

SELLING YOUR HOME

WITH THE JONES COLLECTIVE

PRESENTED BY,
ANDRE JONES
REALTOR®



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TABLE OF CONTENTS

- 01 MEET YOUR AGENT
- 02 OUR COMMITMENT
- 03 PRE-LISTING PERIOD
- 04 MARKETING YOUR HOME
- 05 SHOWING YOUR HOME
- 06 SELLER CHECKLIST
- 07 OFFER & NEGOTIATION
- 08 CLOSING DAY
- 09 COMPENSATION



01 MEET YOUR AGENT

STAGE ONE : MEET YOUR AGENT



MEET YOUR AGENT

A N D R E J O N E S

"As Managing Broker, Founder, and Owner of *THE JONES COLLECTIVE*, I'm dedicated to helping you turn your real estate dreams into reality. With over 15 years in the industry, I understand that real estate transactions are not just about buying and selling properties; they're about building futures and making memories. My team and I are committed to providing you with expert guidance, unwavering support, and a personalized approach that matches your unique goals."



MEET YOUR TEAM

S H E L B I E B U R N D T

A transaction coordinator in real estate is a professional who helps manage the various administrative tasks and paperwork involved in a real estate transaction. Their primary role is to facilitate a smooth and organized process from the time a property goes under contract until the closing. Shelby is our paperwork killer who keeps transactions in check and up to date. She comes into play once we have accepted an offer and handles all forms and documents to ensure we are inside of our proper deadlines.



02 OUR COMMITMENT

STAGE TWO :
OUR COMMITMENT



OUR COMMITMENT

————→ HONESTY

We are committed to telling the **TRUTH**- Not just what you want to hear.

————→ INTEGRITY

Although you **CAN** take our word for it - You shouldn't have to which is why we are committed to supporting our statements with data and facts.

————→ TRUST

You can count on us to be transparent & advocates for your **BEST** interests always.



WORRY FREE LISTING GUARANTEE

Flexible Commission Plan

Only pay for the service level you need!

Pay No Commission

Find your buyer yourself and you don't need to pay us our commission!

Marketing Gurantee

You won't find an agent who does more or spends more marketing your home!

Quick Cash Offer

If our strategy doesn't sell your home in 90 days, I'll get you an Express Cash Offer!



03 MARKETING YOUR HOME



STAGE THREE : MARKETING YOUR HOME

MARKETING YOUR HOME

VIRTUAL OR TOUCH UP HOME STAGING

Virtual staging for vacant homes or touch up staging for occupied homes - We add the 'lipstick' before your home hits the runway. Why is this important? Buyers fall in love with the photos first - We want the images to help them make an emotional connection with the home

PROFESSIONAL PHOTOGRAPHY

Up to 36 professional photos + virtual tour, perfect for print and online marketing to make your property show at it's very best. Additional options for drone photography, Interactive Floor Plan and 3D Tour. Our professional photographs make your listing shine and in a sea of homes for sale we ensure you stand out!

Fun Fact: A well photographed home sells for 6-10% more than the competition.

SMART MARKETING CAMPAIGN

DSmart online marketing campaigns target your perfect buyer and keep an Ad for your home in front of them throughout their web browsing activities. This method replaces costly and less efficient newspaper advertising. Our economies of scale with this global real estate company keep our Ad Costs down and yo



SHOWINGS MADE SIMPLE

Convenient Showing request via confirmations tool via the Showing Time App as well as automatic real time feedback collection post showing so you don't have to wait to hear what the buyer thought of your home

LEADING REAL ESTATE COMPANIES OF THE WORLD & LUXURY PORTFOLIO INTERNATIONAL

Through our Membership in leading Real Estate Companies of the World - Your listing will be pushed out to every major property search engine in the World and translated into 52 Languages including Juwai.com the main property search portal in China.

COMPLETE PRINT MARKETING

Full color flyer with all of your homes' features listed as well as 'Silent Talkers' which are small signs placed throughout your home to elevate the buyers perception of the value of your home during their showing.





YOUR HOME WILL BE FOUND EVERYWHERE!



- exprealty.com
- realtor.com
- zillow.com
- redfin.com
- google.com
- facebook.com
- instagram.com
- homefinder.com
- trulia.com
- bing.com
- thejonescollective.com



04 PRE- LISTING PERIOD



PRE-LISTING PERIOD

MARKET REVIEW & PROACTIVE PRICING

The most skilled agents can help you interpret the market data including how the forces of supply and demand should impact your marketing and pricing strategy. We are also able to generate a live pitch sheet to show you exactly how many buyers are in the market for a home like yours.

HOME PREPERATION CONCIERGE

We know that moving is expensive. If upfront cash is a barrier to getting your home ready for the market, we can help with that. No home Seller should lose equity over lack of liquidity. Simply ask for more information on our listing preparation concierge service.

CAREFUL LISTING INPUT

The importance of inputting details about your home, the schools and neighborhood is too often overlooked by inexperienced, lazy or discount agents and tragically can cost Sellers tens of thousands of dollars!



PRE- INSPECTION

SELLER PROCURED INSPECTION

Doing a pre-Inspection can not only help you get ahead of pricing any potential repairs the buyer may ask for, but it also arms you with an independent third party opinion of the condition of your home and can help prevent you from losing valuable time off the market while the buyer does their own inspections.

Homes with pre-inspections completed are more likely to receive an offer with the inspection contingency waived. A licensed home inspector conducts a comprehensive examination of the property, including its structural components, systems (such as electrical, plumbing, and HVAC), and overall condition.

The inspector provides a detailed report outlining any issues or concerns discovered during the inspection. Based on the inspection report, you can decide whether to make repairs or disclose the issues to potential buyers.



05 SHOWING YOUR HOME



HOW AGENTS SHOW YOUR HOME

STEP 1:
SHOWING IS
REQUESTED VIA
SHOWING TIME
APP

STEP 2:
YOU APPROVE/
DISAPPROVE or
RESCHEDULE

STEP 3:
PREPARE FOR
THE
SHOWING

STEP 4:
REVIEW
FEEDBACK
OR OFFER!



COMMON SHOWING MISTAKES:

Not accommodating showings: Sure, showings can be a pain to prepare for, and they can be scheduled last minute, but it's in your best interest to be flexible with your potential buyer's schedule whenever possible. They're usually looking at multiple homes in a day, and they may not circle back to see your home again if it's not available when they ask to see it.

Attending your own showing: It is very difficult for buyers to relax and imagine themselves in the space with the seller looking over their shoulder. We want the buyers to feel comfortable so please let them ask their questions via the agents and give them privacy during showings.

Taking feedback personally: It can be hard to hear criticism about your home, but it can be helpful. For example, if you find out a buyer said the carpets looked dirty, you can clean them before the next showing.

Not removing pets. We are cat & dog lovers too BUT we know that there are some people and some cultures that will have a less favorable view of your home with pets in it.



CHALLENGE

48 Hours before we hit the market we will review the competition and choose the listing price that makes sense for the market conditions and your timeline. We will also discuss the average days on market at this time. Why? Because markets are competitive and buyers may use higher than average days on market as an opportunity to low ball us.



SOLUTION

We will know within a few days how the buyers are responding to our price or presentation. You will have real time access to feedback via the Showing Time App.

If we are not keeping pace with the competition - its likely an issue of price.

**NO
SHOWINGS?**

**It's likely that the home is
8-10% Over Priced**

**SHOWINGS BUT NO
OFFERS?**

**It's likely that the home is
4-6% Over Priced**



06 SELLER CHECK- LIST



LAST-MINUTE SHOWING CHECK- LIST

- ☐ Secure valuables (tech devices such as laptops, tablets, phones), bills, spare keys to the house and prescription drugs.
- ☐ Have all counter tops cleaned off. Remove countertop appliances such as toasters or coffee makers.
- ☐ Hide signs of pets; feeding bowls, litter boxes, dog beds, etc.
- ☐ Declutter / put away everyday items: dishes, mail, shoes, coats, kids' toys, sporting equipment, etc.
- ☐ Take 15 minutes and organize / purge your fridge - because a buyer WILL look! Take out all trash and recycling.
- ☐ Make sure the thermostat is set appropriately for the weather and make the home comfortable for showings.
- ☐ Turn on all of the lights, open curtains.
- ☐ Do a thorough cleaning - even if you have to hire a cleaning service
- ☐ Less is more. Remove excess furniture if possible.
- ☐ Walkways to and from the home should be clean and clear.
- ☐ Improve curb appeal: Mow the lawn and trim back overgrown shrubbery
- ☐ Make the bathrooms shine: Toilet seats down, clean mirrors and other glass surfaces.
- ☐ Do a final dusting, sweeping and vacuuming just before the open house or showing.



07 OFFER ACCEPTED



HOW WE NEGOTIATE

STEP 1 -

We fully complete all disclosures

STEP 2 -

We complete the Seller
Procured Pre-inspection

STEP 3 -

We investigate the cost of
any potential repairs the
buyer may ask for

STEP 4 -

We do any other State
required inspections (Septic, Water
etc. to avoid surprises)



OFFER RECEIVED

STEP 1 -

I will notify the other agent that the offer has been received and begin due diligence

STEP 2 -

I will contact every other Agent & Buyer that have been through your property to let them know an offer has been received

STEP 3 -

I will review the contract for accuracy, call the lender to vet the buyer, vet the agent and the lender too to prevent surprises

STEP 4 -

I will review the loan time and its compatibility with your home and goals

STEP 5 -

If no other buyers come forward, we present the offer to you, advise you on what is normal or typical and what isn't, notify you of any risks and let you know what to expect regarding timelines



OFFER ACCEPTED

LET'S GO! CONGRATULATIONS!

It is likely that you will have to open your home 2-3 more times. These appointments will be booked 1-3 days in advance. It's best if you can step out and remove children and pets during these times. The appraisal will take approximately 20-30 mins while a home inspection can take up to 2-3 Hrs.

DON'T FORGET!

If you haven't already installed earthquake straps on your hot water tank or CO detectors on each level of your home (preferably between the kitchen or other heat source and the bedrooms) you should do so now. Don't hesitate to ask us for the name(s) of our favorite handy people!

SO - WHEN DO WE GET THE BALL ROLLING?

There is typically a final sigh of relief once the appraisal comes back on value - This usually happens within 10 days of mutual acceptance. You will receive weekly updates on how the buyers loan is progressing. It is time to start booking moving trucks and making plans for your onwards move!



08 CLOSING DAY



CLOSING DAY

2-3 DAYS PRIOR TO CLOSING

Your Escrow officer will contact you to make arrangements for signing the final documents with a notary. You can do this at your home or work place. If you are buying with a spouse or partner, you can sign together or separately.

ON CLOSING DAY

Escrow waits to receive the buyer's down payment and lender funds. When those come in they 'Release the file to record' which means they physically send the file to the County to be recorded out of the Sellers name and into the Buyers name.

FINAL WALKTHROUGH

The Buyers have a contractual right to do a final walk of the home within 24 hours of closing to check the property's condition. This final inspection takes about an hour. They will make sure any repair work that you agreed to make has been done. Don't stress too much about the condition your home is in at this time - They know you are moving. As long as the home is in generally the same physical condition as it was when they agreed to buy it - all is well. If there have been defects or breakages - these need to be disclosed and repaired.



09 COMPENSATION

COMPENSATION

STAGE NINE :



COMPENSATION

SILVER MARKETING PACKAGE Listing Commission 2.5%

- Load the Home on the MLS
- Yard sign & Flyer
- Showing Time Showing Tool & Feedback
- Weekly Activity
- Online Syndication to real estate portals
- Professional Photography with DSLR Camera and wide angle lens
- Photo editing of grass, skies, fireplaces etc.
- Shoe Covers, Bootie Box and hand sanitizer
(Average Agent Marketing)

GOLD MARKETING PACKAGE Listing Commission 3%

- Everything from Silver Marketing Package PLUS:
- Targeted Online Marketing Campaign
- At the Street Neighborhood Information (Text for Info Sign Rider)
- Last call for Offers notification service
- Weekly Online Marketing Report
- Weekly Personalized Strategy call
- Facebook/Instagram video tour

PLATINUM MARKETING PACKAGE Listing Commission 4%

- Everything from Silver & Gold Marketing Package PLUS:
- Video of Listing Photos for Optimal Online Ad Performance
- Drone Photos and 3D Tour
- Full Digital or Physical Staging for first 30 Days
- Weekly Online Property Boost (\$\$\$)
- Featured listing on Realtor.com
- Targeted Direct Mail Campaign to all renters
- Tailored marketing blast to top 20% agents in surrounding counties



LET'S GET MOVING!

WE LOOK FORWARD TO WORKING WITH YOU

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