

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.