



Serving our clients with Pride and Professionalism!

Mission Statement for Realty Professionals:

The reason our company was developed was because there was a need for a successful team of professional, ethical and the highest quality real estate agents who could work together with one goal ... practicing real estate while putting the needs, wants and desires of the clients first and foremost!

When it comes time to buy or sell a property, protect your investment by using a professional and trusted company. Realty Professionals devote their time and are committed to pride and professionalism in all of the following principles:

- To provide the best possible service in our industry.
- To be the driving force within the real estate community.
- To be progressive and aggressive in using the latest technology.
- To fulfill and exceed all of our clients expectations.
- To put our clients needs before our own.
- To provide service to the community we sell and live in.
- To set and maintain the standards of professionalism in our industry.
- To be available to our clients for all of their real estate needs.
- To guide our clients through the sale, with peace of mind.
- To save our clients time and frustration through our experience and professionalism.

What our commitment to you is:

- Serving you as our client in Residential, Income and Commercial properties.
- Showing you how to build wealth through strategic Real Estate Planning.
- Always having the most unique and aggressive Marketing Programs to best serve your needs.
- Spending as much time as needed with you in the learning process of buying or selling.
- Educating and providing you with as much information, so you can make an intelligent decision.
- We will guide and show you how to get the best possible price and terms in any situation.
- Keeping the process simple is how we keep your stress level to a minimum.
- Being in touch with you throughout the entire transaction so you know what is going on.

This is what my company is built upon and lives by,
If you are not 100% satisfied with any part of our service, please call me anytime,

Kevin Jones, Broker
Realty Professionals
855-955-SOLD (7653)



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Testimonials:

After two months trying to sell myself and no offers, I hired Kevin Jones, he sold my home for more than I was asking. Kevin handled all aspects of the transaction with Pride and Professionalism, he closed the escrow on time and delivered everything he promised.

Mr. Nguyen
Northridge, California

We previously listed with another local real estate agent that unsuccessfully marketed our home for over three months. Kevin showed us some new ideas, he did what he promised on the listing appointment and sold our home in less than 30 days at a great price and our terms.

Bonnie Martin
Burbank, California

My husband and I built a new home for resale, we tried on our own and couldn't sell it. We then hired what we thought was a top-producing local agent and she didn't bring us any offers that were even remotely close to what we wanted. Then we hired Kevin Jones, he kept us updated as he said he would, he did the marketing exactly he stated and the home sold for what he said it would most likely sell for. We got exactly what we wanted a quick escrow and our terms.

Linda Scott
Glendale, California

We met with several agents and decided to go with Kevin Jones because he seemed different from the rest. He genuinely appeared to be speaking from the heart and we were looking for someone to be honest and straightforward with us. This is exactly what we received, direct answers with no beating around the bush or sugar coating. We sold our home for more than we thought we could and Kevin lived up to and exceeded our expectations.

Mr. and Mrs. Baskins
Tujunga, California

Kevin helped us with five real estate transactions in the last four years. Each time Kevin has lived up to his

commitments and went the extra mile with us. There is no gray area, he is straight and to the point and has given us great advice. Four years ago we were in an apartment and now after buying and trading up we are in our "Dream Home".

Lonnie & Stacy Bautista
La Habra, California

We just completed our third transaction with Kevin and he was there for us when we needed him. There were items that needed to be addressed after the close of escrow on two of the transactions. Kevin followed through until they were done. He stays in touch with us even after the sale and that is important to us, knowing that even though the transaction is closed, he will still be there for us when we need him.

Scott & Dawn Cusack
Santa Clarita, California



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Here Are 12 Ways To Make Your Home Show Better

We all have had the experience of someone important coming to the house, and whether the visitor is an in-law, old friend, or business associate, you know the drill: Have the house in “show” condition.

For home sellers the situation is much the same: First impressions count and while you may not be able to tell a book by its cover, you’ll likely pay more for a book if the cover is inviting, alluring and attractive.

If your home is for sale or soon to be for sale, in addition to a general cleaning there are 12 steps you can take to benefit from that all-important first look:

- 1.) Start with the outside. Mow the lawn, prune bushes, remove dead branches and get rid of outdoor furniture you don’t intend to move.
- 2.) Paint the front door and lintels, or at least clean them up.
- 3.) Check for leaks. A drip may not seem important, but does it suggest poor maintenance in places, which can’t be seen? Eliminate buyer worries and fix the little items, which may be seen as clues relating to the general condition of the home.
- 4.) Clean out closets and storage areas. Donate old clothes and furniture to local charities. This will create a sense of greater space – and mean less to move.
- 5.) Have a professional service clean the carpets. This is especially important if the carpets are to stay.
- 6.) Caulk around tubs and sinks. New caulk invariably looks better than old caulk, and you’ll also prevent leaks.
- 7.) Replace bulbs that don’t work and use as much wattage as is appropriate for each fixture. Bright lights make homes seem, well, light and airy.
- 8.) Have a lot of books and magazines that you don’t want? See if you can donate to a local library, hospital or charity. You’ll get both more space and a write-off.
- 9.) Is there anything in the house that will surprise visitors? As an example, mirrors in poorly lit basements can be dangerous. Look at the property from the perspective of a first-time visitor. Things, which are known to

you, may be uncomfortable to visitors.

10.) Clean out medicine cabinets. Remove out-of-date items. Also, if you have prescription medicines, consider removing them when buyers visit.

11.) People have both allergies and concerns when it comes to animals. If you have a pet, make arrangements to have it elsewhere when a home is being shown.

12.) Homes in a given location and price range battle for a common pool of buyers. Ask your broker to examine

the property for specific showing tips to make your home more competitive.

Over 10,000 reasons to hire



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Typical Marketing Campaign:

- 1,200.) Send out 1200 Mailers
- 1,550.) Door Knock to over 350 neighbors
- 1,551.) Advertising to a specific market for your home
- 3,951.) Send out a "Fax Flier" to over 2,400 agents in our database
- 4,051.) Contact over 100 of the "Top Producing" agents
- 4,151.) Contact Buyers from our "Buyers Network" (at least 100)
- 4,251.) Contact Buyers from "Just Listed" on our website (+/- 100)
- 4,252.) Design an "Urgency Based Ad" on the MLS(s)
- 4,262.) Place 10 photos on the MLS(s)
- 5,312.) Upgrade your listing on Realtor.com to showcase (+/- 1,050)
- 6,312.) Submit your listing to multiple web sites (+/- 1,000)
- 8,312.) Place your property in our monthly newsletter (+/- 2,000)
- 8,362.) Present and hold "Brokers Open House" (+/- 50)
- 9,762.) Call all past clients and sphere of influence over 1400 people
- 9,763.) Put a lock box for ease of showing
- 9,764.) Place a yard sign for easy visibility
- 9,864.) Provide you with 100 "Showing Fliers" for inside
- 9,865.) Place an exterior sign box
- 10,065.) Provide you with 200 "Marketing Fliers" for outside

The list continues ... some of the other items include:

Keep you updated at least once a week

Make ourselves available and as easy to speak with as possible
Be understanding to your needs
Focus on bringing you as many offers as possible!
Negotiating for the absolute best price *and* terms
Doing everything possible to make for a smooth close of escrow

**They Don't call REALTY PROFESSIONALS
the hardest working agents in
the business for no reason!**

**Best of all ...
If we don't do what we promise
Fire us!**

**Let us go to work for you today!
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MARKETING OPTIONS

OPEN HOUSE

- Less than 1% of all homes in America are sold this way (NAR National Study)
- You let anyone and everyone into your home, including thieves. See Article.
- Passive Activity.

This Marketing Strategy was designed by a large company in the early 1970's to generate more buyer sales for their new agents. We have Buyer's agents that will gladly hold an Open House if it your request.

Our Team can do Open Houses for you; we have proven that we can gain a higher return for our clients by using our hours in Pro-Active Marketing.

PRINT ADVERTISING

- Less than 3% of homes are sold in America by this form of marketing.
- Generally most of the calls received on an ad typically is not what the buyer is looking for.

Our Team does do advertising as necessary; we have proven that we can gain a higher return for our clients by using our hours in Pro-Active Marketing.

INTERNET

- The internet has been proven to be a valuable information source.
- SeeThisHome.com, SeeThisBuilding.com, Kevin-Jones.com, Realtor.com
- Passive Activity

A great source to provide information, but still need to have the human interaction and sales ability to close and get the best possible price and terms for your client.

MULTIPLE LISTING SERVICE (MLS)

- 50% of homes are sold through this form of marketing.
- Best exposure for time and money spent.
- Passive Activity.

This will be the biggest bang for the buck in advertising, it provides information to all the brokers, agents, loan agents, etc. that represent buyers. It also is what feeds the Internet companies their information.

TELEPHONE PROSPECTING

- Calling a specific audience for a predetermined purpose and outcome.

-45% of all homes in America are sold through Direct Sales Marketing (NAR)

-Pro-Active Activity This is a very predicable and duplicatable marketing strategy. Most agents can't and won't do this. It takes an incredible amount of discipline to get on the phone and stay on the phone 4 to 5 hours a day looking for a buyer or seller. We contact approximately 100 live potential buyers and sellers daily.

DOOR TO DOOR

-Door to Door is walking and talking to a specific area with a purpose.

-45% of homes are sold through direct interaction of salesperson and client.

-Pro-Active activity

Only second to Telephone Prospecting, it is the most productive, predictable and duplicatable activity a salesperson could do for you. It is also the most strenuous activity and this is why most agents can't or won't do this activity consistently, they prefer the passive activities. We talk to approximately 25 to 30 potential buyers, sellers or referral sources of buyers for your home daily.

TELEVISION

-More geared toward personal promotion and as a Listing tool.

-Not predictable and duplicatable in generating buyers to sell your home.

-Passive Activity

Great for personal promotion and building name recognition, this has proven not to reach the majority of the buyers to sell your home



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MARKETING OPTIONS – continued

RADIO

-Once again geared for personal promotion.

-Not predictable and duplicatable in generating buyers.

-Passive Activity

Great for personal promotion and building name recognition, this has proven not to reach the majority of the buyers that are interested in buying your home.

MAILINGS

-Not a predictable and duplicatable response pattern especially in today's market.

-More geared to find listings not buyers.

-Passive activity

Most won't even open the letter, with a post card a lot of people consider it junk mail, it has proven to be a listing tool not to find buyers.

MASS EMAIL

-Not a predictable and duplicatable marketing tool. Great for agent to agent.

-Passive activity.

-People change email names frequently.

Everyone gets at least one junk email everyday and where does it go? The recycle bin. The only way this works is to have current buyers, past clients, sphere of influence, friends and family members in a specified database to target to help look for referrals for you.

VIRCOM MASS TELEMARKETING

-Not predictable or duplicatable

-Can be geared for buyers or sellers depending on the message left.

-Passive activity

Most agents will pay a company to run 500 to 2000 calls in your area; the computer leaves a pre-recorded message on your answering machine. They pay approximately \$0.17 per message left. We purchased a machine for over \$30,000 and leave approximately 42,000 messages a month.

REFERRAL

- Best source of business a Real Estate agent could have.
- Not a predictable source of business.
- Usually highest quality of lead.
- Passive Activity

Referral business is always great because the clients go into the transaction knowing you have created results for someone they know. Very unpredictable because you are relying on a referral source to know the person that wants to buy your home.

PAST CLIENTS

- Great source of business
- Falls in same category of Referral Business

Past Clients are always great because the clients go into the transaction knowing you have created results for them in the past.



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MARKETING OPTIONS – continued

SPHERE OF INFLUENCE

- Great source of business.
- Friends, family, past clients, co-workers, church members, etc.
- Passive activity

Our sphere of influence loves to give us referrals! They are almost always easily qualified, know us and trust us. We love referrals! This only works if they are databased and contacted on a regular basis.

NEWSLETTERS

- Once again we have the mail issue, not all open them.
- Will only reach the few that spend the time to read it.
- Only as good as the content.
- Passive Activity
- Not a predicable and duplicatable business tool.

They typically don't bring any new business and rarely will they ever sell your home.

YARD SIGN

- Provides more exposure.
- Will have more showings
- Passive activity

Buyers drive the areas they are interested in to get familiar with the neighborhood, etc. They frequently call signs in the areas they would most like to live in.

LOCKBOX

- More exposure through more showings with easy access.
- Electronic and digitally record who opens at what time.
- Passive activity

Agents like to show houses that have the easiest access. The electronic lockbox provide convenience and the rate of

selling a home is higher.

FLIERS ON SIGN/IN HOME

- More information to buyer, less calls to agent.
- Can be a nuisance.
- Passive Activity

They usually give too much information so the buyer doesn't call the number on the sign. The more potential buyers that call the number on the sign the more possibility I can set an appointment to show your home, meet with them and close them to buy your home.

FAX BROADCAST

- Flier to Top Producing agents in the area.
- Passive activity.

Agents like to know what's been listed and have first opportunity as a Top Producer. We have over 2500 agents in our database.

BUYERS NETWORK

- Buyers that we have met through Telephone and Door to Door Prospecting.
- Buyers that we have previously spoken with about another listing.
- Pro-Active activity.

We keep a database of buyers that have called on a sign, advertisement, referral, door knocking, Tele-prospecting, etc. for approximately 180 days, we offer the listing to them before the home is put into MLS.