

Bob Latigona
Real Estate Broker



Bob Latigona is a Broker Associate and South Jersey Regional Trainer with Century 21 Alliance. With decades of experience advising homeowners, Bob is known for disciplined pricing strategy, strong negotiation, and clear communication. His focus is simple: position your home to attract the best offers, protect your timeline, and maximize your net proceeds.

Strategy-led guidance
Clear communication
Strong outcomes

CONTACT

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PROFESSIONAL SELLER SERVICES

Strategic Pricing & Market Positioning

- Market analysis, comp selection, pricing narrative, and launch timing strategy

Pre-List Equity & ROI Planning

- What to fix, what to skip, and how to spend only where it pays you back

Home Preparation & Presentation Plan

- Staging guidance, curb appeal priorities, photography prep, and showing readiness

Marketing & Exposure Strategy

- Professional presentation, listing messaging, online visibility, and agent-to-agent promotion

Offer Analysis & Terms Optimization

- Side-by-side comparison of offers, net sheet review, and risk/strength scoring

Negotiation & Concession Strategy

- Inspection requests, credits vs repairs, closing costs, and keeping leverage

Contract-to-Close Oversight

- Deadlines, documentation, communication cadence, and transaction management

Appraisal & Inspection Risk Management

- Strategy to reduce surprises and keep the deal on track when issues arise

SELLER ADVISORY & MARKET POSITIONING

Selling a home isn't about putting a sign in the yard—it's about positioning your property to attract the strongest offers, cleanest terms, and highest net proceeds. I guide you through pricing, presentation, negotiation, and contract-to-close strategy so you stay protected and in control from day one.

What you can expect:

- A pricing strategy designed to create urgency and competition
- A preparation plan that focuses on high-ROI improvements
- Marketing that highlights what buyers value most (and why)
- Offer evaluation that prioritizes certainty, timing, and net—not just price
- Calm, proactive communication and strong problem-solving through closing

CENTURY 21[®] Alliance

Century 21 is one of the most recognized names in real estate, and that brand strength matters when you're selling a home. It signals credibility, professionalism, and reach—the kind of instant trust that gets buyers (and buyer agents) to pay attention quickly. Behind the name is a deep network of professionals, strong relocation and referral connectivity, and modern marketing systems designed to drive exposure across the channels where serious buyers are actually looking. Just as important, Century 21's culture emphasizes training, accountability, and consistent execution, which means your listing isn't just "put online"—it's positioned with a plan, supported by resources, and promoted with the weight of a brand buyers already respect.