

INTERNET MARKETING

- Our listings are marketed on over 900 real estate search websites
- Our company websites generate over 11k viewers each month
- We pay for upgraded property ads on KSL[®], Zillow[®], and Trulia[®], to give your property the maximum amount of exposure
- We post your property on over 26 social network sites



“The share of home buyers who used the internet to search for a home increased to an all-time high of 97% in 2021.”

- National Association of Realtors[®]

P&A MARKETING

- FOR SALE SIGN with 24-hr recorded information hotline and phone number call capture system
- TEXT SHORT CODE with phone number call capture system
- LEAD TRACKING SYSTEM
- ELECTRONIC PROPERTY FLYERS
- PRINTED PROPERTY FLYERS
- TEAM DATABASE of over 50,000 contacts
- SALT LAKE BOARD OF REALTORS® agent database of over 9,000 contacts

The average real estate agent spends less than \$5,000 annually on marketing.

- Realtyna.com

Pearson & Associates Real Estate Team spends over \$15,000 monthly on marketing.

Luxury in Centerville

Pearson & Associates
REAL ESTATE TEAM
realtypath

2167 N Chapel Ridge
Centerville, UT

\$719,900



-Gorgeous Custom Home with Valley Views-

BEAUTIFUL CUSTOM HOME. You will not find a more unique home in Davis County! Tucked in on a quiet, dead-end street on the East bench, high above everything. No expense was spared in the creation of this masterpiece. You will never get tired of the views from your balconies or any other window in the home!! This one-of-a-kind construction has two completed floors and a second unfinished basement level, giving you ample finished space and room to grow. The suspended garage slab offers the new owner the opportunity to create a home theater, racquetball or basketball court or a myriad of other options in the over 700 square feet of space - and let's not forget the unique two-story family/game room in the basement with a loft area from the first basement level.

- 5 Bedrooms
- 3 Bathrooms
- 5,362 Square Feet
- Gourmet Kitchen
- Theater Area
- Racquetball Court
- Valley Views

FOR ADDITIONAL PHOTOS, PLEASE VISIT:
www.PearsonAndAssoc.com

CONTACT Us: 801-446-8217
Info@PearsonAndAssoc.com

TECHNOLOGY-DRIVEN MARKETING



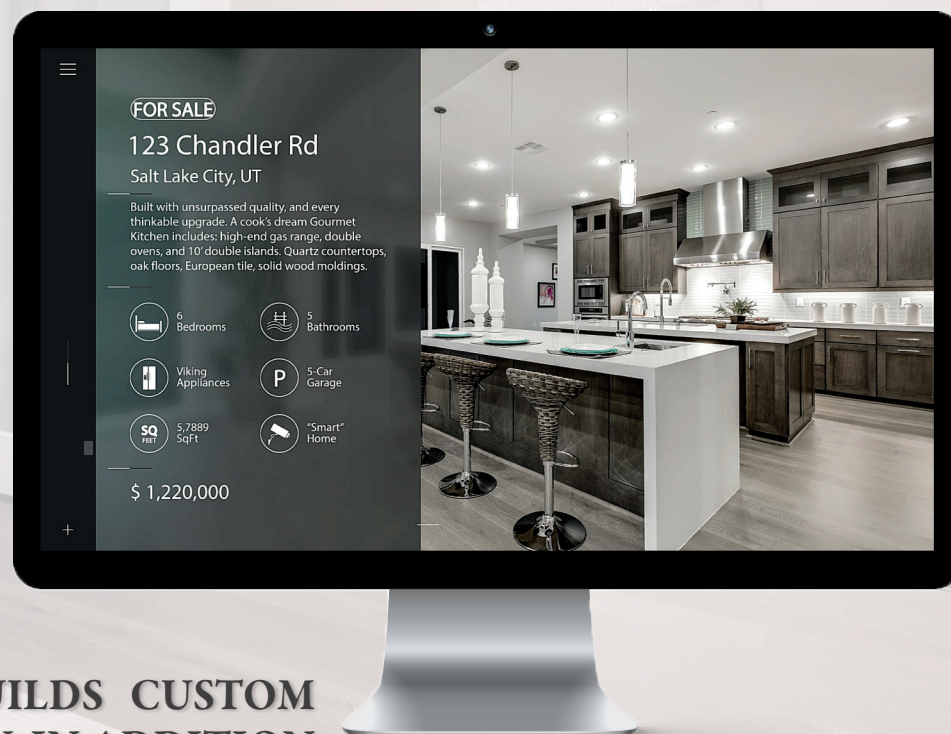
WE USE THE LATEST SOCIAL MEDIA ADVERTISING AND PROMOTIONAL TECHNIQUES TO CAPTURE BUYERS ON ALL PLATFORMS

**Social media posts
with video have
48% more views.**

- Hubspot

**Visual content is 4000%
more likely to be shared
on social media, compared
to any other type of media.**


- Realty411




OUR IN-HOUSE MARKETING DEPARTMENT BUILDS CUSTOM LISTING VIDEOS TO SHOWCASE YOUR PROPERTY, IN ADDITION TO THE STANDARD PHOTO TOURS USED FOR THE MULTIPLE LISTING SERVICE

WEBSITE ADVERTISEMENT

www.8898south2240west.com





8898 South 2240 West
West Jordan, UT 84088
8898 S 2240 W, West Jordan, UT 84088



Priced at \$489,900

Bedrooms: 3	Bathrooms: 3
Home Size: 3,820 sq.ft.	Garage: 3
Lot Size: 14,375 sq.ft.	County: Salt Lake County
Property Type: Single Family Home	
Year Built: 1995	

[Home Page](#)
[Photo Gallery](#)
[Virtual Tours](#)
[Property Map](#)
[Payment Info](#)
[Find Out More](#)
[Area Schools](#)
[City Demographics](#)
[Print Brochure](#)

 Like 0
 Save

PERSONAL PROPERTY WEBSITE ADVERTISEMENT

P&A WEBSITE(S) ADVERTISEMENT


www.findhomesutah.com

My Sites Wasatch Front Real Estate | Pearson... Customize 0 + New Edit Page

Home Search Buying Selling Resources Contact Us

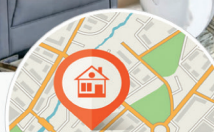

Howdy, Cassie Aguirre Sign In

Saved Searches 0 Favorites 0



Pearson & Associates
REAL ESTATE TEAM
realtypath


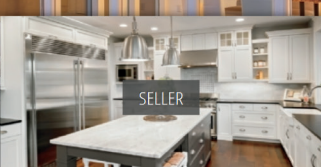
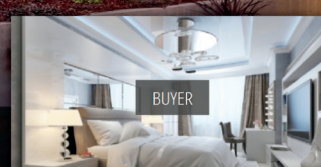
SEARCH BY Type any Area, Address, ZIP, School, etc. Find Your Home

www.pearsonandassoc.com

HOME SOLD WHAT'S MY HOME WORTH? CURRENT MARKET REPORT SEARCH HOMES - ADDITIONAL INFO - ABOUT US - f t in

Pearson & Associates Real Estate Team

BUYER **SELLER** **TESTIMONIALS**

Pearson & Associates Real Estate Team | Phone: 801-446-8217 | Fax: (866) 441-0014 | 7985 South 700 East, Sandy, UT 84070

Powered by LinkURealty - Real Estate Web Design & Websites

PROFESSIONAL PHOTOGRAPHY

89% of buyers who use the internet to aid in their home search, found the photos to be one of the most important aspects of viewing a listing, and homes with high-quality, professional photos sold 35% faster (National Association of Realtors®).

The first impression of your home is essential. Once your home fits a buyers' basic search criteria, they want to explore their "lifestyle" in your home. I will ensure your home is presented professionally, and with the quality you should expect when selling a home in this new tech-savvy world we live in.

"Everything has beauty, but not everyone sees it."
- Confucius



Pearson & Associates
REAL ESTATE TEAM

realtypath

PRE-MARKETING CAMPAIGN

At no additional cost, our *Pre-Listing Marketing Campaign*, starts building momentum behind your home's listing right now.

But, we don't show your home until YOU are ready (typically 1-2 weeks).

-
- We build a list of people who want to see your home.
 - “*Coming Soon*” Neighborhood Announcement sent.
 - We stack your showings - one right after another - and create the perception that your home is what everyone is looking for.



Pearson & Associates
REAL ESTATE TEAM

realtypath

PRICE RIGHT - ATTRACT BUYERS

OVER MARKET VALUE

- Very few lookers (if any)
- Won't appraise for a buyer's lender
- Will sit on the Market
- Use if specific \$ amount needed

AT MARKET VALUE

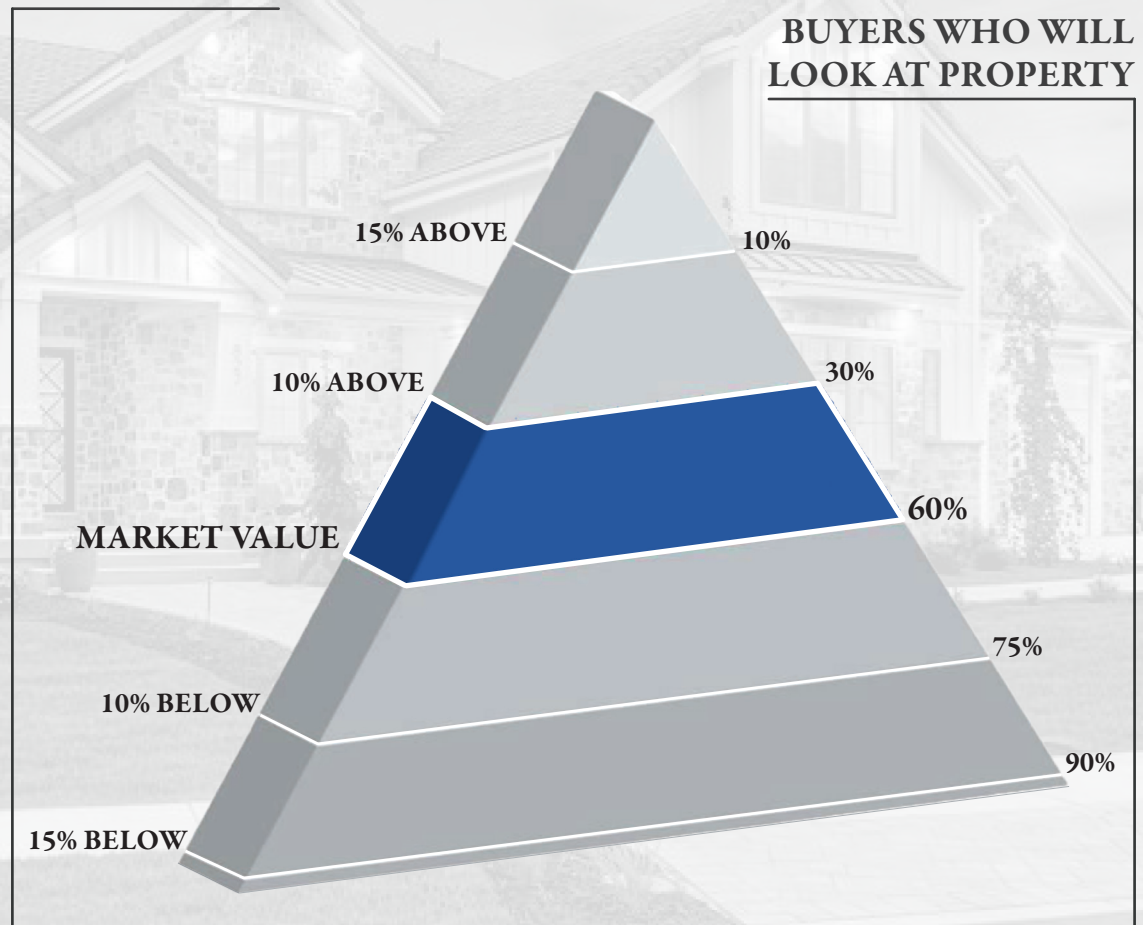
- Buyer's recognize a well-priced home
- No appraisal issues
- Found easier in home searches
- Brings in buyer(s)
- May produce multiple offers

UNDER MARKET VALUE

- Quick sale
- May produce multiple offers
- Should generate lots of interest
- May produce higher-than-asking offers
- Risk having to sell at lower price if market is not robust enough

ASKING PRICE

% OF POTENTIAL BUYERS WHO WILL LOOK AT PROPERTY



Pearson & Associates
REAL ESTATE TEAM

realtypath