



kw CLIENTS'
CHOICE REALTY
KELLERWILLIAMS.

Selling Your Home



PRESENTED BY **JEFF RYDER**

Thank You



Thank you for the opportunity to meet with you to discuss the sale of your home. I understand this can be a stressful time however, my commitment to you is that my team and I will devote all of our resources to help you get your house ready for the market and then provide your home the maximum exposure it needs to help you find a buyer who will bring you an acceptable offer.

We are skilled negotiators who will make sure you get to the closing table quickly and efficiently. Our team will work alongside you to help you navigate through the inspections, appraisals, repairs, and ultimately the closing process.

I look forward to meeting you at our appointment. If you have any questions in the meantime, please give me a call.

-JEFF RYDER

719-351-4312 | jeffryder@kw.com | www.ryderteam.com

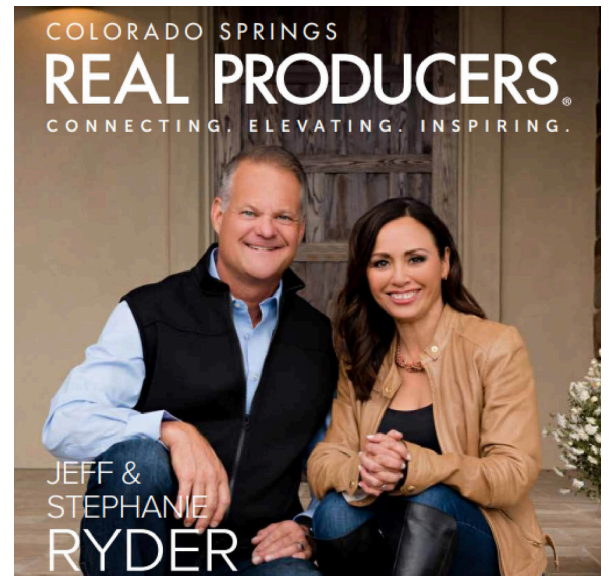
The Ryder Team

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BUT FIRST, A LITTLE ABOUT

Jeff Ryder

Jeff moved to Colorado Springs as a member of the US Army as a Flight Paramedic at Fort Carson. After his military service, he was a



News Anchor on the local CBS affiliate KKTU for 3 years. Since his jump to real estate, Jeff has been involved in the sale of over 1,470 homes. When not selling homes, Jeff loves spending time doing outdoor activities with his wife and their four boys.



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About KELLER WILLIAMS REALTY

#1 Brokerage nationally and in the State of Colorado!

Largest nationally owned brokerage in the country.

Allows us to have state-wide marketing plan!

The #1 relocation company locally and in Colorado.

Access to more marketing tools than any other real estate company
in town.



WE ARE **#1**

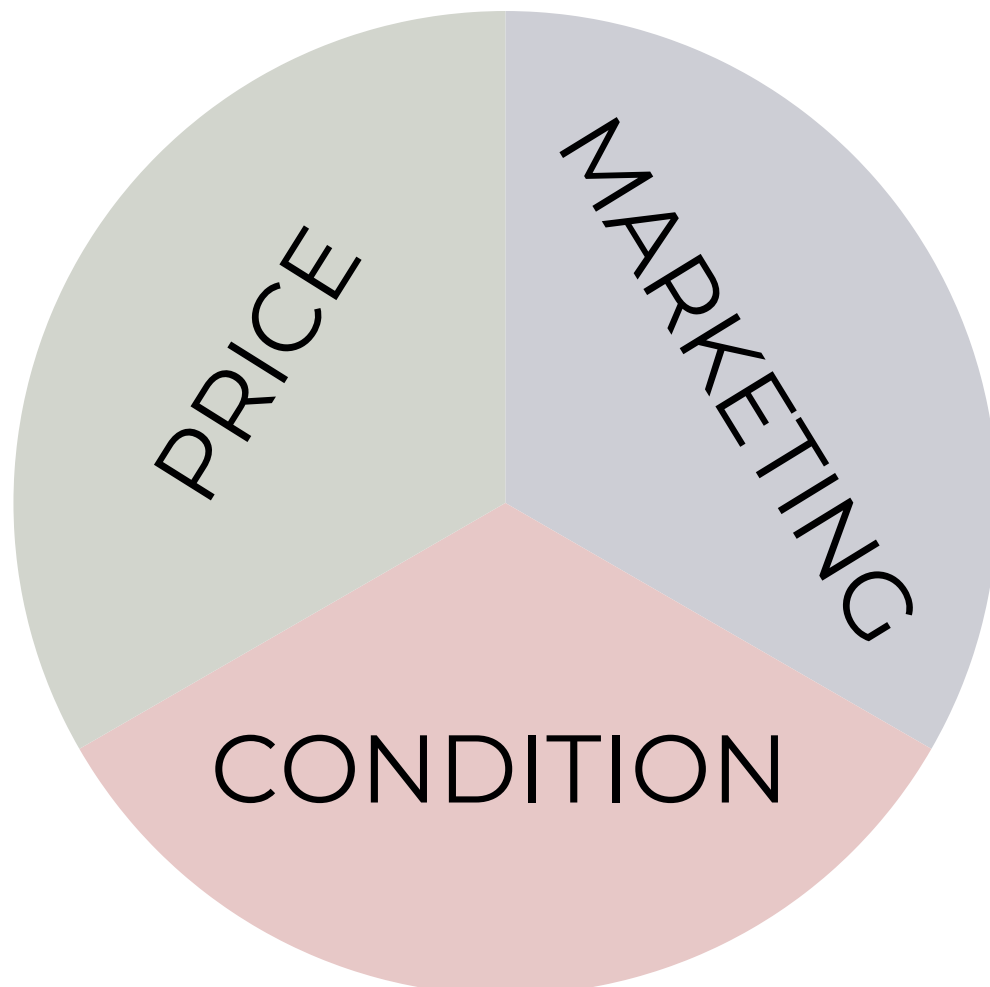
#1 CLOSED LISTINGS	#1 CLOSED VOLUME	#1 AGENT COUNT
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IN THE UNITED STATES!

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At our meeting, my goal will be to discuss the current market, the condition of your home, and what, if any, improvements will cause your house to sell faster and for more money. In addition, we will discuss what price will cause it to sell, and how quickly it should sell based on activity in your neighborhood. Let me know before, or at our meeting, if there are any other topics you would like to discuss. Your opinion matters!



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Custom Marketing Plan

Over the years, we have sold over 1,470 homes, and we did it one at a time. Because every seller and their home is different, we create a custom marketing plan just for you.

Who is our TARGET BUYER?

We create a CUSTOM marketing plan designed to reach your target buyer directly.

We offer the MOST comprehensive marketing plan in the region. This is one of the truly unique features of my business plan. Although your plan is completely custom, it will always be the most comprehensive, robust marketing plan you will find anywhere!



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COMPLIMENTARY *Staging*

STAGED FOR SUCCESS

The National Association of REALTORS® 2019 Profile of Home Staging takes a look at the value staging a home brings to the selling process

83%

of buyers' agents say that **staging makes it easier for buyers to 'visualize'** the property as their future home



44%

of buyers' agents say that staging a home **increases the dollar value offered**



The most commonly staged rooms when selling:

93%

living room



84%

kitchen

78%

master bedroom



53%

of sellers' agents say that staging a home **decreases the amount of time a home spends on the market**



95%

of agents recommend that sellers **declutter their home** before putting it on the market



 NATIONAL
ASSOCIATION of
REALTORS®

Details Make A
Difference

Even in a strong market, homes that connect with buyers will always sell quicker, and for more money.

We offer a FREE staging consultation for your home so we can have it looking its best and ready for buyers to **CONNECT** with it!

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COMPLIMENTARY *Cleaning*

We want to make sure your home looks amazing for photos and video- as well as showings! We will arrange and cover a thorough cleaning for you. Let's have your home sparkling like new!



We have honest, reliable, reputable cleaners on retainer with us. 1st home cleaning is complimentary!

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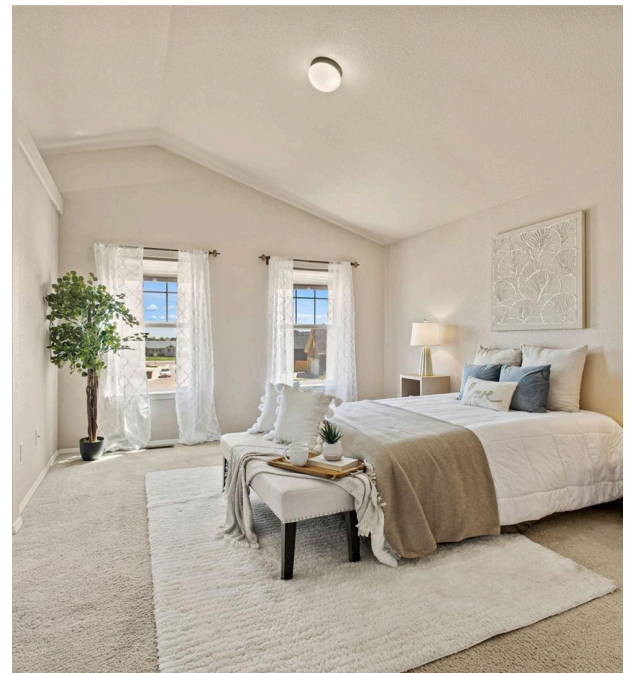
Professional Photography

The best looking photos EVERY time!

It is critical that your home looks great online, and off it...so we will have at least 40 crisp, super high quality photographs of the home done by our professional photographer.



Shot with an exposure-blend and drone camera, the photos will showcase great detail and colors, while translating the feeling of the space you call home.



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LIGHTS, CAMERA, *Action*

A New Take on the Virtual Tour

Let's make your home the star! You will have a professionally edited video that we will use to offer a more personal home tour and express ALL of your home's wonderful features!



Check Out
My Home
Tour Videos
Here!

More Exposure

Video is one of the hottest trends in the real estate industry. This video will give prospective home buyers and cooperating realtors easy access to a complete tour of your beautiful home!



PROPRIETARY SOCIAL MEDIA ADVERTISING AND REACH

Huge Social Media Reach

Reach over 13,000 active viewers for your home!

Youtube

Where buyers and agents can connect with your property.

Facebook

From our business page, we will post your home to thousands of buyers.

Cumulative Listing Views

We average 50,000 unique views on our properties. This strategy is how we do what others can't.



facebook

Linktree*

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ONLINE *Marketing*



99% of buyers use the Internet to find their home!

The Internet has taken over the home buying process. It gives buyers a chance to be empowered in the process and take an active role in their home search.

It is important that we be available on EVERY site that buyers are on...and critical that your home looks EXCEPTIONAL on all of them, as they may net thousands of views!

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OUR *Mega* OPEN HOUSES

- Sign in the yard
- Huge signs!
- Directional signs at key intersections
- Posted on key websites
- Call 100-200 homes in the neighborhood
- Facebook ad to the neighborhood
- Knock 50 neighborhood doors with an invitation the day of the open house

MOST OTHER AGENTS



- Sign in the yard
- Directional signs at key intersections
- Posted on key websites



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OUR GIFT, YOUR PEACE OF MIND

14 Month Home Warranty Offered at NO cost to you...

Helps us negotiate come inspection time!

Allows you to close with peace of mind!



**BLUERIBBON
HOME WARRANTY**

Locally Owned and Operated Since 1985

14 Months of Buyer
Protection

Seller Protection at No
Additional Cost

Complimentary Seller
Pre-Inspection Available

Low Co-Pay

Refrigerator Included
on All Plans

Covering All of
Colorado



SELLER • BUYER • INVESTOR



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HIGH END MARKETING MATERIALS

The property flyer should represent the home, so I use the highest quality card stock and modern designs to accentuate the property. I want your home to feel a cut above the rest.

INFORMATION AT THE BUYER'S FINGERTIPS

I also want the property flyer to answer any questions that the buyer may have while touring the home. The property flyer will have all the pertinent information that the buyer may need to confirm their decision to buy the home.

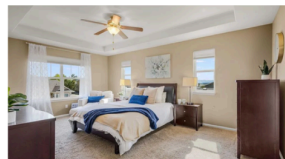
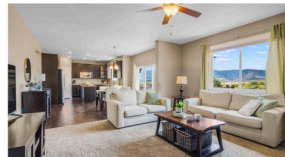
HIGHLIGHT CARDS

Let's feature our features! The highlight cards help us show off the great features of the house that we want the buyers to see. It is easy to miss some of the really cool things that make the home so special- so we will make sure to point them all out!



Home For Sale

15810 JAMES GATE PL, MONUMENT, CO 80132



ABOUT THIS PROPERTY

This stunning property, nestled on an enviable lot within the neighborhood, promises a lifestyle of pure luxury and serenity. As you step outside, you'll be greeted by a backyard oasis that's second to none. Don't let this opportunity slip away—make this fantastic Jackson Creek home yours and experience luxurious living amidst natural beauty.



Scan for
more info!

FEATURES

OFFERED AT \$725,000

5 Bedrooms 3 Car Garage
4 Bathrooms 3,604 sqft



CONTACT JEFF RYDER, REALTOR®

719-351-4312

jeffryder@kw.com

3 Car Garage with Epoxy Floor!



SHOWINGS & FEEDBACK

ShowingTime is an appointment requesting system, which allows real estate professionals to schedule showings for the property in real time. We will use this system to get all showings scheduled quickly and to personalize showing capabilities to your needs. As soon as your home is active in the MLS, agents will be able to schedule showings through the system. It is completely up to you to determine how appointments are scheduled. We can require a set amount of time before the home will be available, only allow showings at specific times, or even restrict showings if something unexpected comes up!



Once showings begin, you will start to receive feedback indicating how your home is showing and what buyers think of it. After every showing, the buyer's agent will be sent a feedback request form to fill out on behalf of their clients. If we do not receive feedback, I will reach out to the agent directly to ask the following questions:

1. Will your buyer be writing an offer?
2. How well does the home show?
3. What will it take for your buyer to write an offer?
4. How do you feel the home is priced?
5. Any comments or recommendations?



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WE ARE HERE WITH YOU AT YOUR NEXT DESTINATION AS WELL

We partner with top teams across the country! We want to make sure that you have the same top-quality experience on both ends of your transaction. If you are moving and looking to buy in another market, we offer FREE relocation services to include setting you up with a TOP agent in any other market across the country (and outside in some cases).



KELLER WILLIAMS AROUND THE WORLD

5

CONTINENTS

50+

REGIONS

260+

MARKET CENTER LOCATIONS

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Results You Can Count On

Jeff Ryder and his team were wonderful. We interviewed 5 highly recommended agents and Jeff just impressed us with his knowledge of the market and how quickly they sell w/o leaving any money on the table... Everything that Jeff said would happen as a result of their marketing strategy, did happen. Our home had a contract in one day and it was above list price. We were blown away! The best thing anyone can do to sell a home in the Colorado Springs area is hire the most professional agency, The Jeff Ryder Team. You will be pleasantly surprised from listing to closing.

-Carol F.

We left our home in Jeff's hand to sell while we were living in another state. Jeff had our home sold within a month. Jeff definitely went the extra mile with our sale. I recommend him highly for anyone looking for a realtor that cares about his clients.

Thanks again Jeff, for all that you did to get our house sold.

-Maya J.

Jeff suggested listing our house at a price higher than any other realtor we consulted with. He had an excellent marketing plan and got a full price offer from an open house on the first weekend of the listing. That offer fell through and he got a second full price offer from a buyer who closed on the property... I highly recommend Jeff for any real estate transactions whether you are a seller or buyer. He is very knowledgeable of the Colorado Springs market, professional, and low pressure.

-Rick P.

Jeff and his team were outstanding to work with throughout the process of selling our house. Attention to detail in pricing and preparation and a marketing strategy with that wow factor resulted in a quick sale. The closing was efficient and professional.

-James H.



**I AM HONORED TO WORK
WITH YOU AND GUIDE YOU
THROUGH THE SALE OF YOUR
HOME!**

Check out my website,
social media, and
property tours here!



Jeff Ryder
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