



The Marketing Plan... Unlocking the Door to **SOLD!**



The Resume:

Putting The Vogel Team to Work

- **EXPERIENCE LEVEL:** Jim attributes much of the instant success of The Vogel Team to experience. As a 3rd generation realtor, Jim has a unique perspective on experience, "It's required in today's fast market to do things right the first time." **The Vogel Team has over 25-Years of combined real estate experience.**
- **CAREER VOLUME:** "In real estate, experience is measured in transactions. Your education is in the transaction that you do." **The Vogel Team has a career volume of over \$200 million.**
- **AVERAGE LIST TO SELL:** "In order to build a business in real estate, results are required." **The Vogel Team maintains an average list to sell time of 22-Days.**
- **PRICE SENSITIVITY:** "When 65% of the sales generated come from listings sold, we have the opportunity to refine our skills in marketing and selling homes. Most importantly assisting families in protecting their most precious investment." **The Vogel Team maintains an averages a 99.1% price sensitivity.**



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The Resume:

The Vogel Team Projections

. **VOLUME:** **48,000,000**

As a seller in today's market, it's important to understand that 95% of all real estate is listed and sold by 5% of the agents. At the Vogel Team we are proud to say we are a member of that 5%.

. **TRANSACTIONS:** **200**

It's just as important to understand that the average agent you meet in real estate, completes only 6-transactions per year. We are currently projecting to sell over 20-times the number of homes the competition is

. **LIST TO SELL:** **22-DAYS**

The Vogel Team has spent countless hours, and literally 1,000's of dollars researching the most effective marketing strategies, to net you the maximum return on your investment. **Price is time, and time on the market can needlessly cost you \$1,000's, in what your home should sell for.**

. **PRICING:** **99.1%**

Negotiating is an art. From the day your home is listed to the day it sells, The Vogel Team is guarding your equity, and insuring your seamless transaction..