

A man and a woman are sitting closely together on a grey sofa in a well-lit living room. The man, on the left, has dark hair and a beard, and is wearing a light grey long-sleeved shirt. The woman, on the right, has long dark hair and is wearing a light grey V-neck shirt. They are both looking down at an open book held by the woman. The background features a large white bookshelf filled with books and decorative items. The scene is framed by a pink border.

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TEAM

real

**Smaller Home,  
Bigger Life**

# Thank you **Valued Homeowner**

Welcome to **Smaller Home, Bigger Life** – your trusted **guide** to embracing the next chapter in your life **journey**. We understand that your home is not just a **dwelling**; it's an investment of substantial **financial** worth.

In this guide, we will walk you through a **tailored** approach that caters to your **unique** needs and circumstances as enjoy a minimalist and low maintenance **lifestyle**.

Within these pages, you'll find a comprehensive **roadmap**, spanning from the initial **consultation** to the final closing. We'll also delve into our tried-and-true Integrated Marketing **techniques**, revealing how we skillfully **showcase** your home to the perfect **audience**. Additionally, we'll shed light on Systematic Implementation, a **strategy** designed to resonate with potential **buyers** and enhance your home's **allure** and value.

Moreover, our expert **advice** on Pricing It Right will help you attract competitive offers that match your **expectations**. Be inspired by our Case Studies, where **real-life** success stories of families leveraging their home equity for **future** endeavors await.

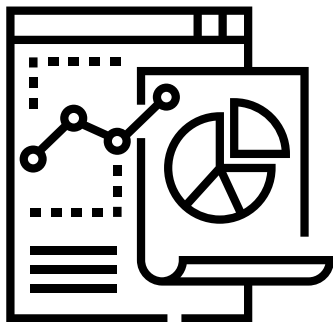
As you navigate through this **guide**, our mission is not just to inform but to **ignite** your enthusiasm for the exciting possibilities that await you. Your **journey** to Smaller Home and Bigger Life starts here, and we are thrilled to be your **companions** on this path. Together, we'll create a successful and rewarding experience.

# WHAT TO EXPECT AT **YOUR APPOINTMENT**



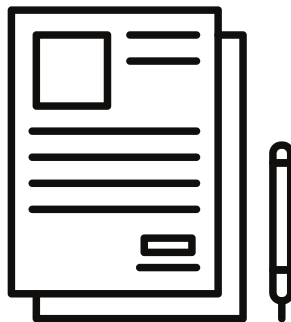
## The Real Advantage

We're not just fast; we're efficient, knowledgeable, and deeply connected. We will share our innovative approach that allows us to proudly sell a home every 9 minutes.



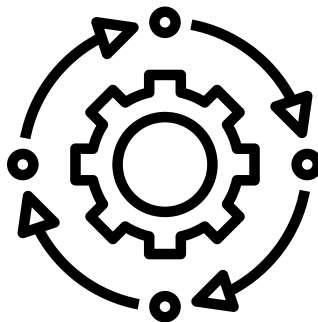
## INTEGRATED MARKETING

For each home, we craft a unique marketing plan, matching the profile of the perfect buyer with strategies that are making waves in today's market. It's a tailored approach for standout results



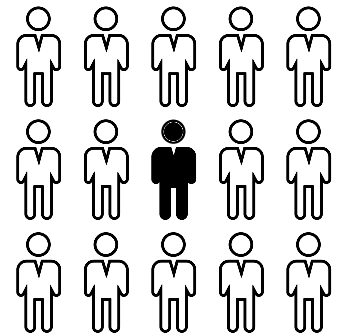
## CONTRACTS & POWER PLAYERS

We dive into what the average agent skips - the three pivotal agreements and their key players in real estate. Get the full picture and make informed decisions with our expert guidance.



## SYSTEMATIC IMPLEMENTATION

Our approach to listing management is systems-driven, ensuring each strategic plan is thoughtfully executed to engage target buyers and smoothly handle every transaction.



## BUYER UNIVERSE

Simplified to four distinct categories, each with their own unique dreams and goals creating unique activations plans for group



## NEGOTIATION & EXECUTION

In today's dynamic real estate market, sophisticated negotiation strategies are key. Here, thorough preparation meets unparalleled success, navigating complexities to your advantage.

# THE SELLER **ROADMAP**

This is the typical home seller roadmap of the steps that take place during the transaction

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**01 PRICE IT **RIGHT****  
Review comparable homes and establish a price for your home

**02 **PREP** TO SELL**  
Prepare your home to make its' debut on the market

**03 HOME **STAGING****  
83% of Realtors said staging made it easier for a buyer to visualize the property as a future home.

**04 PHOTOS & **VIDEO****  
The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. Today, your first showing is always ONLINE.

**05 LIVE ON **MLS****  
Your home will go live on the MLS and will be viewable to the most potential buyers.

**06 **MARKETING****  
We will implement our integrated marketing plan making the profile of the perfect buyer

**07 RECEIVE AN **OFFER****  
We review all offers and terms, We handle all of the paperwork and and negotiate on your behalf to get the best price and terms

**08 UNDER **CONTRACT****  
After accepting an offer, your home will officially be under contract!

**09 **NEGOTIATIONS****  
The buyers have an Option Period when they typically have an inspection performed. We will negotiate any repair requests or credits made by the buyer once the Inspections are complete.

**10 **CLOSING DAY****  
Hooray! Time to hand over your keys and celebrate selling your home.

# INTEGRATED MARKETING

In today's digital age, it's highly likely that prospective buyers will encounter your home online first. That's why I diligently focus on maximizing online visibility and ensuring that our online listings leave an outstanding impression.

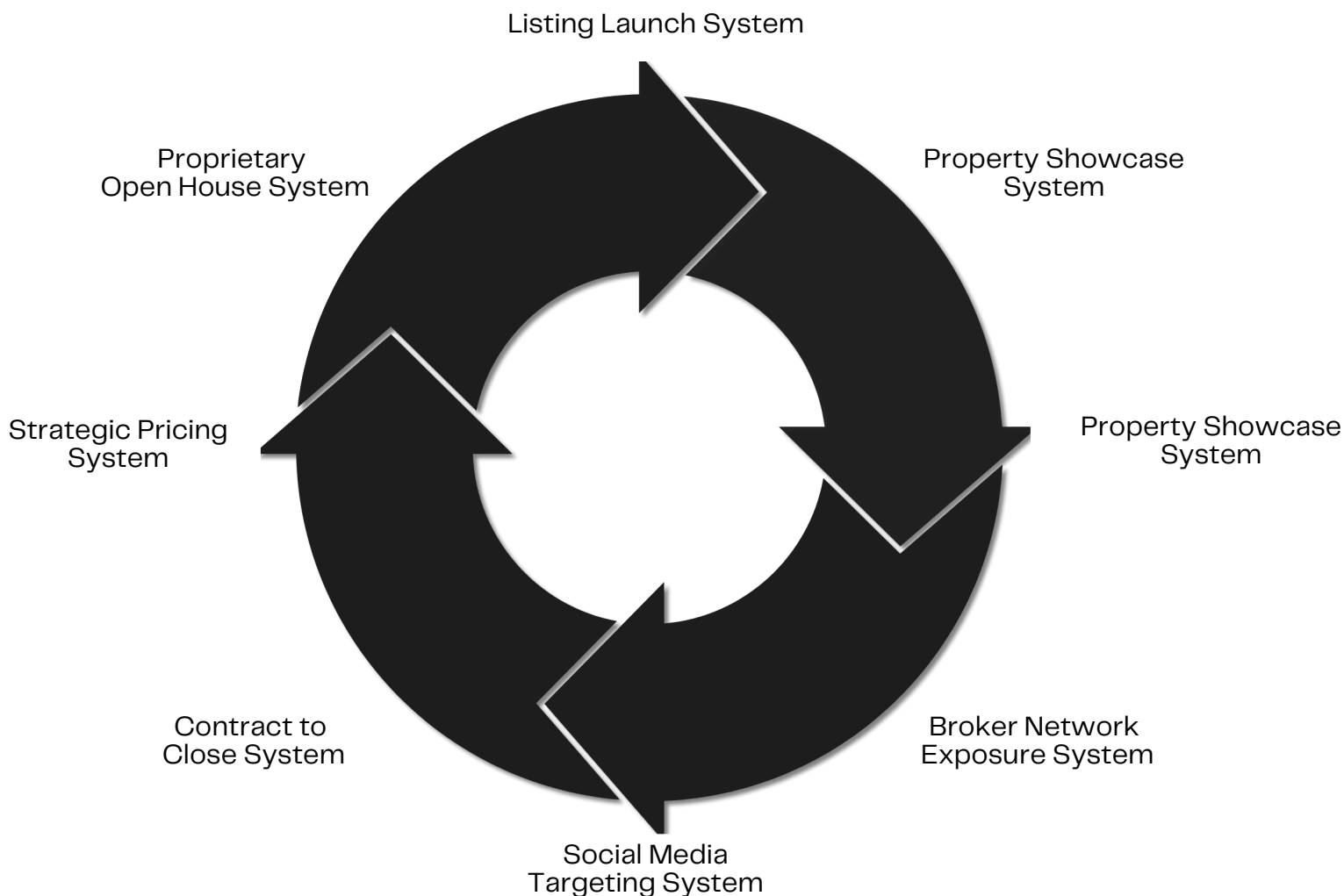
My commitment lies in elevating your home's exposure, and I provide cutting-edge marketing techniques that not only expedite the sale but also fetch you a higher selling price compared to the competition





# SYSTEMATIC IMPLEMENTATION

At the heart of our service is a robust, **systems-based approach**, meticulously applied to every facet of the listing management process. This **methodical strategy** allows us to craft and implement plans with precision, specifically designed to resonate with **your target buyers**. By combining **data-driven insights** with **market trends**, we ensure that our **strategic plans** are not only thoughtfully developed but also **dynamically adapted** to the evolving market. This approach **guarantees** that we effectively reach and engage your **ideal buyers**, while expertly managing every aspect of the transaction from start to finish. It's a blend of careful planning and **agile execution**, ensuring a smooth and successful journey in the **ever-changing** real estate landscape



# PRICING IT RIGHT

Pricing your home correctly the FIRST time might be the single most important step to getting your home sold fast. The first 2 weeks of listing your home yield the highest point of opportunity to sell your home for top dollar and all factors need to be just right.



## PRICING

The main goal is to price your home correctly the first time.

- You will attract more buyers because you will be attracting qualified buyers in the price range your home is listed in
- Your home will sell faster, for a higher price when you price it correctly from the start
- Buyers will take you more seriously and will reduce your odds of receiving a low offer



## HOME VALUE

What factors determine the price of your home?

- Recent Comparable Home Sales in your area
- Condition of your home at the time of going live on the market
- The Current Market Conditions (Buyers vs. Sellers Market)
- Terms you offer in your contract
- Competition in the market
- Features and upgrades that your home has to offer potential buyers



## FACTORS

What factors do NOT determine the price of your home?

- The price amount that you purchased your home for
- The cost of renovations that you made to your home
- What you think your home is worth
- How much you would like to profit off your home sale

# CAST STUDIES SUCCESS STORIES



**1510 ABRAMS RD | DALLAS, TX**

**Offered at: \$679,900**

**Sold for: \$684,900 in 10 DAYS**

Jeremy had landed an exciting job in a different state, embarking on a thrilling new chapter. However, their experience with one of Dallas' top brokerages left them feeling like just another statistic. After a few weeks on the market without any offers, they turned to me to explore a more effective solution.

## JEREMY & LYNDEL PONCE

We would give our Realtor, Jason Andrews, 10 stars if we could! We were relocating out of state for a new career opportunity and needed to sell our home quickly. We had interviewed three agents and originally selected the dominate firm in our area, but after 16 days without an offer we decided it was time to make a change. Jason was highly recommended by a close friend and we knew we could trust him with our home. Jason provided daily updates on showings, marketing efforts, and was always available to answer our questions and provide guidance. Ultimately, we received five offers, most of which were over list price!





# CAST STUDIES SUCCESS STORIES



**348 MARBLE CREEK COURT | SUNNYVALE, TX**

**Offered at: \$625,000**

**Sold for: \$658,000 in 9 DAYS**

Bill and Angie, eager to relocate closer to their children and grandchildren in another state, were exceptional clients. Their dedication to maintaining their home in pristine condition, coupled with their active involvement in our Systematic Implementation process, ensured we effectively reached their ideal buyers

## BILL & ANGIE NOVAK

Jason Andrews was our best Real Estate Agent yet! He came to our home and presented us with charts and a business plan to help us sell our home for max profit. This was the seventh home we've sold and have had many realtors in the past that have only done half of the things Jason did for us. Jason was responsive and attuned to our needs and focused on what we needed in order to sell the property at 348 Marble Creek Ct., Sunnyvale Texas 75182. Thank you!



# THANK YOU!

Thank you for downloading my guide on Smaller Home, Bigger Life in your home. I trust you found it informative and valuable as you contemplate selling your home.

My foremost goal is to ensure your comfort throughout the entire process. If you have additional questions or require assistance, please feel free to reach out. Assisting my clients in achieving top-dollar sales with the utmost ease is my passion, and I'm committed to being here to address any inquiries you may have.



## JASON ANDREWS

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