

Driven by

Excellence



JoAnn
GADKOWSKI
Team



LUXURY
COLLECTION

www.SoldbyJoAnn.com 719.339.8909

Thank You!

Thank you for your time and consideration in allowing me to help you in your real estate endeavors. As a potential seller, 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 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, RENE, CLHMS

724 S Tejon Street Suite C

Colorado Springs, CO 80903

719-339-8909

JoAnn@SoldByJoAnn.com

www.LuxuryHomesbyJoAnn.com



Selling a Lifestyle





Don't trust your lifestyle decision and your significant residential investment to just any agent.

CERTIFIED LUXURY HOME MARKETING SPECIALIST®

Just as working with a top-notch investment advisor, a savvy tax planner, or a renowned medical specialist can make a difference in your results, choosing a luxury home expert offers tremendous benefits. Experienced buyers & sellers of high-end residential properties seek professionals with:

- Skills that come from special training & documented performance at the top of the market.
- Concierge level service & an understanding of the lifestyles of the affluent consumer.
- The tools necessary to accomplish your goals with access to a network of other luxury professionals.

Agents who have the prestigious CERTIFIED LUXURY HOME MARKETING SPECIALIST® designation have earned this coveted recognition as a result of special training and verified buying and selling performance. These agents have competencies and access to tools over and above those of the average REALTOR®. For example, they can check an affluent buyer prospects financial credibility in seconds using data from the country's largest aggregator of information about the wealthy. They understand how to use price band statistics (not market averages) to help you negotiate the best deal. They understand lifestyle marketing and the concept of targeting "most likely buyers" for your home.

In short, what a CLHMS knows can make a difference for you.

Why many affluent sellers trust their listings to

***MEMBERS OF THE INSTITUTE FOR
LUXURY HOME MARKETING®***

Here are a few of the ways you'll benefit from working with JoAnn:

- Marketing a luxury property demands competencies above those of the typical real estate agent. No cookie-cutter marketing for your unique property.
- Implementation of a customized lifestyle marketing plan for your luxury residence.
- The Institute's network of luxury real estate experts reaches around the globe.
- The ability to enhance the online marketing of your property by listing it in an international MLS which reaches thousands of real estate professionals around the world.
- Special advertising opportunities in luxury home magazines and websites.
- Special access to *Wealth Engine* tools for screening and conducting targeted marketing campaigns to financially qualified prospects.
- Finally, a long list of vendor marketing partners who provide a wide range of special marketing services.



MAGNIFICENT LIVING.

The search to sell luxury properties begins with the right Broker. JoAnn is a member of the *Institute for Luxury Home Marketing* as well as the *Million Dollar Guild*. She is a longtime member of Colorado Springs *ELITE 25* and *Peak Producers*. Her connection with Berkshire Hathaway International gives you global reach and exposure. She specializes in the affluent market including secondary homes, resort style living, golf course and skiing communities.



Award Winning Performance

Peak Producers, Top 10% of Agents

Elite 25 agents of Colorado Springs

Berkshire Hathaway HS 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

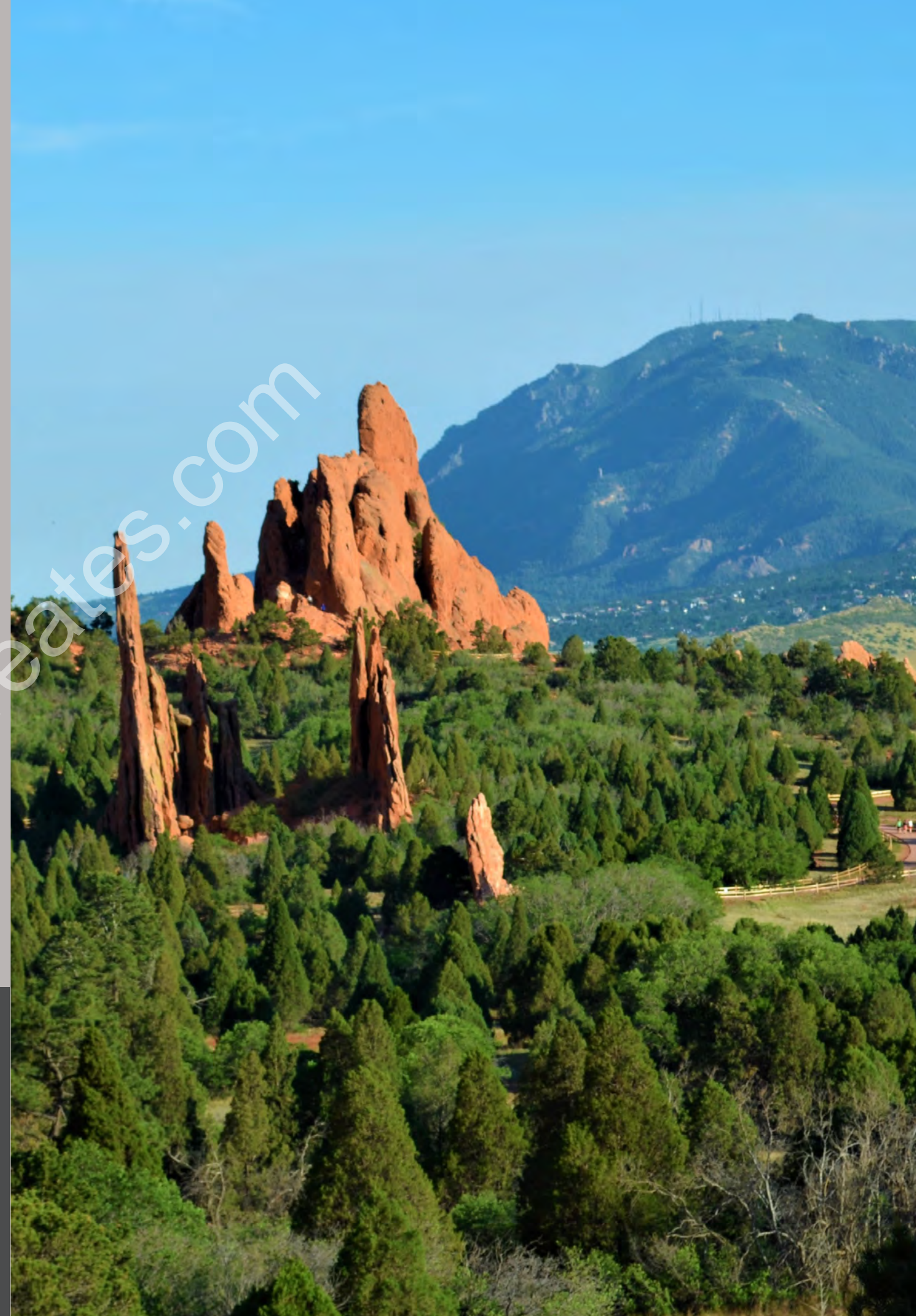
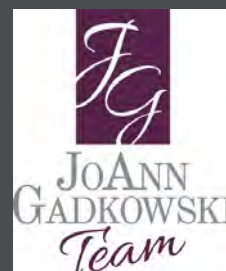
Over a decade in the firm's Chairman's Circle (Platinum, Diamond, & Gold Awards)

Berkshire Hathaway/Prudential Presidents' Circle

Business Networking International (BNI) 2004 to 2020



One of JoAnn's greatest assets is her experienced and professional Team. Between JoAnn and her Team, they offer the highest standards of service and care!



About JoAnn

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 upscale markets, your agent will leverage that power by drawing on the vast experience of more than 50,000 sales professionals and our connections nationally and internationally.

Berkshire Hathaway HomeServices, Rocky Mountain, REALTORS® is part of this powerful brand and locally backed by professional Brokers representing several offices throughout Colorado’s Front Range.

Good to Know!

Find us:

Colorado Springs
(JoAnn Team Location)
724 S Tejon Street 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

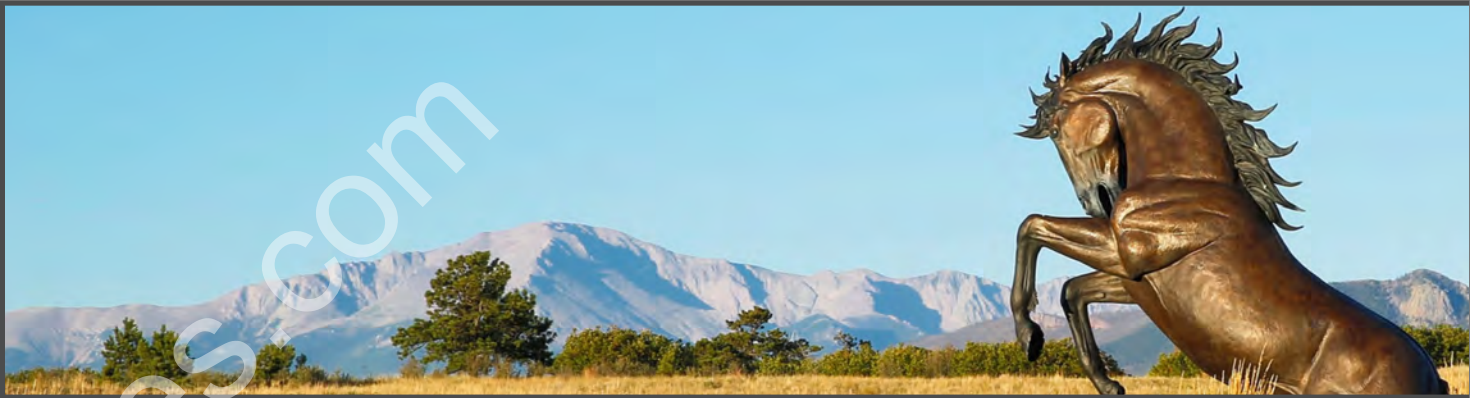
Fort Collins
2700 S. College Ave. 80525
3665 JFK Parkway, Bldg. 2, #300 80525

Greeley
4673 West 20th St., Unit B 80634

Loveland
2903 Aspen Dr., Unit E 80538

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.

Partnerships with Fine Homes International,
Dream Homes International, DuPont Registry and
the Wall Street Journal.

Extensive knowledge of the Pikes Peak Region.

All firm agent tours give exposure to your listing.



“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.



About Berkshire Hathaway HomeServices

Marketing Plan

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

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

Brochure A single color brochure will be produced for general information. A more extensive feature folder will also be produced. Please prepare a feature list of special details to your home that you want included.

Showings As showings benefit you, please make every effort to have your home ready and available to show at all reasonable times. JoAnn (or a Team member) will be present for all showings.

Feedback As soon as JoAnn receives feedback from a showing, it will be automatically forwarded on to you. You may, also, be emailed the *SAGE CRM Seller Activity Report* to gauge your listing internet traffic and market conditions.

Broker Open House, Firm Agent Tour and /or Public Open House
Upon request.

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



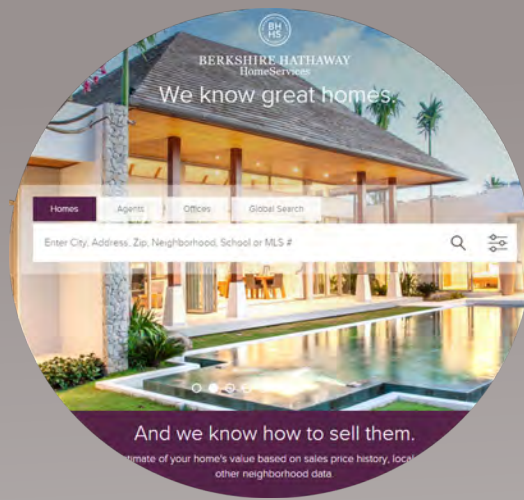
Additional Exposure for Your Home

- *Elite 25* Website & Broker Tours
- *Peak Producers* Website & Publications
- Casas & Cocktails- Multi Firm Agent Tours
- Berkshire Hathaway HomeServices, REALTORS® Firm Tours
- Relocation Markets (JoAnn is a Relocation Specialist)
- Agent to Agent Advertising
- Luxury Home Publications
- Various Print and Online Advertising
- *Institute for Luxury Home Marketing* Web Presence

Berkshire Hathaway HomeServices Luxury Collection Print Ads:
Wall Street Journal – Mansion Section
Unique Homes Magazine
DuPont REGISTRY
Robb Report
Prestige Magazine
Home by Design Magazine (a client gift from JoAnn)



Marketing

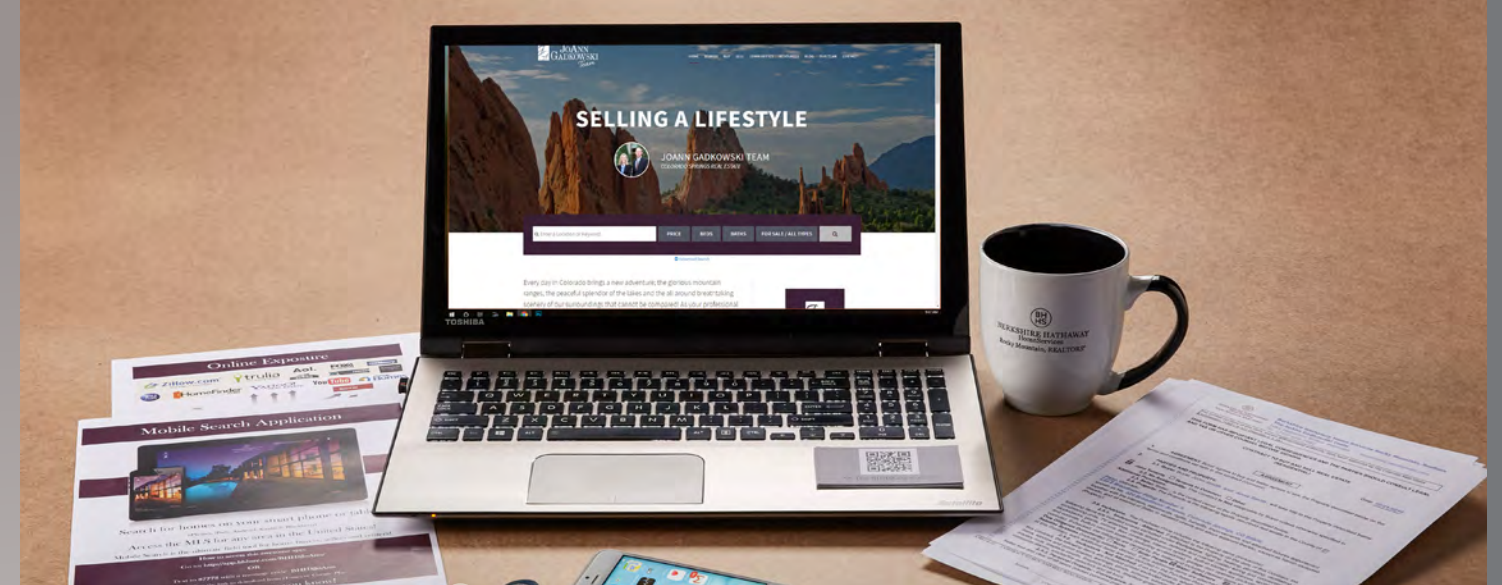


berkshirehathawayhs.com

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 general public website and luxury website, Elite 25 and Peak Producers sites and the MLS give your home maximum exposure!



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



CTM E-Contracts

We use electronic contracts for all transactions. This cutting-edge system is the most efficient process for the sale of your home. All parties can sign documents electronically through the website.

BHHS SAGE 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 or email when a showing is requested. And easily grant, deny or reschedule the showing. Plus, you'll receive the online feedback!

Various Online Advertising

A targeted, digital ad campaign that features your property for a set time frame in geo-targeted markets, reaching thousands of potential buyers. 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



Initial Consultation, Planning and Implementation



Listing Paperwork &
Pricing Strategy



Staging &
Decluttering



High Impact
Professional Photography



Marketing Plan
Initiated



Listing Goes Live



Showing &
Feedback



Offer(s), Negotiations,
Earnest Money & Acceptance



Buyer Inspection,
Repair Requests,
Disclosures



CLOSING!



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. Early in the process, JoAnn had professional photographers, a drone operator, and gorgeous glossy real estate brochures made for potential buyers and a property portfolio booklet to display that included property information ... 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-

“I recommend JoAnn Gadkowski! Her knowledge and expertise truly put me at ease and helped me make the right choices to prepare our home for sale. JoAnn puts her clients first and provides excellent customer service. If you need a realtor, please contact JoAnn and her team.” -Christopher Nicolaysen-

“JoAnn was very professional in every way. She put my mind at ease about any problems that came up. I feel she also marketed my townhouse with all available tools. Great Job!! I will certainly call her next time I have a property to sell.” -Lee Bowers-

“...We never felt any sales pressure from JoAnn, and trust her completely..JoAnn is still in contact with us about what we need to do, and even gave me a bunch of helpful advice when I told her about us not knowing the first thing about caring for a home. I am confident that we could not have picked a better realtor, and can even say that we now consider her a family friend. If we ever outgrow our amazing, beautiful home, we are definitely buying through JoAnn.” -Stina B.-

“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 was happy to look at LOTS of houses with us until we found the right one, and 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!” - 5 Star 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-

Testimonials



Legend
A W A R D



ELITE²⁵
Colorado Springs



MAGNIFICENT LIVING.

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