

Marketing Plan



JAMIE M ROSS
@properties®

Selling Real Estate is my Super Power!

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RENE
Real Estate
NEGOTIATION EXPERT



Let's Connect

TABLE OF CONTENTS

Meet Jamie

Getting Your Home Prepped & Ready to Hit the Market

Client Care & Communication

High-Quality Marketing Materials

Tapping the Power of Social Media & the Internet

Engaging the Real Estate Community

Know the Key Steps to Selling a Home

Traditional Marketing on Steroids

Behind the Scenes

Mission and Core Values

Strategy for Pricing & Selling

Client Testimonials



MEET JAMIE.

Jamie is a hard working Mom that values her time at home making memories with her family. Her home is not only the center of her world but the safe haven that her family relies on to re-center themselves every day. Her goal is to help guide you home, your happy place, whether it is love at first site or it takes seeing 100 homes to fall in love. Everyone deserves to find their place in the world and her goal is to make that happen.

Sometimes our place in the world has changed and we need to find a new home, I can help with that transition as well. My experience has taught me the most effective strategy to get your house sold as soon as possible. Not only do I offer exceptional service and a proven marketing strategy, but I understand the strength it takes to leave behind the walls that memories were made within. When you are in uncharted territory, you want someone who has been there before to help guide you. Someone that can simplify the process and help you embrace the journey. Jamie will guide you through searching for the perfect home, dealing with inspection issues, financing and with every storm that arises, she will be waiting to provide advice.

Jamie grew up in Wheeling, IL and attended St. Viator High School. She spent her college years studying Architecture and Design which allows her to see beyond the walls and inspire her clients to envision what can become of the perfect space. After college, Jamie got married to her high school sweetheart and moved to Arlington Heights. Five years later they welcomed their first child and moved to Lindenhurst, where they currently reside. Her husband Mike Ross is a Home Inspector and together they produce a You Tube Channel: At Home with Mike and Jamie, where they discuss the real estate process, DIY mishaps, maintaining your home and everything in between.

Jamie is very passionate about her community and contributed to the growth of the area. She currently serves as the Executive Director of the Lake Villa, Lindenhurst, Round Lake Area Chamber of Commerce and in the past has served on the Lake Villa District 41 PTO board as well as a local girl scout leader in the past. As an active member of the community, Jamie is positioned to leverage her knowledge to help her clients not only sell or find their home, but be a continued resource for whatever they need in the future.

In her free time Jamie enjoys going on adventures with her family, traveling, camping, and working on her own household projects. She is a "summer outdoorswoman" and enjoys being outside as much as she can during the warmer months. She has been known to close the deal fireside at a remote campground during the summer months. Jamie has also never been seen in the same room as Wonder Woman.. so there's that.

GETTING YOUR HOME PREPPED AND READY TO HIT THE MARKET

Creating the Marketing Hype for Your Home

I assure you that your home will be ready and presented in a manner that will create “hype” about your home. The more we do prior to putting your home on the market will assure you receive top dollar for your property as well as ensure we know and take care of any issues that can become problematic during the process. We will discuss any potential issues that could possibly affect your bottom line so that there are no “surprises” down the road.

I have a comprehensive list of resource specialists, tradesmen, and subcontractors that can do anything and everything for you to help this process become as seamless as possible (any work needed or requested will be an additional cost). I provide basic staging to ensure your property is shown to the absolute best of its ability to help you end up with more offers, better terms, and a higher price for your home!

Just ask us for a list of anything you need! I can provide contacts for services and help organize and maintain any project you need including but not limited to: staging, window cleaning, gardener, painter, handyman, landscaper, specialized tradesmen, electrician, termite inspector, home inspector, appraiser, and much more!



CLIENT CARE & COMMUNICATION

I'll be your partner as we work together to get you the best price in a timely fashion. I'm confident I can earn your trust.

As your partner, I offer expertise to help you make good decisions about the sale of your home and avoid costly mistakes. It starts with making sure your home is presented to its best advantages:

- 360 Degree Picture Virtual Walk Through of the home
- Floor Plans and measurements
- In-depth analysis and expert advice on pricing strategy for optimal results
- Free basic staging
- Professional staging services as needed to attract buyers (optional full staging available at extra charge)
- Free Digital Marketing to maximize online presence
- Checklist of recommended changes to your home to ensure optimal pricing
- List of reputable vendors for any work required
- Identifying your home's upgrades and features that you as the homeowner find important

While we market your home, we know you want to be informed and involved. To keep communications flowing, we will:

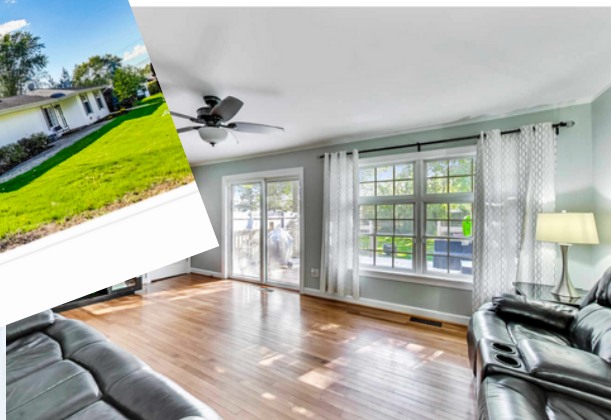
- Send a report on our marketing efforts and results every week
- Constant weekly communication regarding feedback from showing and re-strategizing.
- Inform you of any market changes, mortgage rate fluctuations, sales trends, or any other factors that may affect the value or marketability of your home
- Provide you marketing materials to share with your neighbors, connections, and on your personal Facebook page and other social media sources (Twitter, LinkedIn, Instagram, etc.)



HIGH-QUALITY MARKETING MATERIALS

The quality of marketing materials representing your home have a huge impact on how it is perceived in the marketplace. To position your home in its best light, we provide:

- Professional photographer to capture interior and exterior images
- Professional videography to create a high definition 2 to 4-minute virtual property tour with a description of your home. *
- A high quality, full-color brochure featuring your home
- An individual property website which includes:
 - photo gallery
 - virtual tour
 - property map
 - reports for out-of-town buyers showing nearby amenities, school scores and distance, community information, city demographics, and a “contact me” button
- Lawn sign with text directing to your home’s website
- Search engine optimization (SEO) of all marketing materials for maximum online exposure
- All materials cell phone compatible (91% of buyers use cell phones in their home search)



ROOM DIMENSIONS
KITCHEN: 11' x 12'
LIVING ROOM: 12' x 20'
BEDROOM 1: 11' x 11'
BEDROOM 2: 11' x 10'
BEDROOM 3: 13' x 10'
BEDROOM 4: 11' x 10'

PROPERTY INFORMATION

4 BEDROOM 2 BATH RANCH ON HUGE FENCED CORNER LOT! This rare gem is ready for new owners. NEW kitchen and bath. NEW deck. Furnace and A/C replaced in 2016. Deep two-car heated garage! Close to schools, parks, forest preserves and shopping! 10 minutes to Gurnee Mills, Six Flags and 94. Graylake High School! Quick closing possible...enjoy the Holidays in your new home!

- NEW Deck
- NEW Kitchen remodel
- NEW Bathroom remodel
- HVAC new in 2016

*Fee may apply depending on listing price

TAPPING THE POWER OF SOCIAL MEDIA AND THE INTERNET.

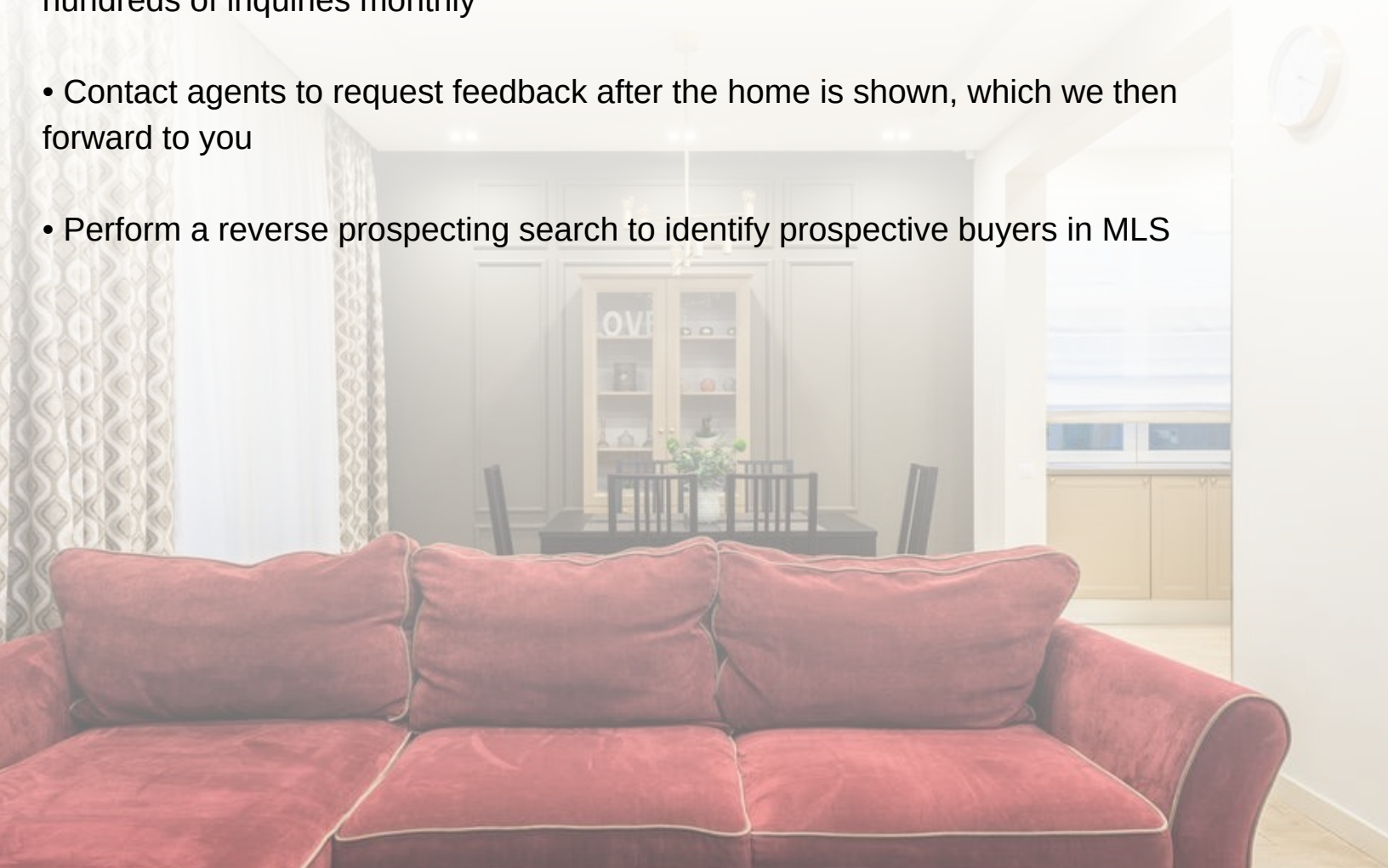
A recent NAR report said that real estate activity on social media has dropped. The reason is most agents do not understand how to use it effectively. Using our process, we get thousands of hits and shares per month through our digital marketing. Your home will be exposed to a broad targeted audience through:

- Pre-market information to potential buyers currently searching with Coming Soon campaign
- Virtual property tour added to our YouTube channel with description crafted to enhance search engine optimization
- Target Market paid advertisement on social media featuring the property tour video
- Creating cookies on the backend of the marketing to capture a target audience
- Online syndication that includes Realtor.com, Zillow, Trulia, Facebook, YouTube, Instagram and HotPad, with weekly posts and updates to keep your home in top spots
- Paid listing enhancements to keep your property in prime position on these sites
- Weekly Facebook Ad campaign targeting local and out of area buyers
- Instagram posts about your home to reach the millennial market
- Virtual tour and photos on www.jamiemross.com with a description written to enhance search engine optimization
- Constant analysis of online traffic data to tweak your campaign to increase traffic and conversion rates
- Immediate follow-up to online interest or inquiries by phone or by sending video response via text or email
- Target market potential buyers who previously interacted online on homes that are similar to our seller's properties

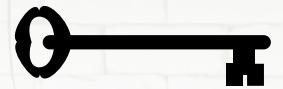
ENGAGING THE REAL ESTATE COMMUNITY

Through our massive network, we access hundreds of agents with serious buyers.

- Cooperate with all Real Estate companies in Lake County and surrounding counties using multiple MLS services
- E-flyers sent to local and out of area agents that brings them directly to your home's website
- Contact preferred lenders for any prospective buyers in their network
- Email "Just Listed" e-flyer with links to your home's website
- Announce price reductions to our national network of real estate agents
- Send property specific information to our internal buyers' agents who receive hundreds of inquiries monthly
- Contact agents to request feedback after the home is shown, which we then forward to you
- Perform a reverse prospecting search to identify prospective buyers in MLS



KNOW THE KEY STEPS TO SELLING A HOME



1



2

Devise and Execute Marketing Plan

- Discuss marketing plan
- Establish pricing strategy
- Place yard sign and marketing on property
- Evaluate property demographics to help determine pricing strategy
- Monitor and evaluate results of marketing actives
- Revise marketing plan and pricing strategy as necessary
- Major Digital Marketing Strategies

Offer on Home

- Evaluate and determine your needs and priorities
- Confirm that all decision-makers are on title and agreeable
- A detailed discussion of "What to Expect" and timelines of events
- Review, compare the terms of all offers
- Call lender and buyer's agent to verify qualification of buyer
- Make sure closing date is realistic and meets sellers needs
- Verify proof of funds
- Discuss appraisal concerns



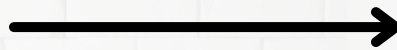
3

Contract Accepted



COMMUNICATION CONSTANTLY TO MAKE SURE TIMEFRAMES AND EXPECTATIONS ARE EXCEEDED!

4



5

A black and white line drawing of a party popper with stars and confetti, symbolizing celebration or completion.

Under Contract

- Verify buyers earnest money
- Review inspections and buyers "Wish List"
- Complete any needed repairs
- Complete any required inspections
- Confirm receipt of contingency removals, inform seller of receipt
- Contact moving company
- Send weekly updates on the progress to closing to the seller
- Schedule a final walk through

Closing

- Close utility accounts
- Complete change of address forms
- Mark property closed in MLS
- Confirm marketing materials, signs, and lockboxes are removed.
- Confirm payout instructions

TRADITIONAL MARKETING ON STEROIDS

Though my focus is online and social media marketing, I don't ignore traditional methods that are still effective.

In my campaign, I also:

- Send direct mail and email flyers about your home to our database of clients
- Contact centers of influence, i.e. family, friends, community leaders, and past clients for potential buyers
- Mass mail a colored glossy “Just Sold” postcard to people in your specific neighborhood
- Deliver high-quality, colored brochures to immediate neighbors with a “Pick Your Neighbor” letter attached.
- Colored brochures featuring your home’s highlights
- Send mass mailers with your home and other available properties to local neighborhoods, approximately 3,000 sent once per month



BEHIND THE SCENES

While all this activity is happening, I'm also working behind the scenes to make sure your home gets the most exposure so it sells at the best price in a timely manner. I also gather all information necessary to ensure a smooth transaction. To that end, we:

- Immediately send responses to buyer leads via e-mail and text
- Improve the marketing of any under-performing marketing campaigns by analyzing & viewing results of campaigns
- Price the property correctly the first time to widen the window of buyer showings
- Reassess pricing if online traffic is not converting into offline tours
- Answer any questions that arise throughout the transaction

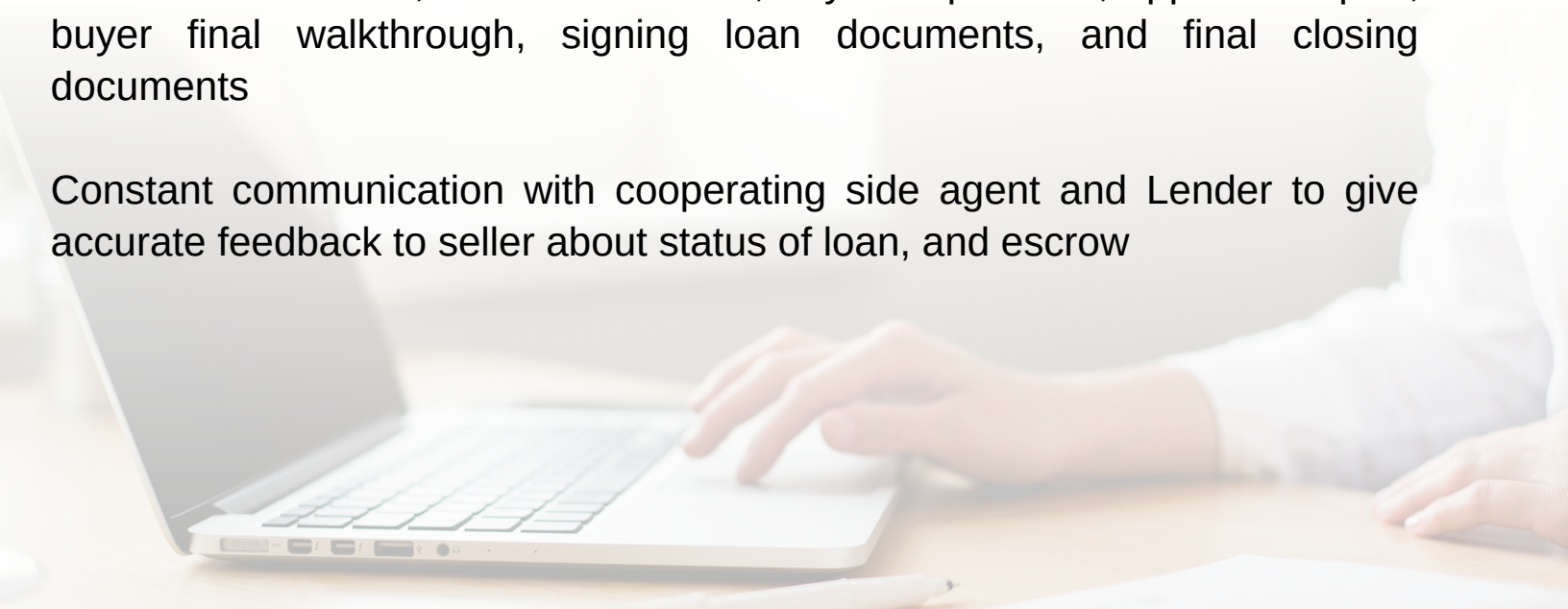
Once the sale of your home is pending, I stay proactive, not reactive, to make sure the process goes smoothly and efficiently by:

Verification with agent and lender to ensure the buyer is properly qualified, ready, and able to purchase (verified employment, reviewed taxes, bank statements, credit report, 1003, etc.) before accepting the offer

Weekly communication via e-mail about status and progress of the sale

Text message and e-mail reminders to you about appointments and deadlines of escrow, seller disclosures, buyer inspections, appraisal report, buyer final walkthrough, signing loan documents, and final closing documents

Constant communication with cooperating side agent and Lender to give accurate feedback to seller about status of loan, and escrow



MY MISSION

I am dedicated to exceeding my client's expectations by providing world class service and market leading expertise to my buyers and sellers through leadership, experience and knowledge.

- To engage in honest, loyal and ethical business practices.
- Maintain an ongoing commitment to serve our communities
- To provide accurate and up-to-date information, skilled analysis and sound real estate advice
- To continually explore new ideas and technology.

MY CORE VALUES

Uncompromised Integrity

Honesty and fairness, I will always do the right thing; people before things.

Leadership

I am the example, I lovingly lead, direct, guide, and hold myself accountable.

Innovation

Constant improvement and creativity; I celebrate success but strive for excellence, I never stop advancing.

Accountability

I consistently teach myself, our company, and our community.

Value People

As family, I will treat all people with courtesy, dignity, and respect.

MY STRATEGY FOR PRICING & SELLING

Before our listing presentation appointment, I put together a complete comparative market analysis of your property to determine the value by reviewing recent active and sold comparables similar to your property in your neighborhood.

Once I visit the home and determine your goals and motivation, we discuss my pricing strategy in detail.



CLIENT TESTIMONIALS



“Jamie is an absolutely amazing realtor. She provided helpful suggestions for showing our house while remaining patient with all of my questions. Our open houses were attended by Jamie and she continually followed up with prospective buyers. When an offer was made, Jamie's experience and local market knowledge assisted in the decision making process. The closing occurred without issues due to Jamie's guidance and preparedness. I recommend Jamie to anyone searching for a realtor in the area.”

- Merrily

“Jamie took us through the process to sell our home and purchase another. She was terrific to work with. Jamie was able to provide guidance when we needed it. She was very responsive. Her husband Mike did our inspection and also did great work. I would recommend Jamie to anybody interested in buying or selling their home.”

- Kevin

“Jamie is an incredible realtor! I cannot put into words how above and beyond she went for my husband and I. We bought a house with her and she helped us sell our house a well. She was so patient with us when my husband and I could not agree on a house. She found us the perfect house that met both of our needs. Everything went seamlessly and was really stress-free. I recommend her to all of my friends and family!”

- Emily

“I am an Arizona resident and needed to sell a house 2000 miles away in Lindenhurst, IL. Jamie was recommended to me and she was a godsend. She was there every step of the way as my eyes and ears on the ground and the sales process could not have been smoother. No matter what was needed Jamie was there to help. She has my deepest appreciation for her professionalism and I cannot recommend her high enough.

- John

Jamie was fantastic in not only finding a new home, but selling our old home. Jamie simplified the entire process for us and things went quicker than we could have ever expected. Our home was presented so well that we had numerous offers within 48 hours. Jamie also consistently checked in to see how things were going and to answer any questions along the way. I would recommend Jamie for your home search/selling needs.

- Steve

Without Jamie this process would've been a nightmare! She helped me through the whole process, finding the perfect home, contacting my loan officer, putting me in touch with an attorney, and a home inspector. Her knowledge of different features about the houses and the surrounding area allowed me to find the community and house that was right for me. She was always able to get me a walkthrough even on short notice. If you're looking for a realtor who is friendly, knowledgeable, and will work her hardest to find you the right house, then Jamie is realtor for you!

- Scott

Contact me today for your
complimentary market analysis



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