



JL+CoRE

Real Estate and Property Management

LISTING CONSULTATION



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Dear Seller,

Thank you for providing JL+CoRE with the opportunity to preview your home.

Our clients' goals are our own! We have built a proven track record of success while being in the business with over 14 years of experience. That success is due to our dual passions: innovation and dedication to customers. Each and every facet of our service is designed to help our clients achieve the highest price for their properties within their desired timeframes. This is all accomplished while providing the best experience with innovative and unique in-house marketing.

We strive to elevate the standards of practice within our industry as leaders in the marketplace. We have enhanced marketing efforts with tools including but not limited to: digital and traditional marketing, 3D tours, and video.

We look forward to working with you to meet your real estate goals.

Best,
The JL+CoRE Crew



Why JL+CoRE

Technology

Leading-edge tech tools and training give us the edge in effectively searching and finding your perfect home. Some of our services monitor property listing activity 24/7 and notify us of any new matches to your criteria.

Teamwork

JL+CoRE agents work together, not against each other. Without agent-to-agent competition in the office, our team can share clients' goals with each other to give them the best advice and off-market knowledge to benefit everyone short- and long-term.

Knowledge

Each of our team members has an average of 10 years experience working in a MA market. We've seen the ups and downs of the market and can analyze present and coming trends.

Customer Service

Since we represent ourselves AND our business, we provide customer service that exceeds the typical experience, providing as much one-on-one time as you need to feel comfortable.

Outreach

JL+CoRE thrives on community outreach and networking, both face-to-face and with social media, to find you the perfect home.

Passion

JL+CoRE is built around a lifestyle and love of everything real estate.

Connections

As a boutique brokerage, we value genuine personal connections with clients and vendors.



Marketing Strategy

JL+CoRE customizes how your property is marketed based on location, style, size, and how you would like your home perceived.

Professional photography, video, and 3D home tours

Our team has our own experienced group of photographers to best capture the details of each property. Having many high quality photos has become even more important with the increasing number of property buyers starting their search online. High quality video and Matterport 3D home tours allow us to reach international clients like never before.

Print Marketing

The team creates pocket brochures featuring high-resolution photographs and key details of your property. It is important that brochures are informative, concise, and enticing representations of the character and beauty of your property. Direct mail and print ads are used to target select geographical areas or demographics that are likely to be more interested in your type of property than a random mass population.

Sharing information with the broker community

The team shares photos and details of your property via several listing information services including MLS, TAN, BAC, and through our own social networks. The team also uses email blasts and broker open houses to actively bring your property to the agent community.

Staging

Keeping up with trends of combining styles to work with your space and make rooms stand out, our staging crews can transform your home to make a lasting impression on buyers.

Budget

Our marketing dollars are spent on showing off your home, not on showing off a large company name.

Custom Websites

In addition to a For Sale sign on your property, we include a sign with a web address that people passing by can visit on the go to learn more and view photos of your home.



CoRE Improvements

We've got you covered until closing! Any improvements, including staging, painting, or minor construction upgrades, are on us until closing. It's our way of ensuring your property is up to date and in its best attire for any potential buyers' eyes.

Before



After





Marketing Success Data Sample

Below is a collection of data from our social and digital outreach efforts for a recent JL+CoRE listing.

Marketing Data



Facebook Reach

5,954

Unique Viewers

2,745

Webpage Visits

19



Instagram Reach

4,347

Webpage Visits

42

Profile Visits

8



Zillow Views

1,201

Saves

60

Performance

50% above average



YouTube Views

232

Unique Viewers

180

Watch Time

Average: 1.1 mins



Website Visits

279

Unique Visits

248

Time on Page

Average: 3.5 mins



Contact Matches

1,039



Newsletter Clicks

19

Unique Clicks

14

Performance

Most clicked link



Listing Preparation Timeline

Market research

In preparing a comparative market analysis, JL+CoRE calls upon our professional experience and knowledge of inventory to carry out an in-depth analysis of current market conditions. We also routinely tour properties that are currently for sale to provide us with a firsthand experience of other properties buyers may be viewing.

Understanding your goals

Although the list price you place on your property will influence its sale, there are many other factors that come into play. Some of these factors are within your control, others are not. Examples include: current market conditions, recent market values, current property condition, staging, moving time frame, etc.

Agree on list price

We will discuss a price that makes sense for the current market and your goals.

Prepare your home for marketing

One of the most important steps in the process of selling your home is the physical preparation. The condition, furniture placement, and general décor is essential to have in presentable shape in order to appeal to the masses and show your home's best potential in photos and during showings. JL+CoRE has relationships with many companies that can assist in making low cost enhancements that will yield a higher sale price.

Personal network efforts

JL+CoRE's agents will share photos and information of your home with their social networks and email lists to give contacts and personal buyers a pre-market look at your property. The property can also be featured as a "coming soon" in our monthly newsletter.

Neighborhood efforts

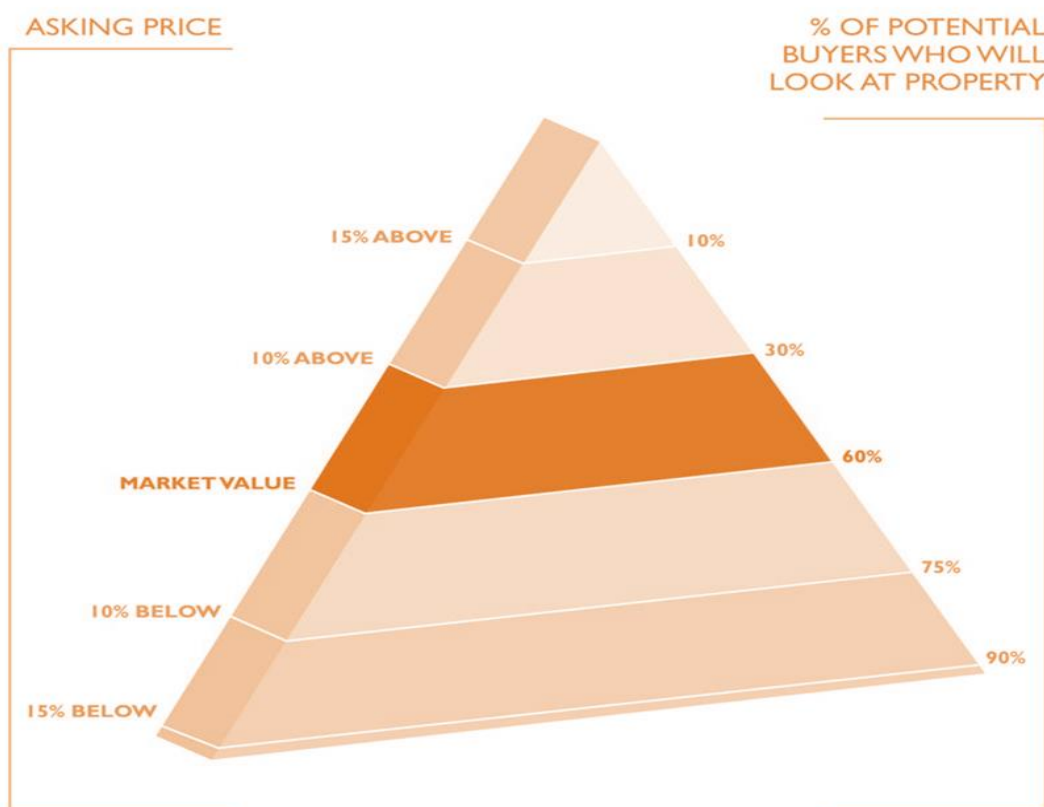
Coming soon postcards can be sent out to homes within a radius around your house, notifying people in your area of the coming listing. You never know, maybe your neighbor has always wanted your home!



Price Right – Attract Buyers

Pricing your property competitively will generate the most activity from agents and buyers.

Pricing your property too high may make it necessary to drop the price below market value to compete with new, well-priced listings.

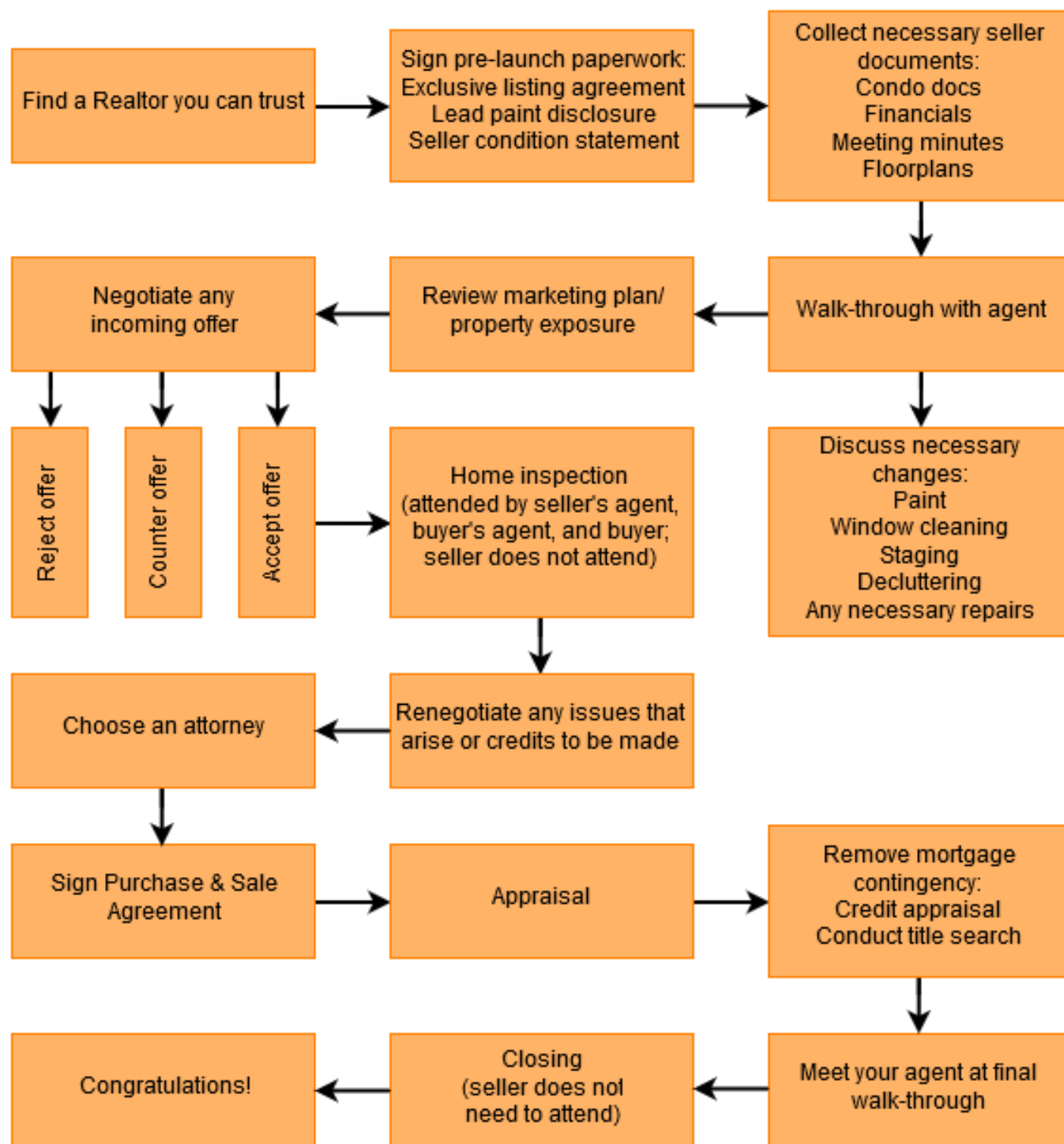


If you want to compete, be competitive.

- The buying market has a short attention span
- Pricing your home right the first time is key
- Proper pricing attracts buyers
- An overpriced house will not sell
- Attract offers before the market moves on to newer listings



The Home-Selling Process





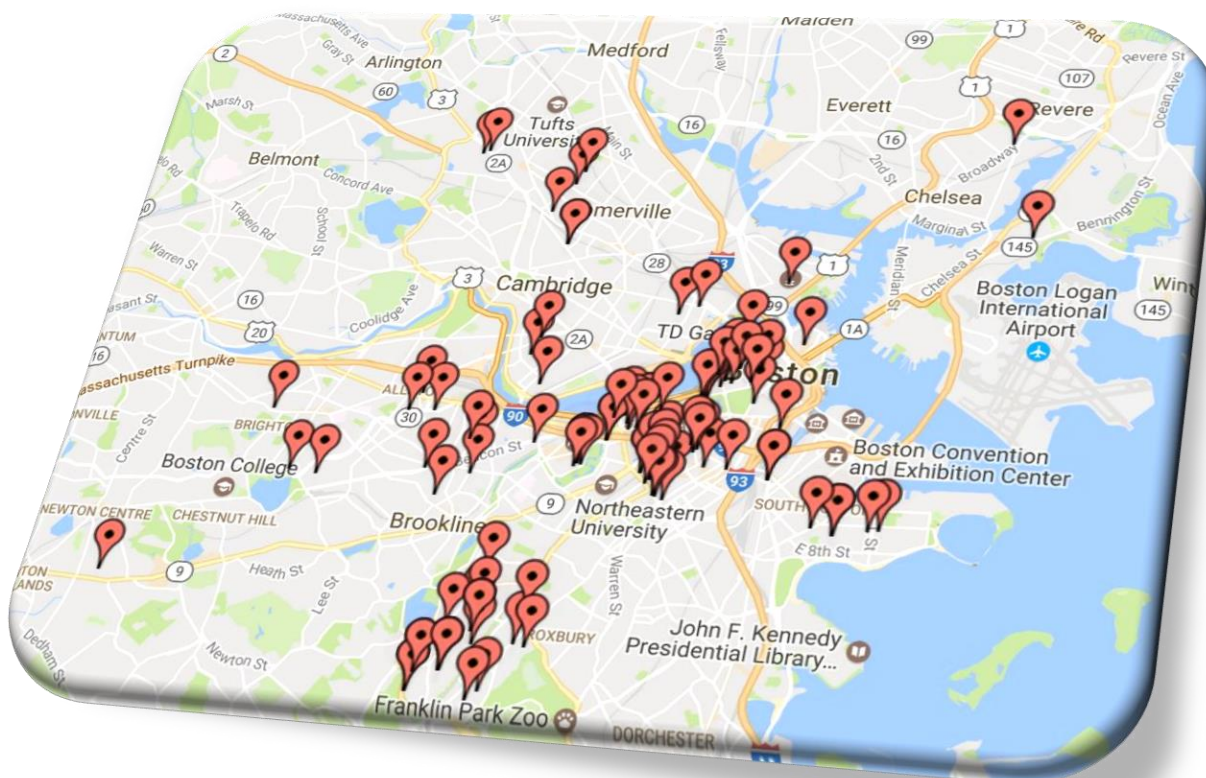
Seller Closing Items


1. Payment to seller attorney.
2. A newly prepared deed conveying title to buyer. If you don't have an attorney, most bank attorneys will draw a deed for a fee.
3. The Massachusetts excise stamps charged to you upon transfer of title are \$4.56 per \$1,000.00 of the selling price (e.g. an \$800,000 property would have a tax of \$3,648.00).
4. Payment of outstanding mortgages or other liens.
5. Adjustments to final water bill, sewer, electric, oil, and gas.
6. Brokerage fee is due.
7. A Smoke/Carbon Dioxide Detector Certificate issued by the fire department for \$50 when passed.
8. Condo sellers will need a 6D certificate. This document states that all expenses are paid.
9. The tax bill, whether paid or unpaid.
10. Capital gains tax, if any. A capital gains tax is calculated based on the amount of years the property was owner occupied and capital gained from sale (sale price - purchase price).



Our Record of Success

Not only do we have experience in the central area of Boston, but we also have proven results in the outskirts and suburbs of the city.



 Properties sold by JL+CoRE