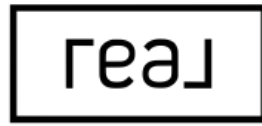




RYAN DEETER



REAL OF OHIO


How We Help Sell Your Home





614-641-0526 • ryandeeterrealtor@gmail.com



Core Values and Commitment

 Always Have Your Best Interest In Mind

 Courteous, Professional Service

 Quick Return Calls & Emails

 Data and Value Driven

 Get Results



RYAN DEETER



REAL OF OHIO

Your Real Estate Advisor

Meet Ryan Deeter

I've always had a genuine passion for real estate, even before I stepped into the profession. After studying religion and ethics in college, I discovered how naturally I gravitated toward work centered on people, relationships, and guidance. A successful transition into sales confirmed what truly motivates me—teaching others how to make the best decisions for them and guiding people to a meaningful life.

After buying my first home in Clintonville, followed by my first investment property, I turned that passion once again to focus on helping others, this time in real estate. With hands-on experience as both a homeowner and investor, becoming a Realtor felt like a natural extension of who I am and what I value. I am grateful to have had hundreds of people trust me with one of their biggest life and financial decisions, something I never take for granted..

Today, I'm driven by a simple belief, when we help others reach their goals, everyone benefits. My role is to make the buying and selling process feel less overwhelming and more exciting, providing steady support so you can stay focused on your next chapter with confidence. Real estate is more than transactions to me—it's about people, community, and building futures that feel both possible and rewarding.



Ryan lives in the Clintonville neighborhood with his wife, Courtney, their daughters, Madeleine and Isabelle, and their dog, Sawyer. Outside of real estate, he can usually be found outdoors biking, running, kayaking, or climbing and of course watching Ohio State. Go Bucks!

About REAL of Ohio

WORK HARD. BE KIND.

Be a part of the community reshaping real estate.

50

US States + DC
and 5 Canadian Provinces

31,000+

Licensed Real Estate Agents
Across the Company

\$49B

Value of Homes Sold in
the Last 12 months (Q4/2024)

REAX

Publicly traded company
on Nasdaq since 2021

REDEFINING REAL ESTATE

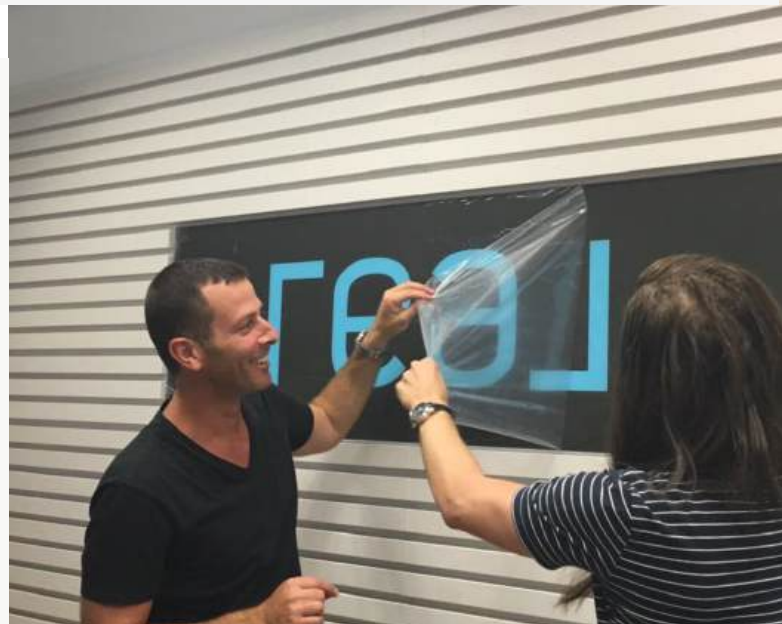
Real's Visionary Journey

In 2014, CEO Tamir Poleg and a group of visionary investors set out to redefine the real estate experience, with one promise: always find ways to make agents' lives better.

Today, Real has not only delivered on that promise, but has exceeded expectations. Powered by AI and integrated mortgage and title services, Real is transforming the industry across the U.S. and Canada.

At our core, however, is our community. Real attracts agents who believe in winning by helping others win. This collaborative energy is why we continue to disrupt the real estate industry today.

Looking ahead, we're just getting started. The next chapter of Real is going to be even bigger, bolder, and better—because we're not just here to keep up with the industry. We're here to lead it.



We're transforming the real estate experience with cutting-edge technology, comprehensive services, and expert agent guidance—all available under one roof.

Work hard. Be kind.

Kindness is a superpower and the fuel that keeps us growing. We stand together in service of our vision and each other.

'We' are Bigger than 'Me'

Together, we move further and faster toward groundbreaking change in how people buy and sell homes.

Tech x Humanity

Tech for a better experience—our technology empowers agents & simplifies the process for everyone.

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Getting Your Home Ready to Sell

Guidance on what to update for a quicker sell and highest return

Most buyers do not have the extra cash after all the expenses of buying a home, but they can wrap your updates in their loan allowing buyers to pay more for an updated homes. Buyers are able to finance your updates and are willing to pay top dollar for the latest trends.

We offer free consults to help you understand what the latest trends are to get the most people to make offers to buy your home. Simply choosing outdated colors or materials could cost you thousands of dollars or keep your home from selling. We also help you understand what repairs if neglected will cost you more money as they can scare off potential buyers off. The majority of buyers are looking for move-in ready homes that need minimal repairs.

TOP 10 HOME REPAIRS & IMPROVEMENTS THAT INCREASE HOME VALUE

1. Finish or Professionally Improve the Basement
2. Minor Kitchen Refresh
3. Add / Upgrade Outdoor Living Space
4. Bathroom Updates
5. Curb Appeal
6. Interior Painting
7. Roof Repairs / Replacement
8. Refinish or Replace Flooring
9. HVAC & Mechanical Servicing
10. Lighting Upgrades

Don't want to do repairs?
That is fine! We can sell your home "as is."

PRICING YOUR HOME

Using data and local knowledge to find the fair market value of your home.

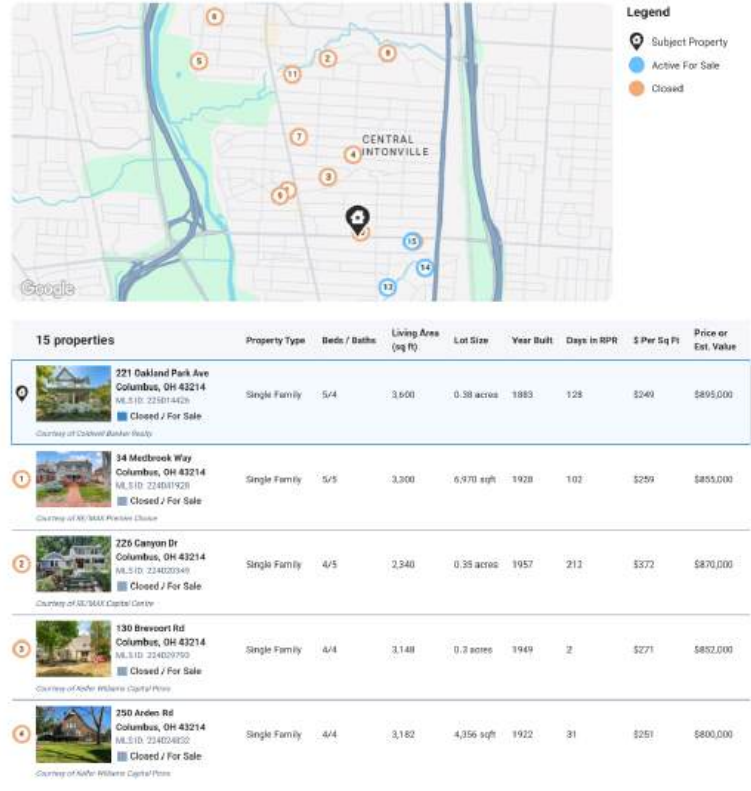
Helping you understand the "value" of your home based on data (what has sold) and market trends (what direction the market is heading).

Pricing your home at "fair market value" is key to getting best terms and price. Buyers make a snap judgment on your home's condition, location, and price so having your home position to get the most attention from the start is vital.

Over priced homes sells other peoples homes.

CMA

Comp Property Summary



CMA Value

\$850,884

CMA Range

\$615K

\$1.29M

Last Edited 12/9/2025 Price per Sq Ft \$236

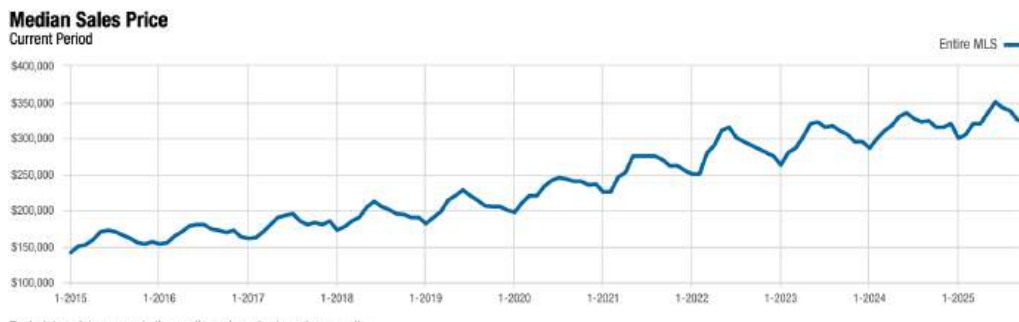
LIST PRICE IS A MARKETING TOOL NOT VAULE
Only a buyer can tell you the true vaule

How to Understand the "Value" of a home

When we talk about “value,” we’re really talking about someone’s opinion of the usefulness or desirability of something. The truth is, the only person who can truly determine your home’s value is someone willing to buy it. That’s why estimates from Realtors, appraisers, Zillow, or even neighbors are just that—opinions. The *actual* value is only revealed when you put the home on the open market and see what a buyer is actually willing to pay.

As both a homeowner and a professional, it’s important to have a logical, data-driven system for predicting value—one that’s grounded in both science and art. My approach focuses less on a blanket “price per square foot” and more on the price range of similar homes that have sold, starting with those closest in location and most recent in time, based on current market trends. In my experience, a home’s value usually falls within a certain price range based on three main factors:

1. **Location** – Location, will always be a major driver of value. For example, a home backing to open space will usually be more desirable than one that backs to another house. When comparing, we only measure location against other properties in the same set of comparable sales.
2. **Condition** – With prices, interest rates, and construction costs all on the rise, condition has become a bigger factor than ever. Renovating a kitchen or bath can now cost twice what it did five years ago. Buyers understand this, making it harder for them to overlook major projects or outdated finishes.
3. **Market Timing** – The Columbus market is highly seasonal, and the swings are becoming more pronounced each year. Historically, peak prices occur in June, meaning homes listed in late April to early May are best positioned to get top dollar. Prices tend to flatten in mid-summer, dip in the fall, and bottom out in January.



When trying to understand the value of a particular home it can be helpful to give the home a 1–10 scale for each of these three factors. This helps narrow down where its value will likely land within the price range of comparable sales. If it scores a 10 in all three areas, it may well exceed past sale prices. If it’s closer to 1s, it could sell for under the past price range. You also have to consider what is currently on market (active homes) as that is your competition when trying to sell. The pending/in contract homes will give you a better understanding on where the market currently is at but the data is not yet available. We can only use closed sales as actual data but the Columbus market is very seasonal and understanding the seasonal norms are critical to helping understand how to price your home.

Staging or not?

Staging your home with the latest trends and styles can significantly attract buyers and generate offers. We assist you in using your current furniture whenever possible and collaborate with professional stagers when necessary. Our goal is to position your home for the best sale outcome while minimizing expenses.



"A recent survey from the International Association of Home Staging Professionals shows that staging helps sell homes 3 to 30 times faster than the non-staged competition. Further, staging can help increase the sale price by up to 20% on average." www.nar.realtor

Professional Photos

Photos are the first showing of your home now.
We cover the cost for professional photos to be taken of your house
and property for MLS and online listings.



*Upgrades • Virtual
Tour • Drone
Photos/Video •
Virtual Staging •
Twilight/True Night*

Photos sell homes

We partner with
professional
photographers who
specialize in real
estate photography
and marketing.



Multiple Listing Service

The Columbus and Central Ohio Regional Multiple Listing Service, Inc. (MLS) is a computerized network of more than 700 cooperating real estate offices. The MLS is a wholly owned subsidiary of Columbus REALTORS®. Within this service, thousands of professional real estate brokers and sales associates share listing and sale information and work together to serve the buying and selling public. The MLS has been successfully helping Columbus sell homes since 1955.

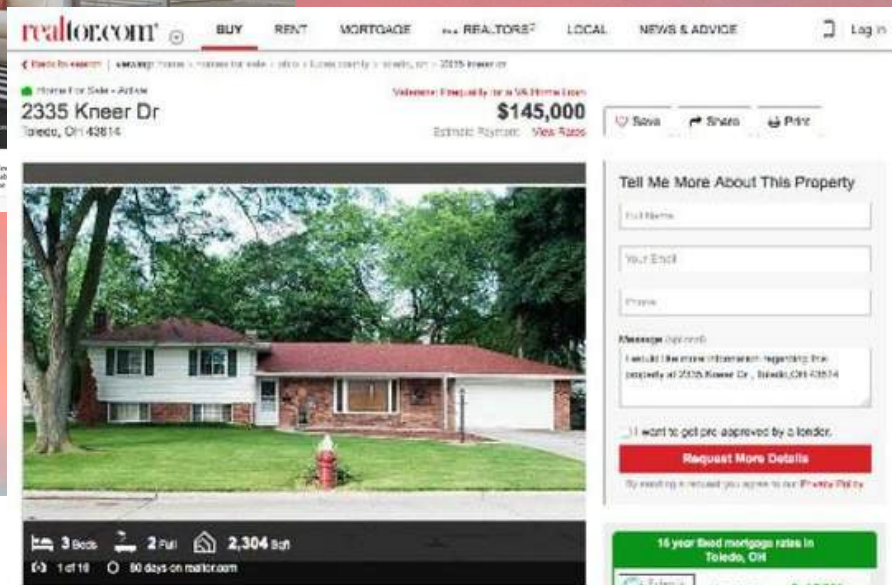
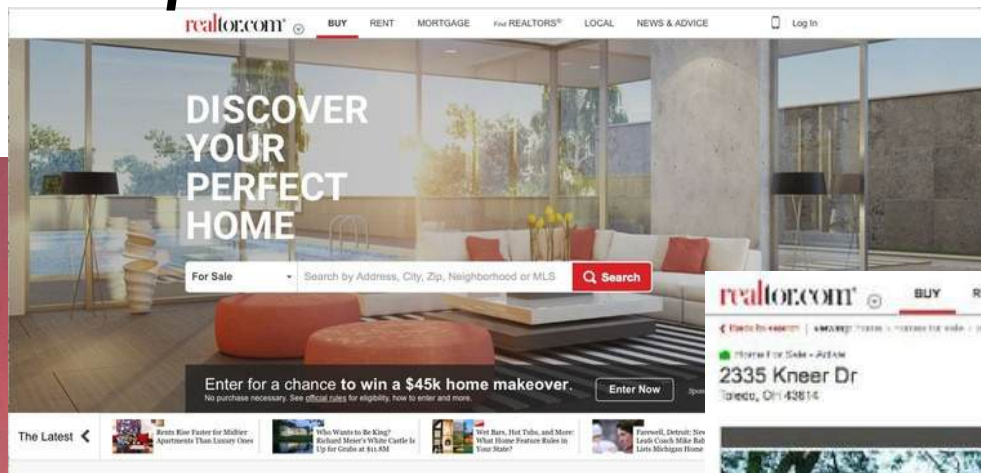
- 88% of buyers purchased their home through a real estate agent or broker—a share that has steadily increased from 69 percent in 2001.
- The MLS allows your home to be seen by those who are serious about buying a home in your neighborhood.

The screenshot displays the Columbus MLS website interface. At the top, there is a search bar with the text "Enter an Address, City, ZIP, MLS #, or Contact...". Below the search bar, there are navigation links: "Menu", "Quick Search", "Hot Sheet", "Contact Management", "My Messages", and "Market Summary". The main content area is titled "1 - Residential" and includes a "Change Search Template" dropdown and a "Saving Draft" indicator. On the left side, there are search filters: "View Results:" with a refresh icon, "Status of Active" (checked) with a list of options (Pending, Closed, Expired, Temp Off Market, Cancelled), "Property Sub Type" (unchecked) with a search input, "Add Acceptance Cond" (unchecked), "Subdiv/Cmplx/Comm" (unchecked), "School District" (unchecked), "County" (unchecked), "List Price between 700,000 and 1,500,000" (checked) with input fields for "700,000" and "1500,000", "Bedrooms" (unchecked), "Full Baths" (unchecked), and "Half Baths" (unchecked). On the right side, there are action buttons: "Work on behalf of...", "Share", "Email", "Save", "Print", "CMA", "Report Violation", and a "Reorder..." link. Below these are "Edit Search", "List", "Detail", "Photos", "Map", and "Stats" buttons. The main area is a map of Columbus, Ohio, with a blue search area highlighted. The map shows various neighborhoods and landmarks, including The Ohio State University and German Village. The map controls include "Map", "Satellite", and "Overlays" buttons, along with a zoom in/out control.

Listing Your Home: Realtor.com, Zillow, and More

Competitive Rates

Obtain Homes



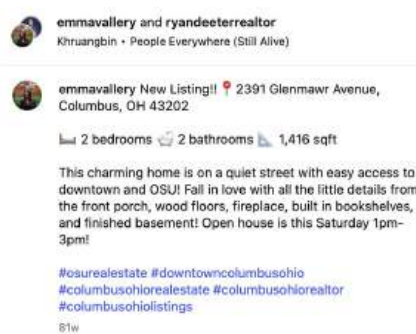
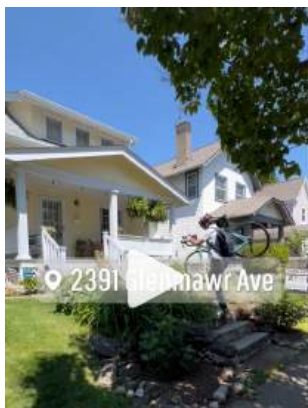
Utilizing Social Media to Sell Homes



Share the listing and virtual tours with Family, Friends, & Co- Workers We provide social media post to get your home seen by more people who are searching for a home in your community. We create social media posts for you to share to your circle of friends and family

Outside the box marketing

No two homes are alike—and their marketing shouldn't be either. We work closely with each seller to create a customized marketing plan designed to maximize exposure and highlight what makes their home unique. From professional video and targeted social media advertising to print marketing and beyond, we tailor our approach to the home and the surrounding community to ensure the right buyers see your property.



Open House

- Hosted first weekend after being listed.
- Not required, but highly recommended!
- Allows as many people as possible to see your home.



WELCOME
TO OUR
OPEN HOUSE



LOOK AROUND, ASK QUESTIONS

.....
SEE YOURSELF LIVING HERE

FALL IN LOVE & MAKE AN OFFER

Our goal is to expose your home to as many buyers as possible

Follow Up & Monitoring

- 🔑 All calls and emails are directed to Ryan or listing agent of the home
- 🔑 Weekly follow up calls and calls as needed throughout the week
- 🔑 Contact agents for feedback on showings
- 🔑 Send showing feedback letters or emails to sellers
- 🔑 Marketing Review every week, info on active & expired listings
- 🔑 Electronic monitoring of all showings
- 🔑 Weekly reviews of all advertising for effectiveness



QUESTIONS?

Thank you for allowing me to be a part of this process. I do not take selling or buying a home lightly as I know this is a major decision. I am here to help in any way I can!



Ryan Deeter
Realtor

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Follow me on YouTube for monthly market updates
and more home buying and selling tips

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REVIEWS

Ryan has helped me with 3 different housing transactions over the last 7 years. My overall sense is that Ryan is one of those rare people who has found what he is good at followed by the hard work and energy it takes to do something truly well or even excellent. He seems to genuinely enjoy his work and this makes working with him a real treat. Over the years I have solely relied on Ryan to help me understand the market when it has come to selling a personal home or rental property. I refer all my friends and family to him and they all report back to me how great he is to work with. If you are on the search, this is your guy.

Matthew M.

Ryan is the best realtor in Columbus. I have worked with him during both buying and selling a home. He is extremely knowledgeable and has serious expertise when it comes to buying and selling in hot markets. He knows how to get you the house you want. He takes his job seriously and his experience is obvious. His communication is excellent. I highly recommend Ryan Deeter for your real estate needs.

-Jessalyn S

Once again he delivers! Ryan helped me sell my house (above asking!) and even had contacts to help me to with HVAC and various handyman tasks. Super helpful throughout the whole process, prompt with follow up, and made the whole process easy. Thank you!!

-Nate U .

Working with Ryan as our realtor has been a fabulous experience! He is so knowledgeable about the world of real estate and makes it easy to digest, especially for first-time home buyers! My husband and I have worked with him during three transactions thus far---purchasing a rental property, selling a home and purchasing a new home. Each experience has been great. Ryan was even gracious enough to throw us a wonderful Housewarming Party at our new home! If you are searching for a genuine, hardworking real estate agent with your best interests in mind, Ryan is your guy!

Kylie Y

Find more 5 star reviews just Google: Ryan Deeter Realtor