



SELLER'S GUIDE

**Let's get you the biggest return.
And let's do it quick!**



"This whole team is amazing. I would never use anyone else in the DMV. They're with you every step of the way, make sure that you have everything you need, and go above and beyond the call of duty. They have my highest recommendation!"

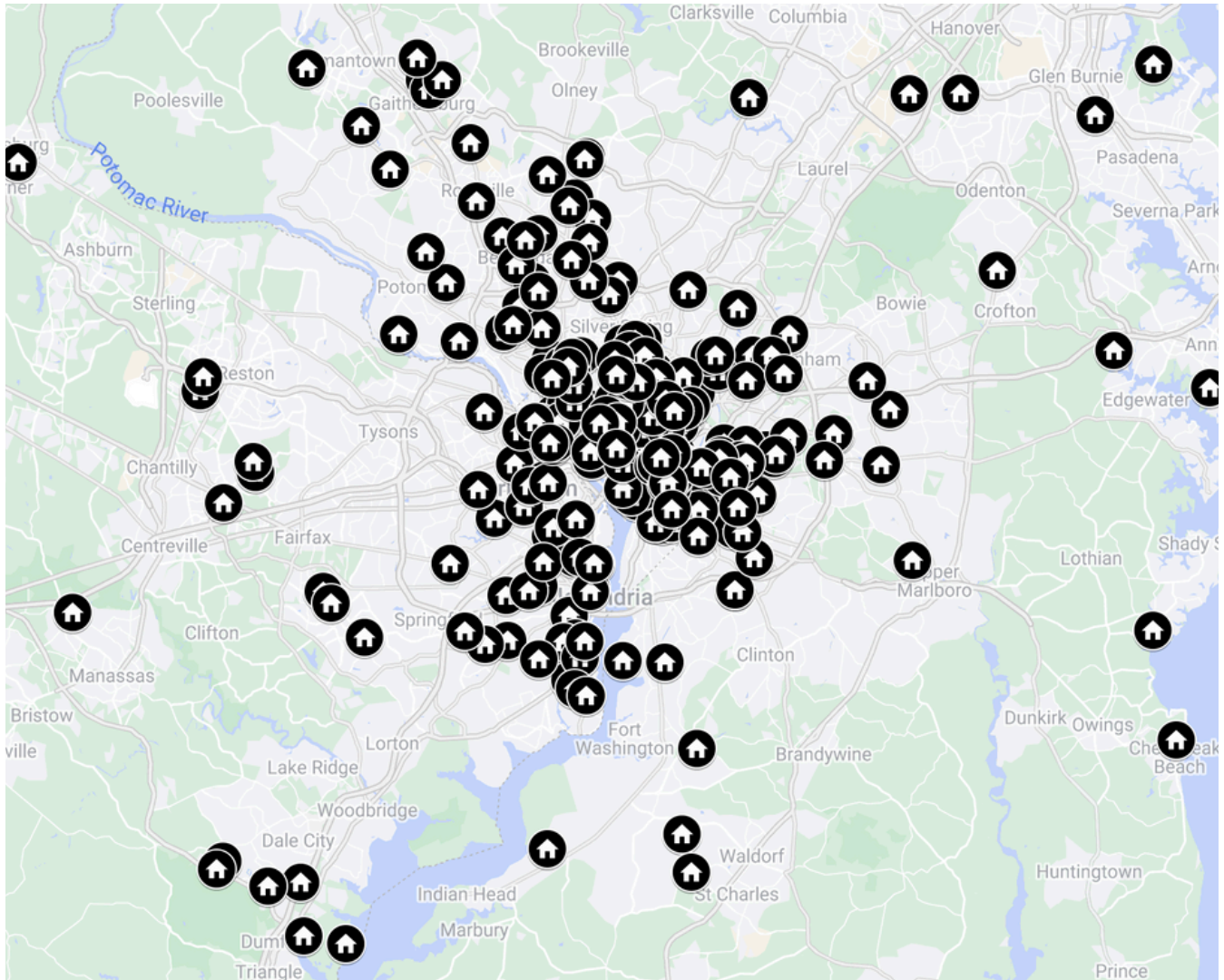


We are so proud to be recognized by the Washingtonian as the BEST OF once again, and just want to say thank you. We have been lucky enough to gain recognition in the past from different sources (*Wall Street Journal*) but the award from the Washingtonian is special. It not only places merit on production but client service as well.

Over 16,000 surveys were sent out judging categories such as INTEGRITY, CLIENT SERVICE, and MARKET KNOWLEDGE. It's fair to say this select honor is one of my favorites as I take great pride in these areas of my business. So thanks again and don't forget to send us your friends and family, we will take great care of them as well.

We've Done It Everywhere

Homes Sold By Jason Martin Group



125 HOMES SOLD IN 2024

LEARN MORE: WWW.JASONMARTINGROUP.COM

Our Values

CLIENTS FIRST:

Every portion of our business is dedicated to this thought: *what's in the best interest of our clients?*

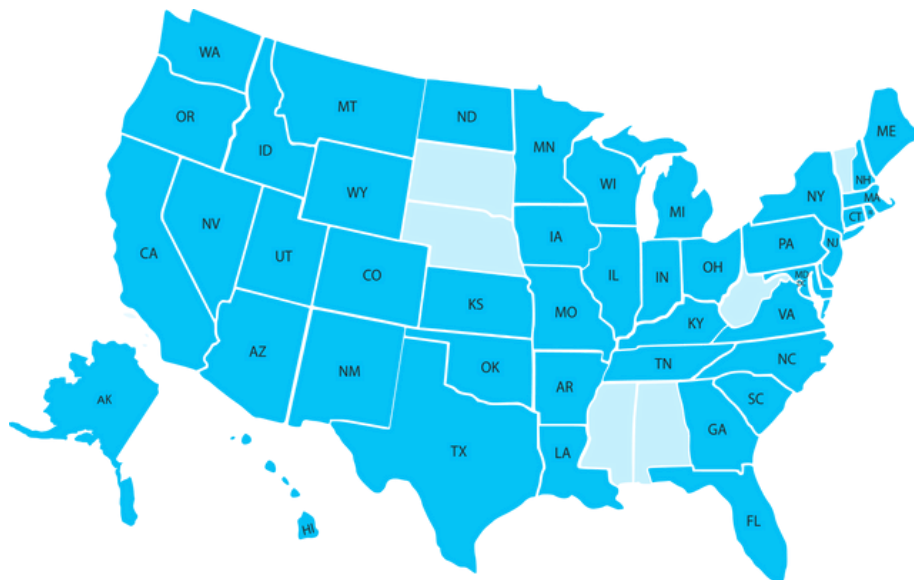
INTEGRITY:

Our business is built on referrals. When you are happy, we are happy. Year over year 80+% of our business is referral based.

HAVE FUN:

We love what we do, and
it shows.

In Good Company



We are very proud to be a part of the Real Brokerage family. Founded in 2014, Real has become one of the fastest growing real estate firms in the United States by providing real estate tools, marketing, contracts, platforms, technology, leads, listings, and support through a fast, intuitive, technology platform. By marrying industry-leading technology with an agent-centric approach, Real is finding ways to make the entire real estate experience better.

An Elite Real Estate Team



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Marketing your home requires three components: range, reach, and influence.

Range is the internet. The internet is the most widely used and powerful source for finding information. Newspapers, by comparison, are a different source with shrinking range.

Reach are websites on the internet with traffic. When your property is keyed into BrightMLS, they display on every major real estate and brokerage website for viewing. All professional brokerages offer the same reach.

Influence is the defining ingredient between a successful or unsuccessful home sale. Influence is defined by the effect we have on how we market your home to 1) attract buyers and 2) affect their decision process. Influencing buyers is some of the most critical work we do.

The Competitive Edge

When a strong agent is backed by the first national, tech-connected real estate brokerage, the results are unmatched. At Real Brokerage, our marketing and technology teams produce best-in-class programs and products that give home sellers a competitive advantage in the marketplace. Bottom line: We offer the finest resources to ensure your home sale is the best you've ever experienced.

45 +

STATES
+ DC
+ CANADA

9,000 +

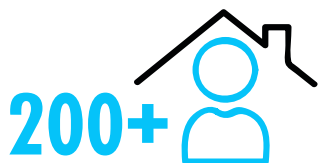
LICENSED REAL
ESTATE AGENTS

\$4.4B

ANNUAL SALES



Marketing Strategy



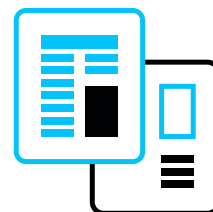
Share your house within a private group at our brokerage



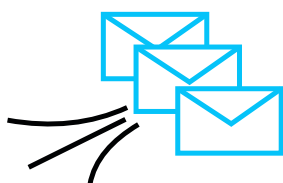
Post on social media and private groups containing only the top real estate professionals in the area



Private website to highlight your property containing maps, photos, videos, neighborhood details, etc.



Feature your home in Popville, Urbanturf, and multiple local publications to raise awareness



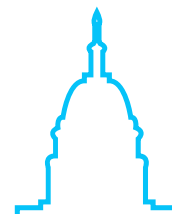
Send out multiple emails directly to the 500 top agents that do business in your specific neighborhood



Create a specialized map of your neighborhood to showcase 15 attractive elements to any potential buyers



Hand deliver flyers to the neighbors so they know your home is on the market so they can share with their friends



Feature your property to our followers on various forms of Social Media and our weekly emails of 7,500 DC residents

EXCLUSIVE ELITE PROFESSIONALS...

to ensure your property shows its very best to any potential buyer



Photographer



3D Tour



Videographer

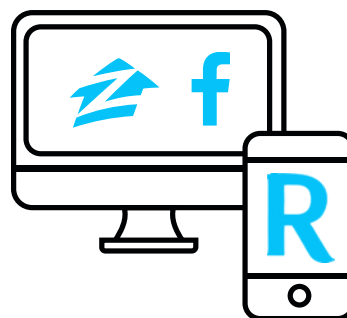


Floor Plan



Stager

MULTIPLE ADVERTISING PLATFORMS...



- Trulia
- Zillow
- Redfin
- Craigslist
- Facebook Marketplace
- Multiple Listing Service



Pricing Strategy

Pricing a home can feel personal, because it is personal. While most will try to convince you that data should rule your list price decision, we intuitively know that data is only a part of the equation. There are other factors like time and uniqueness of home that can be considered too. Our recommendation is to review all three of our pricing strategies before deciding which option makes sense for you.

Strategy 1

As close as possible to the price as determined by an appraisal or a comparative market analysis (CMA)

The reason why clients choose this market-data pricing strategy is because it gives them the greatest opportunity to appeal to the data driven Realtors and buyers, sell the home closest to the average days on market, and ensure the home will appraise during the settlement process.

Strategy 2

Below the data-supported price to create a faster sale or encourage a bidding competition

These clients either have time constraints or believe that the presence of a deal will create emotional drive for the property. A bidding competition can drive up the price.

Strategy 3

Above what the data suggests

Clients do this because they feel the market has moved and the data had not had a chance to reflect this change. Another reason is that they may believe potential buyers will want to offer below list price and this leaves room for negotiation. This is generally termed a "retail pricing strategy;" list your home a little higher than it should be to have the buyer believe they have won a great deal when the seller drops the price in negotiations.



+ \$ =

Your Custom Plan

After evaluating your property and the current market, we will partner with you to decipher what plan is best.



Let's get you the biggest return.
And let's do it quick!

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Notes

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