



JENIFER  JANNIERE

GUIDING YOU HOME

 KELLERWILLIAMS.
ARIZONA REALTY

ABOUT JENIFER JANNIERE



LICENSED REALTOR ®

ASSOCIATES OF ARTS | INTERIOR DESIGN

**" Helping clients
manifest their home
visions and dreams."**

HOURS:

MON - FRI 8:00 AM - 7PM

WEEKENDS BY APPOINTMENT

ROOTED IN MINDFULNESS

Thank you for considering me as your real estate agent! I am excited to build a relationship with you as we work towards listing your home. I pride myself on creating relationships built on trust, communication, and reliability. During our first meeting you will feel my energy and excitement towards helping you get one step closer to your goal.

For the past 7yrs I have helped multi family developers and residential clients add value and style to their properties. Now I get to use that experience to help clients stage their home (as needed) to attract more buyers. My background in interior design combined with my award winning real estate office makes me a tremendous asset for sellers.

It is incredibly fulfilling to know I am helping my clients open a new chapter of their lives. That's why I work so hard to not only sell your home, but also to handle every last detail of the selling process, from preparing your home for professional photos, to create marketing strategies to attract the right buyers.



WWW.JENIFERJANNIERE.COM | JJANNIERE@KW.COM | 480.221.1212



ALWAYS REMEMBER

"It's not just about the steps,
it's about who you take the
steps with"

- Unknown -



YOUR NEEDS COME FIRST

Things to note down

Visualize your dream scenario for selling your home.

What's the one thing that has to happen to make that dream scenario a reality?

How can I make that happen for you?

Why is that important to you?

If we could add just one more thing to make this process even better, what would it be?

Why is that important to you?

And then, if we could add just one more thing to make this process even better than that, what would it be?

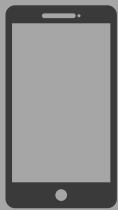
Why is that important to you?



CLEAR COMMUNICATION

My real estate business is built on the concept of putting your needs first. And, an important part of that means that when you have a question or need support, I'm there.

When you choose to work with me, you can count on open and honest communication – in the frequency and medium (text, email, phone, etc.) you prefer.



C. 480.221.1212



WWW.JENIFERJANNIERE.COM



JJANNIERE@KW.COM

HERE'S HOW YOU CAN GET IN TOUCH WITH ME



AN INDUSTRY LEADER

When you work with me, you work with a trained agent that has the backing of the world's largest real estate company, consisting of 180,000+ associates around the globe. That puts your listing within the largest real estate network with the furthest reach.

Keller Williams was built on a simple yet revolutionary principle: people are what matter most. To help cement this understanding, we've formalized a belief system that guides how we treat each other and how we do business.

Win-Win or no deal

Integrity do the right thing

Customers always come first

Commitment in all things

Communication seek first to understand

Creativity ideas before results

Teamwork together everyone achieves more

Trust starts with honesty

Success results through people

In 2017, Keller Williams was once again named the #1 TOP TRAINING ORGANIZATION in the world across all industries by Training magazine. In 2018, KW was inducted into the Training Hall of Fame. When you work with me, you directly benefit from this world-class training.



THE PROCESS

The real estate transaction is complex – and navigating you through every step of the sale is my expertise.

- ❑ Initial meeting, walk-through and needs analysis
- ❑ Sign listing agreement
- ❑ Prepare your property for sale: staging, photography, etc.
- ❑ Launch “coming soon” marketing campaign
- ❑ Establish a competitive price
- ❑ Officially list your property
- ❑ Launch “just listed” marketing campaign
- ❑ Start showing your house and hold open house
- ❑ Receive and present offers
- ❑ Negotiate contract
- ❑ Go under contract
- ❑ Facilitate inspection process
- ❑ Negotiate any issues
- ❑ Oversee appraisal
- ❑ Coordinate and prepare for further inspections
- ❑ Final walk-through
- ❑ Close!



YOUR CUSTOM MARKETING PLAN

Your home is unique - and so is the world-class marketing plan employed to sell it for top dollar.



YOUR CUSTOM MARKETING PLAN

Well-researched Pricing

Capturing the right price in any given market is one of the most critical elements in a successful real estate transaction. Correctly pricing your property means diligently studying the market to know what interested buyers are willing to pay and to price competitively within that range. This is what will position your house to stand out against other listings.

Captivating Staging

Staging is what creates a “wow factor” when a buyer walks through the door of your property. It’s what creates an emotional response and can often be an influence on whether or not an offer is made. From maximizing curb appeal to creating a clean and open interior, I will guide you on how to capture maximum buyer interest by highlighting the unique features of your house.

Eye-catching Yard Signs

Coming soon. For sale. Just sold. You have certainly seen these signs throughout your neighborhood – and their purpose is clear: to create excitement and interest around a listing. While much emphasis is placed on online advertisement these days, many buyers still look for their next home the old-fashioned way – by simply driving around their desired neighborhood. Professionally designed signage will market your home 24/7 and capture attention from highly qualified buyers looking specifically in your area.

Open House Strategy

Whether or not an open house is where your buyer comes from, they serve a strategic purpose – aggregating interested buyers in a specific geographic area. By showcasing your property with an open house, or simply leveraging the leads generated at another nearby open house, we will create and target a highly-qualified, localized group of buyers.

Targeted Networking

In real estate it’s not only what you know, it’s who you know. As an active member in the real estate community and our community at large, I will market your listing to top agents and buyer specialists in the area, generating excitement and ensuring maximum exposure.



YOUR CUSTOM MARKETING PLAN

Your Listing, Amplified

When you list with me, we'll have access to the Keller Williams Listing System, or KWLS. This proprietary, exclusive system ensures your property is marketed online 24/7 through hundreds of the most popular search sites.

Door-knocking

While online marketing is critical in today's business environment, sometimes nothing beats grabbing a pair of comfortable shoes, some fliers, and pounding the pavement. You can rest assured that if selling your property quickly and for the best price possible requires knocking on a hundred doors, I'll do it.

High-quality, Professional Photography

Crisp, clear photos will make your property pop online and maximize visual appeal. I work with highly qualified, professionally trained real estate photographers who specialize in making your house look its absolute best.

Engaging Videography

Video is at the heart of an effective digital marketing campaign and can provide a distinct advantage in a competitive market.

Cutting-edge Digital Marketing

With nearly 44 percent of buyers starting their search online and 95 percent of buyers looking online at some point in their home search, mastering the digital space is a must. From Google AdWords to social media marketing to my SEO-optimized website and mobile search app, your listing will shine online. It is my goal to provide innovative digital marketing strategies to ensure the right buyers find your property and take action.

Mass Mobile Marketing

When you choose to work with me, your home will be listed on my mobile app and will be put in the hands of millions of buyers!



THE PRICE IS RIGHT

When it comes to selling your house, the right price matters. Competitive pricing generates the most activity from buyers and agents, while a price that's too high can contribute to a longer stay on the market and, ultimately, a drop in price to compete with newer, well-priced listings.

A house that's priced at market value attracts the maximum amount of the market's potential buyers. Raise that asking price by just a bit above market value, and the percentage of potential buyers will decrease substantially.

Through my competitive market analysis,
I'll help you find the pricing sweet spot for your home.



YOUR OPEN HOUSE

Open houses have long played a crucial role in selling homes, but how can your home's open house be set apart from the rest?

Part of my comprehensive marketing plan includes creating an open house schedule to promote your property to prospective buyers and then systematically marketing it to the people most interested in homes like yours.

Here are a few ways I can market your open house to generate the maximum level of excitement around your home:

- Placing a yard sign and directional signs on key corners
- Distributing fliers, email invites, and a website posting the week before the open house
- Personally knocking on your neighbors' doors to invite them to attend and tell their friends
- Post a reminder the day of reminding everyone of the openhouse on social media and go live.



YOUR CUSTOM MARKETING PLAN

Coming soon campaign

- Walk-through and needs analysis
- Professional photography and videography
- Professional yard signage
- "Coming soon" email blast
- "Coming soon" social media touch on Instagram and Facebook
- "Coming soon" callout campaign to highly qualified buyers

Just listed campaign

- Launch listing on KWLS, MLS and other syndication websites
- Professional yard signage
- "Just listed" email blast
- "Just listed" social media video on Instagram and Facebook
- "Just listed" callout campaign to highly qualified buyers
- Open house after listing

Just sold campaign

- "Just sold" yard signage
- "Just sold" email, social, and digital touches



To serve the community as a leader in the real estate industry and as a friend and neighbor

To always do the right thing, even if it isn't what is easiest

To take care of your needs at the highest level through unparalleled professionalism and attention to detail. No request is too small

To serve as a trusted local expert and adviser by your side

To consistently and clearly communicate with you in the manner and frequency that you prefer

To treat you and your family with straightforwardness, integrity, and respect at all times

To answer your questions, ease your concerns, reduce your stress, and expertly handle the entire real estate transaction from listing to closing and beyond

To hold myself accountable to selling your home for top dollar – after all, that is what my business is built on



A PROMISE



Real estate can be complicated.

That's where I come in.

At the closing table, my goal is for you to feel that the experience of selling your home exceeded all your expectations, so throughout all of our interactions, from listing, to closing I will work efficiently to achieve that goal.

When you choose me as your partner, you are not just getting a trusted, respected agent – you are getting a local expert who is passionate about serving our community and those who call it home.

Let's get started.



YOUR
EXPERIENCE
MATTERS

JENIFER  JANNIERE