

CONTENTS



PUTTING YOU FIRST

Reaching Your Goals	4
Pricing Your Home	5
The Real Estate Cycle	6

MARKETING YOUR HOME

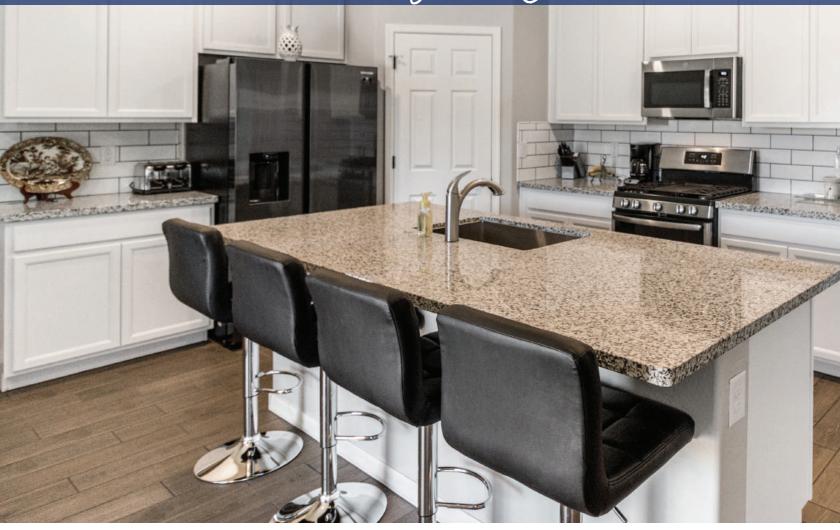
A Great First Impression	8-10	
Our Competitive Advantage	11-12	

YOUR SUCCESSFUL SALE

From Start to Finish	14
Choosing a Professional	15-16
Interviewing Realtors®?	17
Success Stories	18-19



Reaching Your Goals



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, simplicity and strength.

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.

TIME

A successful sale that meets your ideal time frame.

SIMPLICITY

To make the transaction as smooth as possible.

STRENGTH

To place you in the best negotiation position possible.

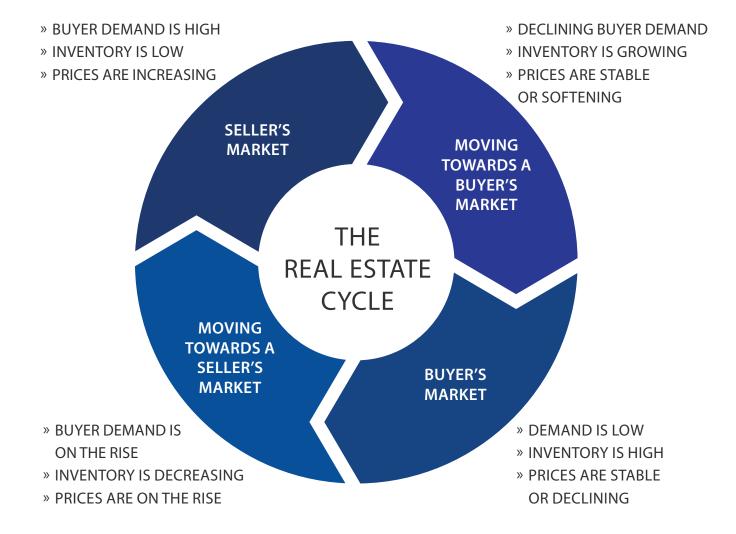


Pricing Jour Home

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, possible appraisal requirements, and the current state of the market. Real estate markets tend to exist in a constant transition between the stages displayed on the next page. 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 control the list price of your home.









The first step in effectively marketing a home is understanding buyer behavior—specifically, where most buyers begin their home search. With 97% of all buyers using the internet to search for homes, getting a digital property listing perfect has never been more important...we never have a second chance to make a great 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! **We currently have over 4,000 buyer searching for four-bedroom, two-bath homes in our area!**

Information Sources Buyers Use In Their Home Search

87%

REAL ESTATE AGENT

76%

MOBILE OR TABLET SEARCH

53%

OPEN HOUSE

41%

YARD SIGN

41%

ONLINE VIDEO SITE

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, often without costly renovations or repairs—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 highquality 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 on Zillow!

In addition to creating more engagement, these tours 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.











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. We also encourage our clients to share their listings on social media. The result is a blended approach of community outreach, paid advertising, and analytics that yield consistently strong returns for our sellers.

FREE USE OF OUR MOVING TRUCK

As a client of ours, you will enjoy lifetime access to our dedicated moving truck for a variety of in-town uses, from moving into your new home to picking up furniture! There's no need to call around and check rental prices—simply reach out to reserve the truck and pick up the keys (21+ only, please). It's that easy!

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.



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 and terms
- 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.

These unique elements to our service have resulted in nomination for in our local "Greatest of the Grande" awards every single year since the awards' inception—and have resulted in several consecutive years of wins!



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 consistently nominated for Casa Grande's "Best Real Estate Brokerage," and our agents place in best Realtor® categories year after year.

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.





BEFORE YOUR HOME IS LISTED:

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

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 & 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 Loan Approval
- · Closing Document Assistance, Review, & Follow-up

THE EXTRAS

- Team of 20+ Dedicated to Your Successful Sale & Move
- Free Moving Truck for Local Moves

SERVICE FEE

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



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.
- 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.
- 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.

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!

WHOLESALERS & INSTANT OFFER COMPANIES

The truth is, these companies are buying your home to make a profit—and thus build in a very generous margin for their own resale later on (usually in the form of a "service" or "experience" fee).

Sometimes, it may make sense to limit showings, negate the need for inspection, and obtain an offer quickly—if those are your needs, we can assist you with receiving such an offer—and, we can help negotiate unnecessary charges or credits along the way.

Jon Have Options
BUT HOW MUCH WILL

THEY COST YOU?



HOBBY & DISCOUNT AGENTS

The goal of these agents is to achieve the highest volume of transactions with as little work as possible. If it sounds too good to be true, it probably is.

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

SEVENTY-TWO & GIMMICKY MARKETING STRATEGIES

Any agent can limit showings and negotiate possession after your closing, but we'll only do so if it's in your best interests. Our initial consultation will help determine your goals and the best strategy to achieve them!

A home is one of life's biggest investments. You deserve to choose your Realtor® in the same way you would choose your heart surgeon—because of results!

Interviewing Realtors?

SUGGESTED QUESTIONS FOR CONSIDERATION:

	YOST REALTY GROUP	Other Realtor	Other Realtor
How long has the company been in business, and are they local?	RE/MAX Casa Grande since 1995 and Yost Realty Group since the early '80s		
How many households did you help move last year?	414		
Does your marketing plan include: • Professional photos • 3D Virtual Tour • Featured placement on Zillow and other national real estate sites	Yes!		
What professional designations do you have?	ABR, CDPE, CIAS, CLHMS, CNE, CRS, ePro, GRI, SFR, 203k, C2EX, SRES, Best of Zillow		
Do you have any references with you?	Included, plus more! Check Google, Facebook, and Zillow to find hundreds of satisfied clients!		
Do you have any staff, and—if so—what do they do?	Team of Realtors® + 7 Client Centered Support Professionals		
Do you have a listing cancellation option?	Yes, our "Easy Exit Listing" Guarantee!		
What additional services do you offer?	Low or no cost staging recommendations, Property Management, & Rental Assistance		

Success Stories



"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

"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

"We were out of state which made it a challenge. Our Realtor® represented us in the most professional and responsive manner..."

- JEFF NIELSEN

"Having the utmost professionalism and communication made my parents real estate transaction outstanding. Everything from the first initial appointment to closing we could not have had a better experience. I highly recommend this team!"

- RHONDA HUBKEY

"My Realtor® was super pro-active and responsive throughout the entire sale of our home. I was pleased at how easy she made the entire selling process. She offered up many free tools and resources to us as part of our selling package. We had showings the first day we listed, and ended up with multiple offers all above our asking price. Two days on the market and our home was sold! We settled on an offer at 20K above our list price!! I would recommend to anyone serous about selling their home quickly and at a great price to call the Yost Realty Group at RE/MAX in Casa Grande. However, if you do call and list with them - Be prepared and ready to move, because they get your home sold super fast!!" - TERRY STARK

"Our Realtor® was very knowledgeable and responsive in helping us to prepare for the sale of our house. She worked closely with us, got us a quick sale and walked us through everything to make it an easy process and even provided us with some moving boxes." - DIANNA SMITH



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







