Marketing Proposal

Earn the Most Return in the timeline you choose!

Jay
Carden

251-609-0988
jay@jaycarden.com
http:://cardenteam.com

My Signature Promises

- **Personalized Attention**: You take the time to understand each client's unique goals and needs, tailoring your approach to ensure the best outcome for their property.
- **Local Expertise**: With intimate knowledge of neighborhoods like Gulf Shores, Orange Beach, Foley, Daphne and Fairhope. I can highlight the most desirable aspects of each location to attract the right buyers.
- **Innovative Marketing**: From professional photography and virtual tours to targeted online advertising, you utilize cutting-edge tools to maximize exposure and appeal to today's tech-savvy buyers.
- **Strong Network**: I have established connections with contacts provide access to a wide-reaching network of potential buyers and real estate professionals.
- **Exceptional Communication**: You keep clients informed at every step of the process, ensuring transparency and building trust to make the selling experience seamless and stress-free.

Client **Testimonials**

See All Reviews:
https://bit.ly/ZillowCardenTeam

Zillow
5 Star Rating

Jay Carden is the key to selling your home!! He goes above and beyond his job description to ensure every detail is taken care of personally. He cares about his clients and does his best to make your house stand out amongst all the houses in your price range. Do not hesitate to hire Jay as your realtor today.

Gretchen N.

Jay is amazing!! He went above and beyond to help me sell my old home and get into my new home. I've used Jay three times buying/selling. Jay always makes himself available when I had questions. His knowledge is impeccable and always explained things so I understood. During a very sour situation during the closing process of my current home Jay became a problem solver and truly had my best interest. He is a true professional who I'll use again in the future.

Josh S.

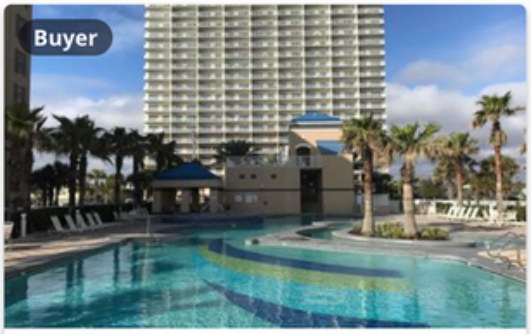
90%
Seller Success Rate

6 Weeks
Average Time on Market

80%
Percentage of Clients Who Get Asking Price

My Recent **Transactions**

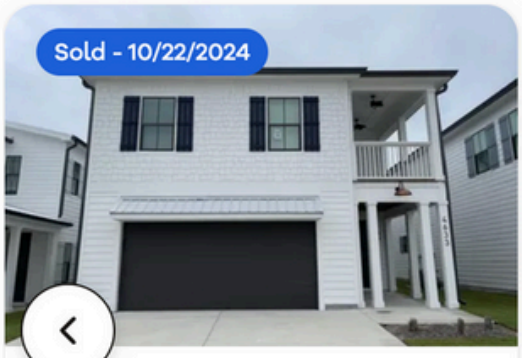
$359,400
4 bd | **2** ba | **1948** sqft | Fairhope, AL
Sold 1 month ago



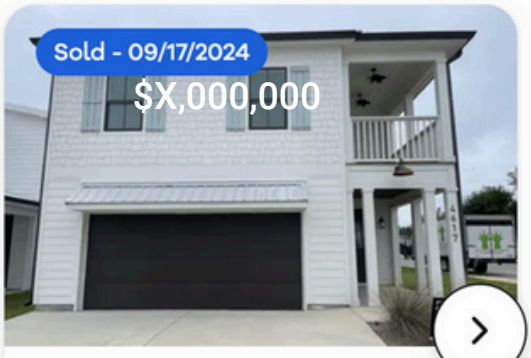
$510,000
2 bd | **2** ba | **1042** sqft | Gulf Shores, AL
Sold 2 months ago

$710,000
4 bd | **3** ba | **3683** sqft | Colorado Springs, CO
Sold 3 months ago

$479,900
4 bd | **2** ba | **2091** sqft | Foley, AL
Sold 3 months ago



Worked with buyer
$515,000
4 bed **3** bath **2,573** sqft
4633 Casablanca Dr
Orange Beach, AL 36561



Worked with buyer
$515,000
4 bed **3** bath **2,573** sqft
4617 Casablanca Dr
Orange Beach, AL 36561

12	342	$165K-$1.8M	$512K
Sales last 12 months	Total sales	Price range	Average price

Why Work With **eXp Realty**?

eXp Realty is the fastest growing independent real estate brokerage in the world and the #1 growth leader across transactions, volume and agent count, breaking down boundaries with a cloud-based model that gives our agents the tools, tech, coaching and training to be the most productive in the industry.

Through our state-of-the-art technology, cutting-edge lead generation engine, and global reach, we are putting agents at the core of our company. Our resources allow agents to dedicate more time to understanding your needs, providing exceptional customer service, and tapping into a worldwide network to discover the perfect property for you. Our approach ensures that you have a personalized and comprehensive home buying experience.

By the **Numbers**

#1 REALTRENDS

BEST BROKERAGES

#1 REALTRENDS

PUBLIC INDEPENDENT BROKERAGE

#1 REALTRENDS

TRANSACTIONS

#1 RISMEDIA POWER BROKER REPORT

TRANSACTIONS

#1 REALTRENDS

5 YEAR TOP MOVERS SIDES & VOLUME

355,052

HOMES MATCHED IN 2023

What to expect with Jay Carden as Your Agent

At The Carden Group, we believe in a client-focused approach, centering on clear communications and expectations.

Unleashing Seller Empowerment Through Representation

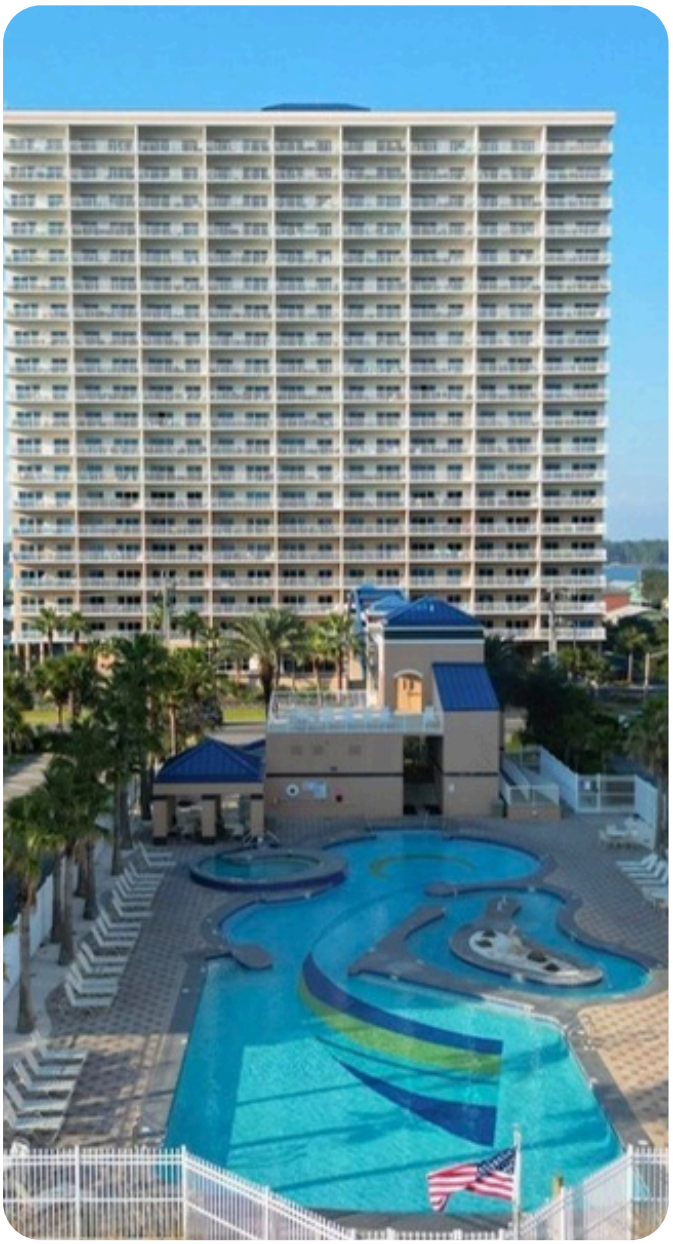
- **Clarity:** Early conversations surrounding compensation ensures everyone is clear on the expectations.
- **Control:** eXp is here to help you make informed decisions with confidence. We empower you with control over your selling process, making it a highly personalized experience.
- **Customized to You:** eXp provides you with a customized, clear and confident path through the entire selling process.

Why eXp Realty?

- **Navigating with Expertise:** We ensure every detail is clear and accessible to you.
- **Informed Decisions:** We have the experience to guide you through decisions that lead to successful, satisfying purchases.
- **Setting Industry Standards:** We set high standards for agent support, transaction transparency and innovative value propositions.

Important Questions

This information will help me determine the best course of action as we go through the process of selling your home.



Tell Me About You

- Why are you moving?
- How soon do you need to move?
- What are you looking for from an agent?
- Do you anticipate any major challenges with selling your home?
- What will you do if your home doesn't sell?

Tell Me About Your House

- What drew you to this home when you bought it?
- What is your favorite feature of this house?
- What do you like about your neighborhood?
- What are some nearby attractions and amenities?
- What don't you like about it?

Seller's **Roadmap**

1 Meet with a real estate professional

There's no commitment required on your part for the initial meeting. It will be educational and help you identify your next steps.

2 Establish a price

Your agent will provide a market analysis, which will help you set an asking price.

Strategic pricing

As difficult as it may be, it's important to review the market analysis and consider your home price objectively.

3 Prepare your home

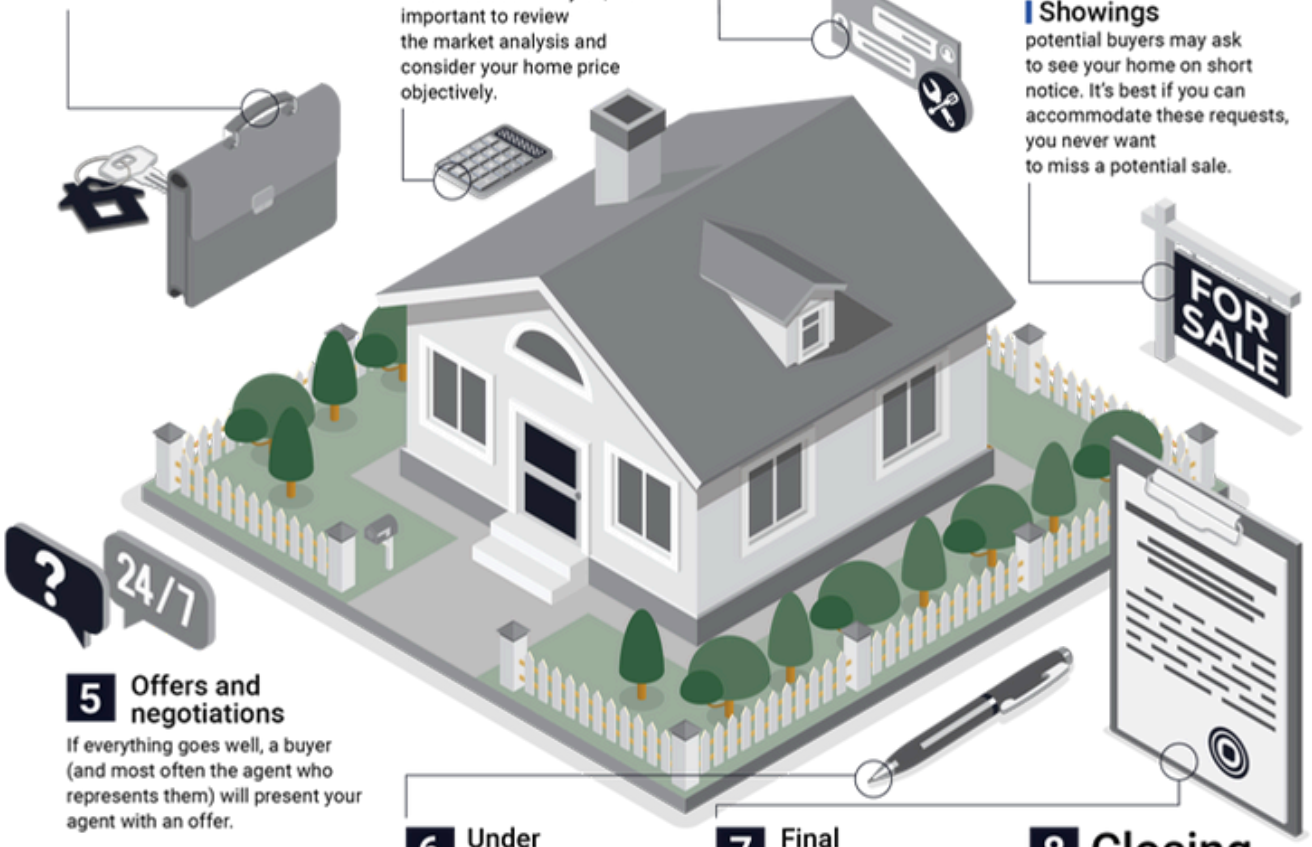
View your home through the eyes of the buyer and ask yourself what you'd expect. Your agent will offer some useful suggestions.

4 List it for sale

When everything is in place your agent will put your home on the market. It's critical you make it as easy as possible for potential buyers to view your home.

Showings

potential buyers may ask to see your home on short notice. It's best if you can accommodate these requests, you never want to miss a potential sale.



5 Offers and negotiations

If everything goes well, a buyer (and most often the agent who represents them) will present your agent with an offer.

Choosing an offer

Your agent will present the benefits and risks of each offer. You will have the opportunity to either accept or counter and offer based on its merits.

6 Under contract

At this point, you and the buyer have agreed to all of the terms of the offer and both parties have signed the agreement.

7 Final details

While under contract the buyer will work with their mortgage provider to finalize the loan and perform other due diligence.

8 Closing

This is the transfer of funds and ownership. Depending on when the buyer moves into the home you will need to be all packed up and ready to move.

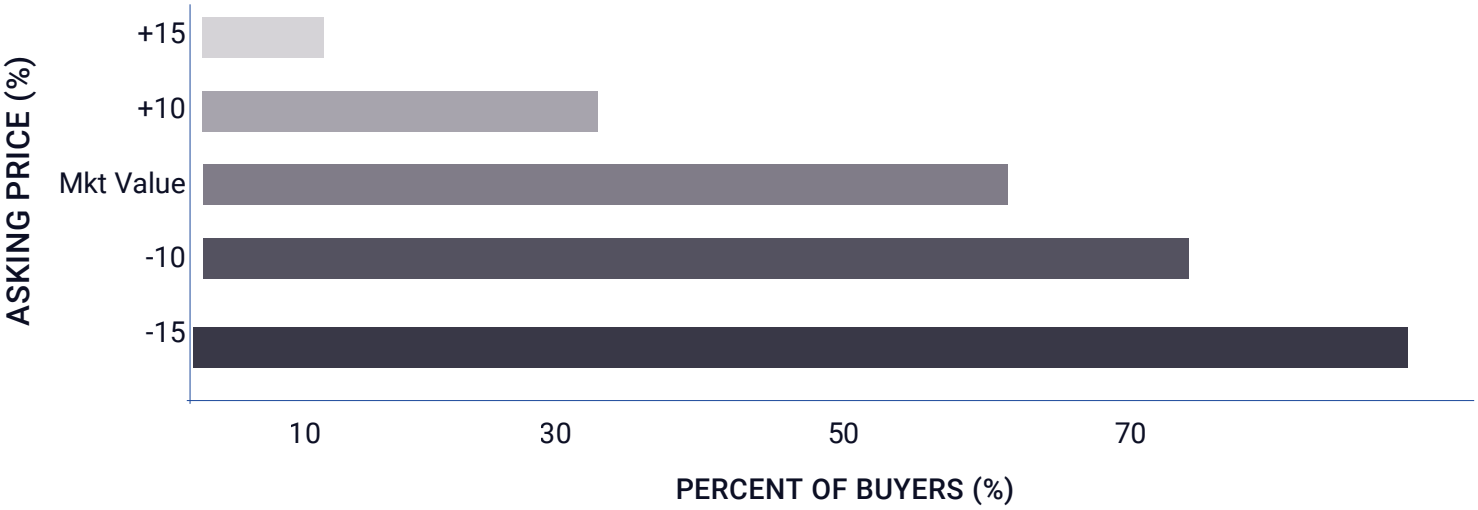
This is not intended to solicit a currently listed home. Information is deemed reliable, but not guaranteed.

Optimal Market Positioning

Every property will sell and has the potential to sell quickly. Being strategic and setting the right price is the the most important factor controlling this outcome.

What Sells your House?

- Price
- Condition
- Location



Pricing Misconceptions

The value of your property is determined by what a BUYER is willing to pay in Today's market based on comparing your property to others RECENTLY SOLD in your area. BUYERS ALWAYS Determine Value.

Your property value will not be determined by:

- ~~WHAT YOU PAID~~
- ~~WHAT YOU NEED~~
- ~~WHAT YOU NEIGHBOR SAYS~~
- ~~WHAT YOU WANT~~
- ~~WHAT ZILLOW SAYS~~
- ~~COST TO REBUILD~~
- ~~WHAT ANOTHER AGENT SAYS~~
- ~~WHAT TAXES YOU PAY~~

Comparative Market Analysis

- Comparable Homes include sales from all real estate agents and companies
- Search Public records in addition to MLS
- The best measure of value is sold listings similar to your home.
- Active listings demonstrate supply and competition
- Withdrawn/expired listings usually demonstrate an overpriced listing

Sample
Comparative Market
Analysis

exp REALTY

Secondary Logo Here

Here are some homes that match your search criteria					
Address	123 Walnut Street City, State Zip	123 Walnut Street City, State Zip	123 Walnut Street City, State Zip	123 Walnut Street City, State Zip	123 Walnut Street City, State Zip
Listing Price	$750,000	$750,000	$750,000	$750,000	$750,000
Sold Price	$790,000	$790,000	$790,000	$790,000	$790,000
DOM	16 days	16 days	16 days	16 days	16 days
Year Built	2013	2013	2013	2013	2013
Lot Size	1800 sq feet	1800 sq feet	1800 sq feet	1800 sq feet	1800 sq feet
Square Feet	1650 sq ft	1650 sq ft	1650 sq ft	1650 sq ft	1650 sq ft
Bedrooms	3	3	3	3	3
Bathrooms	3	3	3	3	3
Garage	2	2	2	2	2
# of Stories	2	2	2	2	2
Additional Features & Notes	Pool Finished Basement Renovated Kitchen New AC/Furnace	Pool Finished Basement Renovated Kitchen New AC/Furnace	Pool Finished Basement Renovated Kitchen New AC/Furnace	Pool Finished Basement Renovated Kitchen New AC/Furnace	Pool Finished Basement Renovated Kitchen New AC/Furnace

Marketing Your Property

Much of my marketing starts today, when we agree on a price for your home. The best marketing in the world will never sell an overpriced home.

I always ensure that every marketing plan is curated specifically for each property I am in charge of. We will work together as a team to map out effective marketing strategies to close the sale as quickly as possible.

Your Personal Selling Plan

- Hire photographer for professional photographs
- Check Facts about the House
- Enter Listing into MLS
- Email Marketing Push to over 6000 agents, past clients
- Post in-depth listing description on the MLS
- Expose listing to my nationwide network of real estate agents
- Open house within 1 to 2 weeks of the listing on the market (Only if Client Agrees)
- Promote open house
- Target one-to-one social media advertising with Facebook, Instagram, Twitter, Snapchat, TikTok
- Postcard Mailers to neighborhood (Pick your new Neighbor)

Marketing Channels

Using the vast array of resources available through eXp Realty, as well as various channels of individually curated methods, I can guarantee your listing will receive maximum exposure.

ALL Digital Marketing
using online platforms and digital strategies to promote properties, attract buyers, and build a brand for real estate businesses. It typically includes:

1. **Website Optimization**: Creating user-friendly property specific website with property listing, virtual tours, and lead capture forms.
2. **Search Engine Optimization (SEO)**: Improving website visibility on search engines to attract organic traffic.
3. **Social Media Marketing Paid Ads:** Leveraging platforms like Instagram, Facebook, and LinkedIn to showcase properties, engage with potential clients, and share industry updates.
4. **Content Marketing:** Producing blogs, videos, and other content to educate and attract buyers or sellers.
5. **Email Marketing:** Sending newsletters, property alerts, and updates to a targeted audience.
6. **Pay-Per-Click (PPC) Advertising:** Running targeted ads online to drive traffic to listings or generate leads.
7. **Video Marketing:** Creating property walkthroughs, neighborhood highlights, and testimonial videos to engage potential buyers.
8. **Database Marketing:** Using data and customer relationship management tools to track performance and nurture leads effectively. This also includes email marketing to past/present clients.

Getting Started

Getting started is easy. Once we have agreed on a relationship and I have answered all of your questions, we have a little paperwork to complete. I can have your home on the market in as little as 48 hours. We will not rush the listing with limited services. Photos are the #1 way to sell your home.

It's a Playboy society, photos sell and according to studies from Zillow we have 6 seconds to capture someone scrolling to view homes.

Selling your home is a big deal and I take the job very seriously. The fact that you have considered me to help you accomplish this means the world to me!

Compensation Agreement

Listing Side

"Our marketing program requires 3%!"

Buyer Side

Under the Newest National Association Of Realtors Settlement Buyers Agent Commissions are Negotiated at the time of the offer. (August of 2024)

Sellers have the option to choose what is best for their situation. There are no requirements to pay any compensation or how much they should pay the buyers agent. Most transactions still have some form of compensation to the buyers agent included.

Remember that most builders still pay 3%.

All Fees and Compensation are Negotiable