

WISH[®]

PROPERTY GROUP

Selling Your Home



Thank You



Thank you for choosing to put your trust in me for the process of selling your home.

Every aspect of our concierge level service is to ensure that ALL of your real estate needs are not just met, but exceeded! I've created this book for your convenience and we hope that it will be a valuable resource. While the entire process is outlined for you here, please know that I will be staying in constant contact with you throughout the process. Your experience will be unique and I will adjust our service according to your wants and needs. My focus is on your complete satisfaction.

Jerrod Butler

jerrod@wishpropertygroup.com

719-425-9474

WishPropertyGroup.com

Good service speaks for itself. We're looking forward to earning your business!

Today's Goals

1. Home Sale Timeline
2. Our Listing Strategy
3. Next Steps
4. Determine if I am the agent for you



Easy Exit Listing Agreement

Take the risk and bear out of listing your home!



NO PENTALTY



NO EXTRA FEES



NO HASSLE

Because 10% of the homes we sell were previously listed with another agent we often hear stories of consumers who were frustrated with the other agent. Often the other agent tried to hold their feet to the fire with a listing agreement that can't be cancelled or large cancellation fees you would have to pay. I wouldn't want to put any of our clients through that experience.

When you are ready to sell your home make sure the Broker you hire offers an Easy Exit Listing Agreement. Whenever you are ready to talk with me call 719-425-9474 or jerrod@wishpropertygroup.com





Do it right the first time, go with an experienced agent

Ready to hire a professional?



Jerrod Butler
REALTOR®, Broker
5-Star Agent Rated on
Google, Yelp, Zillow



HOMES SOLD



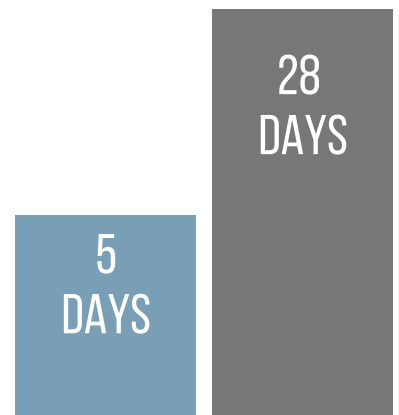
JERROD BUTLER
AVERAGE AGENT

LIST PRICE/SOLD PRICE



JERROD BUTLER
AVERAGE AGENT

DAYS ON MARKET



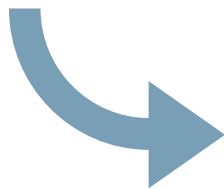
JERROD BUTLER
AVERAGE AGENT



Home Sale Timeline

pre-listing

- schedule an appointment
- meet with Interior Staging Consultant (if desired)
- discuss best strategy for selling
- formal listing presentation
- property evaluation
- complete market analysis
- establish sales price
- execute the listing agreement
- schedule professional photos

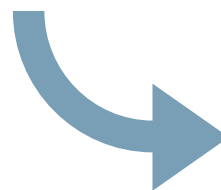


listed and active

- marketing campaign started
- signs installed
- submitted to multiple listing services
- Showings scheduled by Agents
- direct mail campaign launched
- Social Media campaigns started
- open house scheduled (if desired)

under contract

- offer(s) received
- offer(s) negotiated
- offer accepted
- back-up offer(s) accepted
- inspections & disclosures completed
- appraisal completed
- contingencies removed
- property closes



Our Listing Strategy

1. Professional Photography & 3D Tour VS. iPhone Photos

Over 95% of home buyers start their search online, so professional photography is imperative to selling a home! We hire a professional to come take the best pictures and they are all completely edited to make sure your home is shown perfectly!

We Pay For the Photos & 3D Tour

Did you know homes with professional photography...

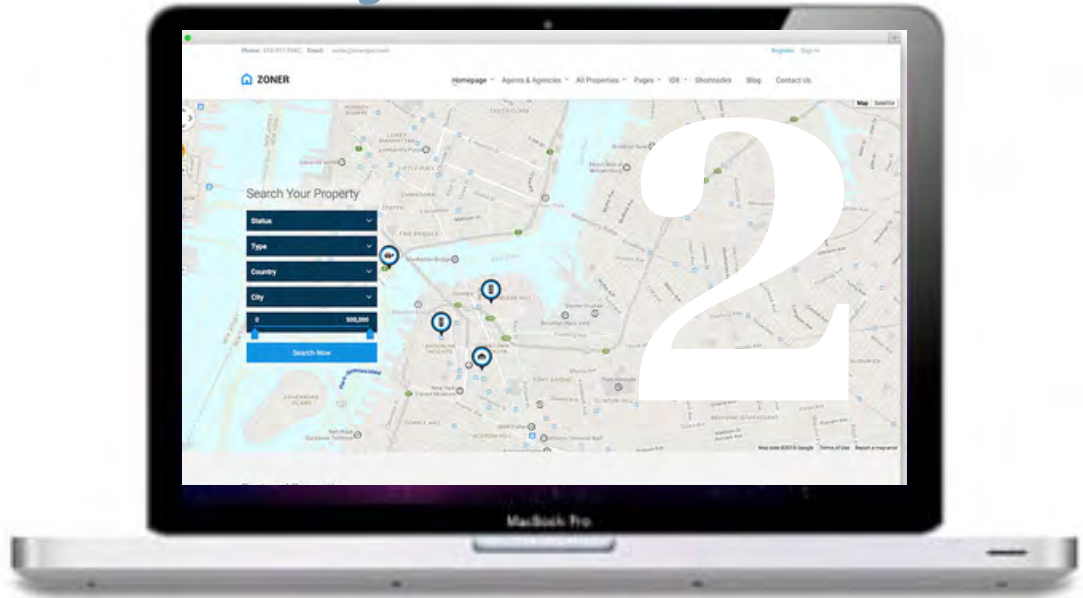
- Receive an average of 57% more views than their peers across all price tiers.
- Have a 12% higher Sale price.
- Homes with more photos sell faster, too.



Our Listing Strategy

2.

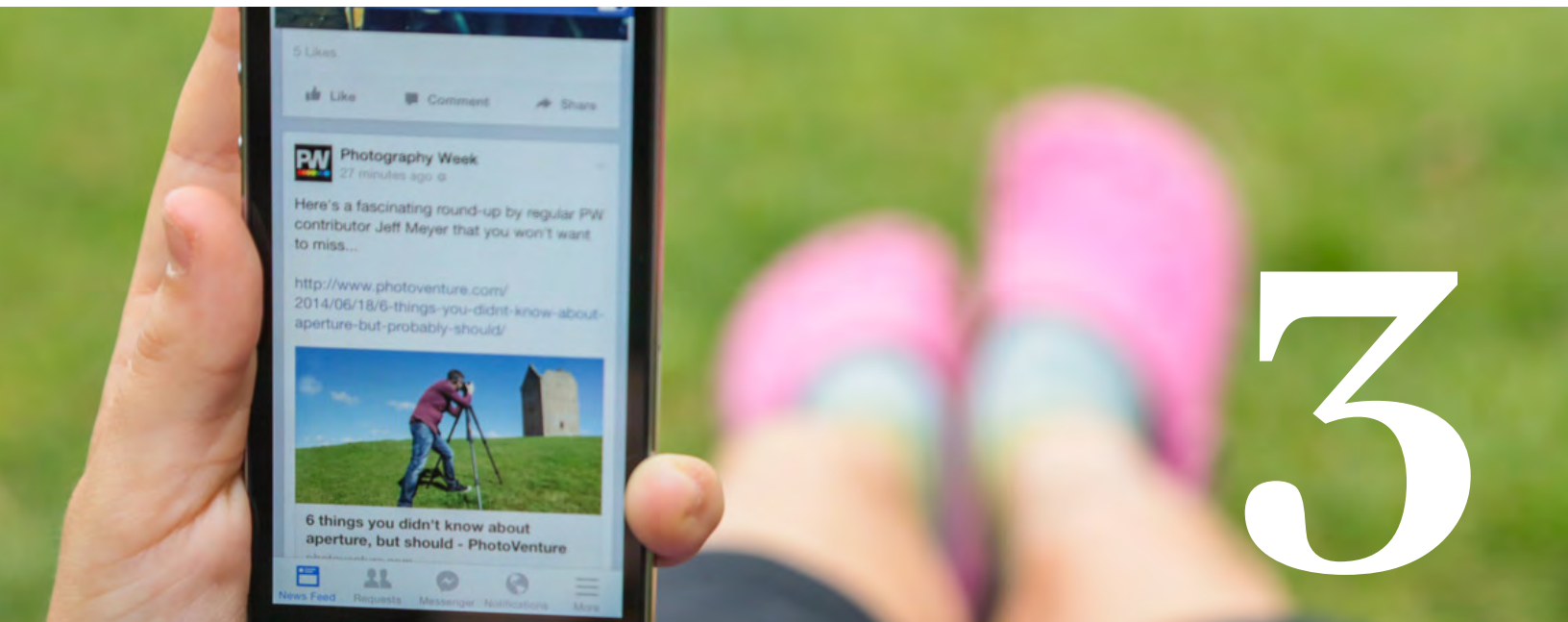
Massive Internet Exposure Website Syndication



Massive Internet Exposure with great Photos is the Most Important aspect in getting your home exposure to serious buyers that may have interest in your home!!! Your home will appear on over 120 websites, including the MLS, Zillow, Trulia, Realtor.com, and many many more!

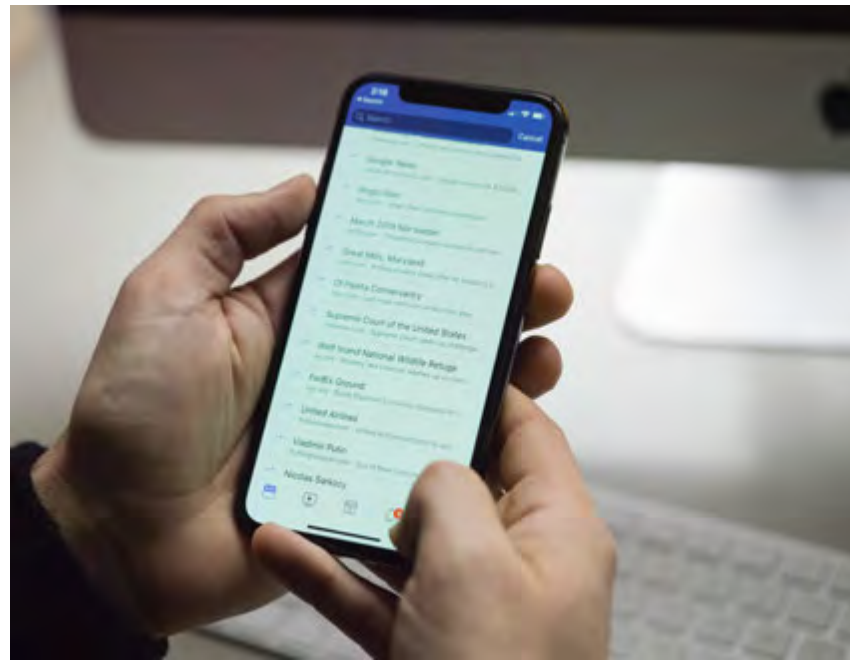
We not only post your home on the local Pike Peak MLS but also the Denver MLS as a lot of buyers that work up there come down to Colorado Springs to buy properties as well. Not only will your home hit all the buyers on the Denver MLS but it will also be syndicated out to many other websites on the internet to get your home more exposure.

Our Listing Strategy



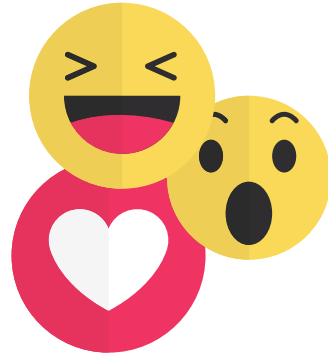
I am an expert in Social Media Ads. I understand the strategies it takes to market to targeted demographics, how to hook them, and how to convert them. I get thousands of image views and video plays weekly.

3. Social Media



Our Listing Strategy

Social Media



We spend \$100s up front to get your home exposure to the most popular social media avenues! Your home gets the exposure it needs!

A blue rectangular area containing three social media icons: the Google logo, the Facebook 'f' logo, and the Instagram camera logo. Below each icon is its respective name in white capital letters: 'GOOGLE', 'FACEBOOK', and 'INSTAGRAM'. A white horizontal line is positioned below the 'FACEBOOK' text.

GOOGLE

FACEBOOK

INSTAGRAM

A real estate listing card with a white border. At the top left, a green banner contains the text 'FOR SALE' in white. Below this is a photograph of a two-story yellow house with a white garage. Underneath the photo, the address '6232 Chantilly Place' and 'Colorado Springs, CO 80922' is written in a light grey font. At the bottom of the card, there is a progress bar consisting of a short green segment on the left and a long white segment on the right, with the text '13% COMPLETE' centered below it.

FOR SALE

6232 Chantilly Place
Colorado Springs, CO 80922

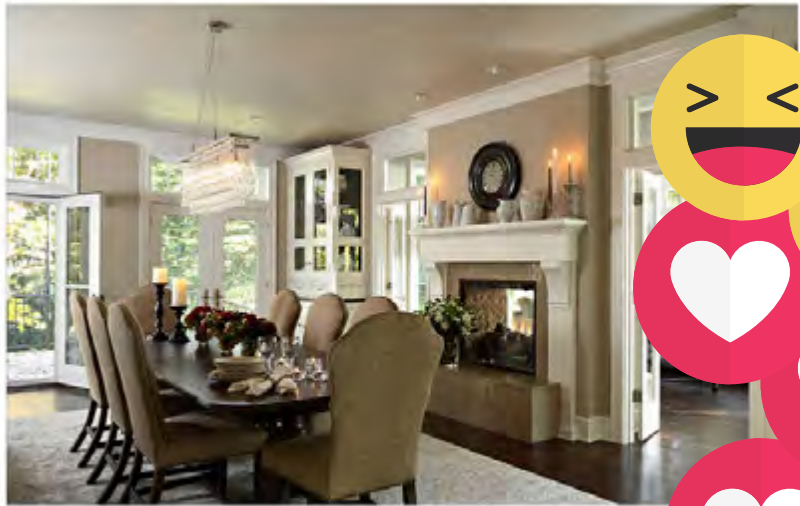
13% COMPLETE

Our Listing Strategy

Facebook Examples



facebook Ads



This unique dining room features a double-sided fireplace!



What's your favorite thing about this kitchen?



What do you like most about this bright and open living area?



4. Using all of our tools

We take great pride in using all the tools available to us. We want to make sure that not only is your home marketed well, but that we are using the data from those efforts to keep your home at the top of mind.

Here is how...



With the ShowingTime Scheduling and Feedback system it makes it easy for ALL the potential serious Buyers in the area to Schedule to see your home. YOU WILL NOT MISS A POTENTIAL SHOWING from serious buyers. The system Answers calls and allows scheduling requests to be taken 24 hours a day.

Also the ShowingTime Feedback system sends reminders to buyers as to how the showing went and asks feedback so we know what buyers are thinking. You will not only get notified of Showing Requests but also you will get notifications when buyers submit Feedback so you can see their full responses.

4. Using all of our tools

Would you like to get Multiple Offers on Your Home and be able to quickly and easily review and respond in signing a Contract

Here is how...



We use an electronic contracting system called eContracts that makes it easy for any and ALL Realtors in the State to use and submit an offer on your Home!

Often times we get Multiple Offers on our Homes and using this tool makes it easier on our Home Selling Clients to review and respond to offers by rejecting, countering, or Accepting an Offer.

Our Sellers can use this system anywhere on their mobile phone if they like as long as they have connectivity they can respond to offers.

Our Listing Strategy



5. Printed Material

Printed material also include Just Listed postcards that are mailed to hundreds homes in your neighborhood. This encourages your neighbors to tell friends and family about your home.



6. Making the calls

We actively call the neighborhood to tell them about your property that was just listed

7. Open Houses

We love getting in front of buyers and guiding them through your home!



Here are just some of the ways we might market the open houses we will hold:

- Posted on all major websites including Zillow, Trulia, and the local MLS
- Several signs strategically placed around your neighborhood
- Posted on our social media accounts
- Social Media Ads
- Weekly Newsletter Blast

Next Steps

De-clutter & De-personalize:

It is important to declutter your house so it appears to have lots of storage space. Potential buyers want to feel like they can easily fit all their belongings and be well-organized. All built-in cabinets and closets are fair game for potential buyers to inspect. These areas must be clean, neat, and orderly. There are several key areas in your house where you will want to focus your time.

1. Kitchen
2. Bathrooms
3. Clothes Closets
4. Kid's Stuff

Remember... First Impressions Last a Lifetime

Spacious: Rooms should appear spacious. Store any unnecessary pieces of furniture to allow for easy movement around the room and throughout the house.

Curb Appeal:

New Plants: Remove all dead plants and replace with new 'live' plants. Add annual flowers with pops of color.

Fertilize: Fertilize your lawn, shrubs, and trees. You want everything to look green and healthy. You might even want to 'super bloom' flowers to keep them blooming while your house is on the market.

Mulch: Mulch all plant beds and around trees. Mulch not only cleans up the landscape but also stops weeds from returning. Potential buyers see a mulched yard as a well-maintained yard.

Next Steps

Review and Sign your Listing Agreement:

You will be emailed the Listing Agreement and Brokerage Disclosure. Ensure that key items like initial listing price, commissions, and anything included or excluded with the sale is noted correctly.

We use the eContracts electronic contracting system to make it easy for you to review and sign documents anywhere. You will get an email with links that launch the document in your browser so you can review and Sign.

Schedule Photos:

Let me know at least 3 days in advance and I will schedule the professional photographer to come out and take photos of your property. We pay for the photographs for you.

List in the MLS:

Once photos returned we will post in the MLS and coordinate with you when showings are to begin. We will setup the Showing Time Scheduling and Feedback System how you like and once we post you'll get notifications when showings are scheduled.

Showings:

For Showings you will want to leave the house 5 to 10 minutes before the showing and leave all the lights on. Showings are limited to 30 minutes for Buyers so you would need to be gone the entire time unless a neighbor will let you watch from nextdoor or you can park up the street to see when they come and go.

Our Listing Strategy



Wish Property Group

5.0 ★★★★★

Based on 5 Reviews



Colorado Springs, CO

★★★★★ 9/14/2017

First to Review

Jerrod was really great to work with, we highly recommend him. When we were interviewing prospective realtors, Jerrod was one of the many we contacted. In Jerrod's first communication to us, he responded with a lot of information, a comparative market analysis, genuine interest in working with us, and even details about our specific home that he would have only found out by actually taking the time to look into our property, all before we even had decided to work with him. No other realtors put that kind of time into their initial response. I am the type of person that needs to have all the details and know what's going on, but Jerrod was so qualified and handled everything so easily, that I was able to give up that control and not stress about it. He was very communicative with details, but handled so much himself that I normally would have tried to handle. He kept us up to date every step along the way, and let us know when he needed something from us. The rest he handled himself and it was nice not to have to worry about all the minor details. We would recommend him to all our friends and family members, and will definitely use him again should we be buying or selling. I only wish all realtors in the area were more like Jerrod!

FACEBOOK



Wish Property Group

5.0 ★★★★★

Based on 10 reviews

powered by **Facebook**



Jeff Rowbotham

3 years ago

★★★★★ I had a great experience with Jerrod. My home sold in 4 days for more than I was asking and he found my dream home for me. Closing went off on time with no issues.



Wish Property Group, Inc.

5.0 ★★★★★

Based on 25 reviews

powered by **Google**

“★★★★★ So my house was listed for 2+ years prior to my listing it with Jerrod. He got me substantially more showings than I had combined in the 2+ previous years. My house was a very unique house but he was able to get me an offer and a sale within 7 months of contracting with him. I would highly...



CASEYDOLPHIN

Giving Back to the Community

Giving back to our clients and the community is essential to what kind of company we want to be

We have given back more than \$60,000 over the last 2 years to our Clients in either upfront discounts or closing credits

We have also given \$1000s to our list of Charities. With every sale we donate in your name to Charity

You Select Your Charity, See the Next Page for a List of Charities we have donated to for our Clients!

SELECT A CHARITY AND WE'LL DONATE ON YOUR BEHALF *

- \$250 to FamilyHopeInternational.org
- \$250 to BloodWater.org
- \$250 to Make A Wish (Wish.org)
- \$250 to SpringsRescueMission.org
- \$250 to ProjectCopeCS.org
- \$250 to Wounded Warriors (woundedwarriorproject.org)
- \$250 to Vietnam Veterans of America (vva.org/donate)
- \$250 to Disabled American Veterans (dav.org)
- \$250 to St.Jude.org
- \$250 to Support.SpecialOlympics.Org
- \$250 to ColoradoSprings.SalvationArmy.org
- \$250 to Alzheimer's Association (alz.org/co)
- \$250 to Pikes Peak Hospice (pikespeakhospice.org)

JOIN MY

HAPPY CLIENT CLUB



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