or derail closing.

What Should Be Included in a Home Offer?

A formal offer typically follows the **Agreement of Sale (AOS)** format and should clearly outline:

Standard components of a buyer's offer:

- **Purchase Price:** Amount they propose to pay for your home.
- **Offer Expiration:** Time limit for you to respond (usually 24-48 hours).
- **Deposits:** Initial good-faith deposit and timing of subsequent deposits.
- **Home Inspection Terms:** Whether and how they intend to inspect the property, and what they expect regarding repairs.
- **Title Warranties:** Confirming your legal ownership and ability to sell.
- **Appraisal Clause:** Especially important with financed buyers, ensuring the home's value matches the loan amount.
- **Contingencies:** Conditions that allow buyers to back out without penalty, such as unsatisfactory inspections or appraisal shortfalls.
- **Closing Timeline:** Expected settlement date (typically 30-60 days).

Note:

Every term — not just price — should be carefully analyzed to avoid future complications.

What Does a Counter-Offer Look Like?

If an initial offer doesn't fully meet your goals, you have several smart options beyond simply accepting or rejecting it.

Common counter-offer strategies:

- **Meeting halfway:** You can reduce the price slightly to maintain momentum without conceding too much.
- **Holding firm:** If you priced correctly, counter with your original listing price.
- **Rejecting outright:** If the offer is too far off or unfavorable, you can simply decline.
- **Best-and-final request:** In multiple-offer situations, you can invite the strongest buyers to submit their highest and best offers — often driving up the price.

Negotiation is an art.

Having an experienced, trained negotiator — like the Joe Johnbosco Team — ensures you don't leave money or protections on the table.

What Happens After Accepting an Offer?

Once an offer is accepted, you typically have **30–60 days** until closing (although longer or shorter periods can be negotiated based on your needs).

During this period:

- Buyer conducts inspections
- Buyer's lender orders an appraisal
- Title searches and final documentation occur
- You prepare for moving and transferring possession

Pro Tip:

Staying responsive, proactive, and organized during escrow reduces stress and avoids delays.

The Reality for FSBO Sellers

Managing offers, counteroffers, inspections, and negotiations is complex and time-consuming. For FSBO sellers (For Sale By Owner), this process can quickly become overwhelming without professional support.

Challenges include:

- Properly screening buyers
- Understanding and negotiating terms
- Handling legal paperwork
- Responding quickly to offers and requests
- Managing unexpected issues that arise from inspections, financing, or title

Without the right experience and constant availability, even serious buyers can walk away — or worse, tie up your home under bad terms.

The Joe Johnbosco Team Advantage:

We don't just list your home; we professionally manage every offer, counter, and closing detail — maximizing your profit and protecting you every step of the way.

7. Navigating Post-Offer and Closing

Closing on your home sale is a major accomplishment — but there are still important final steps to complete to ensure everything is fully wrapped up, legally compliant, and financially sound.

At **Joe Johnbosco Team at LPT Realty**, we guide you through every detail even after your home goes under contract, ensuring a smooth and successful closing.

Key Steps Once You're Under Contract

Once a buyer and seller agree to terms, there are a series of important actions to complete before officially closing the transaction.

Post-Contract Responsibilities:

- **Coordinate inspections and resolve issues promptly:** If repairs or credits were negotiated, it's critical to address them in a timely manner.
- **Manage appraisal scheduling:** We ensure that the appraiser visits the home and the report is completed on time.
- **Verify buyer financing progress:** Monitoring the buyer's loan approval process avoids last-minute surprises.
- **Ensure all required disclosures and certifications are completed:** Property disclosures, sewer certifications, roof condition certificates, and termite inspections, if applicable.

Important Tip:

Delays or missing documentation can derail the sale. Professional oversight helps keep everything moving forward.

Property Disclosures: Transparency is Key

Before closing, sellers must ensure that all required **Property Disclosure Forms** are properly completed and provided to the buyer.

Disclosures typically include:

- Presence of lead paint (for homes built before 1978)
- History of mold, asbestos, or radon

- Structural issues, water damage, or past flooding
- Unpermitted renovations or repairs
- Pest infestations or termite treatment history
- Roof, HVAC, or major system failures

Why it Matters:

Failure to disclose known issues can result in legal liability even after the sale is completed. Full transparency protects you.

Completing Repairs and Certifications

If you agreed during negotiations to complete specific repairs or provide certain certifications (such as roof condition, sewer inspection, or termite clearance), these must be finalized prior to closing.

Completing these tasks ensures:

- The buyer's lender can approve the loan without conditions
- Final walk-throughs go smoothly
- No last-minute disputes delay settlement

Reviewing Your Expected Closing Costs

Selling a home does involve closing costs — and it's important to be financially prepared.

Typical Seller Closing Costs Include:

- Real estate commissions (typically covering both buyer and seller agent fees)
- Transfer taxes and local recording fees
- Title insurance and settlement service fees
- Repair credits or concessions, if negotiated

On average, seller closing costs can total 8% to 10% of the sale price.

These costs are generally deducted from your proceeds at closing, so no upfront payment is required — but understanding the numbers ahead of time prevents unwelcome surprises.

Closing Day: Final Steps

When everything is ready, closing day arrives — the official transfer of ownership and the moment you officially sell your home.

What Happens at Closing:

- **Review and sign the final settlement statement** showing all financial details
- **Transfer legal ownership** through a signed deed
- **Hand over keys and property access** to the new owner (timing based on contract terms)
- **Receive your net proceeds** after paying off the existing mortgage, taxes, fees, and commissions

Pro Tip:

If possession doesn't transfer immediately (for example, if you negotiated a post-settlement occupancy agreement), clarify expectations clearly in writing.

Risks for FSBO Sellers

Many FSBO (For Sale By Owner) sellers believe the hardest part is finding a buyer — but the reality is **closing the deal properly** is where the real risk lies.

Common FSBO Closing Pitfalls:

- Failing to complete required disclosures
- Mishandling inspections and repair agreements
- Overlooking title defects or lien issues
- Misunderstanding settlement procedures
- Exposing yourself to post-sale legal claims

Without professional representation, **you could face costly lawsuits or financial losses even after you think the sale is complete.**

Why Most FSBO Sellers Fail — and How We Ensure You Don't

The hard truth about FSBO sales, according to the National Association of Realtors:

FSBO Facts:

- FSBO homes typically sell for **8-12% less** than agent-represented properties.
- Buyers actively target FSBOs expecting to negotiate significant discounts.
- Managing marketing, showings, inspections, negotiations, legal paperwork, and closing coordination requires full-time effort and professional expertise.

At Joe Johnbosco Team at LPT Realty:

- You **net more** at closing — even after paying commission.
- You **save time, avoid stress, and protect yourself legally**.
- You have a **full team relentlessly working to get you the best results**.

In short:

We don't just sell homes — we protect your interests from listing through closing, ensuring that you walk away with confidence, peace of mind, and maximum profit.

Ready to Sell Your Home?

Before you make any decisions, **let's have a conversation.**

At Joe Johnbosco Team at LPT Realty, we offer complimentary home valuation consultations, in-depth market analysis, and full-service selling strategies designed to make your sale easier, faster, and more profitable.

Discover what your home is truly worth — and how we can help you achieve the best possible results.

Connect with us today:

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