

JARED ZIMMER

RE/MAX PROPERTIES

SOUTHERN UTAH'S RESULTS REALTOR
WWW.JAREDZIMMER.COM • 435-327-2090



THE RESULTS FORMULA

WINNING STRATEGIES FOR SUCCESS IN SOUTHERN UTAH
WITH JARED ZIMMER REAL ESTATE - REMAX PROPERTIES

Welcome

People usually ask these very important questions when looking to sell a home:

- What is the value of the property?
- How long will it take to get the property sold?
- How do I pick the right agent for the job of selling my property?

At Jared Zimmer Real Estate, we are dedicated to providing unmatched levels of service and sales and marketing talent, whether you're buying or selling property in Southern Utah.

Real estate isn't just our business, it's our passion and we like to think of ourselves as innovators in the markets we are proud to serve.

I take significant pride in knowing the market, market trends and how best to serve a client's needs.

This brochure has been created to help demonstrate how agents do not have the same ideas, are not putting forth the same amount of effort, and by track record are NOT achieving the same results.

With a team of four licensed agents, we simply work harder and smarter and have a proven track record for helping 1000's of clients successfully accomplish their real estate goals.

Please do not hesitate to contact us for an informal discussion about how we can help you.

Best regards
Jared

Jared Zimmer is Ranked in the Top 1% of Realtors Nationwide

Would you agree that past performance is a pretty good indicator of future results?

Jared Zimmer averages 130+ sold properties every year!



Compared with the Typical Real Estate Agent selling just 12 homes during the year...

(Source: National Association of REALTORS®)

Determining Market Value - Avoiding the Pitfalls



In a continually improving market such as the one we're currently enjoying, it is incredibly easy to either over or undervalue your home when selling.

What follows is a recipe for settling on a realistic price for your home.

What does not affect value?

- What you paid for the house.
- Your remodeling costs.
- The amount of cash you need to buy your new home.
- What you want for your home.
- What I say your house is worth.
- What other real estate agents say your house is worth
- What an appraiser said your house was worth.
- What the tax assessor said your house was worth.

How is value determined?

- Value is determined by what a buyer is willing to pay in today's market based on the comparison of your home to others on the market, both here and in other neighborhoods.

Who determines value?

- Buyers!

Dangers of overpricing

- Many potential buyers won't even look, thinking it's out of their range.
- Those buyers who do look are shopping by comparison and looking at your home may convince them to make a bid on a different property.
- Since an appraisal is often required in financing a property, it's futile to price a property for more than it's worth.
- Properties left on the market for extended periods of time usually become "shopworn", causing many to believe something is amiss.
- Over pricing tends to dampen the other salesperson's attitude, making it less likely to be shown. It also lengthens marketing time, and invariably results in a lower selling price than would have been otherwise obtained.

Marketing with Intelligence - Standing Out From the Crowd



Our Commitment

- 1. To communicate with as many qualified buyers as possible until your property is SOLD!**
- 2. To regularly communicate with you to review our activities.**
- 3. To negotiate the highest dollar value and terms between you and the buyer.**

The Jared Zimmer Real Estate Pro-Active Marketing Strategy

1. We will submit your property to our local Multiple Listing Service (MLS), using images of your property and accurate descriptions of the key selling points. In the early stages of marketing we will advise you on staging your home to create the best impact in photos and for visiting prospective buyers.
2. Price your property competitively (see the section of this brochure entitled "Determining Market Value – Avoiding the Pitfalls").
3. Create an extensive online marketing package (see our online marketing section below).
4. Prominently advertise your property in the local press.
5. Contact the top agents in the marketplace for their potential buyers.
6. Suggest and advise as to any changes you may want to make in the property to make it more saleable.
7. Constantly update you as to any changes in the marketplace.
8. Prospect every day and talk to dozens of people per day looking for potential buyers.
9. Contact our entire buyer leads, sphere of influence and past clients or their referrals and prospective buyers that might be in the market for a home like yours.
10. Add additional exposure through a professional sign and lock-box.
11. Pre-qualify EVERY buyer we bring to your home.
12. Represent you on all offer presentations and proactively follow up with buyers.
13. Handle all the follow-up upon a contract being accepted...all mortgage, title, and other closing procedures.

Communicating with You

The number one complaint in real estate is lack of communication between agents and clients. With Jared Zimmer you receive a weekly email updating you with market statistics, a weekly phone call informing you of all efforts being made and the activity your property has seen during the week. We also give you feedback within 24 hours of any showings/activity and send a bi-monthly email to all our clients to keep them informed on the latest local market trends.



When Selling Your Home The Right Picture Is Worth Far More Than A Thousand ~~Words~~ Dollars

Not all agents are marketing with an equal degree of finesse and expertise, meaning that the results of their efforts vary.

One key example of the effort we expend in selling your home is our commitment to quality photography. The examples below show the attention to detail we apply in this critical area. The results speak for themselves, not only in terms of superb presentation but also in volume of homes sold!



Online Marketing

STATISTICS SHOW THAT 96% OF BUYERS ARE SHOPPING ONLINE BEFORE EVEN CALLING AN AGENT!

When you work with us, your house is promoted on dozens of websites within a few hours, several hundred in a few days and a few thousand within a week, and it exponentially grows from there.

What web presence does your agent have? - In our view, what matters most is how we actually manage online content so that it maximizes your exposure to bring buyers to your home. We do this in a number of important ways that differentiate us from our competitors: -

jaredzimmer.com website – Our website is the epicenter of our online activities, containing extensive online search facilities, practical home buying and selling advice and highlighting many properties with their own web page, including a photo slideshow response mechanisms (including the ability to book a viewing). We extensively use social media to attract visitors to these pages.

Social media – We have seen exponential growth in our Facebook audience, far exceeding any of our competitors. The key driver here has been creating content that not only informs but also entertains. We literally post to Facebook seven days a week – these posts are automatically uploaded to our Twitter site. This creates massive extra local exposure and awareness.

Email blasts – We regularly communicate with our contacts via special emails that deal with current issues affecting the local market, highlight properties and also as an additional platform for our video blog (see below).

Video blog – Our video blog is another key differentiator with our competition. Featured on Facebook, highlighted in our email blasts and hosted on at jaredzimmer.com and on our own YouTube channel and presented by Jared, it seeks to offer practical real estate advice, on everything from capitalizing on current market trends, hiring the right real estate agent and the benefits of building your own home to general guidance on investment property-related issues.

Retained marketing consultant – We also retain the services of Chris Wright, a consultant with over three decades of international market communications experience with many blue chip companies. We believe this provides us with a unique capability to capitalize on the opportunities created by new media and making the most of our interactions with potential buyers.

Zillow, Trulia, realtor.com, remax.com & many more – These websites all work together through a process called “information data exchange” (IDX). Within a few days of going “live” our listings will auto-populate on hundreds of websites. We are proud to hold a premier status on many of these sites which helps to enhance the exposure to the listings we’re hired to sell.





Meet Your Jared Zimmer Real Estate Team



Jared

jared@jaredzimmer.com

Jared Zimmer - Principal Broker

Jared has been a licensed Realtor Since 2005. He and Cheryl bought a Re/Max franchise in 2008. That year Jared received his Brokers license and he has been the Principal Broker of Re/Max Properties since. He is ranked in the top 1% of realtors nationwide. He loves helping his clients achieve their Real Estate goals! He specializes in representing clients in the purchase and sale of single-family homes, income properties, land acquisitions, commercial transactions, and numerous deals that require a lot of "out of the box" thinking throughout Iron and Washington County. Jared truly loves Cedar City, Southern Utah and the surrounding areas. He prides himself on his knowledge of SELLING, negotiating transactions, neighborhood information, current events that affect market activity, and related services. He is customer-driven and focuses on bringing all parties together to ensure a win-win for all. If you are in the market to buy or sell, Jared's team would love to put their combined 40+ years of real estate expertise and extensive negotiating skills to work for you!



Cheryl

cheryl@jaredzimmer.com
contracts@jaredzimmer.com

Cheryl Zimmer - Team Administrator/Contract Specialist

Cheryl is the co-owner of Re/Max Properties. She is responsible for all administrative tasks which include reviewing over 400 files a year, ensuring all agents get paid, keeping up with corporate demands and making sure everything is running smoothly. She is passionate about providing excellent customer service and her attention to detail ensures smooth/timely transactions. She is dedicated to providing the absolute best service to all our clients. From the initial viewing of homes, negotiating contracts, escrow, closing, and beyond. She will ensure that every aspect of your purchase goes as smoothly as possible. The majority of our clients literally "love" Cheryl and give the kindest reviews regarding their experience.

Cheryl is the first pair of eyes on a contract that comes in. She reviews the offer, discusses terms, price and options available with our clients. She also drafts counter offers, addendums, assists with home inspections, repairs, appraisals and every aspect along the way to ensure a smooth/successful escrow.

Jared and Cheryl Zimmer, Listing Coordinators

Jared and Cheryl handle all aspects of marketing your home to reach the most potential buyers. They will coordinate photography and are very involved in marketing our listings through a vast range of outlets, including online presence and signage. Dedicated to providing the highest levels of customer service, Jared and Cheryl work very closely with our clients to ensure that all our listings are achieving maximum exposure on a daily basis.



Kayla

contracts@jaredzimmer.com

Cheryl Zimmer & Kayla Rogers, Buyer Specialists

Cheryl & Kayla handle the majority of buyers for the team. Their ultimate goal is to provide buyers with the best communication and service possible in order to alleviate stress in what is often the largest transaction most of us take on in our lives. They take great pride in their jobs, the responsibilities that are entrusted upon them and are always excited to help our clients.

Why Sellers Hire Us



"We had property listed for several years with no offers. Our prior realtor kept advising we were priced right and 'the market was starting to pick up' but still no offers. I finally decided to list with Jared and he sold/closed our lot within 6 months. The selling price was much lower than we expected, but after reviewing comps, it was apparent that the lot had been overpriced all along. He is very accessible and kept us in the loop during the transaction. I've already referred my brother to him." - Pamela English

"Jared Zimmer is a great real estate agent. He has facilitated in helping with buying and selling transactions for me and also for many of my clients. I would recommend him to anyone looking at buying or selling any real estate, he will get it done!" - Zillow review

"I have worked with Jared on a couple of different real estate transactions. Both of which were properties that other agents could not seem to move. He took a difficult task and got the results both of us needed." Top qualities: Great Results, Personable, High Integrity hired Jared as a Real Estate Agent in 2009, and hired Jared more than once."

"Jared is a personable, hardworking agent that is always going the extra mile to be better and master his craft! He knows what he is doing and we have really appreciated his hard work and knowledge in helping us!" - Coby Zobell

"Have done business with him on several occasions, he is straight forward and precise on the real estate market. I would highly recommend him to anyone looking to sell or buy a home, property, or rentals or even investment properties." - Zillow review

"We had our house listed for six months with a different agent and no success. We listed it with Jared and he had an offer to us within three weeks. We had our house sold in two months." - Zillow review

"We listed the house with Jared and within 24hrs we had an offer. Jared helped us come back with a counter offer, but before the weekend was through the buyer had pulled their offer. Then before the next weekend we had another offer. Again he helped us come back with a counter offer and told us what we could accept and where we should be on price. We were able to get the money we had been hoping for out of the house. I would recommend Jared, he was up skiing with his family when the final offer came through. He took a minute and let us know then when he got back to us a couple of hours later he made sure we had all the paperwork lined up. He has a great team helping to get it all done. He got us hooked up with a good builder and we hope to be in our custom build home in a few months." - Zillow review

"Jared is great. Follow-up is awesome. Great rep. This home was a tough sell and Jared stuck it out and was able to close the home at a fair and equitable amount." - Zillow review

"We decided to let our home go and needed to do a short sale on the property. Jared and his team really helped me to understand the process. They were able to get it done much more quickly than anticipated. I really liked working with them and would recommend them to friends who are in similar situations. Jared and his team are very knowledgeable and helpful during the process and kept me in the loop the whole time. I was very nervous about going the short sale route - they really helped me to understand the process so that I would feel comfortable. So glad that I went ahead with the sale of the home they did a really great job." - Zillow review

What our clients say



"Jared always cared about what we needed and were looking for. We felt like he was truly here for us. He is very personable and does what he says he will do! I would highly recommend Jared for anyone looking for a realtor with knowledge of the real estate market, whether it's a short sale, foreclosure, or just general real estate. He is the best!!! His people skills are fantastic!" - Zillow review

"Jared was extremely helpful and patient in my search for a vacation home. He would continuously send me current listings and stuck by me for over a year until we found the right property. He coordinated with the loan officers and made sure his staff followed up with every detail. I have recommended him to my family members and friends and he has helped them as well. " - Zillow review

"Jared was great in helping us find the house that was perfect for us and he put in a lot of extra time to help us meet deadlines. He is way on the ball and very personable. He put us in contact with other people that were great in helping us close on our home." - Angie Green

"In all our dealings with Realtors over the past ten years, we have never met anyone as helpful and energetic as you have been. Without hesitation, we would highly recommend your service to anyone who is looking for an experienced Realtor who cares about getting things done and doing them right! Thanks for taking such good care of us, we couldn't have done it without you!" - Michelle White

"Jared shows strong experience in areas such as management and leadership, his knowledge of social media, modern technologies, connecting with people, managing people and the marketplace leaves him open for really huge potential and growth. Jared is a deadline oriented person. Independent and customer focused strategist. Innovative perfectionist always ready to put all his energy and stamina to get the job done. He is a guy who has an in-depth understanding, and will not beat around the bush, he will let you know exactly what will be best for you." - Amanda Barlow

"We were looking to purchase an existing home, or to build a home if we found the right lot. In working with Jared and Cheryl Zimmer we found a team that helped us accomplish what we wanted - not what they were predisposed to promote. After looking carefully at an existing home, we decided to build. They helped us find the perfect lot, and they guided us to an excellent builder who was able to build the home in 105 days - quite remarkable. Building required temporary housing in Cedar City and they were able to connect us with a condo that was furnished, and which met our needs. This whole process, which stretched over several months, was made much easier and more peaceful by their expert assistance and willingness to follow the path that we chose. I would describe their help as outstanding." - Zillow Review

"Jared and his team are on top of their game. Helped me find my first home and were always available to answer all my questions. As soon as a new listing was available that fitted my needs Jared made sure I knew about it before it was taken by another buyer. Thanks Jared." - Zillow Review

"The entire experience was a positive one from finding a house and throughout the rest of the buying process. Shortly after he was there for my boyfriend buying his home as well. I would never go to anyone else. Jared is the most knowledgeable and easiest to work with. Your needs are his top priorities and he is there for you for questions at all times." - Zillow Review

Our New Re/Max Office Is Now Open!

Our new Re/Max office is now open at **1194 So. Sage Drive, Cedar City, 84720.**

As you can see from the pictures, this is a brand new building on a very prominent site within Cedar City in the area's most vibrant retail district and with easy freeway access.

The building is a bold statement of our commitment to this wonderful area and will enable us to enhance our service to clients with a more distinct, prestigious and prominent headquarters, fully equipped to enable our agents to work even more effectively for you and featuring a great conference room for client meetings etc.

You are more than welcome to pop in to say "hi" and check out the facilities. We look forward to seeing you.





JARED ZIMMER

RE/MAX PROPERTIES

SOUTHERN UTAH'S RESULTS REALTOR
WWW.JAREDZIMMER.COM • 435-327-2090



Jared



Cheryl



Kayla

jared@jaredzimmer.com