

HOW TO GET YOUR HOME SOLD FOR TOP DOLLAR IN ANY MARKET!



BRIAN JUDY

480.334.2737



BRIAN'S PROMISE



I am committed to deliver what matters to you!

- The most money possible
- As little stress as possible
- A person you can trust
- Protection from problems
- Privacy and security
- Good communication
- Achieve your objectives
- A friend to help you



Win-Win
HOME SALE™

THE PROBLEM

The problem is... Most agents have no clue what actually works!

Newspaper
Instagram
Realtor® Tours
Open House
Craigslist
Virtual Tours
Flyers
Newsletters
Home Magazines
Internet
Facebook
MLS
Just Listed Cards
Pinterest
1-800 Recorded Messages
Classified Ads
Yard Signs

And worse, many settle for a marketing plan that can be summed up in three words: *"Pray and wait."* As soon as the listing is signed, their work is done until a contract comes. That's not right...

You deserve better!



Win-Win
HOME SALE™

THE SOLUTION

Core-4 Strategic Home Marketing is based on one thing: do what actually works!

Research reveals that **96%** of resale buyers found the home they actually bought in one of just four ways: looking on the internet, from a Realtor®, a “For Sale” sign, or through friends and family. *Core-4 Strategic Home MarketingSM is laser-focused on being the absolute BEST in those four critical areas.*

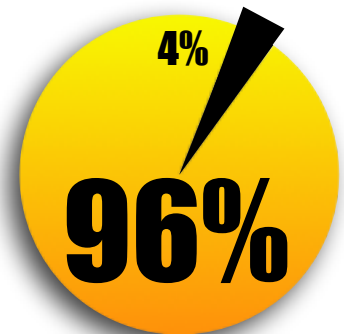


96% - The Core-Four

1. Internet
2. Realtors
3. For Sale Sign
4. Friends & Family

4% - Everything else

3% Knew the seller directly
1% - Home magazines, TV ads, Newspapers, Open Houses, For Sale By Owner, “Just Listed” cards and everything else!



Statistics from the 2019 National Association of REALTORS® Profile of Home Buyers and Sellers.

How will you make the maximum impact in the Core-Four critical areas?



PHOTOGRAPHY

Start with great photography! Professional photos are the most powerful tool for capturing the interest of buyers. Their impact carries over to make the Core-4 areas more powerful!

Twenty years ago buyers had to come to the house for a showing to see the house. Now, buyers are able to look at houses at 10:30 pm sitting in their pajamas at home. So...

YOUR FIRST SHOWING NOW HAPPENS ONLINE!

With great photos, the buyers come to the home pre-sold and simply want to confirm their initial excitement by walking through. In fact, we've had out of state buyers see our photos online and make an offer because they already felt they knew enough about the home to move ahead!



Above: Actual photo from another agent

Below: Brian's image of the kitchen



Win-Win
HOME SALE™

VIDEO

An outstanding video is the only media with an impact that can rival beautiful photography.

While photography is the art of capturing light, video is the art of combining motion and music to engage the eyes and excite the mind.

Aerial video gives a particularly unique and thrilling perspective that intrigues everyone! In today's world of online sharing, it's important for premium properties to have premium promotion with attention-grabbing aerial HD video as well as inviting HD video inside.



1 Use the Internet

YOUR FIRST SHOWING NOW HAPPENS ONLINE.

More and more people are finding their next home all by themselves online. This makes a strong online presence of primary importance.

We market your home on the 3 biggest real estate sites in the world, and they tie in with 100's of other sites for the strongest possible online presence!



Your home will also be featured on these sites and 100's more...



Brian has a custom web site built for your home featuring all of the gorgeous photos plus complete MLS information for buyers to review at their leisure. We want it to be easy for buyers to spend more time looking at and getting answers about your home. This attention investment can crowd out competing homes simply because yours is the one they're continually looking at and sharing with others.



CONTACT BRIAN JUDY FOR MORE INFO!
480-334-2737



CONTACT BRIAN JUDY FOR MORE INFO!
480-334-2737



Welcome Home!

This gorgeous Denali model is white clean and ready to go! Tour yourself to the ULTIMATE lifestyle! You'll be impressed by the elegant stained maple cabinetry with island edge details, 42 inch uppers, pull-out shelves, Kitchen Aid gas stove/cooktop and microwave, travertine style 20-inch tile and luxurious granite counters!

With six big bedrooms, four and a half bathrooms PLUS an upstairs game room, there's absolutely room for everyone! The four-car tandem garage provides all the storage you want and has an overhead lift garage door for tall vehicles. Cool off in Curtiss's community pool or plan a picnic and playdate at one of Curtiss's many parks. Traditional side - rock a flip!

CONTACT BRIAN JUDY TO ARRANGE A SHOWING!
480-334-2737



Welcome Home!

This home has been right! The first ever volume you have a huge formal living room with a fireplace and oak and the home can stay up to the money making selling. Upgraded carpet throughout the home which also has a change in. The elegant kitchen is a lovely gourmet and has all the amenities, granite counters, and stainless appliances. The master family room is ideal for family gatherings or just relaxing.



Privacy and Luxury In Country Paradise!

• 6,303 sq ft • 6 bedrooms • 4 bathrooms • Two game rooms • Huge lot
• 7+ car garage • 3.58 acres • 220 x 706 ft • 70+ Mature Pecan Trees

You have found an absolute gem! This is the kind of home people dream about! From through the gates you drive your dream home! This extraordinary home nestled in the middle of 3.58 acres of grass and rolling pecan trees. All 6,303 square feet are rich with luxury hardwood and country charm. The gourmet eat in thoroughly laid out with 6 bedrooms plus an office, a huge loft and two incredible game rooms.

The heart of the home is the imaginative family room featuring a towering 20 ft stone fireplace opening with maple mantel and custom carved side table. The upstairs bedroom is also visible with hardwoods, modern sofa. The whole room is filled with natural light from two 8 ft windows plus recessed lighting and twin sitting area.




2 MAXIMIZE THE MLS

There are over 50,000 REALTORS® in Arizona (nearly 10,000 in the Southeast Valley alone!), and they all use the MLS when searching for homes! **What do agents look for?**

1. Great photos of a beautiful home.
2. Competitive price.
3. Easy availability for showings.

Understand this... Agents want to know that showing your home will be easy and worth their time. After all, their top priority is finding a home their buyers will love enough to buy! When they see your home in the MLS, you want to give them a beautiful home that's priced right and easy to bring clients to see.

		4796312 Residential Single Family - Detached Closed
<p>Bed/Bath: 4 / 2.5 Bedrooms Plus: 5 Approx SqFt: 3,249 / County Assessor Price/SqFt: \$118.04 Year Built: 2006 Pool: None Excluded Features: 42, 50, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 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1861, 1862, 1863, 1864, 1865, 1866, 1867, 1868, 1869, 1870, 1871, 1872, 1873, 1874, 1875, 1876, 1877, 1878, 1879, 1880, 1881, 1882, 1883, 1884, 1885, 1886, 1887, 1888, 1889, 1890, 1891, 1892, 1893, 1894, 1895, 1896, 1897, 1898, 1899, 1900, 1901, 1902, 1903, 1904, 1905, 1906, 1907, 1908, 1909, 1910, 1911, 1912, 1913, 1914, 1915, 1916, 1917, 1918, 1919, 1920, 1921, 1922, 1923, 1924, 1925, 1926, 1927, 1928, 1929, 1930, 1931, 1932, 1933, 1934, 1935, 1936, 1937, 1938, 1939, 1940, 1941, 1942, 1943, 1944, 1945, 1946, 1947, 1948, 1949, 1950, 1951, 1952, 1953, 1954, 1955, 1956, 1957, 1958, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966, 1967, 1968, 1969, 1970, 1971, 1972, 1973, 1974, 1975, 1976, 1977, 1978, 1979, 1980, 1981, 1982, 1983, 1984, 1985, 1986, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 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2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, </p>		

3 PUT YOUR SIGN TO WORK

Your yard sign is the next most effective tool to attract the attention of buyers. There's just one problem: most signs are boring and only feature the agent's information - nothing about your home.

Brian turns this completely around by making a custom sign just for your home featuring an attractive photo of your home. These signs command more attention from people driving by, and they can spark additional interest if the photo shows off a great backyard or something special inside.

You may also have a sign rider that can automatically share the MLS information with buyers who call or send a text message to the number on the sign. This means buyers can get the information about your home while they're still in front of it! That's using your sign to get a SOLD sign!



4 MAKE IT EASY TO SHARE!

The fourth and final significant way people find the home they actually buy is through their friends and family! The key to having your home shared is to have something impressive and easy to share.

Brian produces a massive 18x12 full-color brochure loaded with photos of your home. The sheer size and quality of the piece make it impressive.

Professional photos are key to show your home in its best light. The brochure also gives them something tangible so they can remember your home in vivid detail. Family and friends will share and build excitement about the home.



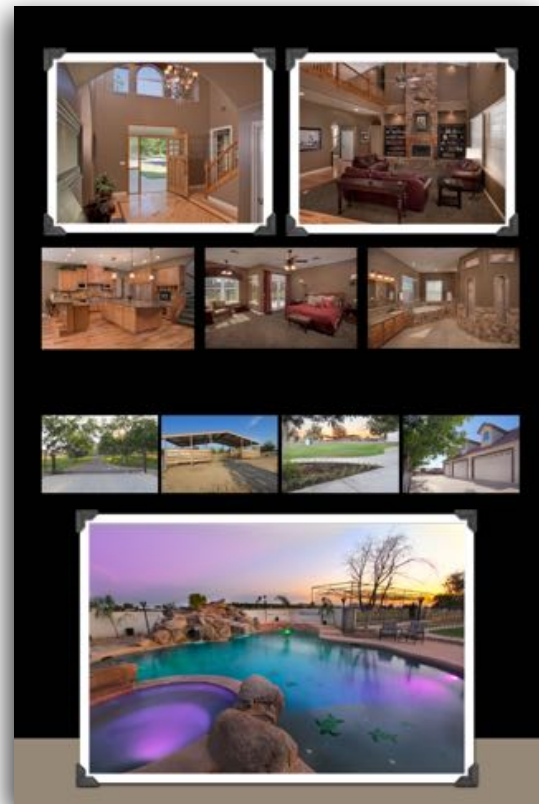
Front



Back



Inside



FOLLOWING UP

GETTING FEEDBACK

Experience shows that it typically takes 8-12 showings of a home to produce an offer.

Following each showing, it's important that feedback be requested from that agent (*some agents are great at providing useful feedback and others offer little or even no response).

Feedback following a showing can help you understand how the potential buyers are seeing the home, and it can guide you to make quick and accurate adjustments when appropriate.

A system is in place to automatically follow up on every showing and ask three questions:

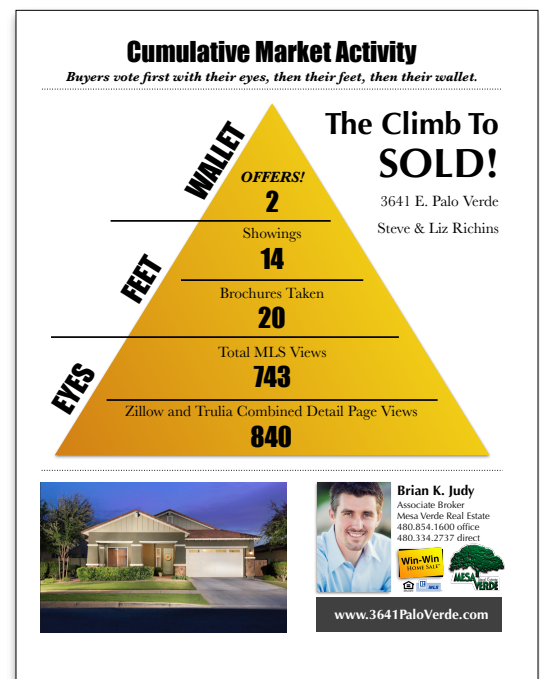
1. *Is this home a contender for your clients?*
2. *What were the things your clients liked/didn't like?*
3. *Is it priced competitively with other homes you're viewing?*

TRACKING ALL ACTIVITY

The best decisions are made with complete information. Every week you will receive an update showing all activity for your home.

Buyers vote first with their eyes (online), then with their feet (showings), then with their wallet (offers).

Each week you'll know exactly what the activity has been on your property so you have the essential information to make the best decisions!



FairFlex COMMISSIONSSM

- 6%** Brian represents you exclusively and another agent brings the buyer. The other agent gets paid 3% and Brian gets paid 3%.
- 4.5%** Brian brings the buyer who purchases your home. Working with both parties this way results in limited dual representation.
- 3%** You find the buyer (with no Buyer's Agent) while the property is listed and just want Brian to walk the transaction through to closing.
- 0%** You are free to cancel the listing at any time with no cancellation fee.



BUYERS VOTE...



EYES - Online Views

FEET - Showings

WALLET - Offer!

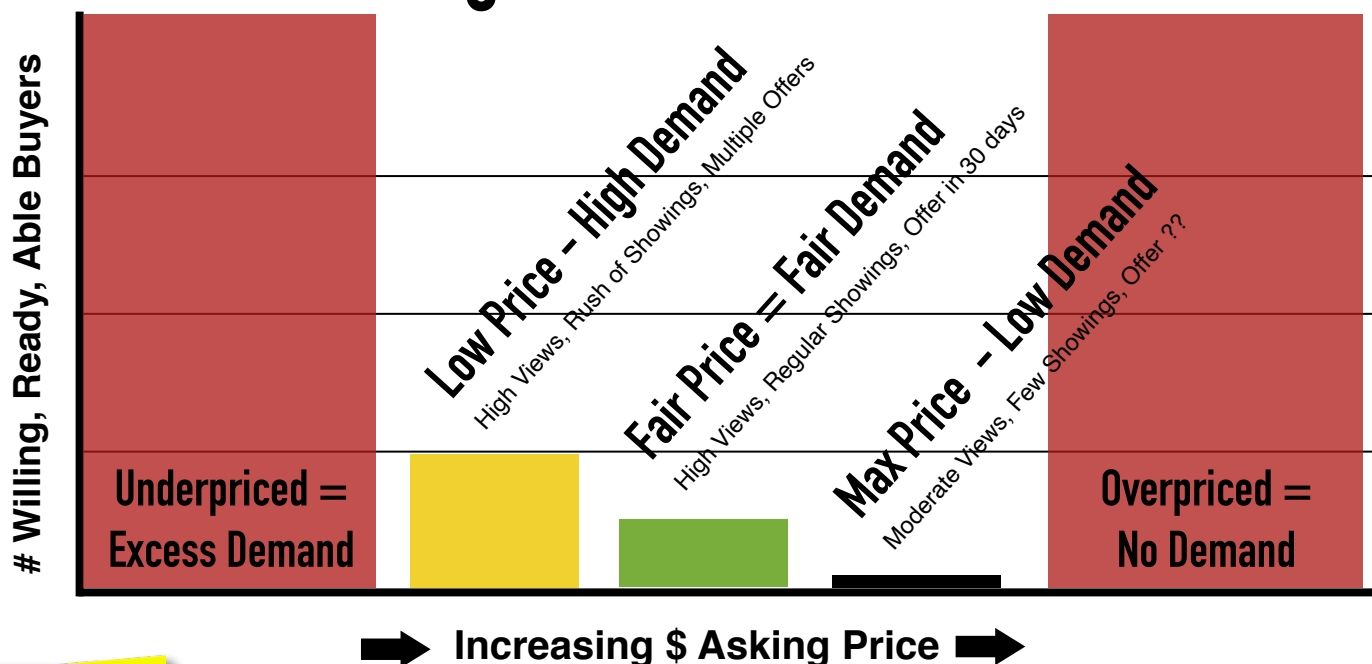


In The Home Selling Process, Buyers Vote With Eyes, Feet, Then Wallets!

- Buyers vote first with their eyes. How many buyers click to see more details and photos?
- Then they vote with their feet. How many think it is a house worth a showing?
- Finally they vote with their wallets. Is the house worth actually writing an offer?

When a property has been properly PREPARED and PROMOTED, then

Pricing Determines Demand



Win-Win
HOME SALE™

PRICING FOR MAXIMUM PROFIT

1. Don't Fall In Love With A Number.

Many homeowners get attached to a certain price they think their home is worth because it means so much to them. It's important to see the house for what it is as it relates to getting it sold.

Unfortunately, some sellers get seduced by agents who try to win business by recommending a high price. This is a recipe for frustration that will end up costing you time and money. *Be sure you pick an agent based on what they'll **DO** instead of what **price** they pitch!* Avoid these common blunders:

But I Paid \$\$\$

It doesn't matter whether you paid double the current value or had the house given to you for free.

How much you paid is totally irrelevant to today's value.

But I Owe \$\$\$

It doesn't matter whether you have the house totally paid for or if you have a ten million dollar loan.

How much you owe is totally irrelevant to today's value.

But I Need \$\$\$

It's easy to "need" a house to sell for more to get the cash for the next house, but needing doesn't make it so.

How much you need for the next house is totally irrelevant to today's value.

2. Know The Facts And Plan Accordingly.

The relevant facts are the most comparable closed sales. Be honest about which direction the market is going (up, down, or stable) and position your home to sell. Make informed adjustments.

3. Get Feedback!

We keep a record of every time your home is shown. Brian works to gather feedback from every showing. This gives critical insight into how your home is perceived by interested buyers. You can't control the market, but you can use feedback to make sure your home is well-presented and appropriately priced!



I am a Client of Brian Judy



WHEN I CALL TO SELL MY HOME, I can relax and feel confident knowing that a true professional is on my side. Brian takes the time to ask thoughtful questions and then listen so he understands my situation - where I am now and where I want to go. He doesn't pass me off to a handful of assistants, but instead he personally guides me forward step by step.

Like a conductor leading an orchestra, Brian brings in the right people at the right time to prepare and promote my home like a masterpiece. After I've done some initial work to prepare, Brian sends an interior design expert to come and help ensure the fine touches are just right so I can feel excited to have buyers come to see it. Then it's time for photography, and the pictures bring my home to life! It looks so good I can easily imagine buyers falling in love with my home before they even set foot inside.

When my home goes on the market, we're totally ready. My home is professionally featured 24/7 on all of the world's biggest real estate sites so every potential buyer can discover it, but it also gets the special treatment of a dedicated site just to show it off so the most interested buyers can get even more excited about it. Plus all of the photos and complete details are on the MLS listing so all of the nearly 50,000 Realtors® in Arizona can easily share and then show my home. At Brian's office, Paula follows up on each showing to gather feedback so I'm kept informed of how buyers are responding.

When an offer comes in, Brian skillfully breaks down the pros and cons plus he provides an estimate of the net proceeds from the offer so I have everything I need to make the right move. Brian helps us negotiate a good deal and then guides us carefully to a successful closing. It's thrilling to see our money safely in the bank after a smooth sale!



- Premium Architectural Photography
 - Core-4 Strategic Home MarketingSM
 - FairFlex CommissionsSM
 - 100% Awesome Guaranteed!
- ➡ GET MORE MONEY IN LESS TIME!

ABOUT BRIAN



Brian Judy is a professional real estate broker in the Phoenix East Valley. His experience selling homes ranges from a tiny 855 sq ft condo for newlywed relatives to a massive luxury home (over 10,000 sq ft!) for a pair of repeat-client doctors. He earned his real estate license in 2000, then earned his Arizona Broker's license in 2005. He was taught and trained by his father, Kelly Judy, a leading broker in the East Valley and long-time producer in the top 1% of all agents nationwide.

Why a career in real estate? "Simple," Brian says. "It's because I enjoy working with great people, and I get to help them make important decisions - both financially and for their family."

The experience of Brian's clients matters most to him. One client said, "I felt like Brian was my guardian angel. He is the most enthusiastic, compassionate, understanding Realtor. Brian took the stress out of moving and got us top dollar for our home."

The Win-Win Home SaleSM is something rare in real estate: a practical and professional approach based on a simple rule: DO WHAT WORKS.

Brian and his lovely wife, Katie, are both Arizona natives and have three awesome children: Anne, Grant and Blake. They live on a 5 acre piece of paradise in San Tan Valley.

Thank you and your team for all the hard work you have done to help and guide us through this sell. It was a very tough decision to make and you have all been a wonderful blessing in helping us. We just really wanted to say thanks!

- Curtis & Heidi

Thanks again for all your hard work to make this happen for us. I never dreamed this would be possible. I appreciate your calming and steady influence on us as we weighed and discussed and worried about every step. We will certainly pass your name along to anyone looking for

help! You were fantastic. And I would add... not just as a realtor... but as a new friend as well.

- Mark & Sharolyn



A FRIENDLY REQUEST

#TellYourFriends #BeTheirHero #BestRealtorEver



You want to share good things with people you care about, and you're doing them a big favor when you do!

When you've had a good experience working with Brian, be sure to let your friends know!

Thank you for your professional approach and first-class service! We were a little uncertain about even trying to sell our home in this market, but you truly helped us make the most of the move. The photos of our home turned out beautiful, and your marketing strategy obviously gets real results. Despite the down market, we couldn't be happier with our move thanks to you!

- Frank & Connie

I cannot say enough about Brian Judy. He and his team helped make purchasing our dream home such a smooth process - from the mortgage lender, to the home insurance salesman, everyone he recommended worked hard to ensure a hassle-free home-buying experience. His expertise, as well as those he works with far exceeded any expectations. I HIGHLY recommend Brian to anyone looking to purchase a home!

- David & Lexi

We would like to thank you for all the hard work you put into selling our house on Cowboy Cove. It is truly amazing, and we are grateful for the way it all worked out. You did an awesome job, and we're grateful that Don recommended you to us.

- Rob & Laura

It has been a pleasure working with you. Compared to what we had in Utah, this end has been awesome. We appreciate that you have informed us of what to expect as we went along and the speed with which you have done this. It has been great working with you and we would definitely recommend you to others.

- Toby & Emily

Thank you soooo much for everything. You are the best.

- Jason & Julia

Brian was outstanding! He worked quickly to get things done for us, and he kept us informed through every step of the process. He's someone we trust and will use again!

- Ed & Linda

Words don't allow us to express our thanks to you for your professionalism, patience, and all of the "extras" you gave us as we sold the Prince home. Hopefully this bonus can be a blessing to your family as you have been to ours.

- Scott & Andee

Thanks so much! I referred Mrs. Campbell to you. I hope she calls. You're the best!

- David & Linda

Win-Win
HOME SALE™