



# HOME MARKETING PROPOSAL 2022



**RE/MAX**  
REAL ESTATE GROUP

#1

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



2020

RE/MAX®



THE INDUSTRY



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

## NATIONAL, FULL-SERVICE BROKERAGE BRANDS

TRANSACTION SIDES PER AGENT (LARGE BROKERAGES ONLY) <sup>1</sup>	U.S. TRANSACTION SIDES <sup>2</sup>	BRAND AWARENESS (UNAIDED) <sup>3</sup>	COUNTRIES & TERRITORIES	OFFICES WORLDWIDE	AGENTS WORLDWIDE
<b>15.6</b>	<b>965,859</b>	<b>32.5%</b>	<b>110+</b>	<b>8,629</b>	<b>130,889</b>
9.2	117,126	1.4%	37	2,300	35,400
7.3	684,981	18.5%	43	3,100	96,300
7.0	370,289	24.2%	84	11,600	131,800
6.9	1,071,208	11.6%	44	1,060	169,317
6.7	335,440	6.0%	7	1,500	50,091

RE/MAX



CENTURY 21

kw  
KELLER WILLIAMS

COMPASS



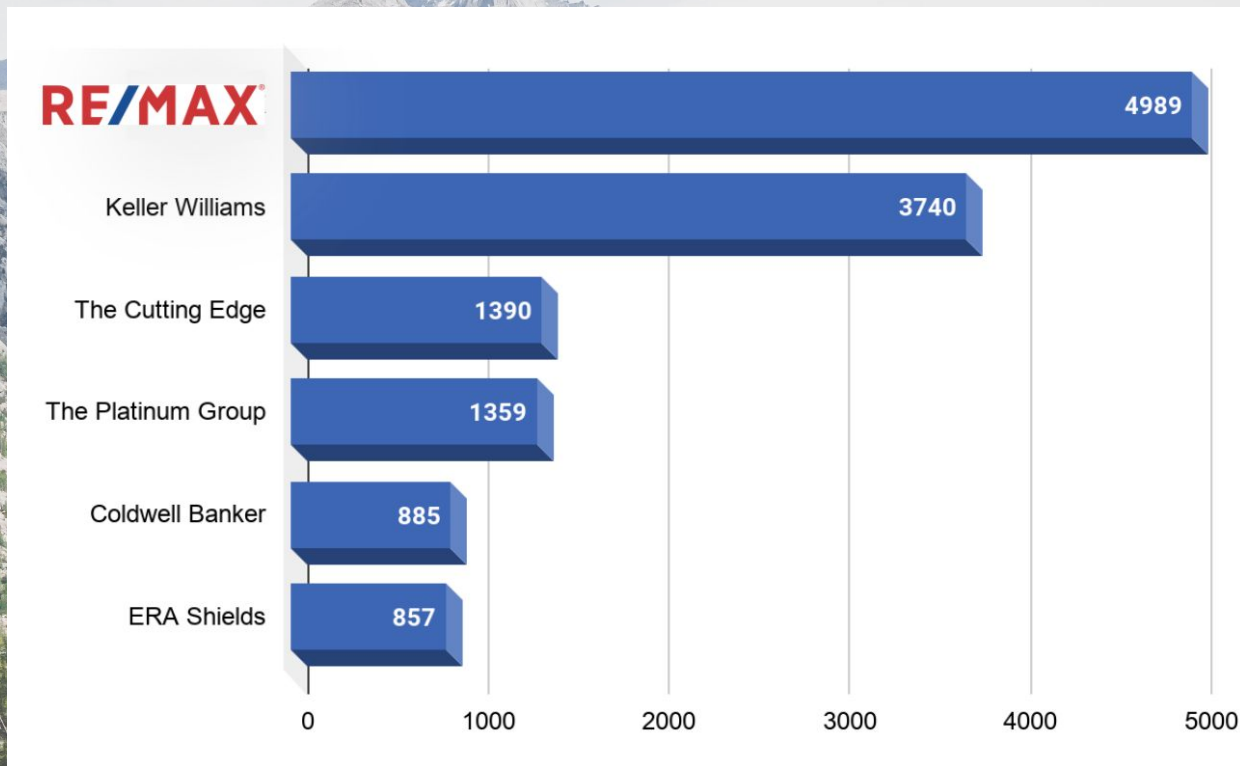
## NATIONAL, FULL-SERVICE BROKERAGE BRANDS

TRANSACTION SIDES PER AGENT (LARGE BROKERAGES ONLY) <sup>1</sup>	U.S. TRANSACTION SIDES <sup>2</sup>	BRAND AWARENESS (UNAIDED) <sup>3</sup>	COUNTRIES & TERRITORIES	OFFICES WORLDWIDE	AGENTS WORLDWIDE
6.4	79,351	1.7%	5	390	13,000
6.4	126,211	3.2%	70	1,000	23,300
6.0	41,923	0.3%	8	500	8,000
5.7	69,557	0.2%	2	280	12,203
5.6	84,732	0.8%	1	300	15,000
5.3	130,627	0.3%	4	4	24,557
4.2	68,400	0.2%	1	190	18,000

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# 2020 Pikes Peak MLS Stats





# Automated Listing Syndication



THE  
**RE/MAX**  
COLLECTION®

THE WALL STREET JOURNAL.



remax.com



Homes.com



global.remax.com



REAL ESTATE  
SEARCH APP

**Integrates With**



ADWERX



RE/MAX  
DESIGN CENTER

# 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.



# Some items that many sellers are looking for in a real estate agent

- 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

# Some items that many sellers are looking for in a real estate agent

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

- Around 200 sales per year - to include both buyers and sellers
  - This means that we've been involved in a lot of different scenarios on both sides of the deal and have experience navigating them in the current market
- We 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



# Some items that many sellers are looking for in a real estate agent

## Reviews - satisfied clients

- More Zillow reviews than just about any realtor - and great reputation throughout the city - this will help you get more offers and better quality offers
- Nathan Johnson Team is #4 in Colorado for overall Transactions

# Some items that many sellers are looking for in a real estate agent


zillow.com/profile/Nathan-A-Johnson/

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

Buy Rent Sell Home Loans Agent finder Zillow Manage Rentals Advertise Agent Hub Help

Colorado - Colorado Springs - Nathan Johnson

Manage your profile | Print page | Report a problem



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

**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...

**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

# Some items that many sellers are looking for in a real estate agent

## Reviews - satisfied clients

- More Zillow reviews than just about any team - 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
- Expertise.com has Nathan Johnson, the team leader, ranked in the top 29 of ALL realtors (6000+ agents)

# Some items that many sellers are looking for in a real estate agent

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 INVOICE	To-do	24 days from plan starting date	Erin Florian	 

# Some items that many sellers are looking for in a real estate agent

Get the most money in your pocket from your sale possible

- We list the price 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

# Some items that many sellers are looking for in a real estate agent

## 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 1-2 days of showings

## I-Buyers, Instant offers, and other 'Quick Close Cash Offer' Programs

	Opendoor	Offerpad	Redfin Now
Average Rating	4.05	1.77	Unavailable
Service fee	3.5-5%	6-10%	6-12%
Trade-in incentive	✓	✓	None
Markets served	23	14	14
Repair costs	Deducted from offer	Deducted from offer	Deducted from offer
Partner agents	In-house agents + partner agents	In-house agents	In-house agents
Flexible closing date	✓	✓	✓
Cancellation penalty	None	1% if outside the 4-day post inspection report window	None if the repair addendum is not signed.



# What I Offer that others don't

## Nathan Johnson Team

Our real estate team, the Nathan Johnson Team, is consistently in the top 1 or 2 teams in the Colorado Springs area and usually one of the top 30 teams Nationwide for RE/MAX midsized teams.



# What I Offer that others don't

## Nathan Johnson Team

Our real estate team, the Nathan Johnson Team, is consistently in the top 1 or 2 teams in the Colorado Springs area and usually one of the top 30 teams Nationwide for RE/MAX midsize teams.

We spend about \$45,000 a month on advertising ( $\frac{1}{3}$ ) for your listing and ( $\frac{2}{3}$ ) to help find buyers for your home

Premier Agent on Zillow - your listings get promoted



# What I Offer that others don't

## Nathan Johnson Team

Heavily promote your listings on Realtor.com



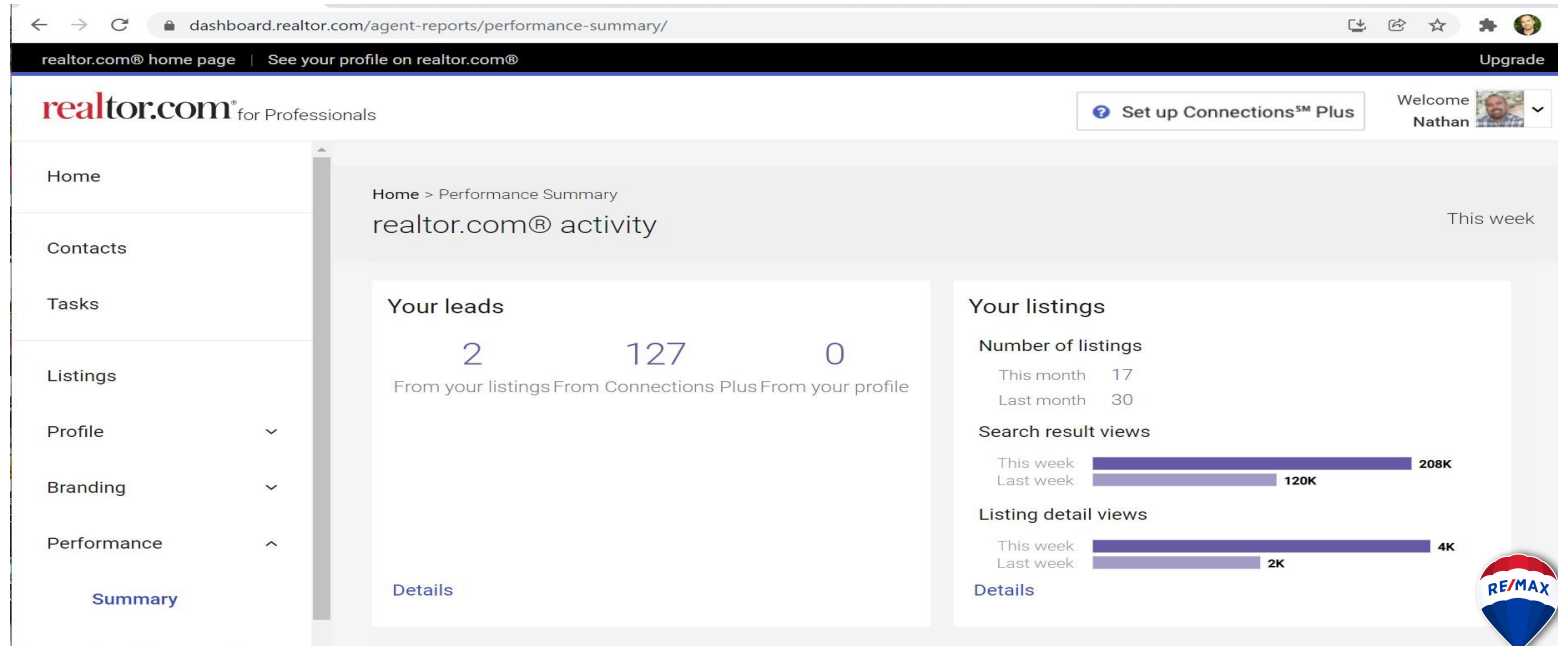
realtor.com®



# What I Offer that others don't

## Nathan Johnson

- Heavily promote your listings on Realtor.com
  - You're listing gets more exposure than any other realtor's listings
  - 150,000- 200,000 views a week on your listings & 4000 - 6000 engagements

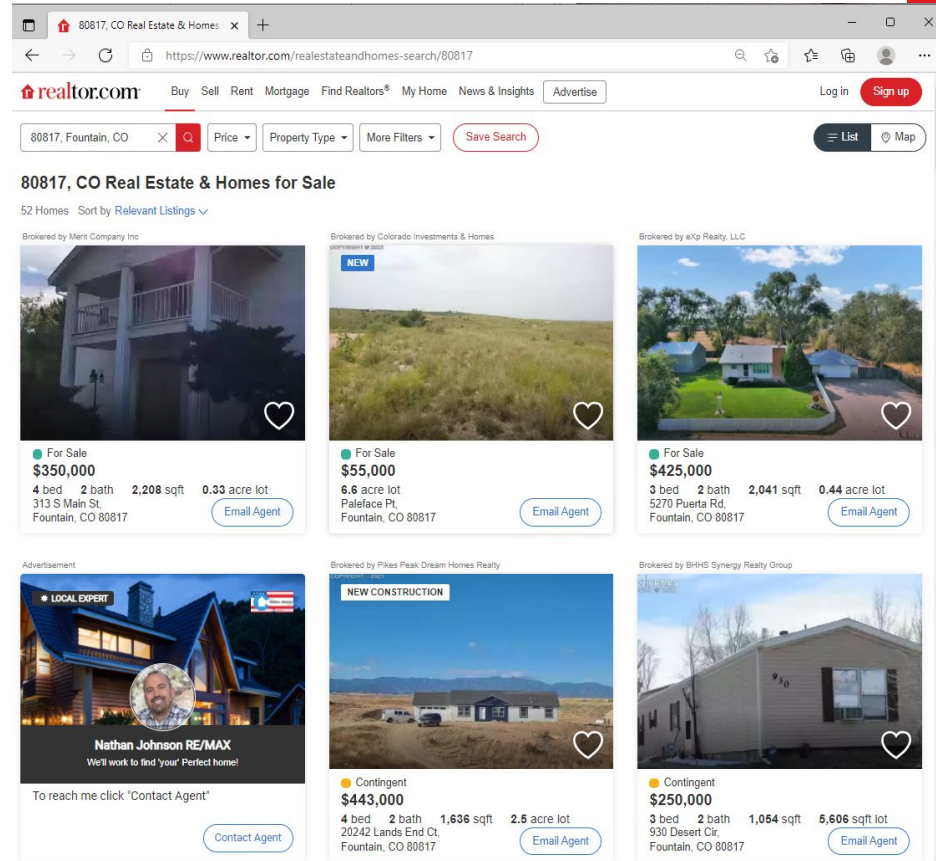




# What I Offer that others don't

## Nathan Johnson

- Heavily promote your listings on Realtor.com
  - Your home will be showcased in your zip code as well as neighboring zip codes
  - Where our advertisement is on the bottom left is where you're listing will filter through



# What I Offer that others don't

## Nathan Johnson

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



# What I Offer that others don't

← → ↻ adoptalovestory.com

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 LEADS - Nathan Co... Nathan's Team past closings showing help 2019-...

**A** ADOPT A LOVE STORY

MISSION OUR FAMILIES BLOG **DONATE**

## Helping Families Overcome Financial Obstacles to Adoption

GIVE TO ADOPTION

**RE/MAX**  
REAL ESTATE GROUP

# What I Offer that others don't



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Ramsey Real Estate Pro Team





# What I Offer that others don't

## Nathan Johnson

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

Ramsey Real Estate Pro

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



# What I Offer that others don't

## Nathan Johnson Team

If you are looking to purchase in conjunction with selling in Colorado Springs, Colorado, or anywhere else in the country

- HomeLight Trade-in Certified Agent



# HomeLight

Trade-In<sup>TM</sup> Certified Agent

# What I Offer that others don't

## HomeLight Trade-In™

We buy your current home so you can avoid the stress, risk, and hassle of buying and selling at the same time.

### How does HomeLight Trade-In work?

1



#### Get a purchase price

We'll work with your real estate agent to make an offer on your current home. That's the price we'll pay you for your current home as soon as you're ready to move into your new home.

2



#### Make a strong offer on your new home

When you've found the home of your dreams, you'll be ready to make an offer with no lending or home sale contingency. This means you're more likely to close and can do so on your own timeline.

3



#### Move in on your schedule

Once your offer is accepted, everything comes together in days, not months. We buy your home at the purchase price so you get the cash to close on your dream home and control when you move.

4



#### Get full market value when we sell your home

We work with your agent to list your past home. If your home sells for more than the price HomeLight paid for it, we give you the additional cash minus selling costs and program fees.



# What I Offer that others don't

## What are the selling costs and program fees?

When we purchase your home, we hold back the following:

- Agent fees, based on the fee you and your agent agree on
- Estimated listing prep work costs, based on a pre-listing inspection of the property and your agent's recommended prep work to get the home ready for market
- Estimated property ownership costs (e.g., property taxes, utility bills, property insurance, and HOA fees)\*
- Our program fee\*

\*Our program fee is dependent on your market, the lender you use, and the number of days we own your home. The amount we hold back will reflect a 60-day ownership period. Once the property sells on the market, we reconcile the actual selling costs and program fees. Please visit our [client support center](#) for fee details and an example economic breakdown.

Email [tradein@homelight.com](mailto:tradein@homelight.com) for more details.

## How do I apply?

Visit [homelight.com/trade-in](https://homelight.com/trade-in) to submit an application in less than 2 minutes.



# What I Offer that others don't

## Nathan Johnson

If you are looking to purchase in conjunction with selling in Colorado Springs, Colorado, or anywhere else in the country

- KNOCK Home Swap Licensed Realtor

### Knock Home Swap™

The smart way to buy a new home  
*before* you sell your current one.



# What I Offer that others don't

knock.

## Get a Knock Home Swap™

Skip the stress and uncertainty of buying and selling real estate the old way.

### KNOCK HOME SWAP™

### TRADITIONAL BUYING/SELLING

Buy a new home before listing your old house for sale



Skip the hassle of living through house showings



Pay only one mortgage at a time and build equity while you sell



Avoid renting costs and moving twice



Get up to \$25,000 of home prep work prepaid so your old house sells for the best price





# 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
- Once you accept an offer - they buyer has the control (except for the inspection resolution)

# 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
  - A pdf version of this presentation
  - Info on Knock Home Swap - a great loan program - if you are buying a home once we sell
  - Info on how our team is different
  - Home Seller's Guide from Realtor.com
  - 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
  - America's Preferred Home Warranty
- 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



# Great Photography: Drone Photos

PPMLS  
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# Great Photography: Drone Photos

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# Great Photography

- **Drone Photos**

- Views of the home and surrounding area

- **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: House Photos



# Great Photography

- **Drone Photos**

- Views of the home and surrounding area

- **House Photos**

- Photos that truly show what the home looks like

- **3D Walkthroughs**

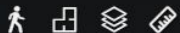
- Not ideal for all listings - but for the right home and situation a great option

# 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







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

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