

Prepared for: Future Nathan Johnson Team  
Sellers



# HOME MARKETING PROPOSAL 2023



**RE/MAX**  
REAL ESTATE GROUP



**A few questions to start:**





# A few questions to start:

Why are you selling?





# A few questions to start:


What is your biggest concern?





# A few questions to start:


If you could wave a magic wand and make this process go how you want, how would it look?





# A few questions to start:


What are some things that you love about your home? What makes it unique?





# A few questions to start:


What are some upgrades, characteristics, and special items your home has that you'd like me to showcase?





# A few questions to start:

What are the expectations you have for me as your realtor?







# A few questions to start:

What price were thinking of listing the home at?

#1

NOBODY IN THE  
**WORLD**  
SELLS MORE  
REAL ESTATE THAN  
**RE/MAX<sup>®</sup>**








2022

★ USA







# RE/MAX® (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 <sup>1</sup>	U.S. TRANSACTION SIDES <sup>2</sup>	U.S. BRAND AWARENESS (UNAIDED) <sup>3</sup>	COUNTRIES & TERRITORIES	OFFICES WORLDWIDE	AGENTS WORLDWIDE
<b>RE/MAX</b>	<b>16.1</b>	<b>988,480</b>	<b>34.0%</b>	<b>110+</b>	<b>8,964</b>	<b>141,998</b>
 REDFIN	12.1	78,177	0.1%	4	500	8,000
 ERA	8.6	113,862	2.1%	33	2,200	36,000
<b>COMPASS</b>	8.6	225,272	1.2%	1	435	26,257
 Sotheby's	8.0	173,107	2.3%	79	1,000	25,000
 CB	8.0	753,355	16.3%	41	2,200	100,000
<b>REDFIN</b>	7.9	76,680	7.0%	2	NA	9,700
 BERKSHIRE HATHAWAY	7.7	386,073	6.0%	7	1,500	50,000

## NATIONAL, FULL-SERVICE BROKERAGE BRANDS

	TRANSACTION SIDES PER U.S. AGENT <sup>1</sup>	U.S. TRANSACTION SIDES <sup>2</sup>	U.S. BRAND AWARENESS (UNAIDED) <sup>3</sup>	COUNTRIES & TERRITORIES	OFFICES WORLDWIDE	AGENTS WORLDWIDE
 CENTURY 21	7.6	377,898	25.3%	85	14,250	144,700
 kw KELLERWILLIAMS	7.5	1,275,365	12.7%	53	1,100	188,121
 Better of Homes REAL ESTATE	7.1	88,980	1.7%	5	390	12,500
 ONE REALTY GROUP	6.9	119,982	0.3%	6	400	17,000
 exp REALTY	6.2	444,367	0.9%	21	NA	75,000
 HomeSMART	4.1	93,600	0.5%	1	200	25,000

# Automated Listing Syndication



THE WALL STREET JOURNAL.



**Integrates With**



# Why Me?

## Nathan Johnson Team

Our Mission is to guide you step by step through the entire process with as little stress as possible. We will streamline the process for you with the hope of making this experience as pleasant and worry free as possible.

With the systems we have in place, we will make sure no details fall through the cracks.



# Background on the next handful of slides:

- I'm going to talk a lot about myself and my team in the next few slides
- It's not me bragging, It's me showing how I'm different than just about every other real estate agent
- It's me showing how I can get you the most money possible with as little stress possible

# What we bring that can make you more money and lower your stress levels

- Experience (# of sales/year) - not necessarily years in real estate
- Reviews - satisfied clients
- Experience with both buyers and sellers
- Good systems in place to make sure nothing is forgotten and that your experience is less stressful
- Marketing
- Get the most money in your pocket from your sale possible
  - Higher listing price does not always mean a higher final sales price

# What we bring that can make you more money and lower your stress levels

Experience (# of sales/year) - not necessarily years in real estate

- 50 to 60 sales per year - to include both buyers and sellers
  - This means that I've been involved in a lot of different scenarios on both sides of the deal and have experience navigating them in the current market
- I know the way to handle those situations in way that helps you make more money while keeping the other side satisfied
  - Less experienced agents may not have the knowledge to successfully navigate the situation



# What we bring that can make you more money and lower your stress levels

Reviews - satisfied clients

- We have more Zillow reviews than just about anyone - and great reputation throughout the city - this will help you get more offers and better quality offers

# What we bring that can make you more money and lower your stress levels

Colorado - Colorado Springs - Nathan Johnson

Lead of Nathan Johnson Team

**Nathan Johnson**  
Re/Max Real Estate Group  
Zillow Premier Agent   
★★★★★ 5.0 • 564 Reviews  
145 sales in the last 12 months

**Our Members**

 Susan Klopfenstein 5.0 ★ 42 reviews	 Debra Gerdin 5.0 ★ 32 reviews	 Jennifer Guerrero 5.0 ★ 13 reviews
 Mark Shade 5.0 ★ 10 reviews	 Geo Scott No reviews yet	 Barb Miller No reviews yet

**Contact us**

Name

Phone

Email

Message (optional)

[Contact us](#)

**Work together on Zillow**

You can contact this agent and request tours directly from listings. [Learn more](#)

[Add as your agent](#)

**About us**

**Real Estate Specialist**

**Specialties: Buyer's agent, Listing agent, Relocation**

Thank you for checking out our profile! \*\*\* Our Mission is to guide you step by step through buying and selling with as little stress as possible. We will streamline the process for you with the hope of making this experience pleasant and worry free and will guide you step by step until closing...and we'll even be there for you after closing! With the systems we have in place, we will make sure no details fall through the cracks. \*\*\* Wh...

# What we bring that can make you more money and lower your stress levels

Reviews - satisfied clients

- We have more Zillow reviews than just about anyone - and great reputation throughout the city - this will help you get more offers and better quality offers
- Nathan Johnson Team is usually in the top 5 in Colorado - #1 in Colorado Springs for RE/MAX

# What we bring that can make you more money and lower your stress levels

Good systems in place to make sure nothing is forgotten and that your experience is less stressful

- We work with the top title company and top closer, Jamie Hensley at Empire Title, who goes above and beyond for us - she makes sure the buyers don't have any judgements against them so that they are able to make the purchase - and that there are no 'hidden' liens on your property
- We use Top Producer - which through auto-emails and reminders to myself and our Transaction coordinator - keep us all on top of the important dates and deadlines

■	DESCRIPTION	TYPE	TO BE COMPLETED	ASSIGNED TO	
<input type="checkbox"/>	Check to make sure resolution is completed if we have already received the objection	To-do	10 days from plan starting date	Applied Person	 
<input type="checkbox"/>	Check with Buyer's agent to make sure appraisal has been ordered	To-do	10 days from plan starting date	Erin Florian	 
<input type="checkbox"/>	Weekly call #2	Call	10 days from plan starting date	Applied Person	 
<input type="checkbox"/>	Zillow review day 13	Email	13 days from plan starting date	Applied Person	 
<input type="checkbox"/>	create google doc file for completed resolution items - upload receipts to CTM for resolution items	To-do	14 days from plan starting date	Erin Florian	 
<input type="checkbox"/>	Make sure all our disclosures are signed & uploaded to skyslope	To-do	15 days from plan starting date	Erin Florian	 
<input type="checkbox"/>	5 days prior to closing - make sure closing/walk confirmed with all parties	To-do	15 days from plan starting date	Erin Florian	 
<input type="checkbox"/>	Make sure appraisal ordered by Buyer's agent - check notes	To-do	15 days from plan starting date	Applied Person	 
<input type="checkbox"/>	[do not delete or 'check' completed until seller confirms] get closing scheduled - see if seller wants to sign separate from buyer	To-do	17 days from plan starting date	Erin Florian	 
<input type="checkbox"/>	2 days prior to closing - email the buyer's agent all the receipts from the resolution repairs	To-do	17 days from plan starting date	Erin Florian	 
<input type="checkbox"/>	Weekly call #3	Call	17 days from plan starting date	Applied Person	 
<input type="checkbox"/>	Put 2 days prior to closing - closing is in 2 days.....grab sign	To-do	19 days from plan starting date	Applied Person	 
<input type="checkbox"/>	Make sure closing is on calendar - see if signing separate from the buyer	To-do	19 days from plan starting date	Applied Person	 
<input type="checkbox"/>	Zillow review day 20	Email	20 days from plan starting date	Applied Person	 
<input type="checkbox"/>	Make sure the Resolution didn't add additional Home Warranty, if so, order/get invoice	To-do	20 days from plan starting date	Erin Florian	 
<input type="checkbox"/>	Ask title company for the payoff sheet for the seller...then send it to the seller.	To-do	20 days from plan starting date	Erin Florian	 
<input type="checkbox"/>	Check in with seller - see how resolution repair items are going - if they are not all completed	To-do	23 days from plan starting date	Erin Florian	 
<input type="checkbox"/>	Weekly call #4	Call	24 days from plan starting date	Applied Person	 
<input type="checkbox"/>	Write to Title: 1) reiterate the admin fee for our agent, 2) Tell them of Erin's TC fee deducted from agent commission, ATTACH MY	To-do	24 days from plan starting date	Erin Florian	 

# What we bring that can make you more money and lower your stress levels

Get the most money in your pocket from your sale possible

- We recommend listing at the optimal sales price to get the most showings and most offers. A higher list price does not always result in a higher sales price
- The more experienced your agent is in this current market the more likely you are to get the best offer selected.
- Help you negotiate through the inspection and appraisal stages in a way that helps you make the most money

# What we bring that can make you more money and lower your stress levels

## I-Buyers, Instant Offers, and other 'Cash Buyer' Programs

- I-Buyers have a HUGE service Fee (2%-3%) along with Commission for the sale as well (3% usually) [About 6% out of your pocket] And they give you 'Below Market Value' offer
- You make \$15,000 to \$20,000 less - all for 'convenience'
- The only 'added' convenience I-Buyers give you is you get to skip showings

# More Money & Less Stress

## Nathan Johnson Team

- Premier Agent on Zillow - your listings get promoted
- We spend thousands a month on advertising for our listings.
  - This means hundreds of thousands more people see your listings





# More Money & Less Stress

## Nathan Johnson Team

Heavily promote your listings  
on Realtor.com



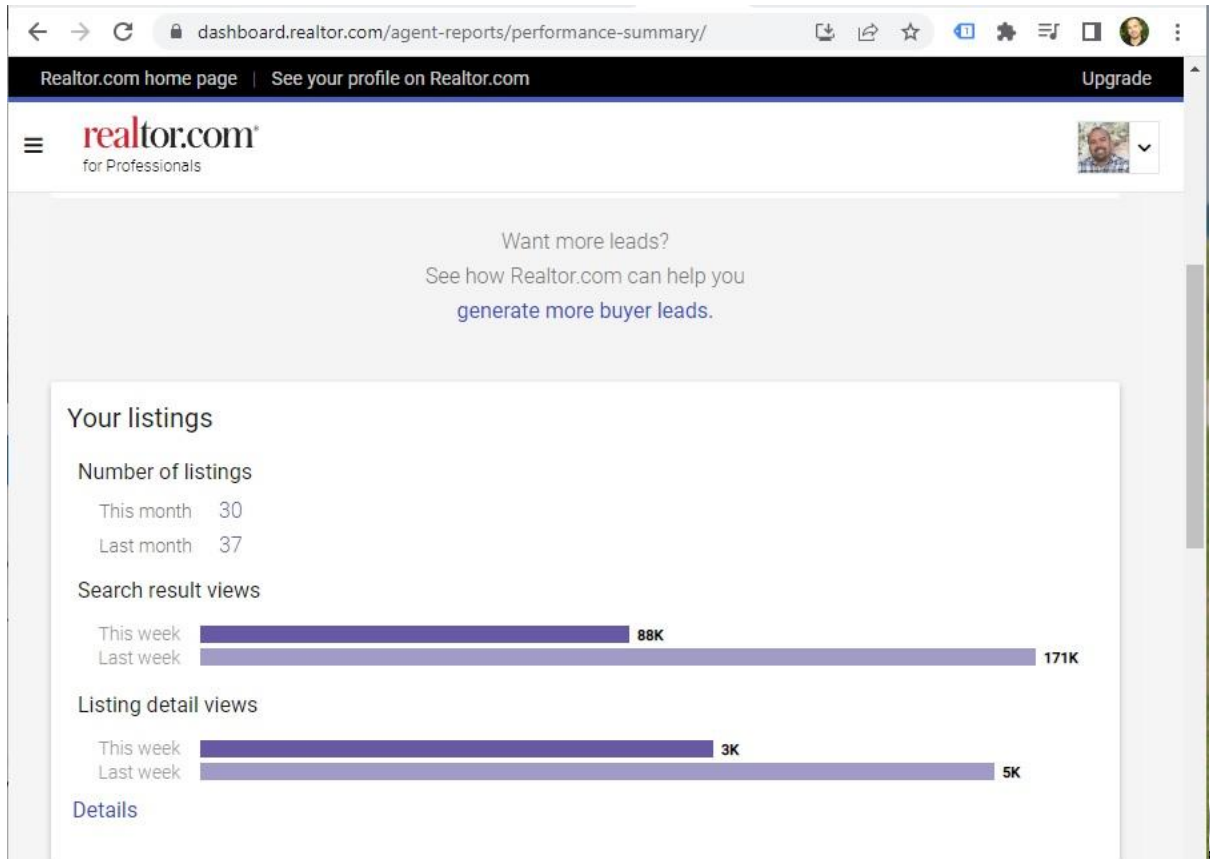
realtor.com<sup>®</sup>



# More Money & Less Stress

## Nathan Johnson

- Heavily promote your listings on Realtor.com
  - Your listing gets more exposure than any other realtor's listings
  - Approximately 170,000 views a week on your listings & 5000+ engagements
  - Over \$30k spent a month on marketing your listing and finding buyers for your listing on Realtor.com



# More Money & Less Stress

## Nathan Johnson Team

- Heavily promote your listings on Realtor.com
  - Your home will be showcased in Multiple ZIP Codes around your ZIP Code
  - Where my advertisement is on the bottom left is where you're listing will filter through

mes-search/80916

Property Type Beds Baths Listing Status More Filters Save Search

Advertisement

LOCAL EXPERT LISTING 1/1

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

For Sale  
**\$425,000**  
3 bed 3 bath 1822 sqft

Contact Agent

Parque-Vista-Plt,Colorado-Springs,CO,80916,M24788-59...

For Sale  
**\$325,000**  
3 bed 3 bath 1,557 sqft 497 sqft lot  
2436 Lexington Village Ln,  
Colorado Springs, CO 80916

Email Agent

For Sale  
**\$325,000**  
3 bed 3 bath 3,180 sqft 4 sqft lot  
4320 Parque Vista Pt,  
Colorado Springs, CO 80916

Email Agent

For Sale  
**\$450,000**  
4 bed 2 bath 1,785  
4119 Morley Cir,  
Colorado Springs, CO 80916

Email Agent

For Sale  
**\$359,000**  
3 bed 2 bath 1,276 sqft 7,588 sqft lot  
925 Tammany Dr,  
Colorado Springs, CO 80916

Email Agent

For Sale  
**\$460,000**  
3 bed 3 bath 1,993  
4148 Coolwater Dr,  
Colorado Springs, CO 80916

Email Agent

**MAX**  
ATE GROUP

# More Money & Less Stress

## Nathan Johnson Team

Heavily promote your listings on Realtor.com

Donate money from each closing to multiple organizations: Adopt a Love Story, Shield 616, Care and Share, Care Portal, and Pine Creek Athletics



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We are a Ramsey Trusted Pro team



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Ramsey Real Estate Pro

My goal is to do what's best for you - not to just get a sale



# Preparing To Sell



# What You Control as a Seller

- Asking/List Price
- Ease Of Access/ Showings To Your Property
- Condition Of Your Property
- Contract Dates and sales price within a received offer
- Which offer you ultimately accept - looking at details other than dates and price



# Some Tools to help you prepare to List your Home

- Seller section of my website has a guide to prepare for listing your home and the NEXT STEPS
  - [www.nathanjohnsonsteam.com/sellers](http://www.nathanjohnsonsteam.com/sellers)
    - A PDF version of this presentation - and PDF of Realtor.com's Seller's Guide
    - Info on HomeLight Trade-in - a great loan/home purchase program - if you are buying a home once we sell
    - Info on how our team is different and unique
    - Next Steps on what to prepare for when getting your ready to list, once you're home is live, and once your home is under contract
    - Home Enhancement Checklist



## Info on the APHW seller protection plan:

- Free Home Warranty During the listing Period
- Adding a home warranty at listing provides up to \$1000 of coverage toward repair or replacement for the seller
  - With no expiration date and no payment due until closing (And I'll cover the cost of the home warranty)

# Great Photography

- **Drone Photos**
  - Views of the home and surrounding area - if it makes sense for your property

# Great Photography: Drone Photos

 PPMLS  
COPYRIGHT © 2020



# Great Photography

- **Drone Photos**

- Views of the home and surrounding area - if it makes sense for your property

- **House Photos**

- Photos that truly show what the home looks like

# Great Photography: House Photos



# Great Photography: House Photos



# Great Photography: House Photos





# Great Photography: House Photos



# Great Photography

- **Drone Photos**

- Views of the home and surrounding area - if it makes sense for your property

- **House Photos**

- Photos that truly show what the home looks like

- **3D Walkthroughs**

- Not ideal for all listings - but for the right home and situation a great option

# Great Photography: 3D Walkthrough

my.matterport.com/show/?m=1VK3wAXvWCt

Apps Ramsey ELP TP 8i d20board email NEW TP X PPAR.com zillow Forwarding R... realtor.com Google Voice Form Letters HOMES.com Team Leads

2410 Hamlet Lane





**What are some questions that you have?**





DOING MORE FROM  
**FOR SALE**  
— TO —  
**SOLD**

*That's the sign of a RE/MAX agent<sup>SM</sup>*