

THE RYDER GROUP

kw CLIENTS'
CHOICE REALTY
KELLERWILLIAMS.

LISTING YOUR HOME



Items to discuss at our meeting

My Goal is to talk about what
it's going to take to get your
house **SOLD** in this new
market....

I value your opinion so
please be prepared to tell me
what is important to **YOU**
when selling your home.



THE RYDER GROUP



But first, a little about Jeff Ryder

Jeff moved to the Colorado Springs as a member of the US Army as a Flight Paramedic at Fort Carson. After his military service, he was a local News Anchor on the local CBS affiliate KKTV for 3 years. Since his jump into real estate, Jeff has been involved in the sale of over 1500 homes. When not selling homes, Jeff love spending time doing outdoor activities with his wife and their four boys.



THE RYDER GROUP



KELLER WILLIAMS CLIENTS' CHOICE

#1 Brokerage Nationally and in the State of Colorado!
Largest Nationally owned Brokerage in the Country

WE ARE #1

#1	#1	#1
CLOSED LISTINGS	CLOSED VOLUME	AGENT COUNT

IN THE UNITED STATES!

IN THE UNITED STATES!

- Allows us to have a state-wide marketing plan!
- The #1 Relocation company Locally and in Colorado
- Access to More Marketing tools than any other agents in town

THE RYDER GROUP

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MARKETING STRATEGY



*First we need to make your
house shine!!*

INDUSTRY LEADING VENDORS AT AN INSIDER PRICE

We want to make this as easy for you
as possible!

We have top vendors that we can organize for
you. We'll work with you to cover the cost*
of what needs to get done, and you can repay
us at closing!

*some costs are variable and differ per listing

- *Landscaping*
- *General Contractors*
- *Handymen*
- *Carpet Cleaners*
- *HVAC*
- *Electricians*
- *Movers*
- *and more...*

DESIGN CONSULTATION

Goal: Smooth, Speedy Transition to
a List-Ready Home

In order to sell your home quickly at the right price, we leverage the expertise of a stager who will bring a wealth of high-quality staging implements to make a blank canvas into a beautiful display.

We will schedule a consultation where she'll review your pre-stage checklist and develop an effective timeline after we finish up today.



STAGED FOR SUCCESS

The National Association of REALTORS® 2017 Profile of Home Staging takes a look at the value staging a home brings to the selling process

77%

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



49%

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



62%

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



The most commonly staged rooms are:

living room

83%

kitchen

76%

master bedroom

69%



93%

of agents recommend that seller's **declutter their home** before putting it on the market



NATIONAL ASSOCIATION of REALTORS®

COMPLIMENTARY STAGING

Details Make a Difference

Even in a strong market, homes that connect with buyers will always sell quicker, and for more money. We offer FREE staging for your home so we can have it looking it's best and ready for buyers to CONNECT with it.



COMPLIMENTARY CLEANING



We want to make sure your home looks amazing for photos and video- as well as showings! We'll 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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MARKETING STRATEGY



*Next, let's make your house
stand out!!*

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PROFESSIONAL PHOTOGRAPHY

The Best Looking Photos EVERY time

It's critical that we look great online,
and off it... so we will have at least
40 crisp, super high quality,
photographs of the home done by
our FULL-TIME, In-house
Photographer

Shot with an exposure-blend, this
will give us great detail and colors,
while translating the feeling of the
space you call home.



Real Listing Photographs



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PROFESSIONAL PHOTOGRAPHY



ONLINE PROPERTY MARKETING



99% of Buyers aged 23-56 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's important that we be available on EVERY site that buyers are on... and critical that we look EXCEPTIONAL on all of them, as they may net your property upwards of

50,000+ Unique views!

Redfin Partner Agents



PARTNER AGENT

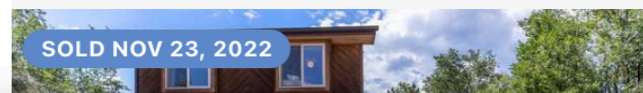
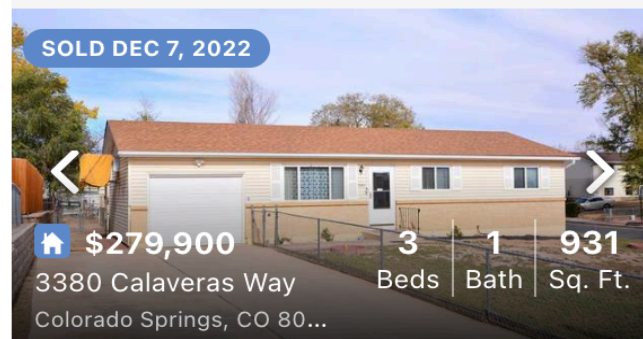
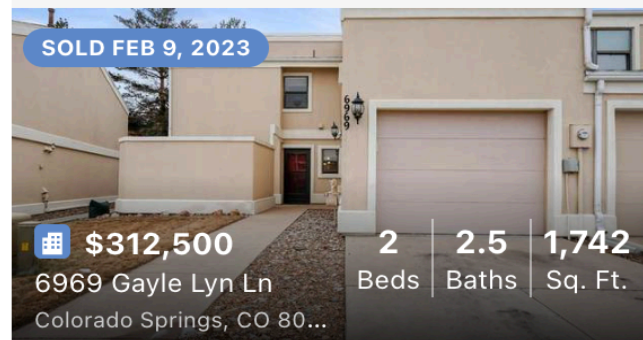
Jeff and Stephanie Ryder

Ask a Question

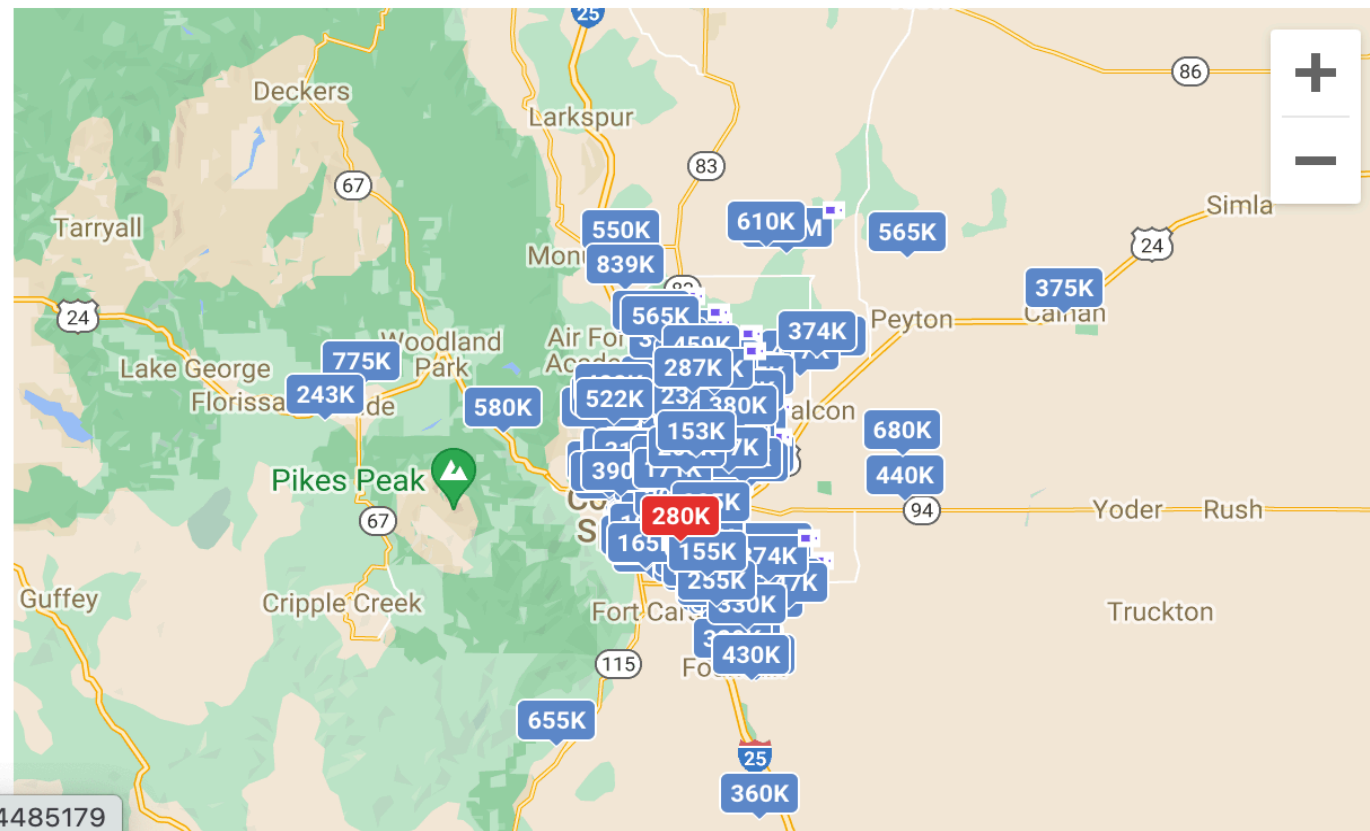
Jeff and Stephanie's Listings & Sales

Bought with Jeff and Stephanie

Listed by Jeff and Stephanie



O/Colorado-Springs/3380-Calaveras-Way-80910/home/34485179



THE RYDER GROUP



PROPRIETARY SOCIAL MEDIA ADVERTISING AND REACH

Huge Social Media Reach
Reach over 13,000 active
viewers for your home!

Facebook

- Over 5,000 friends and Over 2,000 followers

Instagram

Cumulative Listing Views

- We average 50,000 Unique views on our properties, this strategy is how we do what others can't



Jeff & Steph Ryder - Colorado Realtors

Published by Stephanie Cruz Ryder · February 18, 2022 ·

AND WE GOT INVENTORY!!!

Available NOW \$369,900 🤩 with some awesome updates:
Refinished hardwood flooring, New carpet, New paint in and out...
New roof, New furnace and the A/C only a couple years old.
CALL ME! 719-373-4067



315 Fairfax Dr
Fountain Valley Ranch
4bd - 2ba - 1car



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TV commercial on KRDO and HGTV



www.TheRyderGroupCo.com

Featured Property

We are big believers in casting a large marketing net so it's easy to find your house. Your property will be a featured home on our website that is advertised on TV and many other places.



THE RYDER GROUP
BUY • SELL • INVEST

[HOME](#) [ABOUT](#) [PROPERTIES](#) [COMMUNITIES](#) [GET A CASH OFFER](#) [BUYERS](#) [SELLERS](#) [BLOG](#) [VIDEO LIBRARY](#) [CONTACT](#)

FEATURED PROPERTIES

**2275 TWILIGHT CANYON
TRAIL, COLORADO
SPRINGS, CO 80926**

\$4,250,000

4 Beds | 6 Baths | 9,197 Sqft

[VIEW DETAILS +](#)



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LIGHTS, CAMERA, ACTION



A New Take on the Virtual Tour
Let's make your home the star! You'll have a professionally edited video that we will use to offer a more personal tour and express ALL of your homes wonderful features.

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.



JEFF RYDER

THE RYDER GROUP

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Let's Tell The Story of your house



IN-HOME MARKETING

We Want your Home to
Resonate Hours after the
Showing

We will provide thumb drives for all potential buyers. We want them to share your home with their friends and family, allowing them to build a deeper bond with your home through Picture and Video, personally and professionally curated.

This will allow us more leverage for negotiating and affirm the Buyer's decision even further!



THE RYDER GROUP



HIGHEST QUALITY BROCHURE



Proudly Presented By
AIDAN PEÑA


VISTA GRANDE TERRACE
BUILT IN 1971 LOT SIZE: 6,825
TAXES 2021 \$1,252

MASTER 11X10	DINING ROOM 12X10
BEDROOM 12X10	FAMILY ROOM 17X11
BEDROOM 11X10	KITCHEN 10X8
BEDROOM 11X10	LIVING ROOM 12X10

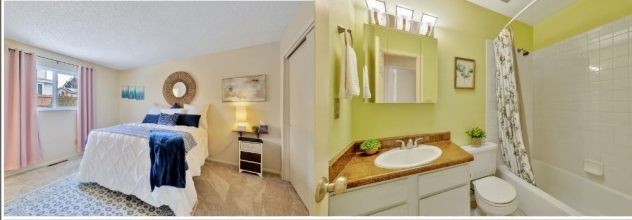
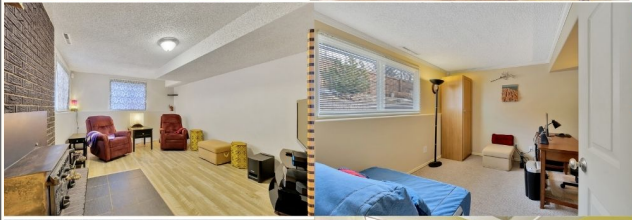
SCHOOL DISTRICT: DISTRICT 11
ELEMENTARY: FREMONT ELEMENTARY SCHOOL
MIDDLE SCHOOL: RUSSELL MIDDLE SCHOOL
HIGH SCHOOL: DOHERTY HIGH SCHOOL

5135 MIRA LOMA CIR
COLORADO SPRNGS, CO 80918
\$400,000
4 BED - 3 BATH - 2 CAR 1,889 SQFT



MAKESPRINGSHOME.COM





Welcome Home to this stunning Tri-Level home in the very well established and mature neighborhood of Vista Grande Terrace! Sitting on a 6,825 SqFt Lot, you'll find a huge backyard with a large custom made deck. Once inside, you'll immediately notice the level of care the homeowners have put towards this home. Upon entry you'll be greeted with the warmth of this absolutely beautiful house and its gleaming hardwood floors that run throughout the entrance, living room, and dining space. Inside the kitchen you will find stainless steel appliances, a custom backsplash, and walk-out access to the deck and everything the backyard has to offer. Downstairs you will find an additional family area with LVP flooring and wood burning fireplace as well as a large office space, ½ bath, and separate laundry area. The upstairs flooring has been completely replaced with brand new, lush and plush carpet that runs through each of the three bedrooms, including the Master Bedroom. You will not want to miss out on this opportunity that screams pride of ownership!

14 MONTH HOME WARRANTY INCLUDED



Aidan Peña
719-358-3021
PENAI.DAN@GMAIL.COM

High End Marketing Materials

The home brochure should represent the home, so I use the highest quality card stock and modern designs to accentuate the property.

I want us to feel a cut above the rest.

Information at the Buyer's Fingertips

I also want the home brochure to answer any questions that the buyer may have while touring the house. Our home brochure will have all the pertinent information that the buyer may need to confirm their decision to buy your home.

THE RYDER GROUP



OUR GIFT, YOUR PEACE OF MIND



BLUE RIBBON HOME WARRANTY

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

1. We want to serve you past your close date, this warranty is our way to deliver what every other brokerage cannot.

2. Helps us Negotiate come Inspection Time.

3. Allows us to Close with Peace of Mind.

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PRICE IT RIGHT!!



Of Course, an important part of our meeting will be discussing and choosing a competitive price that will cause your house to sell!

MARKET VOLATILITY

2023
UPDATE

The market pendulum has swung from pure-SELLERS to NEUTRAL for sellers, but it does come with challenges.



- Roughly ¼ of all the homes on the market today WON'T SELL!
- Interest rates have doubled since last year, making a home MUCH more expensive for a Buyer. Because of this, buyers have become much pickier!

PITFALLS OF POOR PRICING

This is the most important decision that we'll make.

Ultimately, the market will be what determines the value of your home. That being said, a correct listing price will set us up for success with the sale. We'll work together to come up with a pricing strategy that works for you. I pride myself on honesty and professionalism, and will NEVER sugar coat a price opinion for you.

 Change Type	Effective	Chg Info	Chg Timestamp
Price Decrease	12/01/22	\$564,900->\$549,900	12/01/22 10:14 AM
Price Decrease	11/10/22	\$579,900->\$564,900	11/10/22 01:24 PM
Price Decrease	10/21/22	\$599,900->\$579,900	10/21/22 01:12 PM
BA Comm	10/07/22	% 3->% 2.5	10/07/22 12:23 PM
TB Comm	10/07/22	% 3->% 2.5	10/07/22 12:23 PM
Price Decrease	09/29/22	\$609,900->\$599,900	09/29/22 05:16 PM
Price Decrease	09/16/22	\$629,900->\$609,900	09/16/22 09:47 AM
Price Decrease	08/18/22	\$650,000->\$629,900	08/18/22 02:58 PM
Price Decrease	07/30/22	\$679,900->\$650,000	07/30/22 06:41 PM
BA Comm	07/19/22	% 2.5->% 3	07/19/22 12:38 PM
TB Comm	07/19/22	% 2.5->% 3	07/19/22 12:38 PM
BA Comm	07/07/22	% 3->% 2.5	07/07/22 03:04 PM
TB Comm	07/07/22	% 3->% 2.5	07/07/22 03:04 PM
Price Decrease	07/01/22	\$689,900->\$679,900	07/01/22 05:48 PM
BA Comm	07/01/22	% 2.5->% 3	07/01/22 05:40 PM
TB Comm	07/01/22	% 2.5->% 3	07/01/22 05:40 PM
New Listing	06/14/22	->ACT	06/14/22 10:41 AM

 Change Type	Effective	Chg Info	Chg Timestamp
Price Decrease	12/01/22	\$650,000->\$639,900	12/01/22 04:56 AM
Price Increase	11/23/22	\$649,900->\$650,000	11/23/22 07:21 AM
Price Decrease	11/14/22	\$659,900->\$649,900	11/14/22 05:23 PM
Back On Market	11/11/22	UND->ACT	11/11/22 11:25 AM
Under Contract - Showing	11/10/22	ACT->UND	11/10/22 03:27 PM
Price Decrease	11/09/22	\$675,000->\$659,900	11/09/22 09:05 PM
Price Decrease	10/20/22	\$715,000->\$675,000	10/20/22 04:13 PM
New Listing	10/13/22	->ACT	10/13/22 08:20 PM

YOUR HOUSE....LET'S GET IT RIGHT THE FIRST TIME

Our commitment to you is this: We will do everything in our power to provide you with the most prompt, painless, premium experience when selling your home, and We'll stake our resources and reputation on getting it right. All we ask for is your Trust



YOUR LIFELONG REAL ESTATE RESOURCE

I'm Here to Help!

I pride myself on being a life-long resource for my clients. So, whether you're moving cross country or staying in Colorado Springs, please refer to me for any of your continued Real Estate needs.

I am looking forward to building a strong and lasting business relationship with you!

Nichole Minot

1 review

★★★★★ a year ago

Positive: Professionalism, Quality, Responsiveness, Value

Jeff Ryder is phenomenal! His experience, attention to detail and superior customer service makes selling your home such a great experience. For Jeff, it is more than just selling real estate, he truly cares about his clients and works ... [More](#)

← Reply  1



THE RYDER GROUP



WE'RE 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're 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).



THE RYDER GROUP



The Sales Process and Cost



THE SALES PROCESS



Let's Get it Closed!

The Closing process is more complicated now than ever, with nearly $\frac{1}{4}$ contracts never seeing the closing table.

It's important that you're comfortable and empowered in the process so we can have a smooth cruise to closing.

WHAT IT COSTS TO SELL YOUR HOME (CONT)

Title Insurance

In Colorado, it's typical that the sellers will provide Title Insurance for the buyer. Cost will vary.

Have you refinanced or purchased your home within the last 5 years?

Property Taxes

Because taxes are paid in arrears, the new buyer will pay the taxes on the property next year. So you'll be paying the pro-rated portion of the years taxes for the amount of time that you live in the house.

WHAT IT COSTS TO SELL YOUR HOME (CONT)

Buyer/Seller Concessions

Many offers in this market are still coming attached with a request for buyers or sellers to “sweeten the deal” for the other party. This may be reflected in who pays closing costs, a cash incentive, or any other negotiable term. It is important that we factor these concessions into consideration with any offer we receive. These will be especially common with FHA/ VA buyers, we will offer clarity on concession options as offer conversations develop

Net Sheet

With every offer we receive, I will provide you with a Net Sheet breaking down the debits and credits involved with selling your home. This will give you a solid bottom line number, so you know what each offer will net you.

Results you can count on!!



PARTNER AGENT

Jeff and Stephanie Ryder

Ask a Question

Jeff and Stephanie's Reviews

4.9 117 reviews



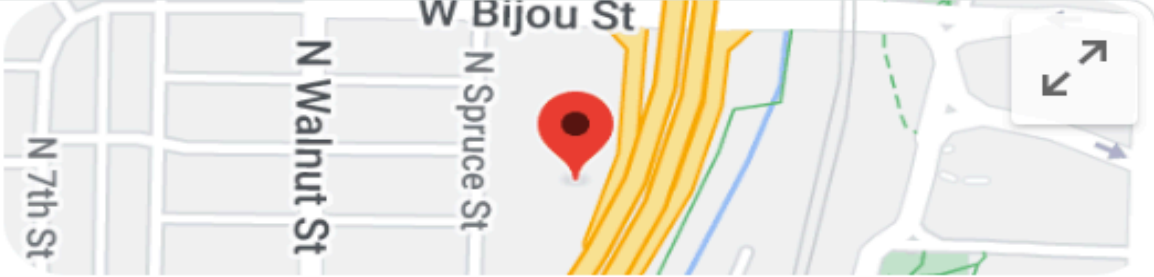
R We survey our customers, whether a deal succeeds or fails. [Learn More](#)

The Ryder team were exceptional to work with. They got us top dollar for our home and went above and beyond making sure we were taken care of in dealing with a few issues we had during the process.

House seller Closed with Redfin on November 6 [View Details](#)

Most Recent Reviews

Results you can count on!!



 Add photos

See outside

Stephanie Ryder & Jeff Ryder, KW Premier Realty

[Website](#)[Directions](#)[Save](#)[Call](#)

5.0 ★★★★★ 45 Google reviews

Real estate agency in Colorado Springs, Colorado

 You manage this Business Profile 

THE RYDER GROUP

kw CLIENTS'
CHOICE REALTY
KELLERWILLIAMS.

THANK YOU!

