

## Fred Pollard is Simplifying Your Real Estate Experience

**F**red Pollard is a man who enjoys the simple things in life. Whether it's a breathtaking sunrise over the Shenandoah Valley, a goal scored by one of his sons in a soccer game or a smile on the face of one of his real estate clients at the end of their home purchase or sale, he truly believes these little moments should be cherished.

As one of the Shenandoah Valley's premier real estate professionals, Fred has built his reputation on being there for his clients every step of the way and handling all the little details to create a smooth, successful experience for everyone involved. He knows you have enough on your plate during a home purchase or sale. That is why he uses his vast expertise and strong business savvy to guide you throughout the process and take any and all worries out of your busy hands.

If you are buying or selling a home in Winchester or the surrounding Shenandoah Valley communities, Fred Pollard is *Simplifying Your Real Estate Experience*. Call him today!

**Fred Pollard**

Simplifying Your Real Estate Experience



Simplifying Your Real Estate Experience

**Fred Pollard and Long & Foster, REALTORS.®**  
A Powerful Advantage in Today's Market.

Fred Pollard and Long & Foster®—America's largest and most respected, privately owned homeownership company—combine to offer you the finest real estate service. To learn more about this powerful advantage, call Fred and be sure to request a copy of his free report, *The Last 10 Homes Sold In Your Neighborhood (And Their Selling Prices)*.

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It's All About  
The Simple Things in Life

# For Fred Pollard, It's the Simpler Pleasures of Life in the Shenandoah Valley that Truly Make it Great.

Ask any avid jogger and they'll tell you there's nothing complicated about the act of running itself. The trick is staying disciplined—running often and continually adding distance to boost endurance. Fred Pollard learned all about it when he took up running to get in better shape. It was hard to stay focused at first, but the process was gradual. Once it truly became part of his routine it got easier and easier. Pretty soon, he was able to run in his first 10K and felt an incredible sense of achievement.

## Reaching His Goals

Now, running isn't anything that defines Fred, but this story is a great example of how he has the unique ability to break things down into simple, achievable goals and continually grow with each new accomplishment. It's fitting, because Fred truly is the type of guy who enjoys the simple things in life, whether he's sitting on his front porch and gazing out upon the natural beauty of the Shenandoah Valley, going bowling, watching a drive-in movie with his two sons, Will and Sam, or spending a day in historic downtown Winchester.

Fred certainly applied his "simplify" philosophy in his years as a youth pastor, social worker and masters level therapist. He worked a lot with youth and thrived on the opportunity to serve as a moral compass for troubled teens. Fred was able to help them break down their problems to find simpler solutions and reach small personal goals one step at a time. Eventually, those accomplishments would add up and he'd be able to make a real difference in the lives he touched.



**"They say that it's the little things that make the biggest difference in life. For me, I enjoy keeping things simple. And when it comes to my real estate career, I don't want my clients to have a complicated, difficult experience. I handle all the details and provide the guidance they need to succeed."**

**—Fred Pollard**

## Guiding the Way

As a leading real estate professional, Fred knows how to simplify the experience for the buyers and sellers he works with every day. With his positive personality, dry wit and unique leadership style, he is always there for his clients with encouragement and expert advice. "I know what it takes to create successful results," Fred says. "That's why I truly see my role as being more of a real estate 'counselor,' helping people define their goals and make the right investment decisions."

With Fred as your real estate guide, integrity is key. He takes the time to understand your unique real estate needs and then uses his knowledge and expertise to help you achieve your goals. You know from the moment you meet him that you can count on him to be at your side, making sure every facet of the transaction is taken care of for a smooth and successful moving experience.

## Simplifying Your Experience

When it comes time to buy or sell your next home in the Shenandoah Valley, turn to Fred Pollard. He's *Simplifying Your Real Estate Experience*, so call him today and make your move a complete success.



*Whether he's running or working with clients, Fred brings a disciplined approach to create successful results.*