



She's the Real Estate Professional Behind The Real Deal

REAL ESTATE EXPERT EVI COGHLAN brings industry insight to consumers, fellow professionals and interested investors in her monthly real estate column "The Real Deal." As the source behind this *Westport News* feature, Evi calls on her marketing credentials, her extensive technological savvy and her passionate sense of community. These very same qualities drive her success as one of the area's leading real estate agents.

AN ACCOMPLISHED MARKETING SPECIALIST, Evi's business savvy is incomparable. She handles every real estate transaction with her clients' best interests in mind. That's because she understands that buying or selling a home can be the most important investment you make – for yourself and your family.

FOR SUCCESS IN YOUR NEXT REAL ESTATE VENTURE, go straight to the source. Evi Coghlan is *The Real Deal in Real Estate*.

The Real Deal in Real Estate

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Go Straight to the Source

Evi Coghlan – real estate professional and author of *The Westport News* column "The Real Deal" – is offering her most insightful articles, free! Find them today at www.evicoghlan.com.

Don't consider making a move without the benefit of Evi's informative real estate reports. Her columns have proven vital time and time again, serving buyers and sellers with strategies that are well founded, well timed and well respected.

Visit www.evicoghlan.com or contact Evi directly now for her most popular titles, including:

- How to Choose an Agent
- Effective Home Marketing: What It Takes
- The Art and Science of Pricing Your Home
- The Perils of Overpricing
- The FSBO Experience
- Why Your House Didn't Sell
- Buyer Agreements 101
- Intro to Wetlands
- Why Nosy Neighbors are Welcome at Open Houses
- Anatomy of a Teardown
- Surviving the Inspection

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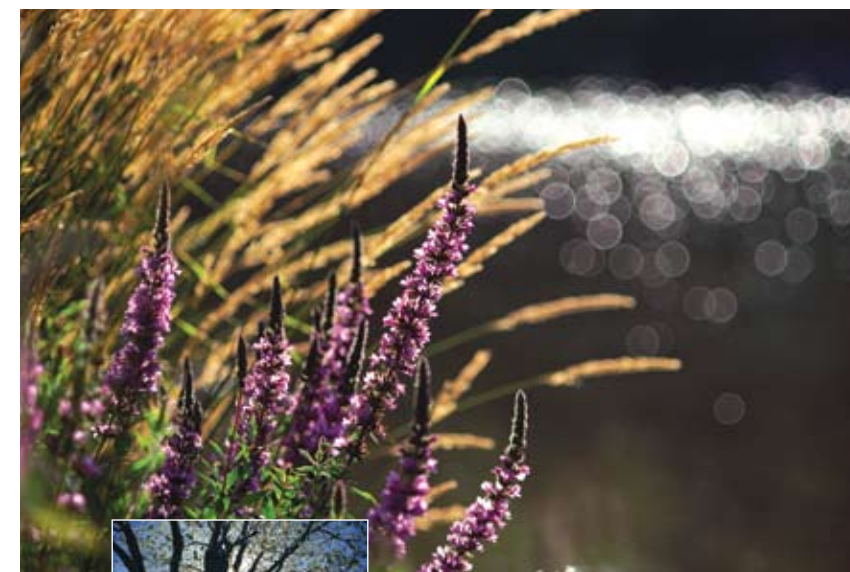
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Real.

The Real Deal in Real Estate

EviCoghlan

From the insightful real estate column she writes for The Westport News to the day-to-day guidance she gives her seller and buyer clients, more and more area residents are going right to the source - Evi Coghlan. She's The Real Deal in Westport/Weston/Fairfield area real estate.

When You're Looking for The Real Deal, Go Straight to the Source

A PHILOSOPHY. A MOTTO. A WAY OF LIFE. "The Real Deal" is a credo Evi Coghlan carries through every aspect of



As the source behind "The Real Deal," Evi has a wealth of valuable expert insights to share with her clients. Buyers and sellers alike benefit from her friendly demeanor and professional knowledge.

her life. As a businesswoman, it means she has credentials, extensive experience and keen insights. As a family member and friend, it means her care and dedication are unwavering. As a member of her community, it means she gives of herself to help others. No matter what the role she's serving, being "The Real Deal" means that with Evi, family, friends, clients and neighbors know they are getting quality attention and care.

EVI GRADUATED FROM Rutgers University with a degree in American Studies and Communications. With her trademark drive and zeal, she joined a Madison Avenue ad agency just four

days after graduation. After a successful career in advertising, Evi branched out into other marketing disciplines including strategic planning, strategy consulting, direct/database marketing and custom publishing. Throughout her 25 years in marketing, she developed successful programs for some of the country's most demanding clients – Fortune 100 companies including Procter & Gamble, Kraft General Foods, Bristol Myers Squibb, Clairol and Citicorp. Evi has proven time and again that when it comes to marketing strategy, she consistently creates Real Success.

IN THE MARKETING WORLD, clients considered Evi an expert to whom they could turn for real answers and advice. The same is true in her real estate career. People seek her counsel and expertise every day. In fact, Evi shares her knowledge in a real estate column she writes that appears regularly in *The Westport News*. The column, aptly called "The Real Deal," is a valuable source of insight and real estate acumen. This well-respected column is just one of the ways Evi helps area residents deal confidently with one of life's biggest investments.

WHEN SHE'S NOT CRAFTING WINNING STRATEGIES for her real estate clients, Evi enjoys time with friends and

Evi Coghlan

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• e-PRO®

- Seniors Real Estate Specialist®
- Accredited Staging Professional™

family. She loves to bring people together. Whether she's cooking a gourmet meal for a gathering of close friends or creating a poolside feast for a yardful of guests, Evi uses her culinary talents to gather people together and share the warmth of her home. For Evi, it doesn't get more real than that.

BRINGING PEOPLE TOGETHER is also at the heart of her success as one of the area's leading real estate professionals. With her friendly nature, her extensive education, her impressive business background and her tenacious drive, it's no surprise that Evi is bringing buyers and sellers together and putting together win/win transactions. Drawing from a successful first career in the corporate world, Evi crafts effective plans that get homes sold fast and for top dollar. You simply won't find a professional with more marketing clout and expertise than Evi. That's a Real Advantage for you.



Evi's special expertise in market analysis and contract negotiation is a real advantage for you.

AND FOR HER BUYERS, Evi's knowledge of the local community and its diverse and unique neighborhoods helps her match buyers to the perfect home for their lifestyles. Evi applies her well-honed negotiating skills to ensure that her clients get the right home for the right price. For all her clients, Evi always strives to raise the bar and take real estate to the next level.

ANYONE WHO PICKS UP *The Westport News* can read Evi's column "The Real Deal." But home buyers and sellers can go right to the source. Whatever your real estate needs in Westport, Weston, Fairfield and the surrounding communities, Evi will be the source behind your real estate success. She is *The Real Deal in Real Estate*. Call Evi Coghlan today and discover the Real Difference.

The Real Deal in Real Estate

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