

## **Summary of Focus Areas**

**Jeri utilizes a proprietary 175-step advanced home selling system to sell your home faster and for more money. These 175 steps are subdivided and focused in the following areas:**

- 1. Comparative Market Analysis (CMA) – Establishing the Right Price**
- 2. Home Analysis – Setting the Stage for Success**
- 3. Highlighting Your Home – Professional Photographer – A Picture is Worth...**
- 4. Internet – Marketing to the Masses**
- 5. Neighbors, Family and Friends – Proximity Marketing**
- 6. Drive-by Potential Buyers – Getting a Bite**
- 7. Other Realtors – Letting Those in the Know Know**
- 8. Social Media – Personal and Professional Networking**
- 9. Communication / Follow-up – Keeping You Informed on “What’s Happening With My Home?”**
- 10. Closing the Sale – Negotiate the Best Deal and Finalize Paperwork**

**She uses a checklist to guide her efforts in executing and documenting the execution of each of the 175 steps of this successful system.**