

Jerry L. Griffith  
"Your Executive REALTOR®"

*it's all about you*

My real estate business has been built around one guiding principle:

*It's all about you.*

***Your needs***

***Your dreams***

***Your concerns***

***Your questions***

***Your finances***

***Your time***

***Your life***

My entire focus is on your complete satisfaction. In fact, I work to get the job done so well, you will want to tell your friends and associates about it. Most of my business comes from referrals.

Good service speaks for itself.



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*what I do for you*

All real estate agents will claim they can sell your house...

***I promise to sell your house at the maximum price, with minimum hassle.***

Selling a home successfully requires experience, time and resources.

***Experience***

From pinpointing an optimal asking price to writing a purchase agreement and negotiating terms of sale, real estate transactions are a science.

***Time***

Selling a home involves hours of open houses, phone calls and paperwork that you shouldn't have to worry about. I will take care of it all for you.

***Resources***

Yard signs, brochures, ads, direct mail and Internet technology. Keeping your home in front of potential buyers requires marketing 24 hours a day, 7 days a week.

***82% of home sales are the result of agent connections***

Source: National Association of REALTORS®

Selling your home can be a daunting task. I work hard so my clients can enjoy having their homes sold worry-free and profitably. I would love the opportunity to earn your business.



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*my 14-step marketing plan*

My 14-step marketing plan is designed to get your home the maximum amount of exposure in the shortest period of time. Each step involves proven techniques that leverage the opportunities to showcase your home to key people that can either buy your home or help us find the right buyer: *Prospective homebuyers, local real estate agents and investors.*

I will:

1. Help you price your home strategically to be competitive with the current market and current price trends.
2. Help stage your home to showcase features that buyers are most interested in: uncluttered rooms and closets, fresh paint if needed and pleasing drive-up appeal.
3. Place *For Sale* signage, complete with property flyers (if desired) that are accessible to drive-by prospects.
4. Provide free recorded information about your home 24 hours a day, 7 days a week. Each inquiry will be followed-up with a personal phone call.
5. Distribute *Just Listed* marketing to 100 nearest neighbors, encouraging them to tell their family and friends about your home.
6. Optimize your home's Internet presence by posting it on MLS systems and KWLS systems multiple photographs and creative descriptions.
7. Your home will be posted on numerous other Internet website home search engines. On my website Home Page on the left side click on the Client Listings or click on Client Listings Appear On These Websites in the middle of the page to see them.
8. Create a 360° virtual tour of your home and place it on multiple websites to attract local and out-of-town buyers.
9. Create a home book and flyers for your property. Showcasing additional information and photos of your home and neighborhood will attract extra attention.
10. Purchase Internet domain name and have sign rider made for your address [www.321AnyStreet.com](http://www.321AnyStreet.com) that goes directly to the listing information on your home.



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*my 14-step marketing plan* continued...

11. Target my marketing to active real estate agents that specialize in selling homes in your neighborhood.
12. Include your home in our company tour to allow other agents to see your home first hand.
13. Create an Open House schedule (optional) to promote your home to prospective buyers.
14. Provide you with weekly updates detailing my marketing efforts, including comments from prospective buyers and agents that have visited your home.



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