



JASON MITCHELL  
— REAL ESTATE —

# SELLER GUIDE







JASON MITCHELL  
— REAL ESTATE —

# ABOUT US

---

Established in 2006, and with over **\$6 billion** in closed transactions, The Jason Mitchell Group serves clients in 18 state and 56 markets throughout the United States. Recognized as the **#1 Real Estate Team** in America, the Jason Mitchell Group is comprised of the most respected agents in the market. You can rest assured knowing that you're working with one of the best teams in the industry.

With our social media, email marketing, private networks and exclusive partnerships, we will provide more exposure to your home than anyone else in the industry. When you work with us, you not only work with a real estate professional, you have the entire company.

## **OUR MISSION IS SIMPLE:**

To provide a world-class buying and selling experience to each of our clients while ensuring the highest level of communications and providing the most advanced technology in the marketplace.

***RANKED THE #1 BROKERAGE IN THE U.S.***

---



**Forbes**

---



**THE WALL STREET JOURNAL.**

# THE LISTING PROCESS

---

Your home is one of the biggest investments you'll ever make, so it's important to select a team that has the expertise to get maximum exposure and top dollar for your home. Our team of agents at The Jason Mitchell Group are the best in the industry. We provide our clients with a world-class selling platform through mass marketing and the most advanced technology in the real estate market.

## BRANDING

The Jason Mitchell Group holds a long-standing spot as one of the top brands for buying and selling real estate in the nation. Having a team that's highly connected in the industry sets us apart from the rest, and allows for the best possible outcome in the buying or selling of your home. From our exclusive television series to print, we continuously building our brand to be one of the most powerful in the nation.

## MARKETING

By targeting specific demographics and marketing to your area's top agents, we have the tools to get your home maximum exposure. At The Jason Mitchell Group, our marketing plan is second to none in the industry and includes:

- Custom videos and virtual tours
- Print and email marketing
- Direct mail
- Social media
- Top agent online networking
- TV/Radio exposure
- Website syndication
- Services of partner public relations firm





## TECHNOLOGY

In today's world, technology plays a key role in selling real estate. We pride ourselves on having some of the most advanced marketing platforms in the industry. From marketing to specific demographics to targeting area-specific top agents, we've got the tools to launch your home listing above the competition. Our customer relations management system, CAMP, ensures you're constantly aware of the progression of your home throughout the listing process. It's one of our top priorities to carry on our legacy to be one of the most technologically-advanced teams in the industry.



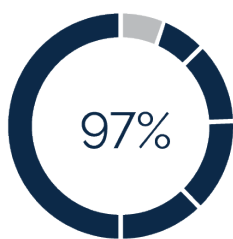
## NEGOTIATIONS

Negotiations start before an offer even comes in. Creating a sense of urgency with the buyer, developing the fear of loss, and a working relationship with a buyer's agent are all key aspects of being a powerful, effective negotiator. Once an offer comes in, having an experienced agent to review all the terms and conditions and provide sound strategic advice can make all the difference in getting top dollar for your home. Without a strong negotiator, you're potentially leaving thousands of dollars on the table. The Jason Mitchell Group takes pride in the responsibility of getting the highest price for your home.



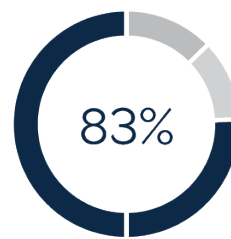
5 Star Reviews

Most 5-Star Reviews  
over anyone in the US!



### Customer Satisfaction

After surveying thousands of our clients we've discovered we have a 97% customer satisfaction rate.



### Offers Submitted

Our negotiating power and reputation is strong. 83% of our top agents' offers are accepted.

# MARKETING INITIATIVES

---

Smart, strategic marketing is the #1 factor in successfully selling property. Having a marketing platform that encompasses a wide range of exposure is critical for anyone selling their home. The goal of The Jason Mitchell Group is to provide our clients with maximum exposure of their home through as many media channels as possible.

## SOCIAL MEDIA

According to Global Web Index, the average Internet user is on social media and messaging services for over two hours per day, making use of these tools essential to marketing your home. With thousands of followers on platforms like Facebook, Twitter and Instagram, The Jason Mitchell Group has the ability to get your listing in front of thousands of potential buyers, and has some of the most dominant real estate social media presence in the U.S.

## INTERNET

Today, 92% of home searches begin online. With help from our partners at ReachLocal, we have established the standing of one of the top websites for property searching. TheJasonMitchellGroup.com is on the list of top 10 most visited real estate sites in the nation, and holds the #4 spot for most visited real estate blogs, with over 37,000 hits a month. We're also syndicated to every major real estate website in the world including: Realtor.com, Trulia, Zillow, Property Nut, and Homes.com. With The Jason Mitchell Group, your home will be featured on virtually every real estate domain.

### A LOOK INSIDE THE NUMBERS

99.2%

LIST TO SALE PRICE

19 Days

AVERAGE ON MARKET

1.4M

VIEWS PER PROPERTY LISTED

## LET'S RECAP

At The Jason Mitchell Group, you can count on your agent to be the very best support every step of the way. Our agents will guide you through what will be one of the most rewarding experiences of your life! Here's how ...



We help with all disclosures and contracts necessary in today's heavily regulated environment. Ensuring that your conditions are met and there are no surprises.



We're well-versed in real estate and experienced with the entire sales process. You'll have a true professional with you every step of the way.



We act as a buffer in negotiations with parties throughout the entire transaction. Our experienced agents will seamlessly close your deal.



We simply and effectively explain today's market conditions and decipher what they mean for you. Finding, buying and owning a home has never been easier.



We help you understand today's real estate values when setting the price of a listing or making an offer. Our agents will make sure all the little details are clarified.



"We know you have many choices when it comes to choosing your real estate agent. That's why we go the extra mile - to make the buying and/or selling process as easy as possible. It's with continuous efforts and the relentless pursuit of finding the most effective marketing tools that allow us to push ourselves each and every day."

– Jason Mitchell, President and CEO

AS SEEN ON



THE WALL STREET JOURNAL. **Forbes**

7135 E CAMELBACK RD #230 Scottsdale AZ 85251

833.471.3337

[info@thejasonmitchellgroup.com](mailto:info@thejasonmitchellgroup.com)

[TheJasonMitchellGroup.com](http://TheJasonMitchellGroup.com)