

www.judybarrandassociates.com



Serving Northern Wisconsin & the UP of Michigan
Offices in Boulder Junction, Eagle River, Minocqua, Tomahawk, & Three Lakes

715-891-4918

JUDYBARR@REMAX.NET

Proven Results

\$285M Sales Volume
1,000+ Properties
48 Years Combined Experience

Experienced

Educated

Accessible

Proven Sales
Record

Negotiations
Specialist

Market Expert

Focused

Tenacious

Successful

Honest

Innovative

Tech Savvy

Personal
Service



We have a strong grasp on the local market and conditions. Focused, intelligent yet tenacious, well connected, and an ***aggressive negotiators***.

Our promise to you... When it comes to selling your property, I understand this is not something you do everyday. Real Estate is, however, something I have dedicated my life to and have made a lifelong career. Hiring me as your REALTOR should give you the peace of mind that your investment is in the hands of an expert. I will do my very best to sell your property under the best terms and conditions possible. My promise to you is that I will put my 34 years of experience selling, negotiating, marketing, and promoting to work for you to achieve your goals.

Judy Barr

Above & Beyond



About Judy

I have a 26 year old son Ryan, who recently bought his first home with his wife Ella. My daughter Mary and her husband Dillon recently moved back to Northern WI with my sassy frassy granddaughter Maggie. In my free time I enjoy cooking, boating, golfing and traveling.



2020 #1 RE/MAX WI Luxury Agent

Accomplishments

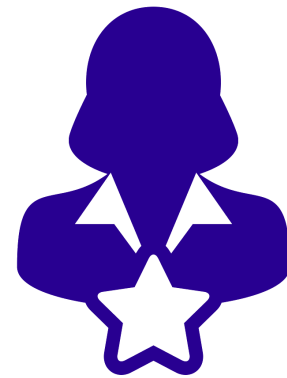
- Cancer Survivor
- **Million Dollar Sales Club**, 26 consecutive years
- Realtor of Year 2001-2002
- Top Sales Awards Earned in 1997-2025
- Voted one of **America's Best Real Estate Agents** by Real Trends 2016-2025
- Top **1%** of Greater Northwoods Board of Realtors in Sales Production
- Recipient of the RE/MAX **Titan Award** 2020
- Member of National Association of REALTORS
- Member of WI REALTORS Assoc.
- Member of Greater Northwood's Board of REALTORS
- Distinguished Service Award 2001-2002
- Greater Northwood's Board of Realtor
- Director of the Greater Northwood's Board 2000-2003
- Member of the Professional Standards Committee
- Executive Council RE/MAX Integra



RT REALTRENDS

TF TomFerry.

AMERICA'S BEST
REAL ESTATE PROFESSIONALS



Designations

CRS Certified Residential Specialist
Just 4% of all REALTORS in the U. S. hold this designation for expertise in the real estate field.

GRI Graduate Realtor Institute
ABR Accredited Buyer's Representative

SFR Short Sales and Foreclosure Certified

CLHMS Certified Luxury Home Marketing Specialist The Certified Luxury Home Marketing Specialist™ designation assures affluent buyers and sellers that real estate professionals have the knowledge, experience, and unique skills to meet their needs.

SRES Senior Real Estate Specialist



RE/MAX[®]

- RE/MAX is the **#1** Brand in Real Estate
- RE/MAX Agents average more than **2X** as many residential transaction sides than all

In 2012 I started my own company!

Co-Owner of

RE/MAX Property Pros

- Started **Eagle River** office in 2012
- Expanded to **Minocqua** in 2014
- Opened **Tomahawk** office in 2015
- **Boulder Junction** office in 2019
- **Three Lakes** office in 2021

Not the Average Agent

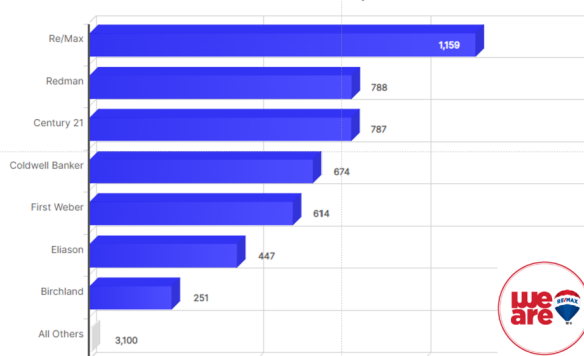
- Judy Barr List/Sell: 98.72%
GNMLS List/Sell: 93.43%
- Judy Bar Average DOM : 78
GNMLS Average DOM: 97

Meaning:

- 19 less DOM
- +5.29% List/Sell
- On a \$250,000 home sale, approximately **\$13,000** more in your pocket!

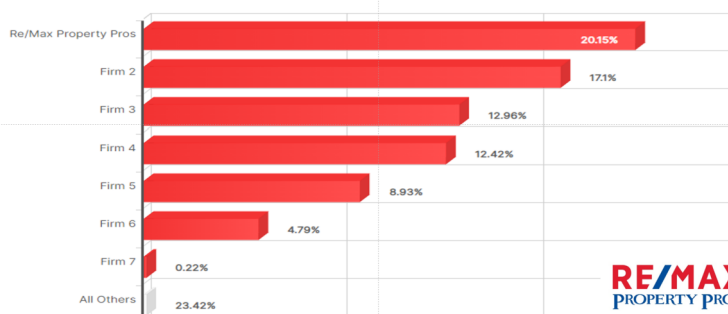
#1 BRAND RESIDENTIAL UNITS SOLD 2022

Market Share - Gtr. Northwoods, WI
Combined Ends Market Share by Units



#1 FIRM in Vilas County Units

Market Share - Gtr. Northwoods, WI
Listing Ends, Market Share % by Units
Date: Jan 1, 2022 to Dec 31, 2022 County: VILAS



YOUR LOCAL EXPERTS



DOING MORE FROM
FOR SALE
TO **SOLD**





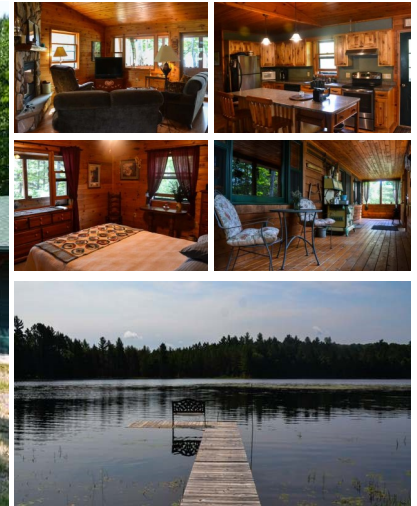
Professional Difference

Visual appeal is critical when selling a home and I hire professional photographers for the properties I list. When you hire me as your REALTOR, I can also enter up to 100 photos in the Multiple Listing Service to help generate showings and ultimately bring in an offer. The photos on top were taken by my professional photographers while the photographs on the bottom were not. There is a difference!

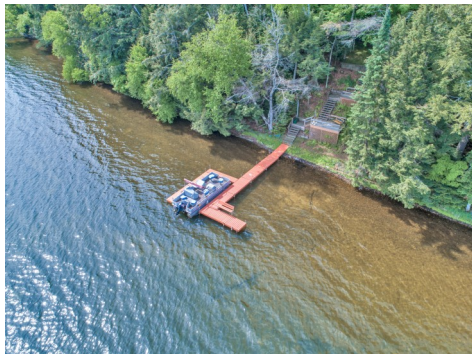
Judy Barr



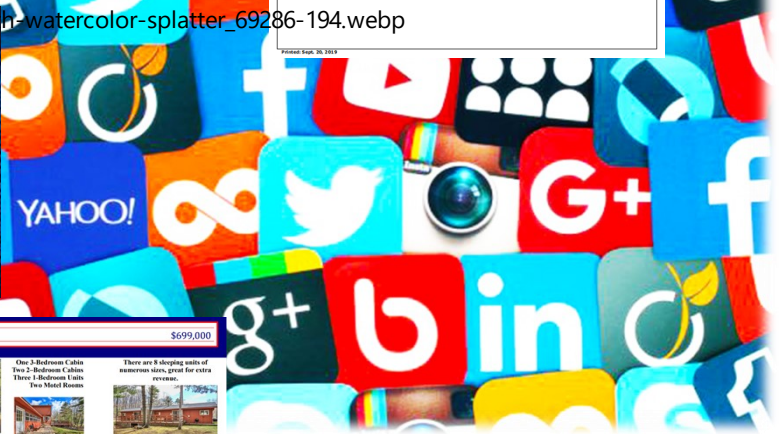
Previous Agent



Drone Photos



Providing an over the top experience for sellers by getting them top dollar and relentlessly marketing each listing through a multi-faceted marketing strategy.



RE/MAX
JUDY BARR & ASSOCIATES
 A Name That Gets You Moving

NORTH TWIN LAKE BEAUTY

PROPERTY & RENTAL UNITS \$699,000

One 2-Bedroom Cabin
 Two 2-Bedroom Cabins
 Three 1-Bedroom Units
 Five Motel Rooms

There are 9 sleeping units of numerous sizes, great for extra revenue.

Sitting on 2.95 acres with 150 feet of shoreline on 1.812-acre Catfish Lake.

www.JudyBarrPropertyPros.com

FOR sale

RE/MAX

3 bedrooms / **3** bathrooms / **3,299** square feet

1147 Pine Tree Drive • Eagle River WI 54521



vimeo

Custom Marketing



RE/MAX

Globally RE/MAX is the #1 brand in Real Estate. When you are listed with a RE/MAX Agent, buyers from all over the world can search for your property.



INTERNET

Greater exposure for your property through List Hub. Posted on over 750 different sites including Zillow, Trulia, Realtor, RE/MAX, Lake Homes USA and LoopNet just to name a few.



Digital Advertising

Utilizing Adwerx, a retargeting geographical ad campaign that follows people who have visited your listing online.



PRINT AD

RE/MAX Property Pros weekly ad, I use print ad to showcase your home. Also featured in Home Showcase, the top Northwoods real estate magazine.



SOCIAL MEDIA

Whether on Facebook, YouTube, Instagram Pinterest, or TikTok I utilize Social Media to seek out buyers and advertise your home.



RADIO

The Packers Radio Network is made up of 51 stations in six states. The Brewers Radio Network consists of 38 stations and covers Wisconsin and Upper Michigan.



VIRTUAL TOUR

For every home I list, I create a unique and eye-catching Virtual Tour from TourFactory.com. It highlights the amenities and is another tool of my advertising campaign.



DISCOVER WISCONSIN

RE/MAX Property Pros is the exclusive real estate company of Discover Wisconsin. Now in a partnership, our commercials will be aired during weekly episodes.



NETWORK

Through various local organizations, RE/MAX helps sponsor events that give back, including the Children's Miracle Network and Wounded Warriors Foundation.



MULTIPLE LISTING SERVICE

Your home will be part of the Multiple Listing Service, where every REALTOR® and brokerage part of the Great Northwoods MLS can see your home is for sale.



DIRECT MAILINGS

"Just Listed" and "Price Reduction" postcards are sent to the community. Frequently, a buyer can come from your own neighborhood or the lake that you live.



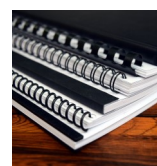
PROFESSIONAL PHOTOGRAPHY

Personal professional grade quality Canon EOS M3 digital camera with a wide angle lens and professional interior and drone photographers.



VIDEOGRAPHY

Video is the newest trend to the real estate market. Listings that show video increase exposure and number of online views. Short videos of the home are taken and posted to Facebook and YouTube.



CUSTOM PROPERTY BOOKLET

This is a book I put together about your home. It includes additional pictures, mapping, seller insight pages, area, lake & school information and much more.

Greater Exposure

- ✓ AdWerx
- ✓ AgentDesks
- ✓ Back At You Media
- ✓ DigiPropz
- ✓ DreamHomeList
- ✓ Equator
- ✓ FindAPlace4Me by VisualTour
- ✓ Flipcomp
- ✓ Foreclosure.com
- ✓ Harmon Homes
- ✓ Home2.me by TourFactory
- ✓ HomeBidz
- ✓ HomeFinder.com
- ✓ HomePriceTrends
- ✓ Homes in Wisconsin
- ✓ Homes&Land
- ✓ Homes.com
- ✓ HomeSpotter
- ✓ HomeSteps
- ✓ HomeWinks
- ✓ Trulia
- ✓ USHUD.com
- ✓ Vscreen
- ✓ HouseHunt.com
- ✓ Houses.net
- ✓ HousesForSale
- ✓ HouseValueStore
- ✓ IdealEstate
- ✓ Juwai
- ✓ Kahping
- ✓ KeyBoom
- ✓ LakeHomesUSA
- ✓ LearnMoreNow.com/FindHomes
- ✓ ListReports
- ✓ LotNetwork.com
- ✓ LuxuryRealEstate.com
- ✓ Mashvisor
- ✓ MHBay
- ✓ MyRentToOwn.com
- ✓ Nestigator
- ✓ NestReady
- ✓ New Home Source
- ✓ Nobbas
- ✓ WikiRealty
- ✓ Ylopo
- ✓ Zillow
- ✓ ParkBench
- ✓ PNC
- ✓ Point2 Homes
- ✓ Properties Online
- ✓ Property Shark
- ✓ PropStream by Equimine
- ✓ RE/MAX.com Metrics
- ✓ REA Group
- ✓ RealFirstImpressions
- ✓ RealQuest Express
- ✓ realtor.com
- ✓ RealtyStore
- ✓ RealtyTrac
- ✓ Rent.com
- ✓ Rentberry
- ✓ RentRange
- ✓ SearchALLProperties by L2L
- ✓ The Land Network
- ✓ The Real Estate Book
- ✓ TotalExpert
- ✓ Zonda
- ✓ Zumper

I've joined the industry's most extensive online marketing program. Here are some of the websites where your property will be submitted, once listed. Many of these have extended networks as well, resulting in exposure on up to 750 different sites.

“ If the service is equally as important as the result, here are a few words from past clients.



Keith

Judy was a complete pleasure to work with from the first meet to the close of the home purchase. Her knowledge of the local market is superb and her enthusiasm and energy throughout the 9 months we worked together never waned. My wife and I thoroughly enjoyed our entire experience with Judy and would highly recommend her, with no reservation whatsoever, to anyone looking to purchase a home in beautiful northern Wisconsin.



Don & Jan

Judy has excellent marketing skills, utilizing all forms of outreach - from mailings, photos, and all of the latest technology. In comparing Judy's listings to others, there is no comparison. Judy would make time to show listings we were interested in, no matter how many times we wanted to go back to the same properties. Judy is very insightful and has an excellent eye for identifying issues and shortcomings of a potential property. She has a great personality, always upbeat - no matter the situation - and was a pleasure to work with.



Find more reviews on Zillow!

Ray

I did not know any realtors in the Eagle River area, so I did some research and decided to have Judy Barr list my Eagle River lakefront property... she didn't disappoint! Judy did some incredible marketing of my property and within a couple weeks I had a FULL price offer! Judy went over and above to make sure that everything was in order for the closing. I would HIGHLY recommend Judy... you won't be disappointed!



Mike

Judy and her staff were very helpful and diligent with the listing of our home. I greatly appreciated the advance contact for every showing and timely feedback received. I believe the beautiful images produced for the listing were very beneficial to getting interest. I also communicated frequently with her Client Coordinator who provided exceptional assistance and guidance to keep our listing and closing on track. I will sincerely recommend Judy Barr & Associates as a very good real estate company in Northern Wisconsin.

Eric

We had Judy as our first realtor when we first purchased our first home, and we knew we wanted her to be our selling agent for this same house. We are so glad we did! We just closed a few days ago and we are so please with her. We just moved out of state and had to sell our house from far away. We were very impressed with how responsive Judy was with emails, texts and calls. She kept us in the loop at all times and made it very easy to take care of the paperwork even from out -of-state. We were so grateful for this! She also did a wonderful job helping us work through an issue that came up during the selling of our home and was great a negotiating a resolution with the buyer's agent. We would definitely recommend Judy. She is also great at helping us understand everything and making recommendations when things get frustrating. In fact, we're realizing how hard it can be to find a great realtor now that we've moved and are looking for a new home: so far no one has come close to Judy! She's very professional, friendly, courteous and patient.



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Pricing Strategy



My goal is simple...

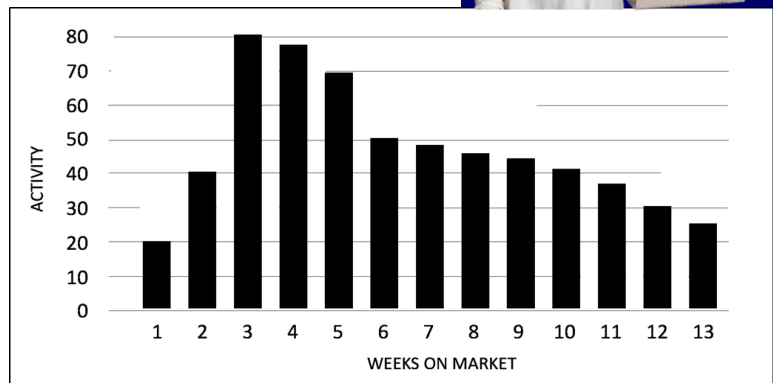
To get you the highest possible price the market is willing to bare.

To realize this goal...

I need to understand and analyze the market and how it is affecting the value of your home.

The market dictates the value and the price is determined by comparable properties to yours that have SOLD in the last couple of years.

Price too low and you lose value.
Price too high and you lose the buyers.



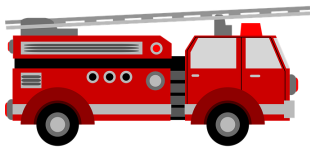
The Selling Process

Like with all things, there are steps to selling and below is timeline of events. I do my best to make any transition a seamless one with no surprises. It is crucial to know what is ahead so we can work together to achieve your goals. Being prepared is what I do.



Meet with Realtor for Market Value Consultation





GIVING back

RE/MAX Property Pros Agents Care

\$29,034 in Donations

proudly given back to our local communities in 2022.

Contributions were made to

62 Local Charities, Community Events, & Local Fire Departments

Community Involvement

The Warehouse Center of the Arts Contributor
Eagle River Historical Society Member
Eagle River Chain of Lakes Association Member
Muskellunge Lake Association



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