



allison-creates.com

www.SoldbyJoAnn.com 719.339.8909

 **JOANN**
GADKOWSKI
Team



Thank You!

Thank you for your time and consideration in allowing me to help you in your real estate endeavors. As a potential seller of real estate, you will be confronted with many decisions that will affect the sale of your home. For most people, the largest investment they make in their lifetime is their home.

Choosing a REALTOR®, that knows the market and can guide you through the sale process, is a very important step. I know I can simplify this process for you. I have provided you with some information about Berkshire Hathaway HomeServices, Rocky Mountain, REALTORS®, our team and myself. I hope this will help make your decision to sell a little easier. Please take some time to review the following information, as I am sure you will find it very helpful and beneficial.

I look forward to working with you!!

JoAnn Gadkowski,
CRS, GRI, ABR, SFR, RENE, CLHMS
724 S Tejon Street Suite C
Colorado Springs, CO 80903
719-339-8909
JoAnn@SoldByJoAnn.com



Selling a Lifestyle





A Dedicated Professional, Where Education and Experience
Assure You of Well Thought Out Advice.

As a leading real estate professional, JoAnn Gadkowski loves what she does, and it shows. After all, her career combines three of her favorite things; helping people, passing on her knowledge of local homes, and sharing her passion for the Colorado Springs lifestyle. For all the moves in your life, she's committed to doing whatever it takes to help you accomplish your specific real estate goals.



Peak Producers, Top 10% of Agents

Elite 25 agents of Colorado Springs

Berkshire Hathaway Legend Award 2017

Berkshire Hathaway/Prudential Honor Society

Berkshire Hathaway Certified Luxury Home Specialist since 2017



Multi-Million Dollar Producer with Sales in Top 2% All Agents in Colorado Springs

Over a Decade in the Firm's Chairman's Circle (Platinum, Diamond, and Gold Awards)

Berkshire Hathaway/Prudential Presidents' Circle

Business Networking International (BNI) 2004 to present



Who We Are



As your professional real estate advisors, we focus on client satisfaction. Our business is about service and we're not happy until you are happy. Our combined years in the business have provided us the experience to assist you with every real estate need. Selling your home takes special care and attention. We offer the highest standards of service and care, and satisfied clients are the key to our success.

Who We Are

Why Berkshire Hathaway HomeServices, Rocky Mountain REALTORS®?

Tradition, Experience, Success

The Berkshire Hathaway HomeServices yard sign in front of your home makes an immediate impression. And through our multi-channel marketing approach and our connections to offices in the nation's leading markets, we will leverage that power by drawing on the vast experience of more than 40,000 sales professionals and our connections internationally and nationally. Berkshire Hathaway HomeServices, Rocky Mountain, REALTORS® is part of this powerful brand and locally managed by professional Brokers representing several offices throughout Colorado's Front Range.

Good to Know!



Backed by Warren Buffet, one of the most internationally admired names in business. Entering the market with a commitment to providing straightforward advice, Berkshire Hathaway HomeServices comes with its advantages:

A name you can trust.

A commitment to providing great service.

A network of experienced, knowledgeable agents.

National & International Network.

Adherence to the highest standards.

Award winning, nationally acclaimed relocation department serving buyers and sellers.

Premium websites with state-of-the-art technology that provides optimum national exposure.

High quality, multi award-winning national advertising and marketing programs.

Extensive knowledge of the Pikes Peak Region.

“A home is one of the most important assets that most people will ever buy. Homes are also where memories are made, and you want to work with someone you can trust.”

Warren Buffett,
Chairman and CEO, Berkshire Hathaway INC.

Who We Are



Our Marketing Plan for You

Staging Getting the home show ready is the first thing to do in order to take the best pictures possible. Start packing and decluttering now!

High Impact Professional Photos Your home will be photographed in High Definition by a professional photographer. A high-quality virtual tour will be produced. If appropriate, a drone might be used to overlook the house and neighborhood. The photos will be submitted to the MLS and select websites for advertising.

Brochure A one page, color brochure will be produced. Please prepare a list of items special to your home that you want to include.

Showings Please make every effort to have your home ready and available to show at all reasonable times. A lock box will be placed on your home, it will remain there until your home is sold, for all professionals who need key access.

Feedback All received feedback from a showing will be automatically forwarded on to you. You may, also, be emailed the *BHHS Advanced CRM Seller Activity Report* to gauge internet traffic and current market conditions on your listing.

Broker Open House and/or Public Open House Upon request.

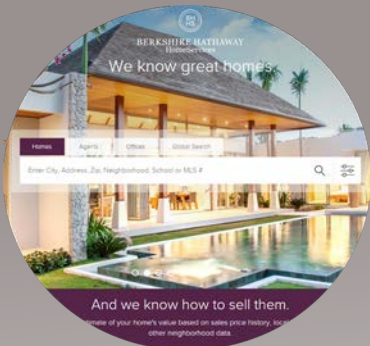
Property Portfolio A property book may be prepared, providing additional information on your home, your area covenants, as well as facts about the neighborhood, the schools and your community.

Additional Exposure for Your Home

- *Elite 25* Website
- *Peak Producers* Website & Publications
- Casas & Cocktails- Multi Firm Agent Tours
- *Berkshire Hathaway HomeServices, Rocky Mountain REALTORS®* Firm Tours
- Relocation Markets (JoAnn is a Relocation Specialist)
- Agent to Agent Advertising
- Various Print and Online Advertising



Marketing



berkshirehathawayhs.com



Most consumers use the internet to search for their new home. A multi-channel approach with extensive online promotion will attract competitive buyers to your property. In addition, JoAnn's versatile website, Elite 25 and Peak Producers sites and the MLS give your home maximum exposure!



Online & Marketing

PLUS! OVER 300 ADDITIONAL WEBSITES
SYNDICATED BY BERKSHIRE HATHAWAY HS INTERNATIONAL



CTM E-Contracts

We use electronic contracts for all transactions. This state-of-the-art system is the most effective and efficient process for the sale of your home. All parties can sign documents electronically through our e-contracts website.

BHHS Advanced CRM Seller Activity Report

Berkshire Hathaway Resource Center gives you a report on surrounding comparables with the average list price, days on market, sales price ratio to list price, number of properties sold, median sales price and median price per square foot.

Showing Time- ShowingTime.com

A national company that provides a convenient service for all agents to schedule showing appointments, 24/7. You can choose to receive a call, text and/or email when a showing is requested. And easily grant, deny or reschedule the showing.

Various Online Advertising

A targeted, digital ad campaign that features your property for a set time frame in geo-targeted markets, reaching thousands of people. Ads for your home follow potential buyers everywhere they go on the web.

Google, Facebook & Instagram Presence

Featured listings show your home on our social media platforms. Geotargeted ads also advertise the JoAnn Gadkowski Team, which helps us find potential buyers for your home in your area.



Online & Marketing

Benefits to Having a Pre-Inspection Done Before Listing Your Home

- Home inspections account for the majority of contingencies in real estate transactions.
- A seller's inspection will reveal problems ahead of time and eliminate unwanted "surprises."
- Helps you be more knowledgeable about the home and allows you to see the home through the eyes of an impartial 3rd party.
- You can decide if they want to make the repairs/replacements or not.
- Alerts you to safety issues in the home before any potential buyers discover them.
- You won't be at the mercy of the buyer's inspector, possibly rushing repairs to close the deal.
- Investment- approx. \$500-\$1000 for a pre-listing inspection.
- Return- potentially save thousands of dollars from costly perception of undisclosed flaws.
- Report will be thorough, including photos of potential issues and maintenance suggestions.
- Ideal For Houses 10+ Years Old. Why?
 - Forced Air Furnaces/ AC Units Life Expectancy: 10 - 25 Years
 - Windows Life Expectancy: 10 - 25 Years
 - Standard Asphalt Shingles Life Expectancy: 12 - 15 Years

Things Better Left to the Buyer to Fix:

- Cosmetic items that will appeal to a buyer's specific taste
- Shingles on a roof (15 vs 35-year shingles)
- Flooring
- Energy enhancements
- Ventilation
- Major appliances
- Furnace and air conditioner



Inspections and Due Diligence Process

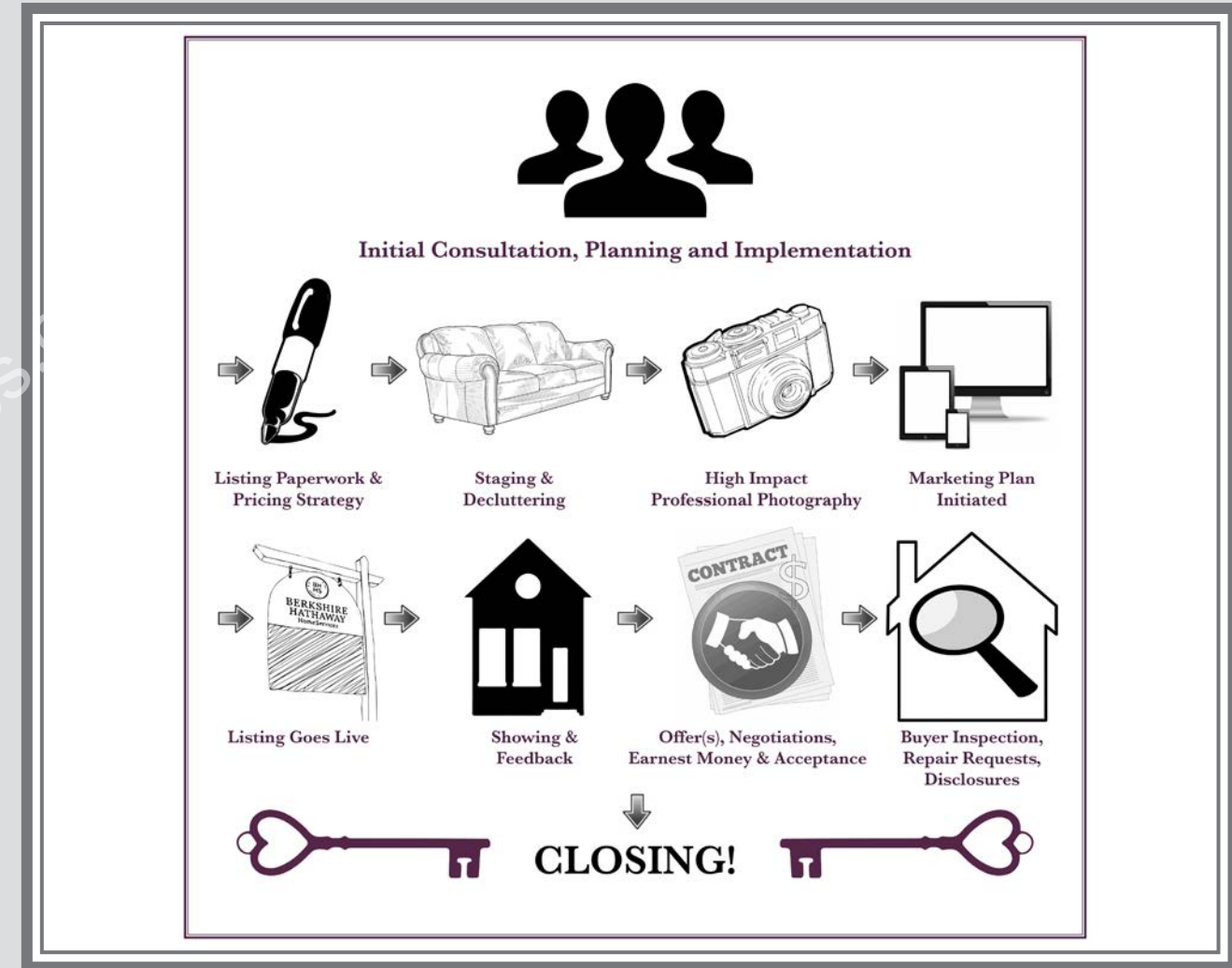
Necessary Inspections:

General Home Inspection
ILC (Survey)

Other Possible Inspections:

Roof
Structural Engineer
Environmental/Radon
Sewer Scope/Septic Tank
Furnace/HVAC
Well/Sump Pump

Ask about Sellers Property Disclosure, Lead Based Paint Disclosure, Square Footage Disclosure and any other home sale disclosures that might be required.



The Process

Initial Consultation

We will determine your needs and priorities, review “agency” choices, discuss Marketing Plan and establish a Pricing Strategy.

Implement Marketing Plan

We will complete home enhancement recommendations, carry out scheduled marketing activities, show the property to brokers and prospective “qualified” buyers and communicate with you on a regular basis.

Review Offer and Reach Agreement with Buyer

When our marketing efforts bring a purchase offer, we will help you determine the best course of action and clarify the choices available to you. Then we’ll help with negotiations and a possible counteroffer to reach a final agreement.

Complete the Settlement Process

Working with the buyer’s broker, title officer and others, we’ll work to keep the transaction moving forward. We’ll monitor progress of inspections, the buyer’s loan and resolve questions or problems that might arise, in order to ensure a timely closing.

After Sale Service

During and after the sale, we can help you find your next home in or out of the area. We’ll confirm that all your real estate needs have been met, and provide information on service providers for other after-sale homeowner needs.



Home Selling Process

“From the moment we contacted her about placing our house on the market, JoAnn Gadkowski and her Team were consummate real estate professionals in the marketing and selling of our house. Everything JoAnn did was top-tier and resulted in multiple solid offers and a quick sell. ... JoAnn got kudos from other real estate professionals ... for her high level of thoroughness. As sellers, we had not seen this level of marketing and real estate expertise in previous sales. We think that JoAnn made the difference in selling our property quickly and for an excellent price.” -Gary Hardy-

“JoAnn... Jeff and I were always impressed by your ability to make things happen for us. We thought your negotiating skills were amazing and we always felt secure and confident as you represented us through so many situations! You did for us what we never could have on our own. You brought us high value in all aspects of our experience on the buy and sell side...you offered perspective when we most needed it!” -Melissa and Jeff Hodsdon-

“Hands down the best realtor in town. My wife and I had a wonderful experience buying our home with JoAnn’s guidance. When it mattered most JoAnn offered up advice grown out of her experience on some potential pitfalls in certain properties and then at other times stood back and allowed my wife and I to form our own opinions on other properties...we would recommend JoAnn to anyone looking to purchase or sell a home. In fact, friends of mine struggling to sell their home for months and months were an easy referral to JoAnn who sold their house for more than they had lowered the price to in a matter of weeks. Thanks, JoAnn and your team, for being a referral I can easily make with confidence!” -Scott Brinton-

“We are repeat customers because JoAnn and her team make the home buying and selling process as easy and smooth as possible. We appreciate JoAnn’s cheerful personality and sincere attention to our needs and desires. She...helped us to receive multiple offers on our house on the first day it was listed--in a snowstorm! Her years of experience and knowledge of the market are great assets. JoAnn is a true advocate for her clients, and we will continue to use her for our real estate needs and highly recommend her to all!” -Zillow Review-

“I want to thank you from the bottom of my heart for helping us out with purchasing our home. We are so excited. You went above and beyond the call of duty. In a time when customer service is hard to find, you wrote the book. You are AMAZING!!! Thank you!!!!” -Eddie Shipstad-



Find us on the
Colorado Front Range!

Colorado Springs

JoAnn Gadkowski Team Location
724 S Tejon St. Ste. C 80903

Florence

232 E. Main St. 81226

Denver

2500 East 6th Ave., Ste. B 80206

Boulder

4710 Table Mesa Dr., Ste. A 80305

Fort Collins

2700 S. College Ave. 80525
3665 JFK Parkway, Bldg 2, #300 80525

Greeley

4673 West 20th St., Unit B 80634

Loveland

2903 Aspen Dr., Unit E 80538



Thank you for your
time and consideration.

We look forward to
working with you.

For more information,
please [contact me](#) or visit our website:
www.SoldbyJoAnn.com



For All of the Moves in Your Life...

JoAnn Gadkowski Team

724 S Tejon Street Suite C
Colorado Springs, CO 80903

719-339-8909

JoAnn@SoldByJoAnn.com

www.SoldbyJoAnn.com

