



**CHRIS | JARRETT**  
real estate

**RealEstate**  
**Jarrett.com**

**DATA.**  
**MEDIA.**  
**CONTENT.**

MARKET

DATA.

MEDIA



CON

A.

TENT.

IVDDFF

## a little about me...

I grew up in Hagerstown, IN and graduated in 2006. After High School, I went to college at Anderson University with a graduating year of 2010. I planned on being a Chiropractor but ended up getting selected in the 2010 MLB draft by the AZ Diamondbacks! I have been in the sales arena as a top producer, over the past 10+ years. I am married, with 2 kids and a golden retriever. A lot of details in between. I've helped many clients hit their goals of selling and buying real estate.





# Why Chris?

Most Realtors have good intentions of wanting to help people buy and sell houses with no real difference in value proposition. The difference of doing business with me would be the 3 pillars of my business :

- 1.) Data
- 2.) Media
- 3.) Content

Time and time again, these 3 variables prove to help countless folks hit their goals of home ownership or selling their homes at records prices. The following pages will lay out who I am, my stats, and why these pillars are crucial to success.



# Data

Here's how it works:

I look at 4 different data points to help clients understand the current market & home values. As a Doctor helps patients understand test results, so I help clients understand numbers.



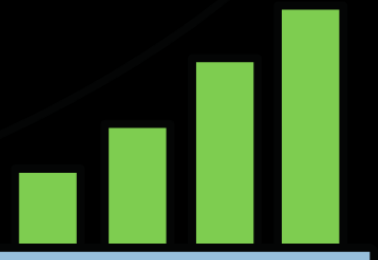
**Absorption Rate  
School District**



**Historical Sales**



**Recent Comps**



**Absorption Rate  
School District**

**"It is a capital mistake to  
theorize before one has data."  
— Sherlock Holmes**

## Average Agent

No knowledge of  
absorption rate or  
how it applies

No knowledge of  
historical sales

  
Recent sold home  
comparable  
properties

No knowledge of  
how to look up  
appreciation  
rates

## Chris

  
Absorption Rate  
based on School  
District

  
Historical Sales of  
a Neighborhood or  
area

  
Recent sold home  
comparable  
properties

  
Appreciation  
rates and trends

# Media

**The most powerful person in the world is the storyteller. The storyteller sets the vision, values, and agenda of an entire generation that is to come."**

**— Steve Jobs, Co-Founder, Apple**



**It is my goal to tell the story of your home, how it will benefit our target audience and create an emotional response through professional photos, marketing materials, videos, and social media.**



## Average Agent

**No website showcasing your home**



**Personal cell phone photos**

**No video for your home**

**Plain Paper or black and white print out**

## Chris



**In-house website Design & Development**



**Professional Photography**



**In-house Video shooting & Editing**



**Professional Brochures, postcards, tri-folds**

# Content

**The concept of content creation is simple. While we do NOT discriminate based on protected classes, we are better served knowing our audience and where our strengths are in marketing.**



**There is only one winning strategy. It is to carefully define the target market and direct a superior offering to that target market.**

**- Philip Kotler**

American marketing author, consultant, and professor.

## Average Agent

No neighborhood  
stat research to  
use for target  
marketing

No understanding  
of history & unique  
property features

No layout created  
for buyers to  
understand the  
home easily

## Chris



Target marketing  
based on  
neighborhood  
economic,  
people, quality of  
life & school  
stats



Identify &  
highlight history  
& unique  
features of  
property



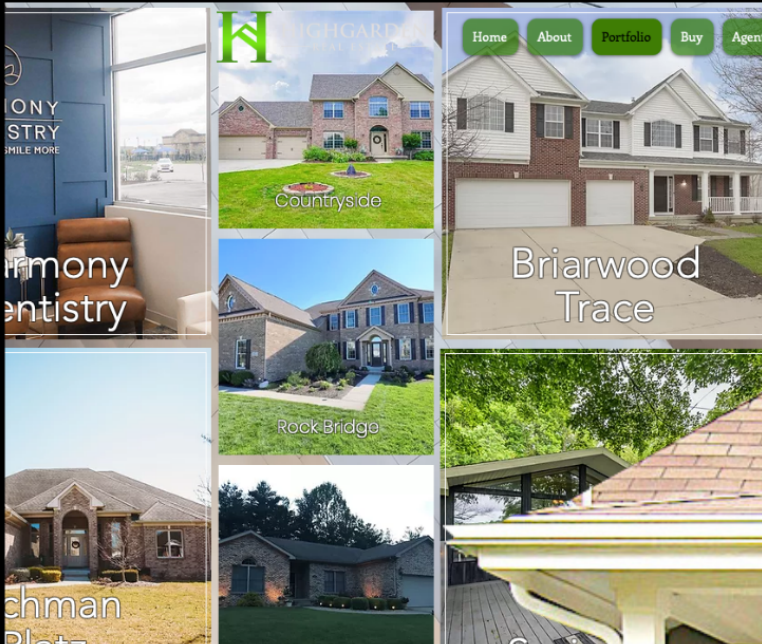
In-house layout  
design &  
development

MARKET

**Ask to see samples of**  
**these items:**

# Mark

**Property branded**  
**website**

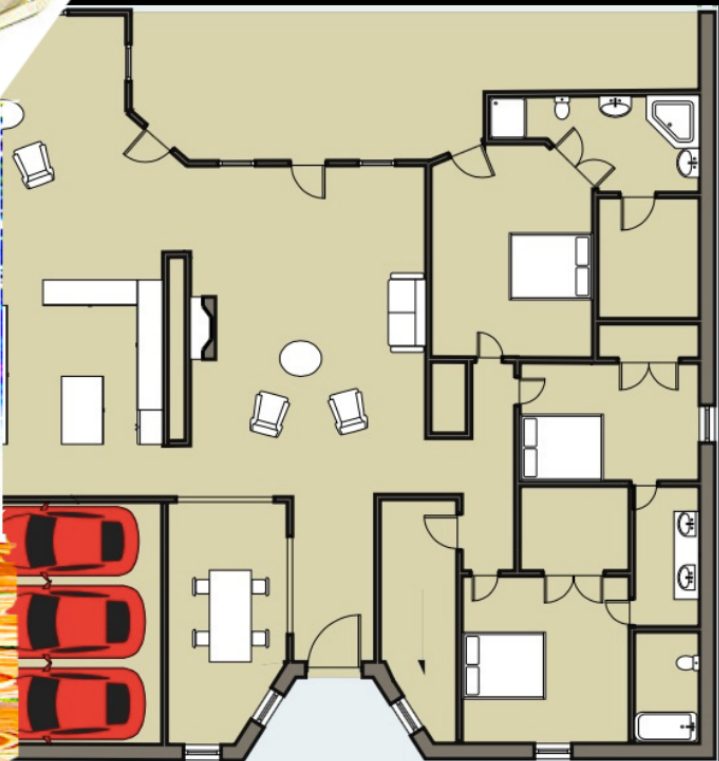


**Pro. Photos**



eting

Expert video & editing



Layout creation

3D  
V

# Plan

## Follow up plan

### Buyers

#### Limited Inventory Program:

**This is a program designed by me to help buyers take a proactive and reactive approach to the market.**

**If there are no homes on the market:**

**Get pre-approved from lender**



**Identify Criteria for your new home**

**Updates twice a week on progress with a report of calls made**

**I will make 20+ phone calls per week to homeowners on your behalf**

# Plan

## Follow up plan

### Sellers

**Get instant  
access to  
feedback from  
showings**

**Readjust  
marketing  
gameplan based  
on ongoing  
feedback**



**Weekly  
activity  
reports from  
showings on  
your home as  
well as the  
school district**

**Constant market  
watch to update  
you on new  
competition  
hitting the market**



JARRETT

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