

# SMART SELLER PROGRAM PLAN

## A PROVEN SYSTEM TO SAVE \$18,000

### Real Marketing

- ✓ Signage
- ✓ Call Capture
- ✓ Text Capture
- ✓ Pro Ad Copy
- ✓ MLS Syndication
- ✓ Web Page
- ✓ Virtual Tour
- ✓ ASPro Photos

### Real Service

- ✓ 24/7 Appt. Concierge
- ✓ Open Houses
- ✓ Buyer Vetting
- ✓ Negotiation
- ✓ Closing Coordinator
- ✓ Conveyancing

## TOP DOLLAR BLUEPRINT



### Luxe Marketing Add-Ons:

- Virtual Decluttering
- Virtual Staging
- Image Enhancement
- Blue Time Photo
- Drone Aerial Photo
- Lifestyle Home Movie Tour
- Digital Floor Plan
- Designer Staging
- Make Ready Contractor Services

### EXPERT NEGOTIATION

You Benefit by Working with a Harvard Trained Negotiator



**CNE**  
CERTIFIED NEGOTIATION EXPERT

- Better Offer and Counter Offer Structure
- Better Understanding of Primary Interests
- Better Understanding of how the other side works
- Better Able to navigate the financial pitfalls

### THE JHG TEAM of SPECIALISTS

You benefit by having the industry's dream team of 100% dedicated marketing professionals to exclusively market your luxury real estate

- |                           |                           |
|---------------------------|---------------------------|
| • Stager                  | • Web designer            |
| • Photographer            | • Inside Sales Team       |
| • Videographer            | • Showing Agents          |
| • Graphic Designer        | • Publicist               |
| • Professional Copywriter | • Transaction coordinator |

# SMART SELLER PROGRAM

Sell with our Exclusive Smart Seller Program, you'll get our full service brokerage agency to handle your entire home sale at flat rate of \$2,995 fee plus 2.5% to the buyer's agent at closing. You have no concern of 'getting less' from our Smart Seller Program. That's a savings of \$18,000 on a \$600,000 home.

## Smart Seller Features:

Sellers get a lockbox, yard sign with AI call and text capture, 24/7 Showing concierge service, web page with virtual tour, 25 HD pictures, professional written advertising copy, open houses, and are listed on all syndicated platforms including Bright MLS, Zillow, Trulia and Realtor.com. You get our buyer vetting system, Expert negotiation tactics and a dedicated professional contract to closing coordinator to ensure you home sells.

## Luxe Marketing Add-Ons:

May we suggest Our Luxe Marketing ads-ons that substantially increase buyer perception of home value over 18.2%, which can net you an additional \$49,000 dollar increase to your sale price. We Suggest: Professional Image Enhancement , Day to Dusk Exterior Blue Time Photo, Drone Aerial Photos, Digital Floor Plan and In Home Hospitality Display for (\$1399)

Virtual Decluttering (\$99 per room) Cost Effective option for cluttered homes

Virtual Staging (\$99 per room): Cost Effective option for empty homes

Professional Image Enhancement: (\$29 dollars per image)

In Home Hospitality Display includes 25 Full Color Glossy Brochures (\$99)

Day to Dusk Exterior Blue Time Photo w Image Enhancement (\$199)

Drone Aerial Photos: ( \$199 per session 5-7 images)

Lifestyle Movie Home Tour: ( \$1,499- includes professionally produced 2+ minute lifestyle movie storyline of your home including drone aerial and seamless video transitions, text narration throughout video, set to music, w movie bumper)

Digital Floor Plan: (\$299)

Decluttering/ Haul Away Junk Removal: (\$2000 avg.) quoted per project

Designer Furniture/Accessory Staging: (\$6,000) includes kitchen, dining, living room and foyer and 1 bedroom. Our staged homes sell 67% faster for up to 22% more money than vacant homes.

## LUXE Kitchen Remodeling Services

Granite countertops: (\$1599) includes 30 sq. ft. installed and under mount S.S. single bowl sink.

Sink faucet and plumbing installed: (\$499)

Kitchen Remodel: (\$11,999) for 8" x 10" kitchen, includes designer hardwood cabinets, granite, all plumbing, electrical, carpentry labor is included.

Appliances packages available.

Repaint House (\$299) per room

Project Financing is available for Remodeling Services