



DDR REALTY LLC

My Approach

to helping you
market and
sell your home.



Intelligent marketing

About me professionally



Worked for Security Title Agency 2004

Admin Assistant Dominion Real Estate 2008 - 2013

Community Manager Dominion Real Estate 2013 - 2015

Goal to get Brokers License in 2017



2004

Worked for Grand Canyon Title Agency as Assistant Escrow Officer 2006 - 2008

Licensed Real Estate Agent 2014

Merged to new/current company in 2015

2017



Tell me about your house



YOUR LOGO HERE

- 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 amenities, such as restaurants or shopping?

- What don't you like about it?

Important Questions



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- **Why** are you moving?

- **How** soon do you need to move?

- **Is** price or timing more important?

- **What** are you looking for from your agent?

- **Do** you anticipate major challenges in selling your home?

- **What** will you do if your home doesn't sell?

THIS INFORMATION WILL HELP ME DETERMINE THE BEST COURSE OF ACTION AS WE GO THROUGH THE PROCESS OF SELLING YOUR HOME.

My Signature Approach



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- **I believe** in an upfront no-nonsense approach to selling real estate

- **I will tell you** if either I or my company are not the best fit for your situation

- **I will be honest** about the pricing of your property

INTERESTING FACT:
I TAKE QUARTERLY CLASSES TO STAY CURRENT WITH MY INDUSTRY ...
(REWRITE WITH YOUR OWN INFO)

Why I'm Different



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**Unique Selling
Proposition**

**Unique Skills,
Interests,
And
Personal
Background**

**Ongoing
Training,
Awards, and
Achievements**



What My Clients Say About Me:

“Our experience with (your name) was simply the best. (Your name) understood our needs, and went above and beyond to make the entire process easy, comfortable, and stress-free!”

– *Dave and Sally Jones, Fort Collins, CO*

“Another great testimonial can go here, and here.”

– *Jim Smith, Greeley, CO*

What Does Realtor® Mean?



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REALTOR®

- **Only Real Estate Agents** who are members of the National Association of Realtors® can use this term.

- **Realtors subscribe** to a higher code of ethics.

- **Realtors are required** to have additional education.

- **I'm a member** of the Local, State, and National Association.

About My Organization



YOUR LOGO HERE



We service all of Arizona



We were established in 2001



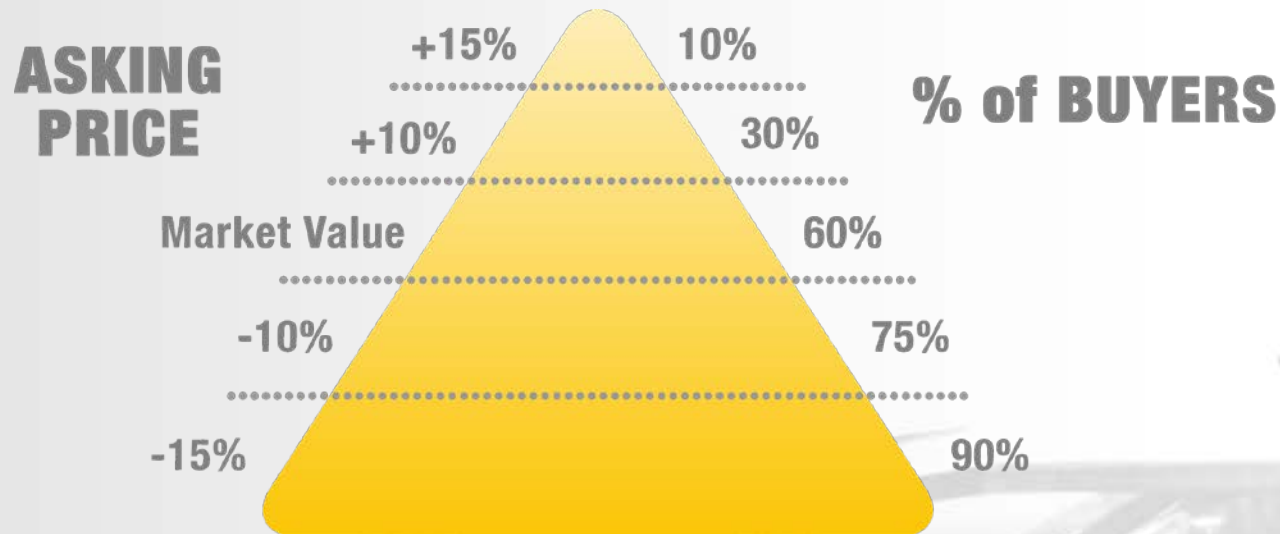
We are locally & family owned

Dedicated - **P**rofessional - **R**eliable

The Price Derivative



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Every property will sell and has the potential to sell quickly, and the price is the No. 1 factor controlling this outcome.



About My CMA



- **Comparables** include sales from all real estate agents and companies

- **I check** public records in addition to MLS

- **The best measure** of value is sold listings

- **Active listings** demonstrate supply and competition

- **Withdrawn/expired listings** usually demonstrate an overpriced listing.

CMA For Your Home



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Marketing Your Property

- What's Most Important
- Marketing Methodology
- The Digital Age



Intelligent marketing

Marketing Your Property



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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.



Fact vs. Fiction



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- **When it comes to online marketing,** many agents will try to convince you they have the “secret sauce.”

- **The fact is,** every agent’s listing is syndicated out by the MLS to hundreds, if not thousands, of web sites.

- **The fact is,** if a buyer is house shopping online and your home matches their criteria, it would be almost impossible for them not to find your home.



Marketing



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- **My brand has the following unique online marketing methods:**
 - Brand website
 - Brand Advertising



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- **I offer the following unique marketing methods:**
 - Virtual Tours
 - Professional Photos
 - Yard Signs
 - 1-800 Call Capture
 - Flyers
 - Social Media
 - Craigslist



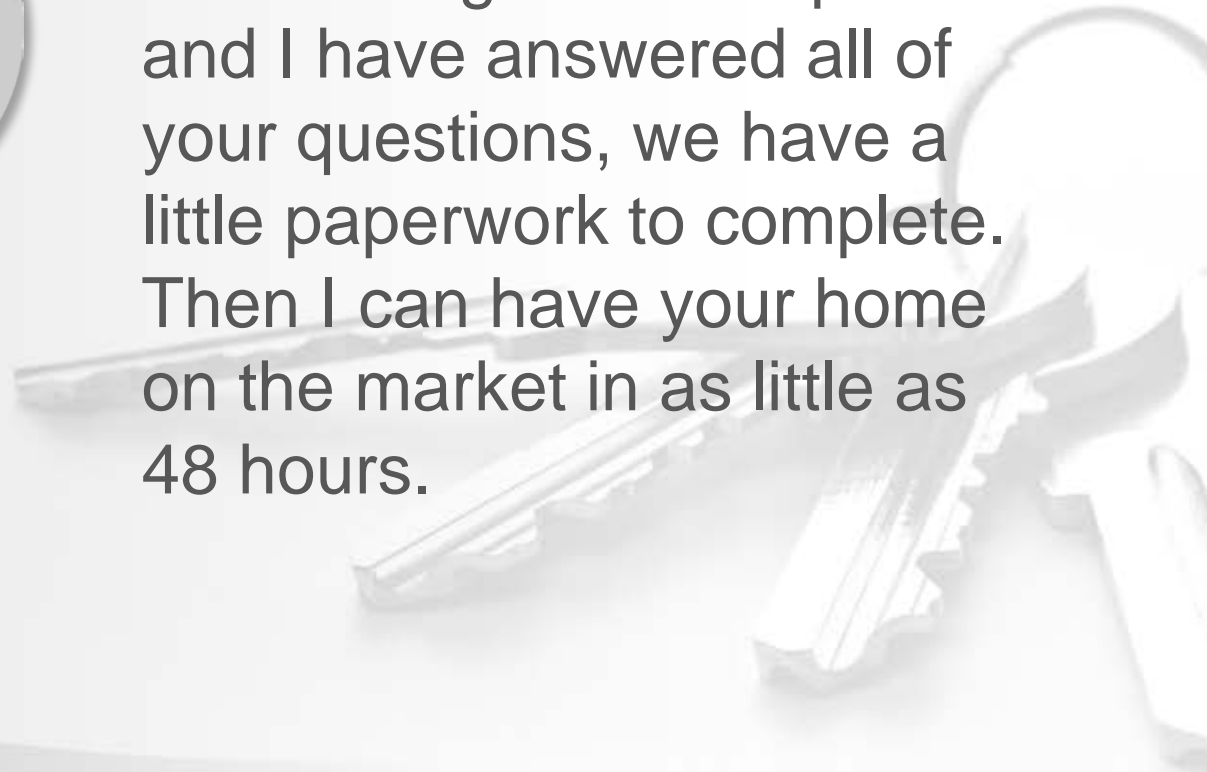
Getting Started



YOUR LOGO HERE



Getting started is easy. Once we have agreed on a price and I have answered all of your questions, we have a little paperwork to complete. Then I can have your home on the market in as little as 48 hours.



Thank you!



YOUR LOGO HERE

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



Contact Information



- **Cell 480.555.8926** (preferred)
- Office 480.994.0800
- Fax 480.994.0700
- Email: agent@dprrealty.com

NOTE: I always check my email and text messages.

I almost never answer the phone while showing clients homes but will check messages frequently.