

September PLACE Newsletter

September 15, 2025

Happy September!

Here are the featured PLACE marketing examples that worked well in August.

Enclosed are your two (2) suggested video topics and one (1) lead generation campaign for both consumers and agent recruiting in October. Custom topics are available.

If you're not a client, your first video is free. We interview you "talk show" style for 10 minutes using Riverside.com on your phone/webcam. We do the heavy lifting after that.

Call my cell 402.515.5438 or email me frank@getvyral.com with questions.

- Frank

October 2025 Topics

Suggested topics only. Custom topics available.

Real Estate Agent

Video #1: Should You Stage Your Home Before Selling?

Video #2: Top Reasons Buyers Cancel a Home Sale

Lead Campaign: Free Home Value Estimate

Real Estate Recruiting

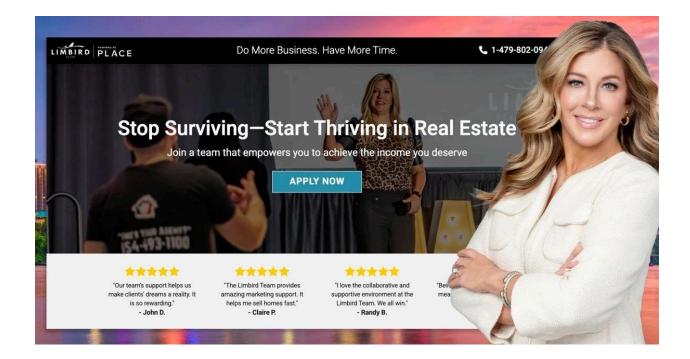
Video #1: Best Sources for Seller Leads in 2025

Video #2: When Do I Know It's Time to Hire My First Assistant?

Lead Campaign: Get My Buyer Presentation

See more at www.getvyral.com/topics

Featured New PLACE Client



We're thrilled to welcome back <u>Tara Limbird</u>, who first worked with us in 2015. Tara leads a team of 25 agents across three offices in Northwest Arkansas and Missouri. Her big focus right now? **Recruiting 10 experienced agents to grow her team.**

She came back to Vyral because she knows the value of a tight, consistent system. With everything on her plate, Tara wanted the accountability and leverage so she could focus on making the right hires and running the business. We're excited to help her stay top-of-mind and bring the best agents to her team.





PLACE

608-345-6594 | holtrealestateteam.com

How Soon Can I Sell My Home This Summer?



"How soon can I sell my home?" This is the most common question I get from home sellers. This summer, with buyers being more selective and interest rates still high, the answer isn't always clear. Today, I'll break down what's really happening in the summer market and what steps you can take to sell faster. From smart pricing to simple prep, I'll show you exactly how to position your home so it stands out and attracts serious buyers. Just click the link below to learn more.

Watch the Video

Looking To Sell a Home?



Get a free home value estimate and sign up for a free home report.

Search Homes for Sale



Browse all homes for sale on a map with photos, schools, prices, and more.

Home Value Estimate

Start Your Search

Call or text me at <u>608-345-6594</u> or reply to this email to get an expert answer to questions you may have.

If you were forwarded this email and would like to get my updates directly, click here to join my mailing list.



Why Buyers Are Finally in Control Again



Are you worried about overpaying or competing with multiple offers? It's frustrating to feel pressure when the numbers are tight and the terms aren't in your favor. Today, I'll explain why buyers are finally in control again and how today's conditions create room to negotiate. You'll see why move-in-ready homes still sell, how rising inventory and seller concessions give you options, and what changing rates could mean for timing. Learn more in my latest video.

Watch the Video

Looking to Sell Your Home?



Are you thinking about listing your home?
We can help you get an accurate home
valuation based on current
market trends.

Looking to Buy a Home?



Use our full MLS search with virtual tours, directions to listings, schools, and more all on an interactive map with detailed listing information.

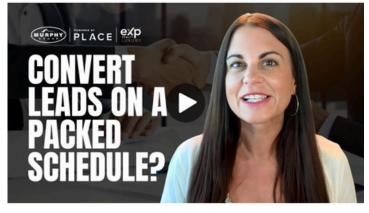
Home Value Report

Search All Homes

Call me at <u>443-472-4474</u> or reply to this email to get an expert answer to questions you may have.



Can You Still Convert Leads When Your Schedule Is Packed?



If you're feeling overwhelmed trying to keep up with follow-ups while juggling a packed schedule, you're definitely not alone. I've been there too, and I know exactly what can help. Today, I'm breaking down three simple, effective strategies to help you stay consistent with your follow-up, even when things feel chaotic. You'll learn how to quickly connect with leads using a solid opener, keep your messages short and focused, and follow up without overthinking it. If you're ready to stay sharp and keep your momentum strong this spring, check out my full video!

Watch the Video

Build Smarter, Grow Faster



Book a powerful strategy call to align your goals with real strategy and momentum.

Book a Strategy Call

Your Potential Has No Ceiling —Let's Prove it



Our agents close more transactions in their first year than the average agent. We'll put you on a plan for success.

Apply Now

Call or text me at NJ: <u>856-446-0601</u> or AZ: <u>480-944-0066</u> or reply to this email to get expert answers to questions you may have.

If you were forwarded this email and would like to get my updates directly, click here to join my mailing list.



June 2025 Arizona Housing Market: Key Trends for Buyers & Sellers



Every summer, we expect more listings, but this year's data stands out. Inventory in the Prescott area is the highest we've seen since 2015, while buyer activity hasn't caught up due to rates. We've been tracking these numbers closely, and today we'll share those insights to help our clients adjust their strategies. One thing we've observed is that homes are staying on the market longer, and sellers are competing more aggressively, all while buyers remain hesitant to enter the market. Check out my latest video for the full market update.

Watch My Video

Looking for a home in Prescott?



Use our full MLS search with virtual tours, directions to listings, schools, and more all on an interactive map with detailed listing information.

Search All Homes for Sale

Looking to Sell Your Home?



Are you thinking about listing your home? We can help you get an accurate home valuation based on current market trends.

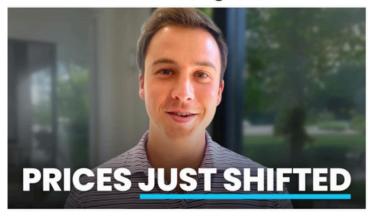
Get a Home Value Estimate



Call or text me at <u>928-710-7007</u> or reply to this email to get an expert answer to questions you may have.



What's Happening in The Triangle Real Estate Market Right Now?



Noticing a change in the Triangle housing market? You're right; homes are sitting a bit longer, and inventory's on the rise. But that doesn't spell trouble — it's giving buyers and sellers more room to think, plan, and negotiate. We'll share how today's slower pace is creating smarter opportunities, and what you should consider before making your next move. Check out the video to know more.

Watch the Video

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Why Now Is the Right Time to Buy a Home in Tracy, California



Homeownership is closer than you think. The market has finally shifted to favor buyers, giving you more homes to choose from, stronger negotiation power, and a real chance to build long-term wealth through real estate. If you've been waiting for the right moment, this is it. Even with rising rates, today's market offers opportunities we haven't seen in years. We're here to help you get started - just click the link below to watch the full video!

Watch the Video

Home Value Report



Join over 300,000 homeowners in finding your home's value.

How much is your home really worth?

Instant Cash Offer



Provide details about your home and get a no obligation cash offer.

Sell Your Home For More Money.

Call me at 209 834-2680 or reply to this email to get an expert answer to questions you may have



Can You Still Sell Your Home in Flagstaff With Inventory at an All-Time High?



If you're thinking about selling your home in Flagstaff this year, you might be in for a surprise. Inventory is up by 60% and not enough buyers are entering the market. But the good news is you can still sell your home even in today's tough market—you just need the right strategy. Today, I'll break down what's changed, what it means for your home's price, and how you can make your listing stand out. Here's a hint: It's not just about interest rates; it's about perception, timing, and staying competitive. If you want to learn more, just check out my video!

Watch My Video

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ask Sarita PLACE | KW SINGET |

Worried About High Rates? Here's How Assumable Loans Can Help Portland Homebuyers



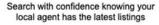
If you're thinking about buying or selling a home in Portland, today's high mortgage rates might have you rethinking your plans. Today, I'm going to share an option that could benefit both sides: assumable loans. This strategy lets buyers take over a seller's lower mortgage rate and gives sellers a competitive edge to attract stronger offers. To learn how it works and why it could be a win-win in 2025, check out this video.

Watch My Video

Search All Homes

Home Value Report







Get a home value estimate to see how much you could sell for in your area.

Home Search

Home Value

Call or text me at <u>503.522.0090</u> or reply to this email to get an expert answer to questions you may have



What's Happening in Fort Wayne's **Housing Market This Summer?**



Is the summer market in Fort Wayne cooling off or heating up? Some sellers are hesitating, worried they've missed the spring peak, while buyers are becoming more selective about price and value. Today, I'll walk you through what's really happening in Fort Wayne's summer 2025 housing market based on the latest data. You'll see how buyer demand, pricing trends, and inventory levels are shaping today's opportunities. Check out the full update to see what it means for your next move.

Watch Our Video

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Looking To Buy a Home?



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Search Homes for Sale

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Q2 2025 New Orleans Housing Market: Prices vs. Inventory



New Orleans home prices are climbing while inventory grows - how does that make sense? Buyers face more options yet higher costs, and sellers struggle with longer wait times. Today, I'll be doing a Q2 2025 Year in review where I reveal the hidden forces propping up prices, including stubborn sellers refusing to drop prices and cash buyers snatching up turnkey homes. Click the link below to hear more.

Watch My Video

Looking to Buy a Home?

Looking to Sell Your Home?



Start your home search with expert guidance and access to the latest listings

tailored to your needs.

understand your property's current market value and make informed decisions.

Get a detailed home valuation report to

More Choice in Mortgage Solutions

ENVOY PLACE

Our mortgage loan originators help you find the right mortgage for your unique

Get Pre-Approved or Refinance

Call or text me at (985) 789-8717 or reply to this email to get an expert answer to questions you may have.



Pricing Mistakes Clark County Sellers Make and How to Avoid Them



Your home's online visibility begins with its price. However, many sellers unknowingly make pricing mistakes that can reduce their home's exposure and potential profit. Today, I'll share two common pricing errors and offer practical advice to attract motivated buyers with strong offers. First, don't overprice your home, thinking you can just lower the price later. This can lead to chasing the market down. Instead, focus on getting the most eyes (and offers) on your home with a simple shift in strategy. If you want to hear more, just check out my video.

Watch the Video

Unmatched Home Selling Expertise

What is Your Home's True





Schedule a 1-on-1 strategy call to discuss what matters most to you.

Know what your home is worth in today's

Request a Call

Get Estimate

Need a Lender You Can Trust? Meet Dustin



Dustin Hutley is a dedicated mortgage professional who puts his clients first, making sure they feel valued throughout the homebuying journey. With years of experience and great rates, he tailors strategies to help improve their financial futures. Known for his honesty, Dustin offers clear communication and quick service, making the process easy and stress-free. Clients appreciate his genuine care and friendly approach, knowing he truly looks out for their best interests. Whether you're buying your first home or refinancing, you can rely on Dustin for expert help and support. Feel free to contact Dustin at [541) 282-4690 or dustin hutley@erroymortgage.com.

Learn More

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Voted one of the Top 5 Best Home Inspectors in Clark County, WA, by The Columbian in 2018, 2019, 2020, 2021, 2023, and 2024.

Request a Call Today

Call or text me at 360-800-1334 or reply to this email to get expert answers to questions you may have.

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What's Happening in the Housing Market This Summer 2025?



The summer 2025 housing market is full of mixed signals. In some cities, home prices are climbing fast, while others are seeing slowdowns or price drops. I'm sharing three current housing trends using up-to-date local market data to help you understand what's really happening in today's summer market, whether you're buying or selling.

Check out my latest video to learn more!

Watch the Video







The Hodgkins Homes Team of Hunt Real Estate Powered by PLACE

Info@Hodgkinshomes.com (315) 449-6697 www.HodgkinsHomes.com



Why Homes Aren't Selling Fast This Summer 2025



Is your home still sitting on the market? Buyers aren't ignoring it by accident; there's a reason they're passing it up. This video explains the top mistakes sellers are making in today's slower summer market. You'll see why pricing for current conditions and using strong visuals like video walkthroughs can get more buyers through the door.

Learn what's holding your listing back and how to fix it fast in the link below.

Watch Our Video

Looking to Buy a Home?

Looking to Sell Your Home?



Start your home search with expert guidance and access to the latest listings tailored to your needs.

Get a detailed home valuation report to know your property's current market value and make informed decisions.

Home Search

Home Value

Call or text us at <u>480-382-8093</u> or reply to this email to get an expert answer to any questions you may have.

If you were forwarded this email and would like to get my updates directly, click here to join my mailing list.







Katie Taylor and James Goodman

The Goodman Taylor Team Keller Williams Realty Sonoran Living 15210 S 50th St, Ste 130 Phoenix, AZ 85044

Office: 480-382-8093

Katie Taylor: 480-220-6364 | katie@thegoodmantaylorteam.com James Goodman: 480-612-5866 | james@thegoodmantaylorteam.com thegoodmantaylorteam.com



DON'T LET YOUR HOME SIT UNSOLD: PHOENIX HOUSING MARKET UPDATE & SELLER TIPS



Is your Phoenix home sitting on the market longer than you expected as summer heats up? Sellers are struggling as buyers gain the upper hand amidst high interest rates and cautious spending. Today, we reveal the shifts in the Phoenix housing market, offering key insights on home prices and inventory. This information will help you price smartly and navigate the current buyer-centric landscape, ensuring your home doesn't become another summer statistic.

Check out our latest video for the full housing market update.

WATCH NOW



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Read Our Blog

Call or text us at <u>336-559-6344</u> or reply to this email to get an expert answer to questions you may have.



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Check out my latest blog to learn more!

Read My Blog

Schedule a Strategy Call

Book a free 1-on-1 strategy session to discuss selling in today's market.

Book a Call

Free Home Value Estimate



Get a personalized home valuation directly from an experienced agent.

Get Estimate

Call or text me at <u>239-444-6100</u> or reply to this email to get expert answers to questions you may have.



Pre-qualify now and be prepared before rates drop

Click here to start a free loan application

Are you considering buying a home or refinancing your current mortgage?

I'm offering a free mortgage rate quote to help you understand your best loan options and see how low your payments could be, so you're ready to act if market conditions shift this fall.

While most forecasts suggest mortgage rates will remain in the mid-6% range for the rest of 2025, some experts anticipate a gradual decline by year's end. If that happens, competition could increase quickly. **Getting pre-qualified now gives you a head start** if rates do fall.

It's quick and easy; just provide some details, and I'll get back to you with real rate comparisons from our trusted lender network. Don't worry—this has no impact on your credit.

Click here to start a free loan application

I'll also walk you through all your loan options and help you avoid the extra fees lenders don't always mention. Once you apply, I'll take a close look and send back personalized recommendations that make the most sense for your situation.

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Best,

Joshua Holt





608-345-6594 | holtrealestateteam.com

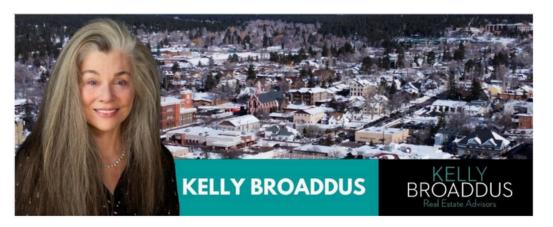
Get Pre-Qualified Now

See how low your payments could be

Fill out the information below to schedule a free personalized rate quote with no fees or credit impact. Whether you're buying, refinancing, or exploring options, I'll help you see how low your payment could be and find the best terms available.

Submit

Upon your submission, you agree to our Privacy Policy and that we may contact you.



I'll notify you when your dream home is for sale in Arizona

Just reply to this email and tell me what you're looking for.

Even with rates still high and inventory tight, I'm seeing more sellers test the waters this summer, hoping the right buyer will come along before they list publicly.

Many of these homes aren't on the MLS yet. Through my local network, I often hear about "coming soon" listings or quiet sellers open to offers, but only if it's the right fit.

If you're even thinking about buying, now's the time to tell me what you want. I'll keep an eye out and let you know if something hits the market that matches your criteria.

If you're thinking about buying a new home, please reply to this email and let me know.

Just reply with a quick description of your ideal home:

- · Neighborhood or part of town
- · Price range
- · Beds, baths, square footage
- · Must-have features (yard, garage, open kitchen, etc.)
- · Ideal move-in date

I'll create a private search file for you and personally keep you updated. You might even get a shot at a deal before it ever goes live.

If you have questions about the market, I'm happy to share everything I know to help you make a smart move.

Just reply to this email—it goes straight to me.

Looking forward to hearing from you,

Kelly Broaddus



I'll notify you when your dream home is for sale

Just reply to this email and tell me what you're looking for.

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If you have questions about the market, remember to Ask Sarita! I'm happy to share everything I know to help you make a smart move.

Just reply to this email—it goes straight to me.

Sincerely,

Sarita Dua





I'll notify you when your dream home is for sale in Southwest Florida

Just reply to this email and tell me what you're looking for.

Even with rates still high and inventory rising here in SW Florida (up over 30% compared to last year), I'm seeing more sellers quietly test the waters this summer—especially in those popular pockets where demand is still strong.

Many of these homes aren't listed on the MLS yet. Through my local network, I often hear about "coming soon" properties or sellers open to the right offer before going public.

If you're even thinking about buying, now's the time to tell me what you're looking for. I'll keep an eye out and let you know if something hits the market that matches your criteria.

Just reply to this email with a quick description of your ideal home:

- · Neighborhood or part of town
- Price range
- · Beds, baths, square footage
- Must-have features (yard, garage, open kitchen, etc.)
- · Ideal move-in date

I'll create a private search file for you and personally keep you updated—you could even get a shot at a deal before it's widely advertised.

And if you have questions about the market, I'm happy to share what I'm seeing to help you make a smart move.

Just reply to this email—it comes straight to me.

Looking forward to hearing from you,

Cory Lauer



We'll notify you when your dream home is for sale

Just reply to this email and tell us what you're looking for.

Even with rates still high and inventory tight, we're seeing more sellers test the waters this summer, hoping the right buyer will come along before they list publicly.

Many of these homes aren't on the MLS yet. Through our local network, we often hear about "coming soon" listings or quiet sellers open to offers, but only if it's the right fit.

If you're even thinking about buying, now's the time to tell us what you want. We'll keep an eye out and let you know if something hits the market that matches your criteria.

If you're thinking about buying a new home, please reply to this email and let us know.

Just reply with a quick description of your ideal home:

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Just reply to this email—it goes straight to us.

Looking forward to hearing from you,

Cynthia Quarantello Realty Group



Pre-qualify now and be prepared before rates drop

Click here to start a free loan application

Are you considering buying a home or refinancing your current mortgage?

We're offering a **free mortgage rate quote** to help you understand your best loan options and see how low your payments could be, so you're ready to act if market conditions shift this fall.

While most forecasts suggest mortgage rates will remain in the mid-6% range for the rest of 2025, some experts anticipate a gradual decline by year's end. If that happens, competition could increase quickly. **Getting pre-qualified now gives you a head start if rates do fall.**

It's quick and easy; just provide some details, and we'll get back to you with real rate comparisons from our trusted lender network. Don't worry—this has no impact on your credit.

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We'll also walk you through all your loan options and help you avoid the extra fees lenders don't always mention. Once you apply, we'll take a close look and send back personalized recommendations that make the most sense for your situation.

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Best.

Anthony REALTORS



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Email*	
social@getvyral.com	(a)
First Name*	

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Best,

Eva Cedillo

Eva Cedillo
HBR Team | DRE 01297605
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sellwithronandeva.com



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social@getvyral.com

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Best.

Katie Taylor and James Goodman



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Email*	
social@getvyral.com	
First Name*	

Submit

Upon your submission, you agree to our Privacy Policy and that we may contact you.



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Looking forward to hearing from you,

Nick Waldner

Nick Waldner

Waldner Winters Team | Keller Williams Realty Centre | PLACE 9250 Rumsey Road #100, Columbia, MD 21045 US

Office: 410-505-8268 Broker: 410-312-0000 findmarylandhomelistings.com



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It's quick and easy; just provide some details, and we'll get back to you with real rate comparisons from our trusted lender network. Don't worry—this has no impact on your credit.

Click here to start a free loan application

We'll also walk you through all your loan options and help you avoid the extra fees lenders don't always mention. Once you apply, we'll take a close look and send back personalized recommendations that make the most sense for your situation.

If you have any questions, just reply to this email or call us at (907) 240-2804.

Best,

Dar Walden



Get Pre-Qualified Now

See how low your payments could be

Fill out the information below to schedule a free personalized rate quote with no fees or credit impact. Whether you're buying, refinancing, or exploring options, we'll help you see how low your payment could be and find the best terms available.

Email*
social@getvyral.com

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You're invited to our First-Time Homebuyer Workshop

Learn how to buy your first home without the stress

Reserve a seat at our First-Time Homebuyer Workshop

Dear Real Estate Colleagues,

Let us ask you something personal. Have you ever thought about buying a home, only to quickly convince yourself that it wasn't possible?

You might find yourself thinking, "It's too expensive," or "It's too complicated," or "There are just too many unknowns."

We hear these concerns from first-time buyers all the time. However, the truth is that often, most people don't move forward simply because they don't have the right information.

That's exactly what we're fixing.

We are excited to invite you to a relaxed, no-pressure First-Time Homebuyer Workshop this Tuesday, July 22, at 6:00 p.m., right here in Greensboro.

We're cutting through the noise and giving you the facts:

- · How to qualify for low or zero-down programs
- · What lenders actually look for
- · Common mistakes first-time buyers make and how to sidestep them
- · A simple, step-by-step game plan to get started

Even if you're months or even years away from buying, this is the room you want to be in. We're going to walk you through what it really takes to buy a home in North Carolina.

Spots are limited, so reserve yours here: First-Time Homebuyer Workshop



You don't need perfect credit. You don't need a huge down payment. You just need the right starting point and someone who's walked this road before.

If you have any questions or would like to chat, please don't hesitate to reach out. We're here to help!

Hope to see you there,

Elite Realty Group

eliterealtygroup.triad@gmail.com



You're Invited to Our Free First-Time Home Buyers Class

Understand how to buy your first home without the confusion.

Dear Real Estate Colleagues,

Buying a home is a big deal, but getting started shouldn't feel impossible. Most people healtate because they're overwhelmed by what they think the process involves.

That's why we're hosting a free First-Time Home Buyers Class on July 30, 2025, at 6:00 p.m. here in Vancouver at the Evergreen Real Estate Partners office.

Click here to save a seat



What will you learn? This free event is built for people who are just starting to explore the idea of homeownership. Gain knowledge from experienced real estate professionals and mortgage expert <u>David Hutley</u> from <u>Envoy Mortgage</u>, and learn the basics, including

- Full step-by-step overview of the buying process
 Info on low or zero-down options for first-time buyers
 What you really need for credit and income
 Common first-time buyer mistakes and how to avoid them.

Whether you're hoping to buy this year or want to learn about the process, this class is a great place to start.

Event Details

Date: Tuesday, July 30, 2025
Time: 6:00 p.m. to 7:00 p.m.
Where: Evergreen Real Estate Partners, 7600 NE 41st St, Suite 210, Vancouver, WA 90602
Registration link: First-Time Home Suyers Class

There's no pressure. No sales pitch. Just straightforward answers in a relaxed setting. If you have any questions, call us at $(360)\,660-1166$ or reply to this email.

We'd love to see you there.

Sincerely, Jacqueline Smith On behalf of the Evergreen Real Estate Partners

Need a Lender You Can Trust? Meet Dustin



Dustin Hurley is a dedicated mortgage professional who puts his clients first, making sure they feel valued throughout the homebuying journey. With years of experience and great rates, he tailors strategies to help improve their financial futures. Known for his honesty, Dustin offers clear communication and quick service, making the process easy and shess-free. Clients appreciate his genuine care and friendly approach, knowing he truly looks out for their best interests. Whether you're buying your first home or refinancing, you can rely on Dustin for expert help and support. Feel free to contact Dustin at (541) 282-4690 or dustin hutley/Renoymericage.com.



Voted one of the Top 5 Best Home Inspectors in Clark County, WA, by The Coin 2018, 2019, 2020, 2021, 2023, and 2024.

Request a Call Today

Call or text me at 360-800-1334 or reply to this email to get expert answers to questions you may have.