

# READY TO SELL YOUR HOME?

Redefining Service with  
Jennifer Venable



# A Note..

*Selling a home in today's market means you need to be even more prepared and choose your agent and their brokerage to represent you wisely.*

*Any realtor can put a sign in your yard, take some pictures and likely get an offer in this fast paced market.*

*This is where I stand out because I don't only want to have satisfied clients, with a good offer, I want to sell your home quickly, get you a well qualified buyer that will close and sell for top dollar.*

*I will use my proven sales approach, negotiation skills, cutting edge technology and high end marketing expertise opening weekend.*

*In addition I have an outstanding company reputation and global and continental Realtor connections to maximize the exposure of your home.*

*I have a proven track record, the right skill set, and experience.*

*Jennifer Venable*

# Hello

My name is Jennifer Venable. I have been in real estate full time since 2004, and I'm very passionate about what I do.

I'm part of the John L. Scott Foundation and I run the volunteer team at my office which helps many local charities quarterly from the Ronald McDonald house to Habitat for Humanity and the Oregon Food Bank to name a few.

I personally volunteer seasonally with YMCA, Boys & Girls Club & Police Activities League. I am also involved with the Boy Scouts of America as the committee chair for my son's Boy Scout Troop. I love helping our community.

A member of Oregon and the National & Portland Association of Realtors



**Masters Circle**  
Recognizing Experience & Exceptional Results  
Portland Metropolitan Association of Realtors®

CERTIFIED  
**OPEN HOUSE**  
SPECIALIST®



**100**  
**MOST**  
INFLUENTIAL  
REAL ESTATE  
EXECUTIVES

CERTIFIED  
**BUYER REPRESENTATION**  
SPECIALIST®



CERTIFIED  
**SELLER MARKETING**  
SPECIALIST®

**John L. Scott**  
REAL ESTATE


# Testimonials

*Read What People Are Saying About Me....*


I always ask my clients to rate my service to them. Here are some highlights of what people are saying about choosing me as their realtor...

Check these reviews and more out online at <http://www.zillow.com/profile/portlandhomeexperts/>


### Reviews on Zillow

Average Rating  
  
(View all 66 reviews)


"Jennifer helped me sell a condo in Portland, Oregon. She did a TON of homework to stay up-to-the-minute on local housing market trends, and then gave ... more "


 5.0/5.0  
by jackhammerjack2000

"Jennifer is the most amazing realtor that I have worked with! She was understanding, listened to our needs and wants, was attentive and VERY detail ... more "

 5.0/5.0  
by user735190

"Jennifer is an excellent Real Estate Agent. She goes above expectations and maintains high integrity. I highly recommend working with Jennifer. She ... more "

 5.0/5.0  
by Vinny

PROVIDED BY  


# Full Service Real Estate

## When you hire me, I become your home's...

### MARKETING MANAGER

- Showcase your property with the finest marketing
- Develop and implement a customized marketing strategy
- Help determine the best price in-line with market forces
- Communicate regularly so you are informed and knowledgeable

### LIAISON MANAGER

- Introduce new buyers to your property
- Provide you with timely updates on viewings and feedback

### NEGOTIATOR

- Present and negotiate on your behalf with potential buyers to get highest and best offers
- Advise you on the merits of each offer and let buyers know what terms your looking for
- Always keep your best interests as my first priority

### CLOSING MANAGER

- Provide information in a timely manner to you and the buyer/buyer's agent
- Facilitate answers and resolve any issues during the closing process and afterward ensure it is completed seamlessly.

### CONCIERGE

- Provide you with access to experts including: advisors, insurance experts, contractors, landscapers, stagers, painters, handymen, home inspectors and moving services

# John L. Scott | Sunset-Corridor



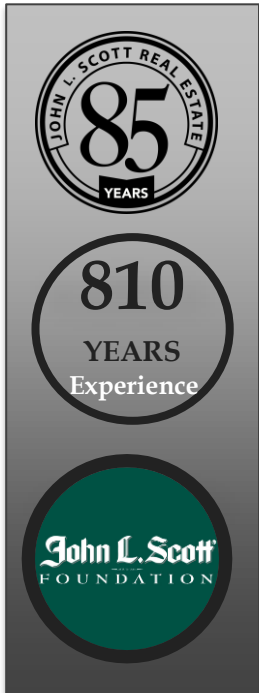
“At John L. Scott Real Estate, our business is transactional excellence. We focus on relationships rather than transactions.”

J. Lennox Scott, Chairman and CEO

- Just as it is imperative to choose the right agent, knowing why they have chosen to work for a specific brokerage is also important. What a brokerage offers to both the agent and their clients in terms of service levels and products are key to maximizing the success of selling and buying a home.
- John L. Scott is dedicated to providing sophisticated marketing platforms, strategies and solutions — they believe that whether you are buying or selling, our name should immediately signify that you are working with professionals who have integrity, ethics and quality service. 85 years of it.
- John L. Scott Sunset-Corridor
  - Top selling office in the Sunset Corridor.
  - Currently ranked the 8th most productive real estate brokerage in the nation and 5th largest regional real estate company in the nation by REAL Trends.
  - Recipient of Mega Marketing Award for having one of the top real estate marketing programs in the nation.
  - Recipient of Inman Innovator Award for “Most Innovative Real Estate Company in the Nation.”
  - JohnLScott.com receives over one million visits a month, producing over 150 million hits and 6 million listing views.
  - John L. Scott Chairman & CEO, J. Lennox Scott, honored twice by REALTOR Magazine as one of the “25 Most Influential Individuals In Real Estate In The Nation.”
  - The John L. Scott Foundation contributes hundreds of thousands of dollars a year to sponsor events throughout the Northwest, helping to raise millions for Children’s Hospitals.



# We are Local. We are Global.



John L. Scott is affiliated with the Leading Real Estate Companies of the World. We are Local Experts, Globally Connected.

An infographic centered on the page. On the left is a box with the 'Leading Real Estate Companies of the World' logo. To its right is a globe. Further right are four statistics: 'OVER 550 FIRMS', 'MORE THAN 128,000 SALES ASSOCIATES', 'ENCOMPASSING 4,000 OFFICES', and 'OVER 55 COUNTRIES'.

LEADING REAL ESTATE COMPANIES™ of THE WORLD

OVER 550 FIRMS

MORE THAN 128,000 SALES ASSOCIATES

ENCOMPASSING 4,000 OFFICES

OVER 55 COUNTRIES

# Maximizing Fair Market Value

The following key factors affect the sale of your home and are for the most part in your control.

Typically market conditions are not in your control but choosing to use an agent with extensive experience in the local market, a respected reputation, who implements a proven comprehensive marketing strategy could make all the difference in MAXIMIZING THE TRUE VALUE OF YOUR HOME.

**MARKET FACTORS:**

Price  
Terms  
Condition  
Marketing Programs  
Value

**CONTROLLED BY:**

Seller  
Seller  
Seller  
REALTOR®/Real Estate Company  
Buyer/Market Conditions



# The Window of Opportunity

*Def. : "Period in which your home will receive its maximum exposure – typically when your home is new on the market."*

In order to capitalize on this window it is crucially important that your home is

**'Market Ready Day 1':**

- priced at the optimum 'Fair Market Value',
- prepared to showcase its features and attributes and
- the marketing strategy is implemented to further increase its exposure.



# Getting Top Dollar

I work with a team of professionals to make your home STAND OUT!



**01/** Preparation Consultation

**02/** Professional Photography

**03/** Video Tour

**04/** 3D Tour/Floorplan

**05/** Sign and Post

**06/** Permaflyer

**07/** Custom Flyers

**08/** Just Listed/Early Entry Mailer

**09/** Social Media Exposure

**10/** Multiple Listing Service

**11/** Exposure on:

- zillow.com
- realtor.com
- trulia.com
- homes.com

**12/** Local Brokerage Network

**13/** National and International Exposure

**14/** Brokers Tour

**15/** Kick Off Weekend of Open Houses

**16/** Accurate Feedback/Statistics



# 360 Approach/Marketing Plan



## 01/ Preparation

You get only one chance at a first impression. I will provide guidance to make your house look its best.



## 02/ Photography

Beautiful professional photos to make your home stand out on screen and paper.



## 03/ Video Tour

A Video Tour will project buyers into the lifestyle they can have in the house and boost you to the top of Zillow in your zip code while your home is first listed through my affiliation as a Premiere Agent on Zillow.



## 04/ 3D Tour

The award-winning, immersive 3D Interactive walkthrough & floorplan with measurements.



## 05/ Sign and Post

My sleek vinyl capped sign and post will show your house is professionally represented, without distracting from your home's curb appeal.



## 06/ Permaflyer

Another way we empower Buyers to get information about your house 24/7 that is all weather proof.



## 07/ Custom Flyers

Custom professionally printed full color flyers, double sided on 70# paper with 13 photos will give buyer's something to take away. An exclusive text code is provided to have the single property website texted directly to you.



## 08/ Just Listed Mailer

Our mailer puts a spotlight on your home with your neighbors and gives them the opportunity to show it to buyers they know are looking in the neighborhood while getting in early with early entry exclusively for neighbors.



### Social Media /09

A Just Listed/Open House advertisement will be posted on my Facebook personal, business page and several exclusive realtor Facebook pages comprised of the regions top producers. The ad will be Facebook boosted to reach a targeted larger audience opening weekend.



### Multiple Listing Service /10

Our local Regional Multiple Listing Service reaches out to over 12,000 agents in the Portland/Vancouver area.



### Internet Exposure /11

2 Mobile optimized webpages are created on your specific home, neighborhood amenities are listed and a GPS tracking app. Every Realtor and Real Estate Company/sub site on the internet your home will be on through the List Hub Network.



### Local Network /12

Your home will be marketed to over 12,000 REALTORS and displayed on all the other local brokerage websites within minutes of being in the RMLS.



### National & International /13

Because John L. Scott is a member of Leading Real Estate companies of the world, national and international brokerages will display your home on their website including China, giving your house worldwide exposure!



### Brokers Tour /14

It is my way of personally introducing your home to our local agents at the beginning of the listing so they may preview it for their Clients.



### Open House /15

It's a Kick-Off Weekend Event! We will invite your neighbors, use a large banner flag out front and special A frame directions at the corners for the special kick off weekend.

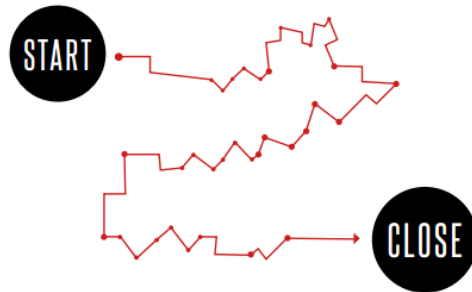


### Feedback /16

I will collect and share feedback from prospective Buyers and their Agents, to allow you to make needed changes to your home selling strategy and statistics weekly.

# Finalizing the Sale

"The home buying and selling process can be complicated, but I know how to get you through."



A myriad of details must be attended before the sale becomes final including offers, counter offers, inspections, disclosures, contingencies, loan documents, insurance, mortgage approval, and escrow items.

This final step can be overwhelming with all its moving parts.

Whatever the next step may be, know that your REALTOR® is here to guide you through this final process - to keep in constant communication, track the proceeding, and to keep things on schedule.

## My Commitment To You..

*I know that your house is most likely the largest asset you own. I know this investment is key in reaching your future goals, whether personal, financial, real-estate focused and/or wealth building.*

*I believe in my ability to sell your home and provide excellent service so much I have created a guarantee. **If you are unhappy or decide not to sell at any time, I will unconditionally release you from your listing contract with no money owed (this is not the way listing contracts commonly work).** Of course, once you are in contract with a buyer you cannot cancel.*





