

PLATINUM MARKETING PLAN



YOST REALTY GROUP AT
RE/MAX CASA GRANDE

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AS A SELLER, YOUR GOALS ARE...

We take the sale of your property very seriously. We care about our community and our clients—this is where we live, work, and play! And so, in selling your home, we'll center our efforts as your Realtor® around three core goals:



Time

A successful sale that meets your timeframe.



Simplicity

To make the transaction as smooth as possible.



Strength

To place you in the best negotiation position possible.

And, because **we use a team of specialists** who each manage a unique aspect of the sale, we sell houses faster and for top dollar. In fact, with our combined centuries of experience, it's extremely unlikely we'll encounter a challenge we haven't already faced (and solved!) several times before.

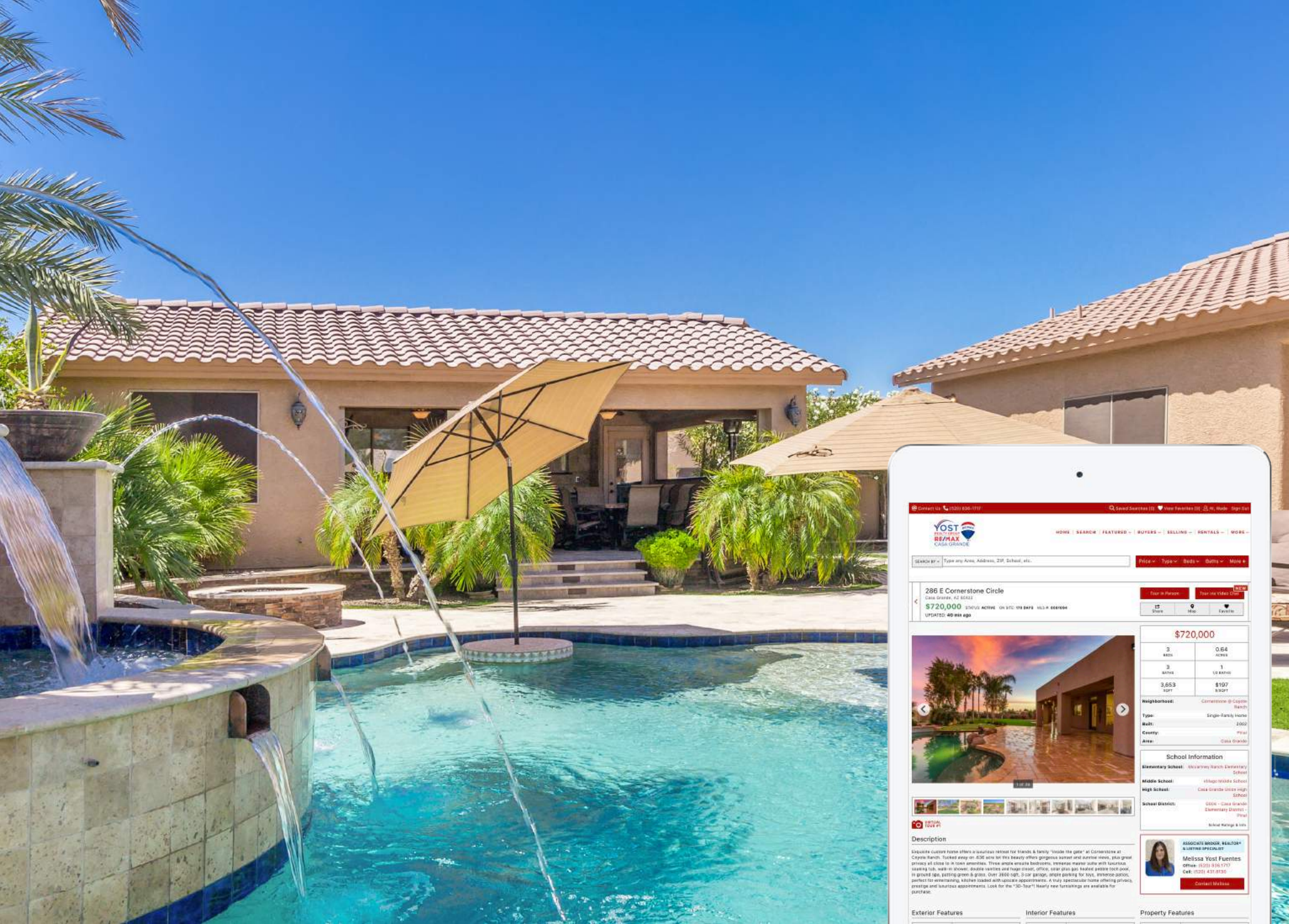


AS YOU PRICE YOUR HOME...

We strive to negotiate the highest price possible for your needs, factoring in important data like recently sold comparable listings, your desired timeline for moving, likely appraisal requirements, and the current state of the market. Real estate markets tend to exist in a constant transition between the stages displayed below. While suggesting a price range, we'll offer insight into the market's current state, and how we can leverage that information to your advantage.

Of course, once we agree on an initial list price, our work is far from over—we'll continue throughout the course of your listing to analyze changes to market conditions, data from online listings, feedback from physical showings, and so forth. Remember, you always control the list price of your home.





MARKETING YOUR HOME

First Showings Happen Online

How do today's buyers find the home they ultimately purchase?

- Internet (52%)
- Real Estate Agent (29%)
- Yard Sign/Open House (6%)
- Other (13%)

VIA 2020 DATA BY THE NATIONAL ASSOCIATION OF REALTORS

The first step in effectively marketing a home is understanding buyer behavior—specifically, where most buyers begin their home search. With 89% looking online first, getting a digital property listing *perfect* has never been more important...we never have a second chance to make a first impression!

As one of the most effective RE/MAX groups in the country, our website gets *a lot* of traffic. And, as a winner of the “Best of Zillow” designation, we ensure that your home holds premium listing positions on the most-used search tools in the world.

Finally, your home receives dramatically expanded reach through RE/MAX's international suite of resources, which cater to buyers around the globe!

HD Photography, Videography, & Drone Aerials

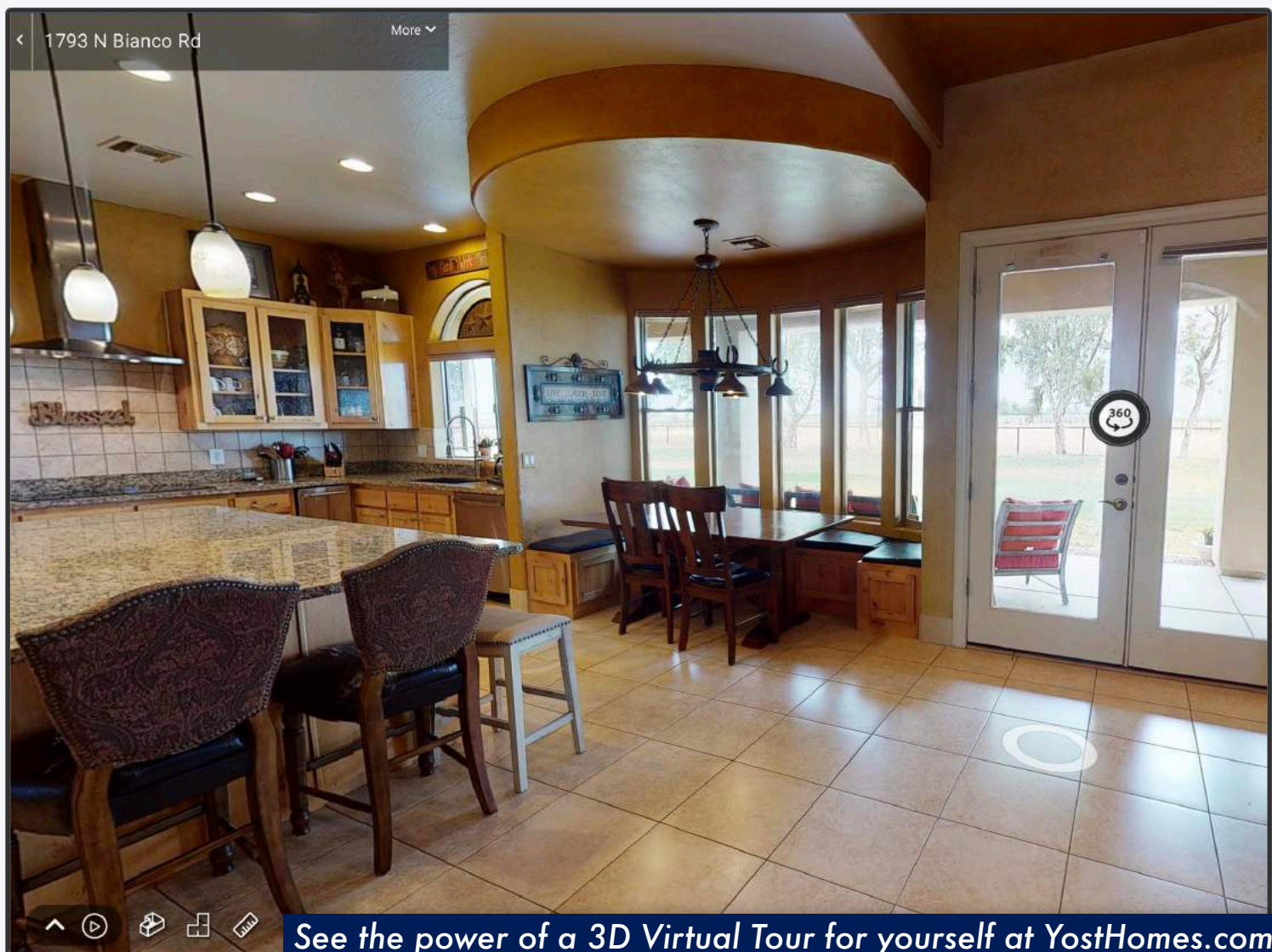
In today's market, your home is open 24/7 and photos create a lasting impression which can quickly set the table for success or failure. In fact, if photos of your home don't entice visitors, chances are they will *never* set foot inside your home for a physical tour! To reinforce this, consider recent data showing that homes with **high quality photos sell with a 47% higher asking price per square foot and 32% faster!** Remember, too, that resale homes are always competing with new construction (and new construction homes feature shiny new design features and professional staging). To ensure you're ahead of competitors, we'll help stage your home for success—resulting, on average, in a 73% faster sale!

For homes where extraordinary views, acreage, or architecture will be a primary asset, we also utilize HD drone technology to capture stunning aerial photos and videos, and include those visuals in our listing presentation for your home across all applicable platforms.

3D Virtual Tours

Before your home goes on the market, we produce high-quality 3D Virtual Tours at no additional charge. These 3D tours represent a *huge* competitive advantage, as only a minuscule percentage of all listings include similar capabilities. In fact, properties featured with virtual tours get 95% more phone inquiries, and are boosted for more visibility via Zillow!

In addition to creating more engagement, these tours—in tandem with our video walkthroughs—also serve as a “quality filter” for potential buyers who get to view your property in great detail before deciding to visit in-person. Current data indicates that virtual tours reduce 40% of “wasted” viewings.



See the power of a 3D Virtual Tour for yourself at YostHomes.com/3D


Social Media & Print Advertising


We're tremendously active on social media, with a collective Facebook following of over 6,000 fans (plus a strong presence on Instagram and Google). By pairing this following with promoted posts and targeted advertising, we broaden the footprint of your property while actively monitoring comments, share activity, and other important points of engagement to identify and communicate with potential buyers.

The result is a blended approach of community outreach, paid advertising, and analytics that yield consistently strong returns for our sellers.

Better Returns Than Wholesale Buyers

As a home seller in the 21st century, you'll have no shortage of "instant offer" suitors lining up to buy your home at steep discounts. While the convenience of an immediate sale has its place, a recent study found that **these wholesalers end up returning 11% less than conventional sales** for homeowners. That's often tens of thousands of dollars left on the table! With that in mind, we are always happy to help you navigate the waters of an instant offer if desired. Let's discuss offers and opportunities from these companies together!

**Yost Realty Group at RE/MAX Casa Grande**

 **#JustListed:** A stunning home in G Diamond Ranch on an oversized lot with fresh interior paint and new carpet! Enjoy a formal living and dining area upon entry with plantation shutters. The highly upgraded kitchen includes staggered cabinetry with crown molding, a huge island, plus lots of recessed lighting and a huge walk-in pantry. And, there's room for all to feast with a large dining space in the kitchen that leads to the family room. The master suite includes an oversized shower, double sinks, walk-in closet, and linen storage—plus a door to the backyard patio. Outside, you'll find an extended paver patio leading to a built-in barbecue, gas fire pit, and in-ground spa that bubbles over into the Pebble Tech diving pool. A three-car garage offers plenty of room for storage. The community has parks with play areas and courts, and is located close to the new Recreation Center, schools, and shopping! What are you waiting for, see this one today! 🏡💎

- ✔️ 4 Beds
- ✔️ 2 Baths
- ✔️ 2,530 SQFT

🏠 Virtual Tour Available - Explore From Home!

Find price and lots of additional photos at the full listing:
<https://www.yosthomes.com/.../Casa-Grande/AZ/85122/113276360/...>

Performance for Your Post

15,356 People Reached

128 Reactions, Comments & Shares

88 Like

25 Love

10 Comments

5 Shares

85 On Post

24 On Post

9 On Post

5 On Post

3 On Shares

1 On Shares

1 On Shares





0 On Shares

6,026 Post Clicks

3,447 Photo Views

655 Link Clicks

1,924 Other Clicks



Lighted Signs for 24/7 Attention

We recognize that home buyers don't keep a 9-to-5 schedule when searching for their next property. And, neither do our signs.

Bright and attractive by day, these signs actually become *more* vibrant as the sun goes down, with dedicated lighting literally putting a spotlight on your sale.

As with all of our campaigns, any prospective buyers who reach out will be followed up promptly and with great professionalism to help your home be presented in the best possible light.

OUR COMPETITIVE ADVANTAGE

There's a reason that **our agents sell *significantly* more homes than the typical Realtor®**—we put a *team* to work rather than a single agent. While other firms send agents scrambling to manage every individual aspect of every sale, we've refined a smarter process in which specialized contributors manage work they do best:

- Our team guides you through the process and uses their years of negotiating experience to get you the best possible price
- Our professional photographer takes exquisite photos and virtual tours
- Our listing manager gets you premium placement on all the top websites
- Our national marketing firm provides expansive, closely monitored market exposure for your home across social media and search engines
- Our closing manager tracks all the inspection, escrow, and lending details to be sure your sale closes on time.

Best of all, this powerful team comes at the same price as a single agent from a typical brokerage! Our results speak for themselves: **after 25+ years in business, we've sold more than *ten thousand* homes in the area.** That's enough to earn us a spot in the "Top 100 US RE/MAX Agents" and a place among *The Wall Street Journal's* top 250 realty teams nationwide for 11 years (10 consecutively)! And, perhaps more importantly, we have been voted Casa Grande's "Best Real Estate Brokerage" by community vote!

If your moving plans change (and prior to an offer), you can cancel your listing agreement and walk away with no monies owed to our firm. We call these "Easy Exit Listings" and ask only that you give us 48 hours notice to resolve any issues you may be having before a final goodbye.



**RE/MAX AGENTS OUTSELL
OTHER AGENTS BY MORE THAN
2-TO-1 AT LARGE BROKERAGES.**

Source: Based on 2020 transaction sides cited in three surveys of the largest participating U.S. brokerages. The 2021 REAL Trends 500 includes data for 1,753 brokerages with at least 500 transaction sides each. The 2021 RISMedia Power Broker Top 1,000 and the 2021 T3 Sixty Mega 1,000 each include data for 1,000 brokerages with the highest sales volume.

YOUR SUCCESSFUL SALE

FROM START TO FINISH

TODAY

Before Your Home is Listed:

- Consultation on Preparing Your Home for the Market
- Discuss Market Conditions & Pricing Recommendations
- Outline Safety Recommendations

Preparing for a Great First Impression:

- Staging & Photo Shoot Preparation Assistance
- Professional Grade Still Photography
- 3D Model Virtual Tour & Video Walkthrough

Enhanced Marketing:

- Full Color Brochures for Inside or Sign-Mounted Brochure Box (Your Choice!)
- Listed in the Arizona Regional MLS
- Enhanced Internet Marketing: Listing Featured on Realtor.com, plus websites such as YostHomes.com, Zillow.com, REMAX.com, HGTV.com, & Homes.com
- Oversized and Lighted "For Sale" Sign for 24/7 Visibility
- Electronic Supra Lockbox System for Secure Key Access
- Paid Social Media Marketing & Advertising

Effective Communication and Feedback:

- Showing Time Feedback System with 24/7 Access
- Detailed Marketing Report Summaries

Once a Purchase Offer is Received:

- Contract Negotiation & Follow-up
- Inspection Results Negotiation & Repair Assistance
- Appraisal Management, Working With Lenders and Appraisers to Help Ensure Transaction Approval
- Closing Document Assistance, Review, & Follow-up

The Extras:

- Team of 20+ Dedicated to Your Successful Sale & Move
- Free Moving Truck for Local Moves
- Easy Exit Listing Cancellation Policy

Service Fee:

- 6% Brokerage Fee Paid at the Successful Close of Escrow (You Pay Nothing Upfront!)



SOLD!

ON CHOOSING A PROFESSIONAL...

You have options. **But, how much will each one cost you?**



WHOLESALEERS, LIKE OFFERPAD

These companies aim to take advantage of desperation and confusion by offering below-market pricing with no need for an MLS listing. The truth is, they're buying your home *to* make a profit, and build in plenty of margin for resale as a result. We are always happy to review these offers together and provide feedback!



HOBBY & CUT-RATE AGENTS

These groups are willing to throw your home on the Arizona MLS (often with photos taken on their personal phones), and sit back hoping an eager buyer will come across it and do all of the work for them. The goal of these agents is to achieve the highest volume of transactions possible with as little work as their schedules allow.

WHAT MAKES OUR TEAM DIFFERENT?

Beyond the expansive services outlined previously, much of the value we provide comes from intangibles that happen behind the scenes:

- We provide detailed analysis of each offer, including scenarios such as when the highest offer is not always the safest for your goals. When it's time to counter, we'll write a professional and detailed explanation of what you're looking for, and ensure buyers receive it quickly.
- Once an acceptable offer is received, we'll manage the appraisal process from start to finish with the buyer's agent, lender, and appraiser. Most appraisals these days are written as "salvage value" for the lending bank—and are based on older, less compelling numbers. By packaging *current* sales data to document trends for the appraiser, our work results in appraisal values that mirror today's market values rather than what happened in the past—helping you close for more.
- Prior to closing, we will offer options and provide contractors to address any issues arising from buyers inspections or requests. We'll also maintain ongoing contact with the buyer's agent to ensure that all parties remain ready for a smooth closing day.

As a result of this process, our team consistently outperforms wholesalers and cut-rate alternatives in *your* final return on the sale of your home. That means more money *and* a better experience along the way—win/win!

Remember that when partnered with Yost Realty Group, you have a full *team* working towards your successful sale—a listing manager, professional photographer, marketing staff, and even a closing manager.



INTERVIEWING REALTORS? SUGGESTED QUESTIONS FOR CONSIDERATION:

	Yost Realty Group	Other Realtor	Other Realtor
<i>How long has your company been in Casa Grande?</i>	RE/MAX Casa Grande since 1995 and Yost Realty Group since the early '80s		
<i>How many families did you help move last year?</i>	408		
<i>Does your marketing plan include:</i> <ul style="list-style-type: none">• Professional quality photos• 3D Virtual Tour• Video Walkthrough• Featured placement on Zillow and other national real estate sites	Yes!		
<i>What professional designations do you have?</i>	ABR, CDPE, CIAS, CLHMS, CNE, CRS, ePro, GRI, SFR, 203k, C2EX, SRES, Best of Zillow		
<i>Do you have any references with you?</i>	Included, plus more! Check Google, Facebook, and Zillow to find hundreds of satisfied clients!		
<i>Do you have any staff, and—if so—what do they do?</i>	Team of Realtors + 7 Client Care Administrative Assistants		
<i>Do you have a listing cancellation option?</i>	Yes, our “Easy Exit Listing” Guarantee!		
<i>What additional services do you offer?</i>	Property Management & Rental Assistance		

" My husband and I had a wonderful selling experience with our Realtor. He was very knowledgeable with the selling of our home. Firm and professional...5 stars!!!"

- JANET MCLAURIN



"Our Realtor went above and beyond to coordinate everything that needed to be done to make this transaction a success!"

- TEDDY BORKMAN

SUCCESS STORIES

Real reviews from past clients about their experiences with our team of local experts and our premium seller resources.



"Our Realtor was awesome! She was extremely helpful the whole time through everything. I couldn't have asked for or expected a better Realtor."

- LARRY GILLEN



"Top notch, first class, raise the bar....where to start? Our agent kept us involved, up to date, and proactively communicated each and every step of the way. I'm so appreciative of the experience."

- PAM JOHNS



"...the whole team was wonderful to work with. There was never a delay. Everyone was professional and helpful. We could not have been more pleased."

- DIANE GRANANDER



Find hundreds of additional 5-star reviews on Google, Zillow, and Facebook!

LET'S GET STARTED!

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