



HOME MARKETING PROPOSAL 2025









RE/MAX
REAL ESTATE GROUP

YOUR REALTOR: NATHAN JOHNSON

2025 REMAX[®] vs. THE INDUSTRY



Choose the brand with outstanding agents, leading brand awareness and an unmatched global presence.

	NATIONAL, FULL-SERVICE BROKERAGE BRANDS*					
	TRANSACTION SIDES PER U.S. AGENT (LARGE BROKERAGES) ¹	U.S. TRANSACTION SIDES ²	U.S. BRAND AWARENESS (UNAIDED) ³	COUNTRIES & TERRITORIES	OFFICES WORLDWIDE	AGENTS WORLDWIDE
	11.7	597,770	36.4%	110+	8,735	146,627
COMPASS 	6.2	251,138	3.2%	1	400+	37,144
	6.0	70,092	1.6%	37	2,300	43,200
	5.7	828,875	14.5%	60	1,000	165,000
	5.5	460,374	21.2%	45	2,900	96,300
BERKSHIRE HATHAWAY HOMESERVICES	5.4	239,787	7.3%	11	1,500	50,000
Sotheby's INTERNATIONAL REALTY	5.4	117,860	3.3%	84	1,100	26,100
	5.4	350,119	1.6%	27	N/A	85,000

Nathan Johnson Team

- My Mission
 - To guide you step by step from this initial meeting through closing.
 - Streamline the process to make this experience as pleasant and worry free as possible.
- Experience
 - 50 to 60 sales per year - to include both buyers and sellers
 - I see the home from the perspective of both buyers and sellers and have the experience of dealing with issues from both sides of the process



Stats and Info on Nathan

Top 20 - Expertise.com

RealTrends America's Top Midsize Team



Nathan Johnson

215 W Rockrimmon Blvd, Colorado Springs, CO 80919

Website



Show Number



Send Email



Expertise.com Rating

Show details

Review Sources

Zillow 5.0 ★ (556)
Google 3.4 ★ (5)
Realtor 5.0 ★ (2)

RealTrends Verified Performance

Based On 2023 Sales Data

SIDES	VOLUME	NATIONAL SIDES RANK
130	\$61,186,951	368
NATIONAL VOLUME RANK	STATE SIDES RANK	STATE VOLUME RANK
617	6	16
AWARDS		
America's Best by Sides		
America's Best by Volume		

Colorado - Colorado Springs - Nathan Johnson



Lead of Nathan Johnson Team

Nathan Johnson

Re/Max Real Estate Group

Zillow Premier Agent ⓘ

★★★★★ 5.0 • 624 Reviews

98 sales in the last 12 months



Designations



Ramsey Trusted Real Estate Pro

Proud to be



Giving back to the Community

Partner with a few different organizations

- Operation Underground Railroad
- Care and Share
- Shield 616



You and your Home is Priority #1

My goal is to do what's best for you and to promote your house, not to promote myself.



FOR SALE

**The
Nathan Johnson
Team**

719.301.1888

RE/MAX Real Estate Group



You and your Home is Priority #1

We can definitely do an open house!

- Benefits of having an Open House for the seller
 - Bring buyers to your house
 - 4% of buyers buy a home they've viewed at an open house
- Benefits of having an Open House for the open house agent
 - Brings the agent holding the open house more business



You and your Home is Priority #1

We can definitely do an open house!

- Risks of an open house
 - Curious neighbors
 - Unqualified buyers
 - Anyone can enter your house
 - Open house could turn away potential qualified buyers who want a private showing.



Preparing To Sell



What you control as a Seller

You have control over:

- Your Price - the price at which you decide to list
- Ease Of Access/ Showings To Your Property
- Condition Of Your Property
- Staging - We have a partnership with local stager
- Specific details within the offer contract



NathanJohnsonTeam.com

Home Enhancement Checklist

You've decided to sell your home! When selling, it's important to look at your home from a different perspective...the buyer's perspective.

The Home Enhancement Checklist provides you with insight and direction on how to get the most money and quickest sale for your home by making minor changes and repairs.

Tidy up!

When a home appears cluttered, buyers can't "see" the home or its potential. By storing items you don't need or use, your home will feel more inviting to potential buyers. When selling a home, less is more!

Clean up!

A clean home gives the impression that it has been well cared for. Strive to make your home visually and aromatically appealing. Remember: Paint in the can is worth \$20, but it's worth \$1,000 on the wall!

Patch up!

Minor repairs often become major stumbling blocks for potential buyers. Take away those distractions by fixing minor issues before they become major.

The finishing touch!

The little "extras" make a home feel special. Remember, your home is competing with others in your neighborhood. Make your home stand out!

THE EXTERIOR

Tidy up!

- ☐ Mow the lawn and trim trees and shrubs around the house
- ☐ Rake leaves, pull weeds and dispose of dead plants, flowers and shrubs
- ☐ Store tools and other equipment neatly in the garage

Clean up!

- ☐ Wash windows, inside and out
- ☐ Sweep all sidewalks and driveways

Patch up!

- ☐ Repair doors and windows
- ☐ Repair major cracks in sidewalks and/or driveways
- ☐ Repair roof shingles, shutters, gutters, windows, siding and fencing
- ☐ Clean up the front/back yards with new sod, plants, flowers and mulch if needed

The finishing touch!

- ☐ Add a new doormat at the entrance
- ☐ Add a potted or hanging plant
- ☐ Add new house numbers

Additional observations:

THE KITCHEN

Tidy up!

- ☐ Clear extra gadgets from all kitchen countertops
- ☐ Remove all messages, pictures and magnets from the refrigerator
- ☐ Clear away any papers, mail or newspaper that may have accumulated on countertops
- ☐ Clear sink, stove and countertops of all dishes, pots and pans

Clean up!

- ☐ Wipe down cabinets & polish sinks
- ☐ Clean all appliances, inside and out
- ☐ Wash kitchen floors
- ☐ Air out garbage area with a deodorizer and/or freshener

Patch up!

- ☐ Repair any faucet/sink leaks
- ☐ Repair any broken appliances
- ☐ Repair any non-working kitchen cabinets and drawers
- ☐ Patch and paint walls and ceilings, if necessary

The finishing touch!

- ☐ Add a new throw rug
- ☐ Add a plant

Additional observations:

THE BATHROOMS

Tidy up!

- ☐ Remove any unnecessary items from the countertops
- ☐ Organize linen closets, medicine cabinets, etc.

Clean up!

- ☐ Clean sinks, toilets, bathtubs and showers, and make sure they are mold-free
- ☐ Polish mirrors and bathroom fixtures
- ☐ Wash bathroom floor

Patch up!

- ☐ Repair any faucet, sink and/or toilet leaks
- ☐ Caulk and grout tile, if necessary
- ☐ Patch and paint walls and ceilings, if necessary

The finishing touch!

- ☐ Add a scented candle
- ☐ Add coordinated towels and accessories
- ☐ Add a new shower curtain

Additional observations:

THE LIVING AREAS

Tidy up!

- ☐ Remove piles of papers and magazines from tables
- ☐ Rearrange furniture; discard worn furniture and store "extra" pieces
- ☐ Straighten bookshelves

Clean up!

- ☐ Clean and deodorize all carpet, spot cleaning where necessary; wash all floors
- ☐ Polish all furniture
- ☐ Wipe down lighting fixtures, making sure all light bulbs are working
- ☐ Wash window treatments
- ☐ Clean fireplace, if applicable

Patch up!

- ☐ Patch and paint walls and ceilings, if necessary

The finishing touch!

- ☐ Display linens on table
- ☐ Add fresh flowers, potpourri or a scented candle
- ☐ Rearrange pictures to highlight specific areas
- ☐ Add lamps if room is dark

Additional observations:

THE BEDROOMS

Tidy up!

- ☐ Straighten children's play area and store extra toys
- ☐ Remove extra furniture and rearrange to define areas
- ☐ Make closets more appealing by storing seasonal clothes elsewhere
- ☐ Be sure all clothes are hanging up and not lying around the room

Clean up!

- ☐ Clean and deodorize all carpet, spot cleaning where necessary
- ☐ Wash window treatments
- ☐ Wipe down lighting fixtures, making sure all light bulbs are working

Patch up!

- ☐ Patch and paint walls and ceilings, if necessary

The finishing touch!

- ☐ Add decorative pillows to beds
- ☐ Add a plant

Additional observations:

THE BASEMENT & GARAGE

Tidy up!

- ☐ Organize all areas: laundry area, family area, workshop, garden equipment, etc.
- ☐ Box up and store or dispose of any unnecessary items

Clean up!

- ☐ Sweep and clean floors
- ☐ Remove cobwebs from walls, window sills and ceilings
- ☐ Wash windows, inside and out

Patch up!

- ☐ Make sure furnace, A/C and hot water heater are in working order

Additional observations:

HERE COMES A BUYER...

Before each showing, be sure to complete these last minute touches to make your home stand out and look great!

EXTERIOR

- ☐ Pick up after pets
- ☐ Pick up lawn tools, toys, etc. lying around the yard
- ☐ Clear driveways and walk areas

INTERIOR

- ☐ Open curtains for daytime showings and close curtains for nighttime showings
- ☐ Open windows to "freshen up" your home
- ☐ Do a quick tidy up
- ☐ Play instrumental music

Additional observations:

Next Steps

Prior to getting the listing Live:

- Decide on your listing price
 - Sign the Listing Contracts
 - Schedule Photos
 - Prep home for photos - Have Photos Completed
 - Review the MLS Listing
 - Put key in lockbox and sign in the yard day prior to going live
 - Get listing live!
-
- Showing Time for Appointments

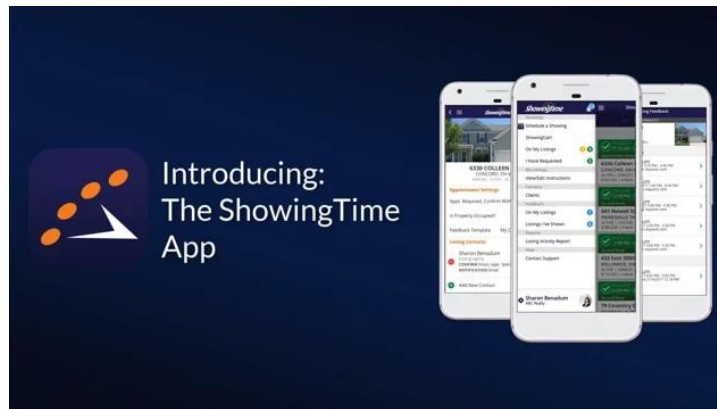


Next Steps

Showing Time Appointment Center:

When appointments are set/requested you can receive:

- Email Notifications
- Text Notifications
- App Push Notifications
- Or even a Phone Call



- All family members can be linked so they all receive notifications - which means you all will be on the same page!

Great Photography Brings Buyers

- Drone Photos
 - Views of the home and surrounding area



Great Photography Brings Buyers



Great Photography Brings Buyers

- Drone Photos
 - Views of the home and surrounding area
- House Photos
 - Photos that truly show what the home looks like
 - Limit the photos that show toilets or toilet related items
 - Not every room or closet needs to be shown

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- House Photos
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 - Limit the photos that show toilets or toilet related items
 - Not every room or closet needs to be shown
- Digital Tours of your home
 - 3D Matterport Walk Throughs - Showcase Listings
 - Video Walkthrough 'Trailer' - About 90 seconds long

Marketing

Marketing to help you get your price:

- Staging
- Realtor.com: Local Expert
- Zillow Showcase Listing



Marketing

Why Staging is Important

- 82% of buyers' agents said staging a home made it easier for a buyer to visualize the property as a future home. (National Association of Realtors)
- 47% of real estate agents claim that home staging had an effect on most buyers' view of the home. (National Association of Realtors)
- A professionally staged home spends 73% less time on the market compared to those without staging. (Professional Staging)
- Staged homes on the market sold for 25% more than homes without staging. (Realtor Magazine)
- <https://www.thezebra.com/resources/research/home-staging-statistics/>

Marketing

Why Staging is Important

- Do you have any interest in having someone helping stage your house?
 - We could do a consult with our stager and they can give you pointers or they could come in and stage it for you with the current furniture, photos and decorations that you have
 - We would reimburse you for this at closing as a listing agent credit.
 - If your home is vacant, our stager can stage multiple rooms in your house and set up multiple decorations and other staging items
 - We could reimburse you a portion of the cost at closing

Marketing

Why Staging is Important

- Here are some photos of staging we've done in our listings using the sellers furnishings and decorations they already owned



Marketing

Marketing Budget: Why Staging is Important

- Here are some photos of staging we've done in our listings using the sellers furnishings and decorations they already owned



Marketing

Why Staging is Important

- Here are some photos of staging we've done in our vacant listings



Marketing

Why Staging is Important

- Here are some photos of staging we've done in our vacant listings



Marketing

Why Staging is Important

- Here are some photos of staging we've done in our vacant listings



Marketing

Why Staging is Important

- Here are some photos of 'VIRTUAL' staging we've done in our vacant listings



Marketing

Why Staging is Important

- Here are some photos of 'VIRTUAL' staging we've done in our vacant listings



Marketing

The logo for realtor.com, featuring a red house icon with a white 'r' inside, followed by the text 'realtor.com' in a black serif font.

- Local Expert
- Marketing and Highlighting your home
 - ~300,000 EXTRA views a month
 - 20 different ZIP Codes
 - Colorado Springs and Fountain



realtor.com®

Marketing

294,135

📉 -1% vs prev 30 days

717

📈 25% vs prev 30 days

0.24% Clickthrough rate

All owned markets

Market ⬆	Market Share ⬆	Ad Views ▼	Ad Clicks ⬆	Clickthrough Rate ⬆
Colorado Springs, CO	40%	192,856	495	0.26%
80919	70%	13,667	21	0.15%
80920	70%	11,241	25	0.22%
Fountain, CO	50%	11,123	22	0.20%
80918	80%	9,411	21	0.22%

Marketing



Email Agent

6517 Sproul Ln
Colorado Springs, CO 80918

Email Agent

5235 Alta Loma Rd
Colorado Springs, CO 80918

En

alty Llc



Email Agent

Advertisement



Nathan Johnson RE/MAX
We'll work to find 'your' Perfect home!



● For sale

\$875,000

4 bed 4 bath 3658 sqft

Contact Agent

Brokered by The Platinum Group, REALTORS



● House for sale

\$950,000 ↓ \$50k

6 bed 6 bath 4,037 sqft 0.49 acre lot

5550 Loyola Dr
Colorado Springs, CO 80918



Marketing



Showcase

Sell Faster. Sell for More.

Showcase Listings on Zillow Received:

81% more

Page Views

80% more

Saves

90% more

Shares

Compared to similar nearby non-Showcase listings on Zillow*



Marketing



Showcase

Getting it Seen is Step One in **Getting it Sold**

This custom listing display is available to only **10% of listings** in your market and can help your home stand out on Zillow through:

- Eye-catching media like high-resolution photography, interactive floor plans, and virtual tours to entice potential buyers.
- Increased visibility on Zillow with prioritized placement in personalized search results, special map callouts and email alerts to Zillow's customer database.
- Interested shoppers can contact your agent directly from your listing.
- Powerful exposure on the one residential website that hosts over 231 million average monthly unique users.*

Sell for
2% more

than similar non-Showcase listings on Zillow


20% more likely

to go pending in the first

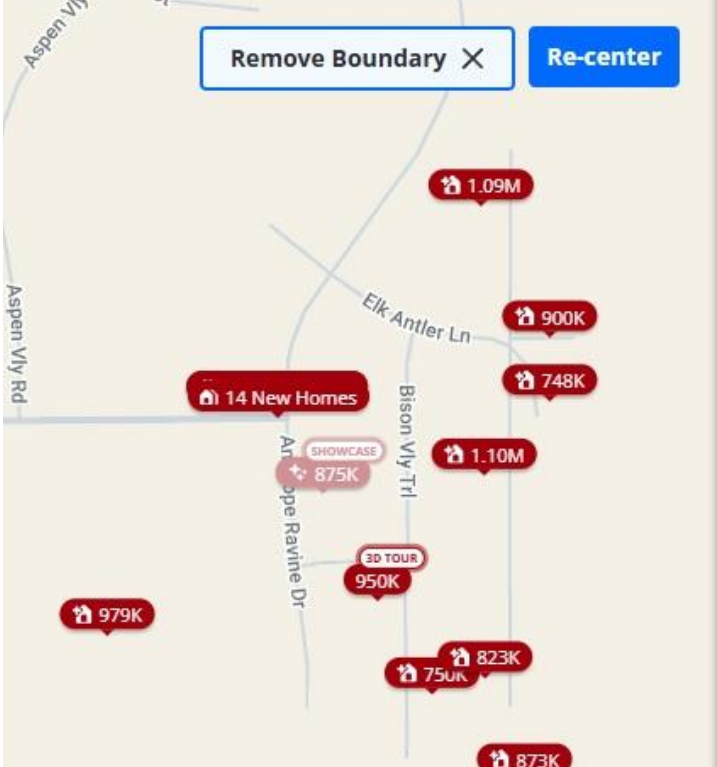
14 Days

compared to similar nearby non-Showcase listing on Zillow

Marketing





[Remove Boundary](#) [Re-center](#)



80908 Real Estate & Homes For Sale

103 results

 Showcase



♡


\$875,000

4 bds | 4 ba | 3,658 sqft - House for sale


9931 Antelope Ravine Dr, Colorado Springs, CO...

RE/MAX REAL ESTATE GROUP LLC

Considering Renting?



Office h




\$872,

4 bds |

9675 Ov

Owner, AMI

Office h



Marketing



Example of my Showcase Listing on Zillow

- [Click Here](#) to see the Showcast Listing example

Marketing

Benefits of a Buyer's Agent VS Dual Representation

- Benefits to NOT having Dual Representation
 - Highest sales price possible
 - Terms of the contract - most favorable to you
 - For inspections - I try to get the fewest repair items agreed upon
 - Appraisal - I try to keep your sales price as high as possible
 - Date extensions - I can perhaps get you a bonus/better terms out of it
 - Any other issues - work for your best outcome
- A dual agent will still need to get paid for each party they represent

Marketing

Benefits of a Buyer's Agent VS Dual Representation

- Potential problems of treating buyer as a customer
 - I still advocate for the the best outcome for you
 - Which is good
 - I just do paper work for the buyer and cannot advise
 - Buyer getting advice from internet, family and friends
 - Can cause many issues and likely lead to termination
 - Agent representing buyers as customer still gets paid
- Problems of buyers representing themselves
 - Potential problems every step of the way
- I have a list of steps for the buyer in your folder

Important question to ask you:

Are you looking for an agent to guide you in what exactly needs to be done, when to do those things and to help you keep on task and on track?

- Staging
- Painting
- Recommended repairs
- Timelines for projects
- motivation



Or are you okay taking the lead on this aspect?

I'm happy to do whatever is needed!!!

Let's go over the Highlights!

Summary of some of the details we talked about

- My Qualifications
 - Ranked in the top 20 of all area agents (expertise.com)
 - 550+ unique reviews (zillow and other sites)
 - Multiple Designations (ABR/CRS/GRI/MRP/Ramsey Trusted)
- Marketing other agents don't do (though many say they do)
 - ~300,000 extra views on Realtor.com
 - Showcast Listings
 - 80% more views on Zillow and 2% higher sales price
 - Entire Photography and Video Package - I pay for this up front
- Staging
 - Options for furnished and unfurnished home
 - Possible reimbursement for some costs at closing
- You'll be working with me throughout the entire process
 - Not a 'Listing Coordinator' or 'Assistant'
- We list the home at the price 'You' want



I'm looking forward to Working for you!

