

SELLER'S GUIDE



JANUS
REAL ESTATE

LET'S GET YOU HOME

WELCOME TO Janus Real Estate

Hello,

Janus Real Estate realizes you have a choice when hiring an agent to help you sell your home and appreciate the opportunity to present our proven approach and the results we've achieved for our clients. As your partner, you come first and we are dedicated to making your life easy through the entire process of selling your home, including:

- Personable, attentive and timely communication
- Accurately pricing your home
- Enhancing the perceived - and real - value of your home, enabling you to command a higher asking price
- Providing strategic marketing including professional photography, staging recommendations, video and custom property webpages.
- Securing a qualified buyer within your specific time frame.
- Helping you avoid the two main reasons sales fall apart - low lender's appraisals and problems with the home inspection.

Regardless of the price of your home, when you hire Janus Real Estate as your REALTORS®, both you - and your home - will be prepared for a successful sale.



Cheers,

A handwritten signature in black ink that reads "Joe Janus". The signature is fluid and cursive.

Joe Janus, Realtor®
602.620.6267 | joe@joejanus.com



How Homes Sell

UNDERSTANDING HOW Buyers Evaluate Homes

The marketing we will do to promote your home has only one purpose - to increase awareness among potential buyers leading to in-person showings.

Once buyers reach your front door, the job of marketing is over.

Your home must now compete with other homes in two areas; Features and Price.

If your home has more features that appeal to buyers - or your home is priced lower than comparable homes - your home will stand out as the better value.

Conversely, if your home lacks the features that potential buyers desire, your only option is to compete on price.

To be effective, your home should stand out as one of the top two to three best values in your immediate market place.

THE FORMULA TO A Successful Home Sale:



Ready to sell your home FASTER and for TOP DOLLAR?
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Preparation

PREPARING YOUR HOME

For a Successful Sale

- On an "as needed" basis we recommend a prelisting inspection to identify and address any potential deal-killing repairs.
- Home staging to position the home to appeal to the psychological needs of buyers

Price

PRICING YOUR HOME

For a Successful Sale

Pricing your home accurately is the most effective way to ensure a successful sale at the highest price. Allow us to repeat that – pricing your home accurately is the most effective way to ensure a successful sale at the highest price. No amount of marketing can sell an overpriced home.

Sellers are tempted to list their home with the agent who quotes the highest price. Please keep in mind, the agent doesn't set the price, the seller doesn't set the price – the market will set the price, or value, for your home.



WHAT'S YOUR HOME Really Worth?

If you are ready to sell, here is a brief outline of how we work with our seller clients. It is not an all-inclusive list by any means, but it should give you enough of an idea of what to expect if you choose to hire us. We are young (ish), fun (ish) and utterly flexible and adaptable. If your property has a tiny unique niche of potential buyers, say a remote colony of Tibetan monks – we'll find a way of getting their interest. Most homes, of course, do not – but whatever makes your property stand out, we'll find it, make it sparkle and spread the word far and wide. And of course, we'll obsess over every detail of the process, so you don't have to.

- We communicate with you when and how you'd like to be communicated with. Whether it be by text, phone, Facebook, in-person, carrier pigeon or all of the above.
- All of the paperwork required to sell your home will be in order before and during contract acceptance. Pro-activity is the name of the game!
- Your home will be marketed through many channels including the Internet, social media, syndication, your neighborhood and anything else we conjure up together to find the buyer for your home.
- The written descriptions for your home will encapsulate the features and benefits that capture the interest of potential buyers.
- No cell phone home selfies here. We only use professional videographers, licensed drone operators and professional photographers, who know how to capture the right angles, lighting and features. Again, now that you're selling your home, it is a product. Think of the photos as you would commercial displays you see strolling through the mall.
- You will receive sound advice on how to present your home in the best possible way to buyers. Even if this means telling you things you may not want to hear. You're paying us to sell your home and that means making it the best product that speaks to as many buyers as possible. We will also bring in our home stagers and designers if you'd like.
- We will accurately price your home.
- We network and promote your home extensively with other agents to ensure that your home gets the most exposure with the people who can bring potential buyers.
- We won't disappear when the sale closes. We'll stay in contact with you on a monthly basis as part of our Client Appreciation Program just to see if you need any assistance with anything.
- We will help you find short-term rental storage for your belongings in the event your sale and purchase don't happen on the same day.

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WHY Janus?

Just about anybody with a real estate license can help you complete the forms to buy or sell property. And there is a very good chance that in large part, the steps you'll have to go through to get it done will be more or less the same. With us, the difference is the experience you'll have throughout the process and after it's over. With us, you'll never have to wonder if you missed a detail during a negotiation, if your home is presented and marketed to the best of its ability, or if your offer is the strongest it could be. We've always got your back. We're down to earth and inherently optimistic, which means driving around with us for days on end or reviewing offers at your kitchen table won't drive you insane. And should any emergency arise, we'll deal with it swiftly, calmly, and professionally.

In short - we are very good at this whole real estate thing, but we are also pretty fun and darn easy to get along with. Your dreams are unique to you, and it will be a privilege to help you get there.



Testimonials

"In November, 2020, in the midst of the COVID-19 pandemic, Joe helped us market and sell our townhome in Central Phoenix, and also helped us select and purchase a single family home near South Mountain. The pandemic presented extra challenges, and Joe was up to speed, not just on the real estate market, but also on safety and care for us, our property, and all others involved. He was a great advocate whenever challenges arose with various parties, and problem-solved with us the whole way. Joe now has represented us in several real estate transactions, and we recommend him wholeheartedly as an excellent real estate professional."

Susan Robbins

"We couldn't be happier with Joe. Our home sat on the market for months with almost no activity when we decided to ask him to take over the sale of our home. He suggested we paint the whole house and update the kitchen, which we did, and he had it sold within 30 days. Thank you Joe...we'd happily recommend you!"

Scott Wheeler and Jeff Peck

"I have used Joe's services to buy and sell several homes over the past 8 years! We were merging two families and needed to sell a house in Tolleson and then find a large, 5-bedroom home within our price range. Needless to say, I was nervous and stressed about the timing and dual closings. Joe made it all seem easy. I would recommend him highly! What a pleasure it is to work with a dependable, honest and knowledgeable Realtor!"

Gail Bieda

"Thank you for your help selling our home in Arizona. Being in Minnesota it was important for us to find a Realtor we could trust in Phoenix. Joe helped us list it, stage it, and coordinate any repairs needed. Joe always kept us up to date with what was happening. We hope you can share our experience selling our property 2000 miles away."

Cecil and Mari Louis From Minnesota

"Joe's analysis of how best to price my home for sale was sophisticated and thorough. My home was beautifully staged and photographed for online marketing and showings. Joe's sales plan resulted in multiple offers on the first day. I appreciate how proactive and responsive Joe was from start to finish. He anticipated what needed to be done to avoid delays or problems and always kept me informed. A difficult process much easier and pleasant."

Lera Riley

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Thank You!

Thank you for the privilege and opportunity to work with you. Feel free to call us if you have any questions. We look forward to meeting with you and helping you achieve a successful home sale.



Joe Janus

HomeSmart

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www.joejanus.com

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