

LISTING YOUR HOME

Zach Bernards of Willcuts Company Realtors

A LITTLE ABOUT MYSELF...

I grew up on my family's farm in Dayton, Oregon. I have been actively participating in real estate since 16 years old, in which I would prospect for potential investment properties for a handful of family, and friend investors. Because of prior experience, I was eager to obtain my Oregon Real Estate License, and begin selling, and buying properties for myself and others. I work with both buyers, and sellers to accomplish their real estate goals. Whether it be land for farm use, a home in which to raise a family, or an investment property with a great ROI, I enthusiastically guide my clients throughout the process. I believe one real estate transaction can change someone lives, both financially, and structurally.

A LITTLE ABOUT WILLCUTS COMPANY...

Willcuts Company Realtors was founded in 2005 by three brothers, Mike, Marc and Matt. The Willcuts family are local to Newberg and have been in the Newberg area since the 1930's. Our office is conveniently located in downtown Newberg where we serve our community and surrounding areas. Matt Willcuts is the principal broker for our office since 2005 and the owner. Our company prides ourselves, on our four coveted values:

Integrity - We are an honest and trustworthy advocate for our clients.

Professionalism - We have respect for everyone we work with and we represent our clients in a professional manner.

Expertise - We have been doing real estate sales for over twenty years.

Relationships - When you are a Willcuts Company's client, we don't see you as a transaction. We value your time and your choice to partner with us and your relationship.

YOUR HOME WILL BE SEEN

Unrivaled online traffic, resulting in a more efficient sale.

4,823

paid advertising views weekly

80%

of people start their home search online

I have been running marketing campaigns for my own businesses, and others for years. When done correctly, online, and social media marketing is the most effective, and efficient marketing opportunity available to any business owner. Throughout our tenure on the market, your listing will receive an unrivaled amount of online traffic on the following platforms:

Facebook - Perhaps the most underutilized tool in the real estate industry, Facebook provides the most comprehensive and effective marketing platform. Your advertisements will be tailored to our custom, target audience. Results are trackable, and logged in Facebook Business Manager, giving us the ability to refine our ads daily to optimize our response.

Instagram - Another great platform, owned by Facebook, which allows us to target a specific audience with creative video content. Managed through Facebook Business Manager. Instagram is great to reaching a younger, more engaged demographic.

PRODUCING GREAT CONTENT...

A great marketing plan is worthless without fantastic content. Producing engaging, high-quality media is vital in order to produce proficient levels of traffic. Professional photography is essential to any real estate marketing package. My photographer, Kari can be scheduled a few days before, and will have gorgeous, edited photos within 24 hours. During that time, I will capture your home in virtual reality using a Matterport 3D camera. This technogloy allows potential buyers to view the home in virtual reality from anywhere, which is great for out-of-state clients. Aside from photos, and a virtual tour, many variations of videos, and property tours will be created throughout our time on the market. Therefore, our advertisements will never promote the same type of media, consequently increasing engagment and responsiveness.

PROFESSIONAL PHOTOGRAPHY



MATTERPORT VIRTUAL TOUR



THINGS TO EXPECT FROM ME...

Weekly Listing Reports

A report of previous week activity including social media statistics, showing feedback, market health, and local real estates news which could affect our listing. These reports will be in your inbox by 8 o'clock each Monday we are active. These are a great indication of our listing's relevance, and if I am doing my job. Throughout our tenure on the market, these reports become a great source for information.

Availability and Responsiveness

I pride myself on being available. Whether it be early morning, or late evening, I am here to assist with problems small to large. If I miss your call, it will be returned promptly. I want to develop an open communication stream for anything you may need throughout our transaction.

Continual Marketing Efforts

Seeing the same ad can get old. That why I diversified our content, to increase engagement, and responsiveness. My efforts are not solely exerted online, but rather, a wholesome marketing strategy. This includes directional signs to your home, yard sign flyers (stocked as needed), open house advertisements, and a property binder to be placed in your home for use during showings.

WEEKLY REPORT EXAMPLE...



Zach Bernards
Real Estate Broker

Our Weekly Statistics

From 11/26/18 – 12/2/18 (Second Week)

Zillow Views	565
Zillow Saves	24
Website Visits (Property Page Specific)	174
Facebook Interactions	257
Facebook Reach	4,709
Total Social Media Reach	5,189
Hard Inquiries (text, call, email, etc.)	11
Showings	3
Open House Visitors	13

Weekly Summary

Traffic recovered this past week, and I infer the price drop had a great deal of influence. I will be contacting the roof guy today, hope for new pictures tomorrow, and I will begin to advertise for the next open house pronto! Will Saturday from 12-3 work best for you (or Sunday)? I believe the roof cleaning, and a slight pressure wash will alter the curb appeal positively. I had also thought about the back deck...perhaps we could re-arrange some of the potted plants to show the surface area of the deck? Our showings went well, but Buyers have communicated concern about the unevenness of the floor in the living room area, and life of the roof. We had great traffic at our open house, and received similar feedback. However, folks absolutely love the size of the lot, and the potential the house has. There have been a few recent sales, which are similar to your listing. I'd love to get together this week, and discuss them.

CLIENT TESTIMONIALS...

"I was able to meet Zach through a family friend. Upon our initial contact, my instincts served me well. Zach presented himself in a professional manner.. Displaying incredible integrity, vast knowledge, and a willingness to listen to my needs.. He was able to spend the later part that night showing me several houses that I had interest in. He was able to provide details regarding the properties, making my decision much easier to consider..He kept in constant communication, always keeping me up to date with the relevant information I needed to make my final decision.. I never felt rushed through any part of the process from start to finish, And found that to be of the integrity he upheld. I have a profound respect for him.. I am very Grateful to have him as my agent.. Thank you Zach for hard word, long hours, & dedication to make this possible..." - **Tracey O.**

"Zach helped us in selling and purchasing our homes in which he did an outstanding job! He is very friendly, courteous, informational with no pressure to rush us along in either sale. He answered all our questions and was very quick to get back to us when we reached out to him. In selling our home he presented to us his business portfolio and started discussing with us reasons why we should hire him to sell our house. Before he had finished the first page, we were so impressed with him and his philosophies that we decided that he was the best realtor to sell our house. He used the most up to date photography, websites and contacts that got our house sold in three days! Zach has an innate drive to succeed. His knowledge and expertise in real estate go way beyond his years. He is the total professional, who is always willing to help in any way he can. He pays attention to details and does the little things that speaks volumes to what a quality person he is. We have total confidence in him that he will succeed in any endeavor he is involved in." - **Joel and Carrie H.**

"Zach was great. He helped me find a few duplexes near McMinnville. He was one of the few realtors who understood cap rates, and ROI's. We eventually purchased to properties which Zach help find by door knocking and calling local duplex owners. Our cap rate was nearly 10 percent! We are currently looking for more!" - **Mike C.**

"Helped us get our Newberg home ready to sell by doing a lot of work himself. Took load of furniture to storage, took load of junk to dump, did some landscaping, etc. Had 3 open houses and sold our home in three weeks! Became a good friend who helped us through each step. Would highly recommend Zack to help sell your home!" - **Dick B.**