



Listing Your Home *with*

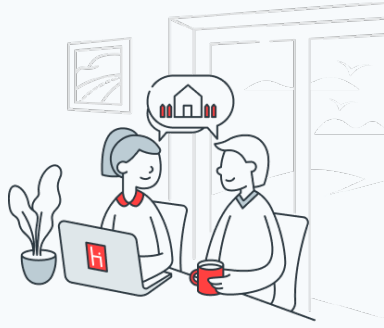


Sentry Real Estate





About Us...



Real Estate | Re-Imagined



REALIZE
Property Management | Re-Imagined



Sentry Real Estate

Done with
Rentals
.com

A Family of Real Estate Companies





The Industry Needs to Change.



How they work:

- 1) Secure the listing contract & set the commission
- 2) Get to market ASAP
- 3) Negotiate to keep the deal alive
- 4) Move onto the next listing

- Agent-First & Commission Driven
- "Old School" Approach to Business
- Generic Tools & Systems
- Sales-Driven to Cover Overhead
- Any Agent with a Pulse & License will do
- Franchise-Owned



- *Wasted time*
- *Long days on market*
- *Surprise inspection findings*
- *Unnecessary price negotiations*
- *Headaches you don't need*





Working with Sentry.

- ✓ Client-First & We Don't Do This for the Paycheck
- ✓ Forward-Thinking & Solutions-Focused
- ✓ Industry-Leading Tools & Systems
- ✓ Lean Operations
- ✓ Our Agents are Badass
- ✓ Agent-Owned



How we work:

- 1) Genuinely understand your individual needs
- 2) Undertake a comprehensive property evaluation
- 3) Collaborate to create a listing plan that meets your needs
- 4) Communicate throughout the entire process



- *No confusion about what we're doing or what's coming next*
- *More attention from the right buyers*
- *Shorter days-on-market & higher transaction price*
- *No negotiating inspection findings*
- *Smooth transaction from start to finish*





How Much Will I Pay!?

Traditional Rate of Commission	Sentry Rate	Final Sale Price	Traditional Commission	Sentry Commission	Savings
6%	6%	Up to \$250,000	\$15,000	\$15,000	-
6%	5.5%	\$251,000-\$400,000	\$15,060-\$24,000	\$13,805-\$22,000	\$1,255 - \$2,000
6%	5%	\$401,000- \$600,000	\$24,060-\$36,000	\$20,050-\$30,000	\$4,010 - \$6,000
6%	4.5%	\$601,000- \$800,000	\$36,060-\$48,000	\$27,045-\$36,000	\$9,015 - \$12,000
6%	4%	>\$801,000	\$48,060+	\$32,040+	\$16,020+

...if we don't have an offer by day 30, we take a \$250 hit...day 60...another \$500...day 90...another \$500...day 120...we'll waive our commission.





80% of the work happens before we go to market



Our extensive background in construction and property management taught us how to assess property condition...



...We'll focus on making improvements that add the most value to your home.

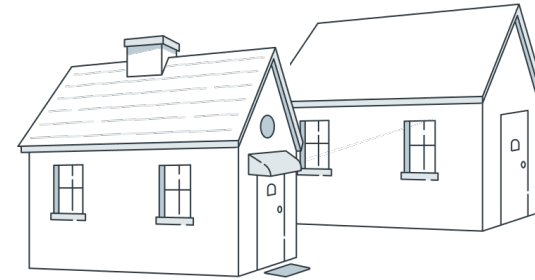




We'll collaborate to make improvements & build a listing strategy...

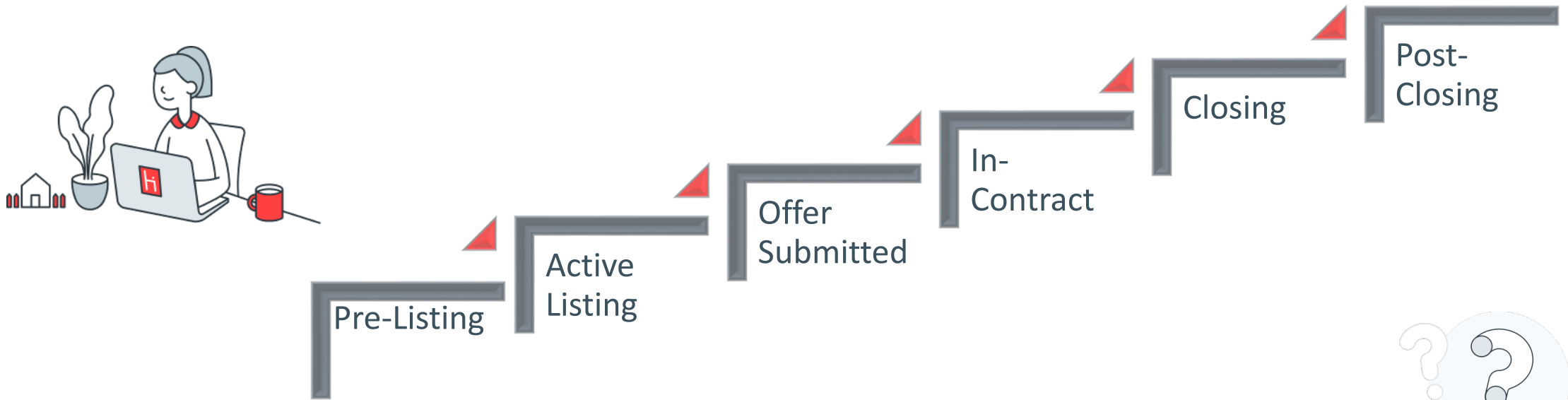


...And we'll make sure your house outshines the competition.





We understand how valuable your time is. We promise not to waste it...



...Our communication is defined before we start, so there are never any questions.





Here's How We Want to Approach This



Questions

