



The “Maximum Value – No Hassle” Home Marketing System

**A Proven, Repeatable System to Get Your Home Sold
for Top Dollar, In Less Time & Without the Hassles!**

Powered by



Put More Money in Your Pocket With Our “Hassle Free” Listing System

No Pressure, Professional Services Presentation

Unlike most real estate agents that will attempt to pressure you to list with them, we will simply present our services, show you our superior results and let you decide.

Exclusive Performance Agreement for Sellers

There are literally hundreds of tasks to execute once we list your home for sale. While most real estate agents don't have a proven process that they follow, our Performance Agreement for Sellers gives you the assurance that we are on top of every detail of the process.

Your Satisfaction is Guaranteed

We are so confident in our services that we put our money where our mouth is—our Seller Satisfaction Guarantees make sure that we deliver on our promises or we pay you cash!



The J. Pratt Group Gets Results in a Broken Industry!

We Sell Homes For More Money

The J. Pratt Group's Median Original List Price to Sale Price is **96.8%** vs. the market average of **93.54%** —that's a **3.26%** difference!

On a \$300,000 home, the dollar difference amounts to \$9,780 more money in our sellers' pockets.



Average
Nationally

89%

Average
Area Agent

93.54%

96.8%

We Sell More Homes

The J. Pratt Group sold over **54 homes** in the last 12 months while the average agent sells just **6 homes** per year.

The J. Pratt Group has the resources to invest in doing things the right way while average agents just can't provide the same level of service or get the same results.



Average
Area Agent

6

54+

All information provide by Metrolist on 7/15/2017

The J. Pratt Group has a Proven, Repeatable Process for Selling Homes

1. Needs & Market Analysis

It's important that we understand your goals and objectives as well as outside threats such as real estate cycles, local market conditions and absorption rates.

2. Preparing Your Home for Market

Your greatest point of leverage in the home selling process is to prepare your home to attract buyers who will pay top dollar—we have one shot to make the best first impression to buyers!

3. Maximum Exposure

To attract the buyer that is willing to pay the most money you must allocate your marketing budget across market research proven areas that expose your homes benefits to the highest number of qualified buyers

4. Buyer Attraction Systems

Our immediate response buyer attraction systems track all online and yard marketing buyer activity and allow immediate response to buyers interested in your home.

5. Broker Cooperation

Unlike traditional agents, we aggressively target coop agents to increase your homes visibility in the marketplace—we pride ourselves on having great relationships with other agents and agencies.

6. Negotiation Strategy & Skills

Most real estate agents have not been trained in negotiation—the disappointing truth is that most agents need to sell your home worse than you do making their advice biased and taking dollars away from your final proceeds

7. Execution & Team Support

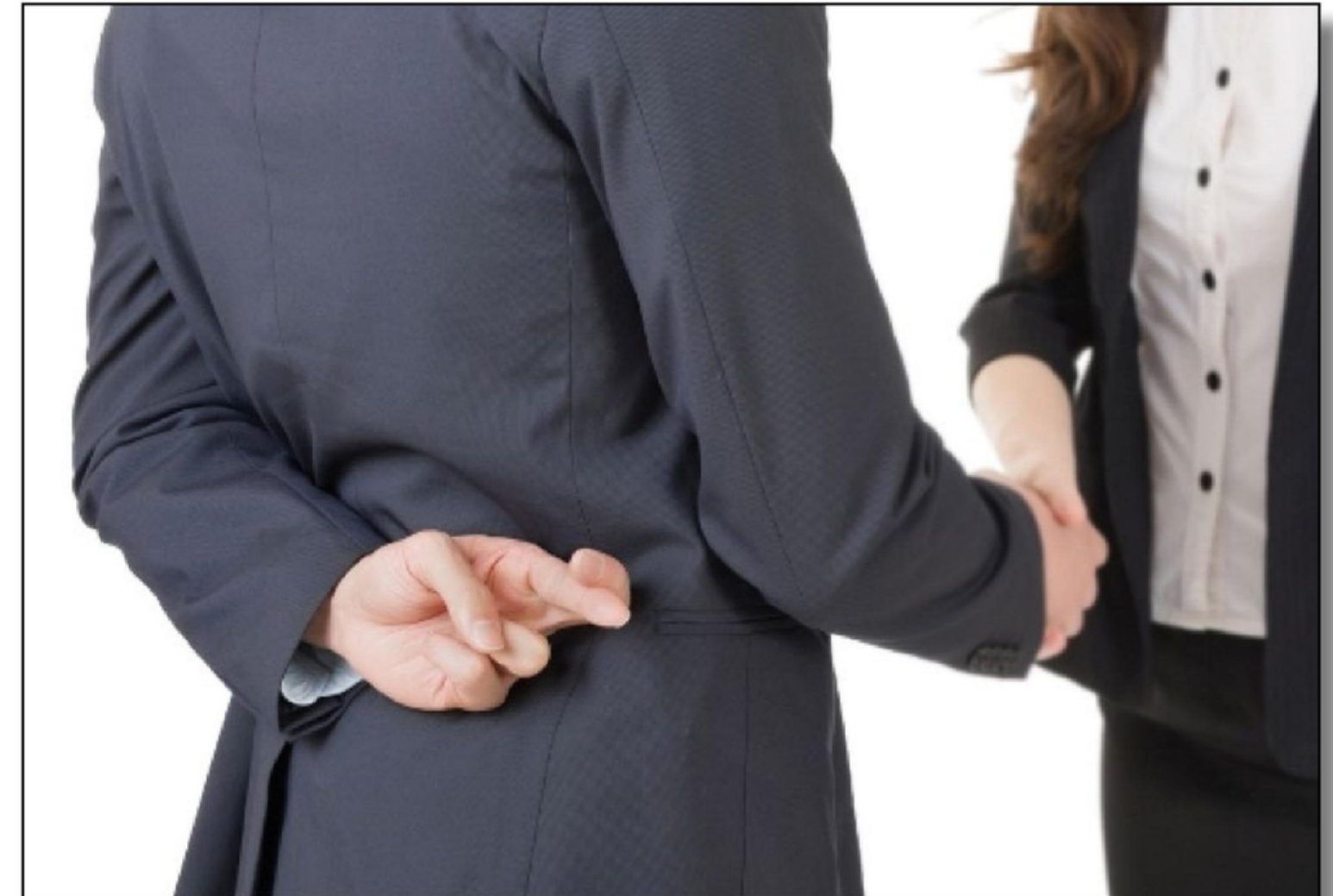
The real estate industry has failed to employ proven systems that provide a high quality consumer experience that is repeatable and produces results—plans and promises that are poorly executed will cost you time, money and stress.



The J. Pratt Group has a Proven, Repeatable Process for Selling Homes



The Average Real Estate Agent



Hope is not a strategy!

1—What is Most Important to You?

Before we get into pricing advice or what we do to market your home, it's important that we thoroughly understand your goals and objectives for this process.

What is your reason for selling? What are your goals for the sale of this home?

What is your target sale date and what is the importance of your timeframe? What if the home doesn't sell, what is your Plan B?

Can you tell me about the last time you sold a home? Was that a good or bad experience? What do you want done differently this time?

What are the top 3 things you are looking for in the agent you hire to market and sell your home?

What topics do you want to make sure we cover during our time together today?



1—Understanding Outside Threats & Market Conditions

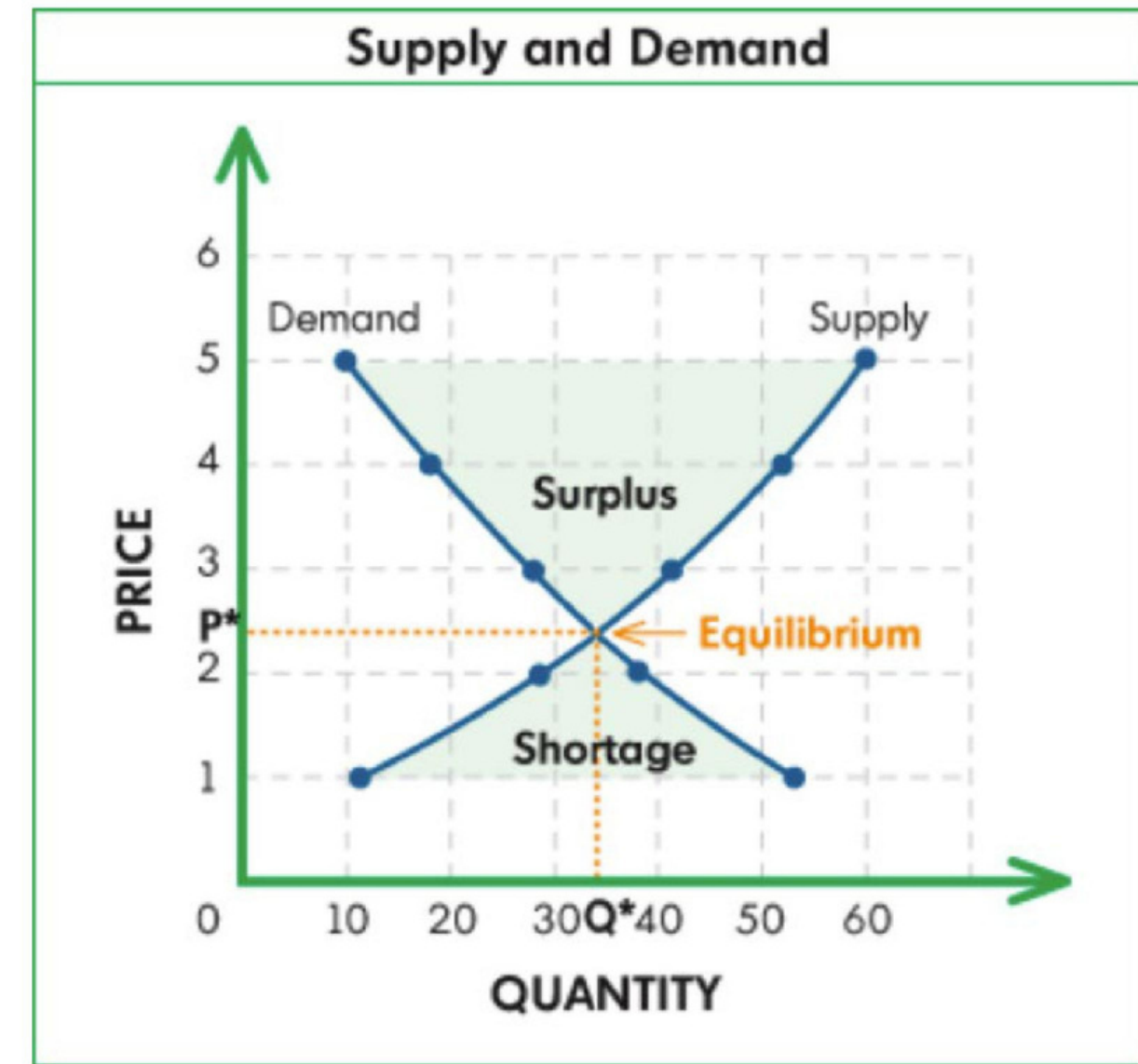
Giving you price before we fully analyze the market is like a doctor giving you a diagnosis before prognosis—we aren't afraid to have the hard conversations and look at the reality of the market.

Evaluation of outside threats such as real estate cycles, local market conditions and absorption rates can help us meet your goals and objectives.

The real estate market is just like any other market—there is supply and demand. When demand outweighs supply, prices go up. When supply exceeds demand, prices come down.

Real estate cycles and seasonal market changes are also a consideration for sellers looking to get top dollar for their homes.

New construction trends and area absorption rates also help us determine where the buyers are going to buy homes like yours.

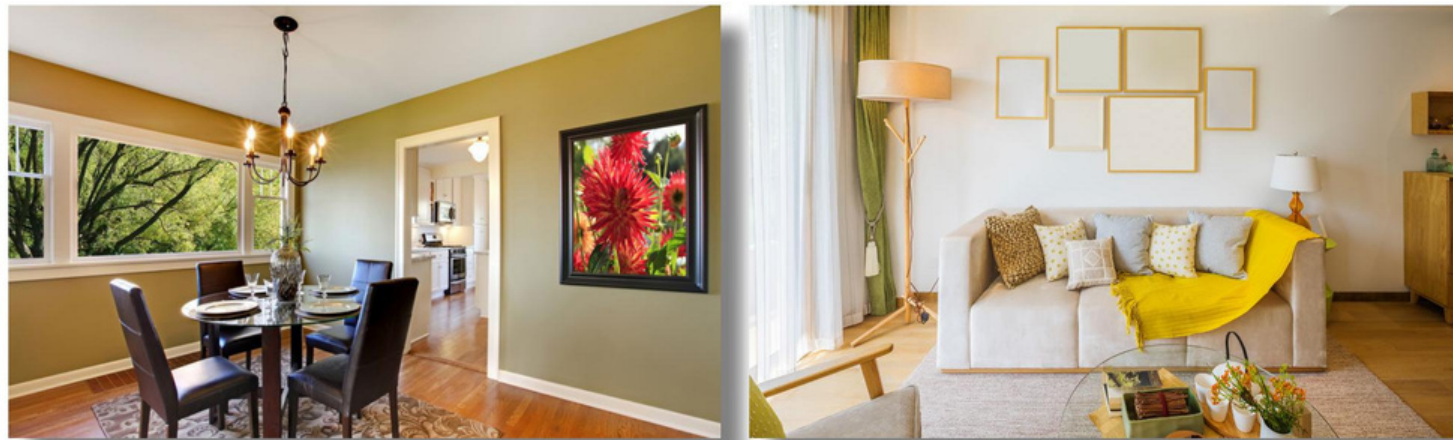


2—Proper Preparation of Your Home is Critical to Success

Your greatest point of leverage in the home selling process is to prepare your home to attract buyers who will pay top dollar for your home—we have one shot to make the best first impression to buyers!

Condition & Show-ability

How your home shows in person, in pictures and online are all very important in getting top dollar for your home in today's market—"move in ready" homes attract higher offers.



Preparing for Photos & Showings

According to the National Association of Staging Professionals, homes that are properly prepared **sell for 5% more money and 29 days faster!**

This is why we utilize a professional stager for every listing.

Remember that **92% of buyers search online—the photographs and online presentation of your home could make or break the sale!**

Pre-Negotiation Strategies

80% of your home negotiation starts *BEFORE* you get the offer—the vast majority of sellers lack a proven strategy to negotiate from a position of strength.

Pre-Emptive Negotiation

- Highly Active Property
- Staging For Success
- Professional Pre-Inspection
- Setting Agent Expectations
- Control Agent to Agent Discussion

Pre-Inspection & Home Warranty

- A home inspection is the #1 reason offers fall apart—the goal is to identify deal killers before the buyer does
- We must position your home as "move in ready" with buyers.
- A home warranty gives buyers comfort and manages their expectations up front

Our Certified Pre-Owned Home Program

Which home would you choose?



Home A—\$241,000

- To be negotiated

Home B—\$250,000

- One Year Warranty
- Pre-Inspection Performed
- Professionally Staged
- Professional Photos



2—Your Home Photos Truly Matter to Your Bank Account

According to the Wall Street Journal, only 15% of listings use professional photos, yet it has been proven that these homes sell faster and for more money than comparable homes using non-professional listing photographs.

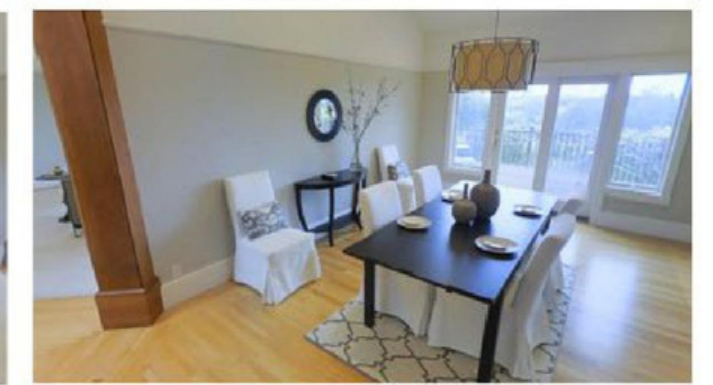
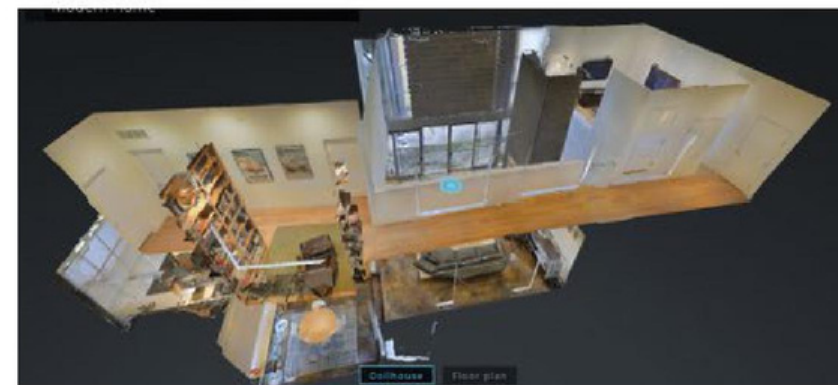
Your Online Showing Is Your First Showing

How your home shows in person, in pictures and online are critically important in getting top dollar for your home in today's market.



State-of-the-Art 3D Showcase™ by Matterport

A 3D Showcase™ is an online experience that lets homebuyers move through a property and see it from any angle—even get a completely unique sense for the place with our “dollhouse” view—traditional agents don't offer this state-of-the-art technology.



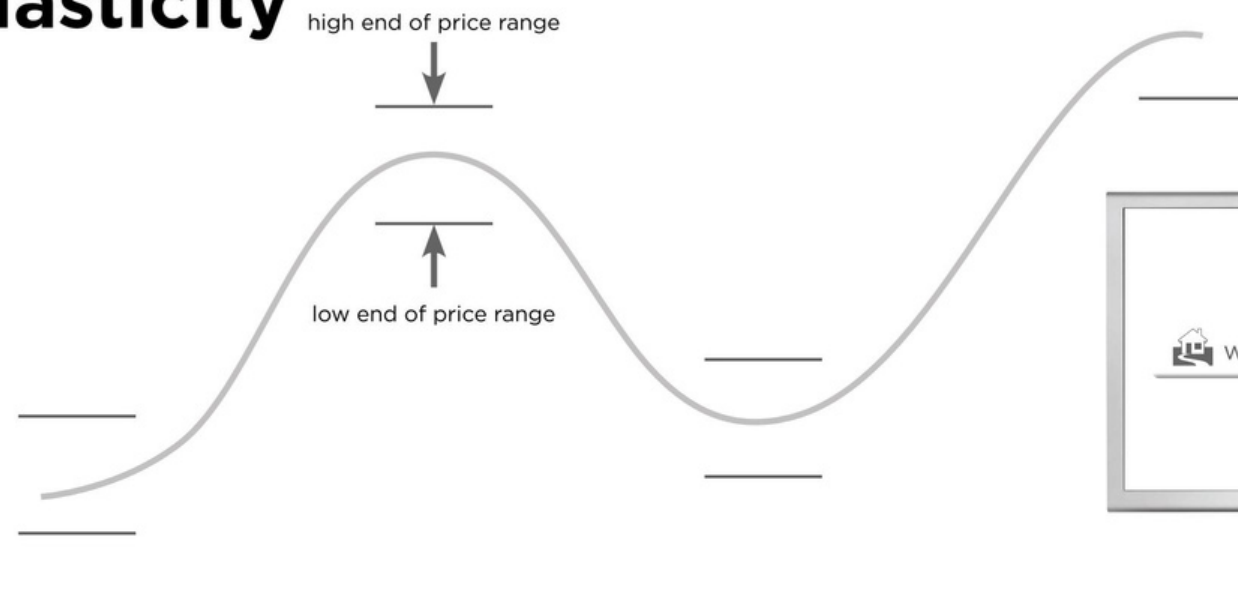
3—Our Marketing Drives More Buyer Traffic & More Demand

To attract the buyer that is willing to pay the most money you must allocate your marketing budget across market research proven areas that expose your homes benefits to the highest number of qualified buyers.

Getting You Maximum Value...

The truth is there is no exact fixed selling price for a home. In any market condition, your home will sell within a price range. The question is: **“Do you want to get the high end of the range or the low end?”**

price
elasticity



...By Investing In Your Success

In the last 12 months, The J. Pratt Group invested more than \$70,000 in marketing and advertising (plus salaries for dedicated marketing personnel). **Can a traditional agent match that marketing firepower?**

The Average agent's
Investment
on Marketing & promotions is **\$105** per month

Our Experts **Invest**
\$5,833 per month **PLUS**
a full-time Marketing Coordinator



...With An Aggressive Marketing Plan To Expose Your Home to More Buyers Than Traditional Methods!

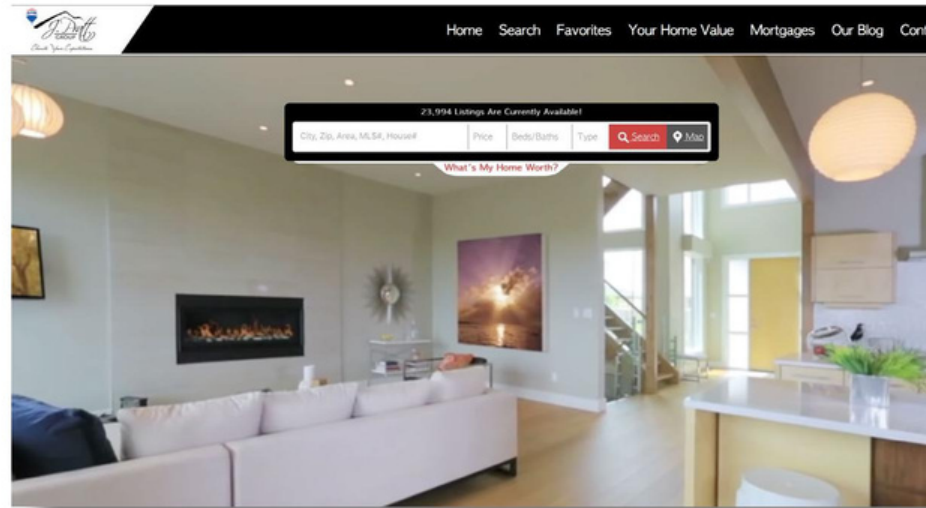
Most Internet Marketing in our industry is confined to a single website with limited visibility — we syndicate your listing to over 5,000+ real estate portals and competitor sites

3—Our Marketing Focuses on Driving Buyer Demand

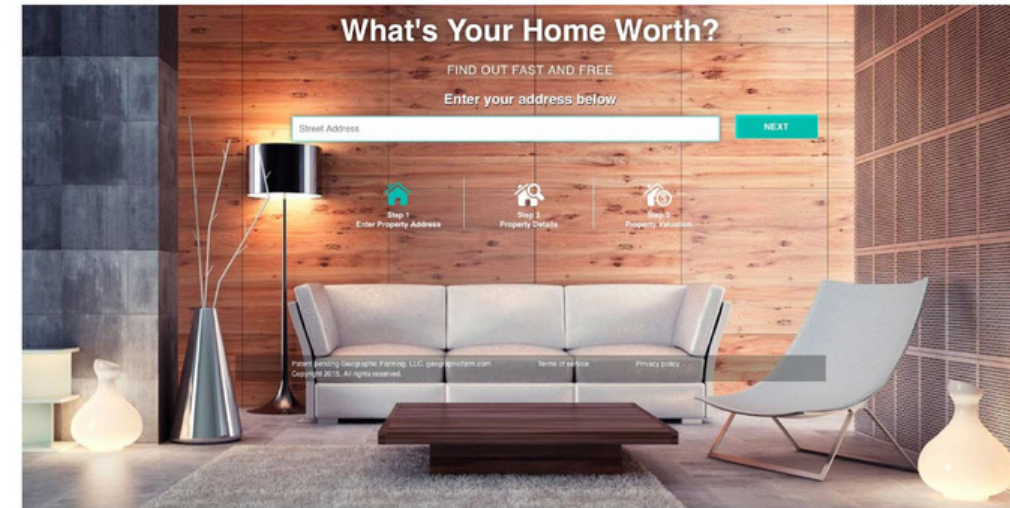
We Operate Multiple Websites Marketed To Different Audiences

We use a combination of branded and less-branded websites for different types of buyers—the result is more traffic to your listing online.

Branded Presence



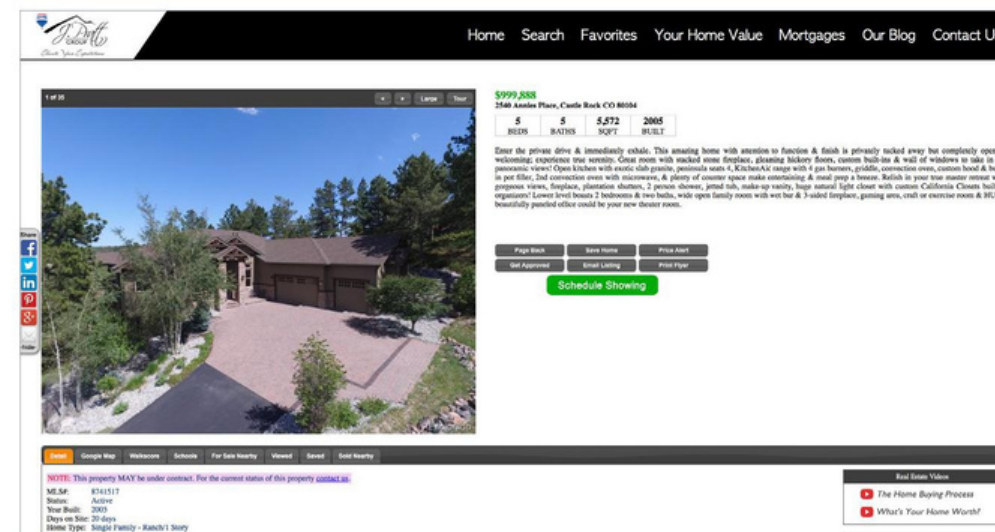
Less Branded Presence



Custom Property Site, Virtual Tour & YouTube Video

According to NAR, over 92% of home buyers begin their search online—our Single Property Websites include dozens of pictures, capturing the interest of online buyers.

Single property websites and virtual tours on the internet are the ultimate in exposure.



Maximizing Social Media Marketing

An aggressive Social Media strategy will get your home noticed by buyers.



The J. Pratt Group's social media presence is leveraged to maximize the online exposure of our listings and drive buyer traffic to your home.

4—Greater Denver's Most Powerful Property Search Engine

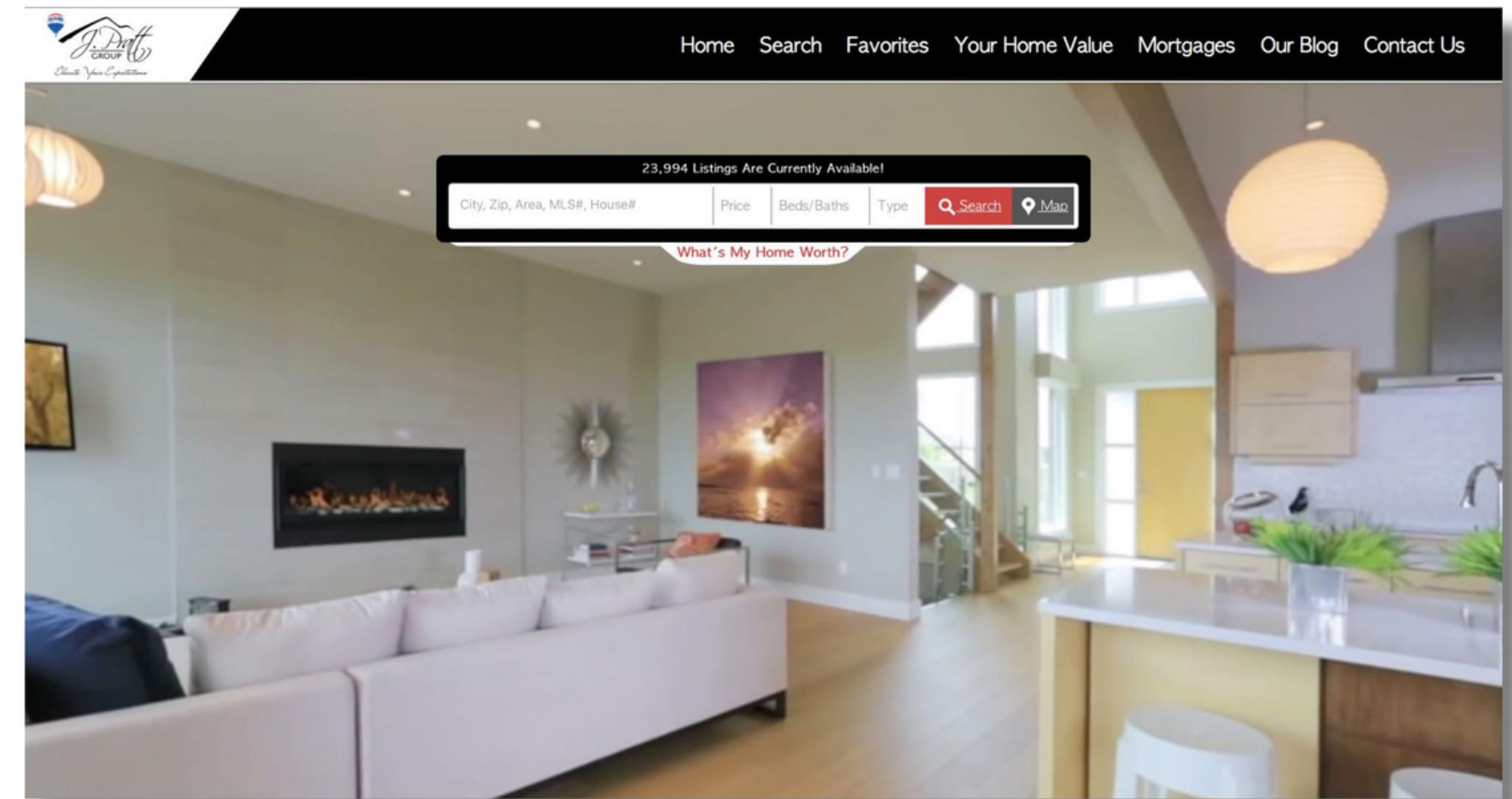
JPrattGroup.com is an advanced buyer lead generation platform.

Hope is not a strategy—aggressive buyer lead generation is!

Every day, we match our buyers with our sellers and our sellers with our buyers!

Each month we get over 250,000 hits on websites like Zillow and Realtor.com looking for information on our listings for sale. That's over a quarter of a million hits each month!

Our immediate response systems track all buyer activity and allow immediate response to buyers interested in your home.



1

2

3

4

5

6

7

4—Our Exclusive Yard Marketing Program Generates Buyers

Most agents have a single yard sign where calls are directed to a random Duty Agent that has no information about your home—our approach to yard signage involves multiple Calls-To-Action in your front yard which drives buyer interest.



Why does this matter so much?

Every buyer that calls our office is put into our database and set up with a property search where we can cross sell our listings that match their home buying criteria.

It's the difference between actively acquiring a buyer for your home and hoping a buyer finds your home like most agents do.

- 1
- 2
- 3
- 4
- 5
- 6
- 7

4—Our Exclusive “Buyers-In-Waiting” Program

Our innovative “Buyers-In-Waiting” program gives buyers working with our team priority access to new listings that match their home buying criteria.

In a single click, we can pull up every buyer in our database that is a potential purchaser for your home. We present the details of your property to our current buyers so they know about your home first.

SCORE	LEAD NAME	CATEGORY	LATEST COMM	CALLS	EMAILS	TEXTS	LAST VISIT	E-ALERT	PRICE	REGISTERED	AGENT
97	Johnny Michael	nurt	4 days ago Email Sent	1	3	0	4 days ago	1 e-Alert visitor	\$545K	2 wks ago source: sign_call	EMAIL: 4 days ago Jen Mathews
97	Bill Burns	watch	5 days ago Talked	2	7	1	9 hrs ago	1 e-Alert system	\$567K	3 wks ago source: direct	EMAIL: 5 days ago Bill Burns
96	Traci Pittman	watch	1 day ago Email Received	1	2	3	2 hrs ago	1 e-Alert system	\$576K	2 wks ago source: bt paid ad	TEXT: 2 wks ago Traci Pittman
81	Jen Mathews	watch	1 hr ago Email Sent	1	2	0	2 days ago	1 e-Alert	\$257K	4 wks ago source: facebook	EMAIL: 1 hr ago Jen Mathews
79	Jen Mathews	watch	5 days ago Talked	2	5	1	3 days ago	2 e-Alerts agent	\$890K	3 wks ago source: google	CALL: 5 days ago Jen Mathews
79	Brijal Shah	watch	4 wks ago Note created	2	1	1	4 days ago	1 e-Alert	\$452K	1 mo ago source: bt paid ad	NOTE: 4 wks ago Brijal Shah
78	Jen Mathews	new	2 days ago Email Sent	1	6	1	1 day ago	1 e-Alert system	\$381K	6 days ago source: bt paid ad	EMAIL: 2 days ago Jen Mathews
75	Randy Cook	nurt	6 days ago Talked	2	1	0	4 days ago	1 e-Alert system	\$510K	8 days ago source: yahoo	CALL: 6 days ago Randy Cook

We track every buyer and seller that comes through our websites, signs, and other marketing activities, plus past clients sphere of influence contacts, and many others—as you can imagine that’s a lot of people.

4—Even More Exposure Means More Money for You!

Our “Coming Soon” Program

Once we sign the listing documents, we begin the process of generating interest in your home through our “Coming Soon” program.

Our exclusive “Coming Soon” program focuses on “Buyers-In-Waiting” along with their agents, those eager and ready to buy the right property. Your home hits the market highly anticipated, thus motivating prospective buyers to act before they lose the chance. Our goal is to sell your home for a higher price with fewer days on the market.



Mega Open House System

Only 3% of homes sell from traditional Open Houses—they are ineffective as they fail to generate buyer traffic into the home. Our exclusive Mega Open House system drives dozens of buyers through our listings.



- 1
- 2
- 3
- 4
- 5
- 6
- 7

4—How Can The J. Pratt Group Handle So Many Buyers?

We have a team of full-time Buyer Specialists!

Our Buyer Specialists only show property, write offers and negotiate contracts. They know the inventory, the ins and outs of financing alternatives and lenders that can save our buyer money. They show buyers what they want to see when they want to see it.

You have the power of a sales team working to sell your property.

Dominant internet presence

We generate tens of thousands of impressions each month on lead generation portals. We have a team of Buyer Specialists! Our Buyer Specialists are trained to show property. They know the inventory and they show buyers what they want to see when they want to see it. You have the power of a sales team working to sell your property We currently have over a hundred buyers that are active on our site—what other agent can say that?



What's Your Online Marketing Strategy?

Online Presence Checklist

- Keywords
- Citations
- Visibility
- Social Media
- Call-to-Action?
- Reviews
- Competition

Our huge inventory of homes For Sale

The J. Pratt Group is very fortunate to market many desirable homes, in a variety of areas and price ranges. This large inventory prompts calls from new and existing buyer prospects every day. Buyers know they will get the inside track to the freshest and most desirable listings that we offer. Also, this inventory allows us to advertise in the yards of 5-10 times as many homes as other agents who averaged just two listings per year.

How do we keep in touch with all these buyers?

Our buyer team provides coverage 8 a.m. to 8 p.m. 7 days a week for incoming internet inquiries. Collectively they spend 21+ hours each week on the phone with potential buyers. Most agents spend less than 1 hour per week on the phone with prospective buyers.

- 1
- 2
- 3
- 4
- 5
- 6
- 7

5—Our City Wide Buyer Agent Network

In addition to our Exclusive “Buyers-In-Waiting” program, we market to all of the 20,000+ agents in the Greater Denver area—we pride ourselves on having great relationships with other agents and agencies.

There are 3 types of buyers: 1) In town, 2) Relocation and, 3) Working with another agent.

We target buyer specialists to increase showings from co-op agents and keep your home top of mind with buyers.

By marketing your home to the agent community, we expand our reach and exposure even more...

...thus reaching the maximum percentage of buyers that might be interested in your home.

Approximately 70% of homes are sold by cooperating (co-op) agents—unlike traditional agents, we aggressively target these agents to increase your homes visibility in the marketplace



1

2

3

4

5

6

7

6—The Art & Skill of Negotiating a Real Estate Transaction

Most real estate agents have not been trained in negotiation—the disappointing truth is that most agents need to sell your home worse than you do, making their advice biased and taking dollars away from your final proceeds.

Negotiations can have an impact of more than 10% of the ultimate selling price of your home. Our experience and sheer volume of homes sold is one of our biggest assets that you can leverage — more than 50 homes successfully negotiated and sold each year!

We use proven techniques and strategies and employ a non-emotional state of mind during the negotiation process — we are not anxious to “cut a deal” and leave your money on the table like less experienced agents.

Considerations when it comes to negotiating the sale of your home:

- Proactive vs reactive negotiation strategy by setting expectations with the buyers agent
- Negotiating with authority by taking control of agent to agent discussions
- Eliminate unqualified buyers and bad surprises by probing for information
- Avoiding home inspection deal killers (the #1 reason a home sale falls through)



1

2

3

4

5

6

7

7—Traditional Agents are Severely Disadvantaged

The average real estate agent in the Greater Denver area sells less than 4 homes per year — our industry has virtually no barriers to entry and does not have any performance standards to maintain a license—it's a scary fact!

Traditional agents lack the necessary training to get the best results

Did you know It takes...

- 120 hours—Licensed truck driver
- 600 hours—Licensed nail tech
- 1,500 hours—Licensed beautician
- 2 years—Licensed mechanic
- 75 hours—Licensed real estate agent!!!



Our continued training...

Our team meets weekly for 2-3 hours to discuss marketing strategies, new programs and capabilities, and client communications!

The average agent spends the 8 hours/year mandated by the state practice and fundamentals

The J. Pratt Group, who are well-trained specialists, spend 100+ hours/year

The traditional agent is a jack-of-all-trades, master of none

Most agents are solely responsible for all of the tasks that result in a successful sale



7—Our Proven, Repeatable System Yields Exceptional Results

The real estate industry has failed to employ proven systems that provide a high quality consumer experience that is repeatable and produces results—plans and promises that are poorly executed will cost you time, money and stress.

Our proven, repeatable system will sell your home for **MORE MONEY, IN LESS TIME AND WITH LESS HASSLES** than traditional real estate methods.



To ensure you get **maximum value** for your home and the **world class experience** you deserve, your agent must follow a proven, repeatable process and have a **great support team with leading edge expertise.**

The J. Pratt Group is unlike any other option in the market!

7-We Stand Behind Our Services — Other Agents Simply Don't Do This!

Our exclusive Seller Satisfaction Guarantees and Seller Performance Agreement give you confidence that we will deliver on our promises and put our money where our mouth is.



Most agents will give you a blank stare if you ask them about their service and satisfaction guarantees. As a home seller, you need to know if your interests are aligned.

Is your agent willing to stake his or her successful outcome with yours? Why shouldn't your agent guarantee their performance?

The J. Pratt Group is so confident that we can perform for you because of our track record, experience, commitment and work ethic.

It's smart marketing to guarantee our services—risk reversal gives our clients the comfort that they won't buy into a sales pitch that's not backed by performance.

We Must Take a Business Approach to Pricing — “Credible & Defensible”

In order to secure your desired outcome of a successful home sale, we need a solid working relationship that results in teamwork—and we must be able to talk openly about the realities of the market.

If we execute every aspect of our process beautifully but our pricing is wrong—we will lose the opportunity for a sale and critical momentum. As a result, we are likely to end up with a lower price.

Things for us to consider:

- Are prices rising? What are absorption rates telling us?
- Do we have only a little or great competition?
- Is there strong motivation to sell? What is our plan B?
- Is our price credible & defensible? Are we viewing the market as a buyer would?

After we put your home on the market, new listings or new sales may affect our price—so we consistently communicate to you where we stand in the market and if we need to adjust anything.

Remember, days on market is NOT a seller’s friend!

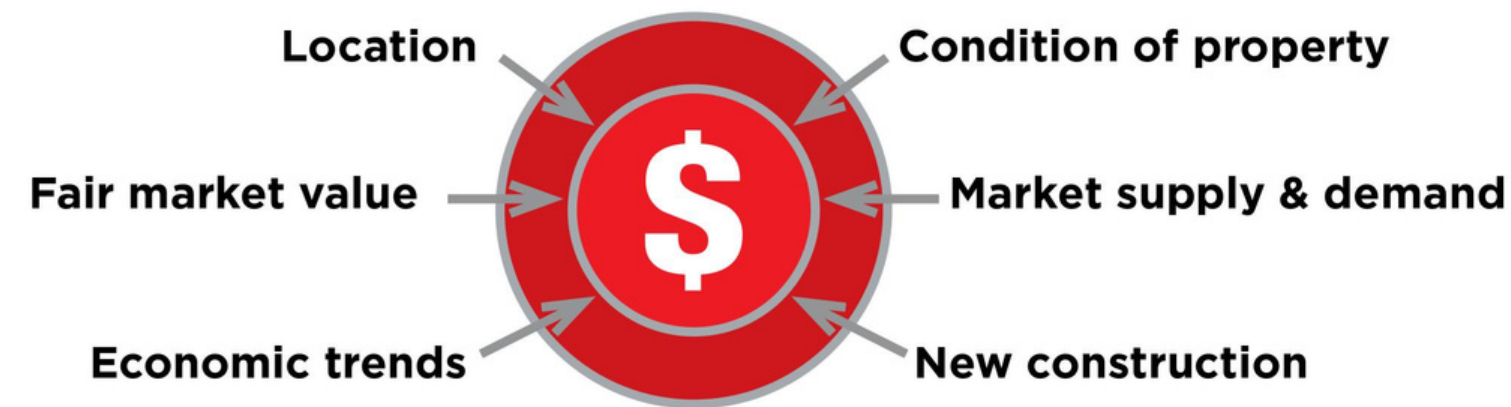
Let’s review your home’s Equity Evaluation and discuss your thoughts on pricing...



The Next Step – Pricing Your Home for Maximum Value

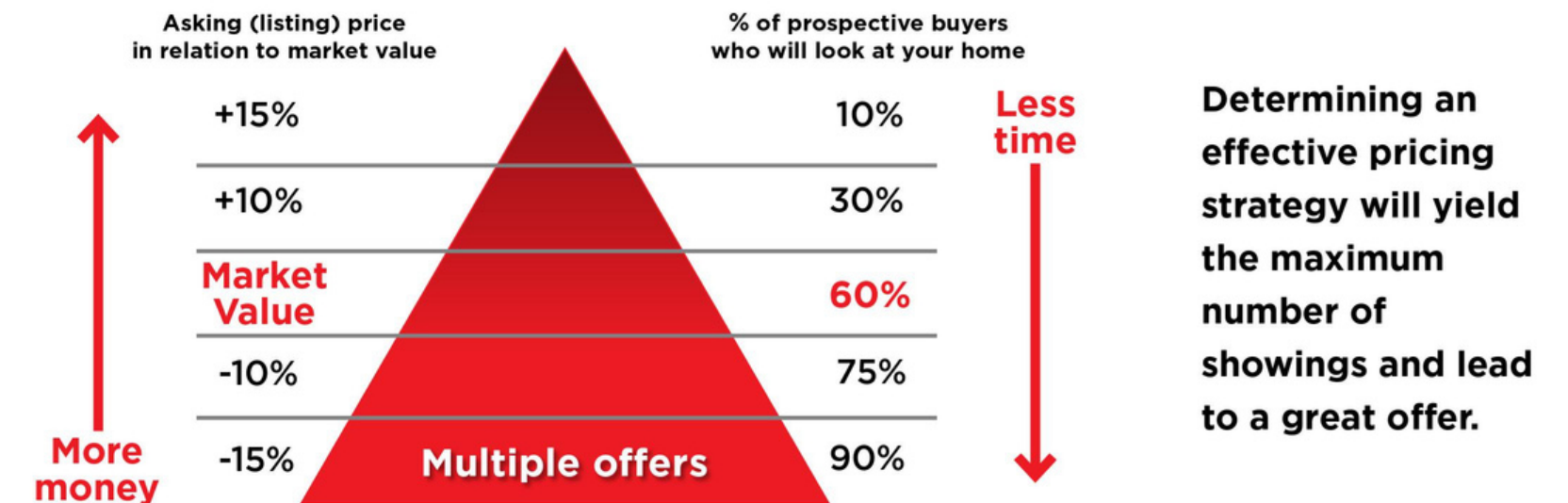
Choosing the correct initial asking price is critical to achieving maximum value for your home—the biggest mistake most sellers make is to overprice their home relative to current market conditions and comparable properties.

What determines the price of your home?



We can't control these variables, but we must consider them in setting the optimal listing price!

What's important to you...time or money?



The optimal listing price generates the best offers

This is how we gauge whether your price is attracting buyers in the current market. The market is constantly changing, and buyers ultimately determine market value.



Our equity evaluation prices your home for maximum value

We prepare a customized Equity Evaluation to establish a market-competitive selling price for each of our listings. Our experienced researcher draws on data from multiple sources to conduct each of the analyses listed below:

- Comparative Market Analysis
- Internet Estimates
- Technical Analysis
- Square Footage Analysis

A summary of the research gives us a range for the optimal listing price.

The Bottom Line—Our Goals Are Aligned!

To get your home...



SOLD

- ✓ for the **MOST** money
- ✓ in the **SHORTEST** time
- ✓ with the **FEWEST HASSLES**

To Recap — What Makes The J. Pratt Group Different?

Do you see how our...

- ✓ **Results Driven Marketing**
- ✓ **Prospecting Approach**
- ✓ **Expert Advice & Guidance**
- ✓ **Proven Repeatable Process**
- ✓ **Team Structure**



...will create more demand for your home, help it sell faster and for more money?

And, If There Are No More Questions...

Let's put a win-win agreement in place...



Joan Pratt
GROUP
Elevate Your Expectations

and Let's Get Your Home Sold!