

EXPERT
NEGOTIATING

PROVEN
MARKETING

GREATER
PROFITS



JG&A

JEREMY GRISSOM

(919) 741-3667

JeremyGrissom@KW.com

www.JGARealty.com

kw

kw[®]

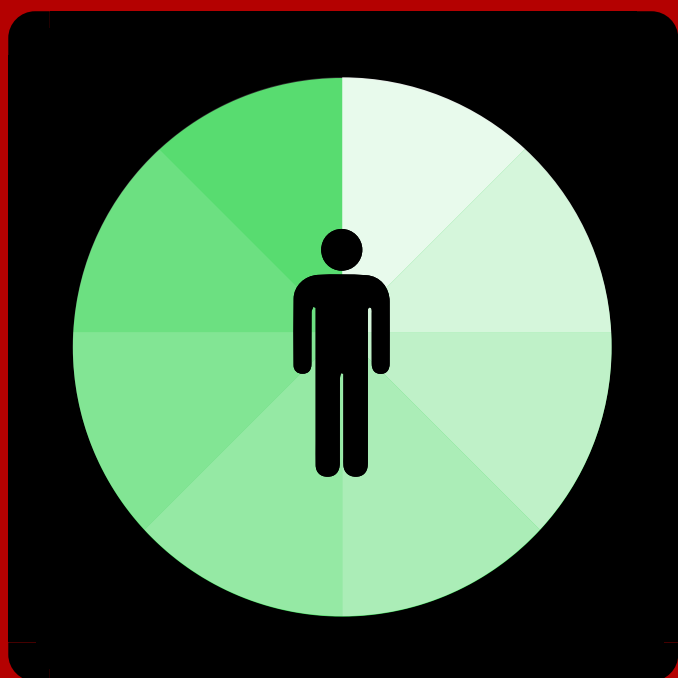
REAL ESTATE AS A THREE-FOOTED STOOL

It's simple, not easy.



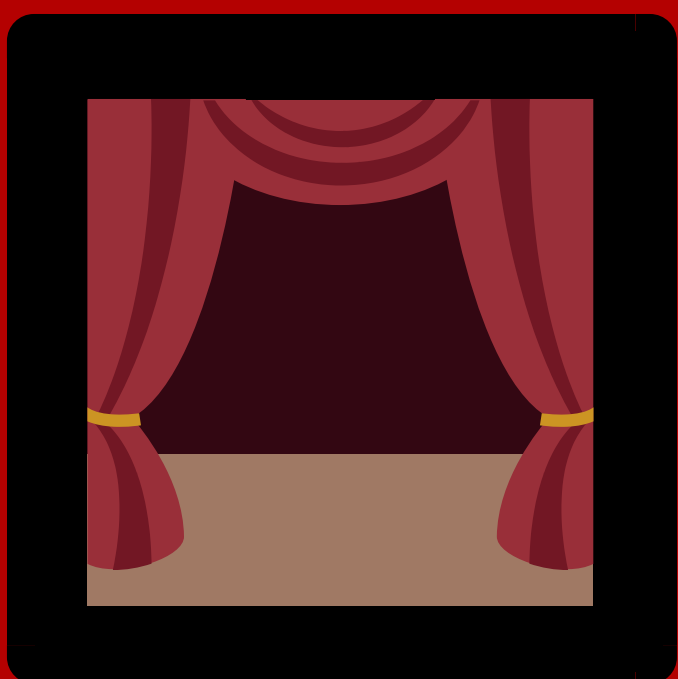
PRICING

A multiple-offer situation begins with judicious pricing. Too high, and you won't receive offers - too low, and you'll leave money on the table.



YOUR AGENT

Your agent should be experienced, informed, diligent, caring, and hardworking, as well as responsive to you and your potential buyers and their agents.



MARKETING

What is your agent's monthly marketing budget? What grade of photography, staging, and what interest-capture mechanisms does your agent employ?

PRICING ESSENTIALS

Rule #1: Zillow is wrong.



WE DON'T SET THE PRICE

No agent can 'set' the value of a home - the ironclad laws of supply and demand will inform an agent's pricing strategy, but no agent can 'force' the market to yield a price it won't support.



TRUST THE METHODOLOGY

We rely on proven methodologies to determine the optimum offering price for a home, incorporated into a pricing strategy to place you most advantageously against competing homes.



MULTIPLE OFFERS BEGIN WITH SMART PRICING

Maximizing your home's exposure begins with pricing it such that it presents the greatest value for the lowest price relative to comparable homes appearing in buyer searches.

HOW WE MARKET OUR HOMES

It's more than a sign in the yard and a page on Zillow.



PREPARATION

The process begins by getting your home from where it is, to where it needs to be to appeal to the largest possible number of qualified buyers – including professionally staging and photographing your property.



PRE-MARKETING

Our pre-marketing campaigns generate interest and demand before your home even goes on the market. Includes custom website equipped with digital interest capture and aggressive social media marketing.



DEPLOYMENT

Once the home is ready to be shown, we deploy it on the MLS and begin personally contacting buyer's agents, as well as aggressively marketing it to the general public via sophisticated social media marketing with interest-capture mechanisms and aggressive follow-up.

PROFESSIONAL STAGING & PHOTOGRAPHY

Because presentation matters.

Your home's first impression can make or break the deal.



Before

After

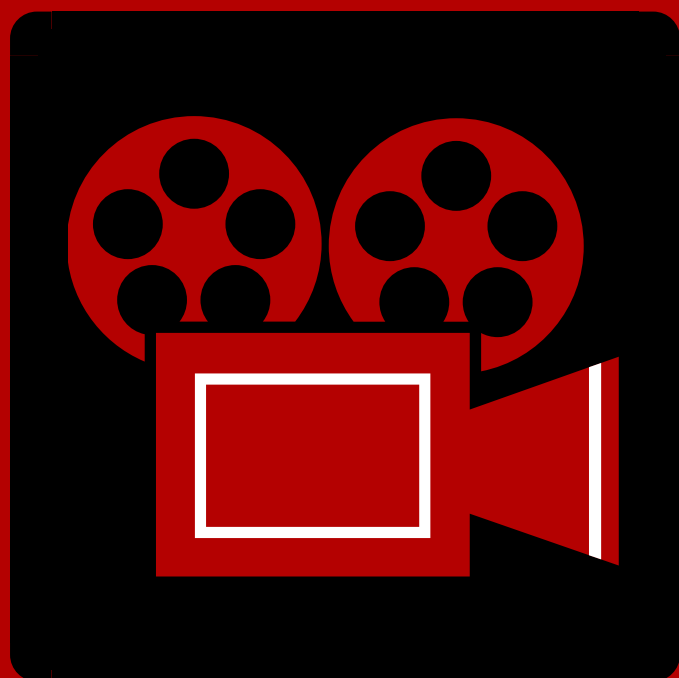
BEYOND THE MLS

It takes more than a sign in the yard and an MLS listing to reliably and consistently achieve a top-dollar sale.



YOURHOME.COM

We create an individual website for your home, which allows us to aggressively market your home and generate interest even before it hits the market.



VIDEO TOURS

A video walkthrough of your home will allow buyers to get a sense of how the home flows and feels, engaging them further than allowed by photography alone.



A PERSONAL TOUCH

We maintain lists of every active real estate agent in each price range, and reach out personally to let them know that your property is available for their clients.

SOCIAL MEDIA MARKETING



TARGETING

Not all marketing is the same - ours is tailored and targeted to your specific home and likely buyer profiles.



ENGAGEMENT

Instead of a robot or digital assistant, we respond to inquiries, pursue and nurture interest in your home, and keep in contact with potential buyers engaging via social media networks and agents with interested clients.

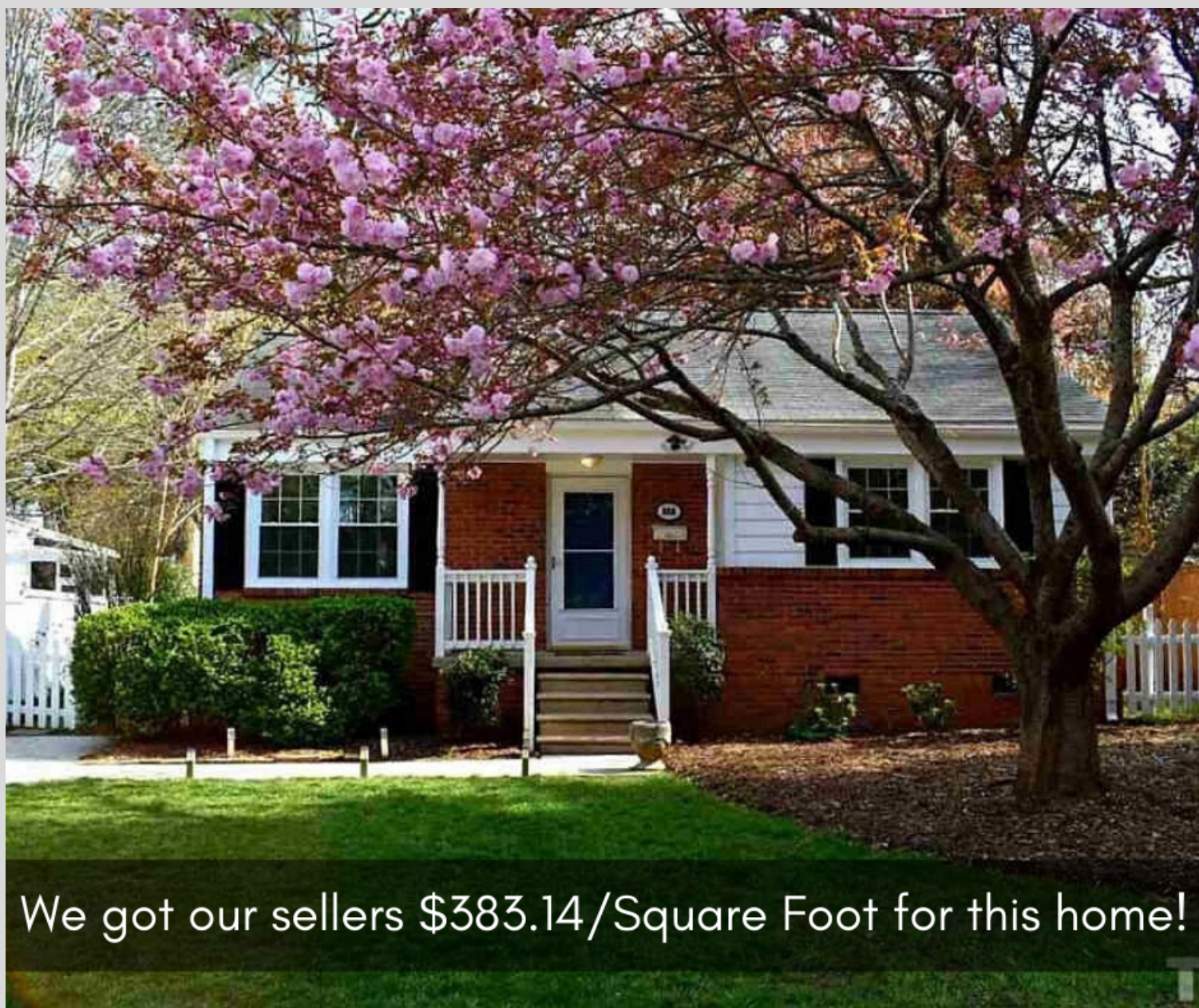


ADAPTIVE MARKETING

We monitor our marketing campaigns closely, providing weekly updates and adapting, streamlining and augmenting as necessary to ensure your success.



RESULTS



In 2019 our listings
sold for 99% of
asking price on
average!

REPUTATION



Stephanie Michele recommends JG&A Real Estate Advisors.

January 28 at 9:12 AM ·

Walk past all the low-effort real estate agencies who will just take a few pictures to slap them on zillow and go to JG&A Real Estate Advisors. No one else will work harder to stage and market your home to get you top dollar and the quickest sale. Highly recommend this professional and knowledgeable agency. They know exactly what buyers want and how to get that sale for you.



Ryan Brittan recommends JG&A Real Estate Advisors.

January 27 at 11:59 PM ·

Hands down best realtor in the area.



JG&A Real Estate Advisors responded privately to this review.

[See Conversation](#)

Page responded privately



JG&A Real Estate Advisors and Stephanie Michele

2 Comments Page responded privately



Love



Comment



Share



Message



Vincenzo Caltagirone recommends JG&A Real Estate Advisors.

January 28 at 9:36 AM ·

Very professional and conscientious. I honestly can't say enough good things. Try it out for yourselves.



JG&A Real Estate Advisors responded privately to this review.

[See Conversation](#)



JG&A Real Estate Advisors and Stephanie Michele

Page responded privately



Lindsay Mahavik recommends JG&A Real Estate Advisors.

January 28 at 2:47 PM ·

Jeremy is very courteous, with a professional demeanor. I highly recommend him for any real estate services.



Start a private conversation with Lindsay Mahavik in Messenger.

[Message](#)



JG&A Real Estate Advisors and Stephanie Michele



Love



Comment



Share



Message



REPUTATION



Jesse Blue  recommends JG&A Real Estate Advisors.

January 27 at 9:46 PM · 

Very knowledgeable and straightforward.



JG&A Real Estate Advisors responded privately to this review.

[See Conversation](#)

Page responded privately

  JG&A Real Estate Advisors and Stephanie Michele

1 Comment Page responded privately

 Love

 Comment

 Share

 Message



Justin Walker  recommends JG&A Real Estate Advisors.

December 14, 2019 · 

JG&A helped walk me through the process of buying my first home. Jeremy was knowledgeable, professional, and a delight to work with. After this experience I will only consult JG&A Real Estate Advisors for any future real estate transactions.

  JG&A Real Estate Advisors, Stephanie Michele and Matthew Cobb

 Love

 Comment

 Share

 Message



Comment as JG&A Real Estate Advisors



Francisco Hernández  recommends JG&A Real Estate Advisors.

January 27 at 10:12 PM · 

If you need someone that knows his job and is ballsy enough to get you good deals, you've come to the right place 👍



JG&A Real Estate Advisors responded privately to this review.

[See Conversation](#)

Page responded privately

  JG&A Real Estate Advisors and Stephanie Michele

2 Comments Page responded privately