



Real Estate | Re-Imagined



Listing with Hypothetical



> ABOUT US

Our Journey began in 2015 and we were founded on the principles of:

1

Humility

At the end of the day, we're all a bunch of 2nd graders scratching for answers in the playground sandbox- stop acting like you're not.

2

Transparency

Every piece of information is open, available, and accessible by anyone and everyone that wants to see it.

3

Truth-Seeking

Challenge everything and everyone at every opportunity.

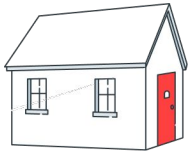
> A FEW OF OUR INITIATIVES



Helping the disadvantaged in housing and employment



Exposing the potential of accessory dwelling units to end homelessness



Making home ownership the standard



Changing the real estate commission model



> ABOUT ME

- ✓ 20-years in the real estate & construction industry
- ✓ Working as a full-time agent since 2015
- ✓ Average annual sales volume \$3.5m (18 properties and 33-units)
- ✓ Data analyst and LEAN Six Sigma Blackbelt
- ✓ Own 12 rental units and a mixed-use property
- ✓ Always an advocate for the underdog



Brandon S. Sturgill
He/ Him

> AFFILIATIONS



> 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

- ✓ Wasted time
- ✓ Longer days on market
- ✓ Surprise inspection findings
- ✓ Unnecessary price negotiations
- ✓ Headaches you don't need
- ✓ Leaving cash on the table



How We Work

- 1 Genuinely understand your individual needs
- 2 Undertake a comprehensive property evaluation & collaborate to create a listing plan that meets your needs
- 3 Set clear expectations & 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



> TIMELINE

Pre-Listing



60%

Active Listing



5%

Offer



5%

In-Contract



25%

Closing



5%

Assess actual historical property performance

Impartial assessment of property managers performance

Engage & orient tenants for the sale

Uncover performance deficiencies

Prepare a plan of correction and present options

Remedy performance issues to optimize property value

Comprehensive review of all property components, systems, mechanicals, and appliances

Create truthful and transparent marketing materials with massive detail

Establish & execute our marketing plan

Manage access to the property and host on-site reviews

Communicate expectations on price & terms

Promote competition and urgency

Receive offers, gauge strength qualify buyers, incorporate our terms.

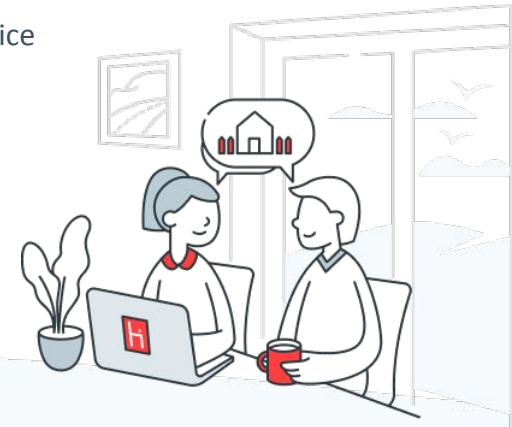
Secure the contract without concessions

Control the due diligence process

Ensure timely inspection and appraisal periods

Limit remedy requests, negotiations, and concessions

Hold the line on contract price



> COMMISSION... HOW MUCH WILL I PAY?

Traditional Commission

6%

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

...if we don't have an offer by day 15, we take a \$250 hit...day 30...another \$500...day 60...another \$500...day 90...we'll waive our commission.

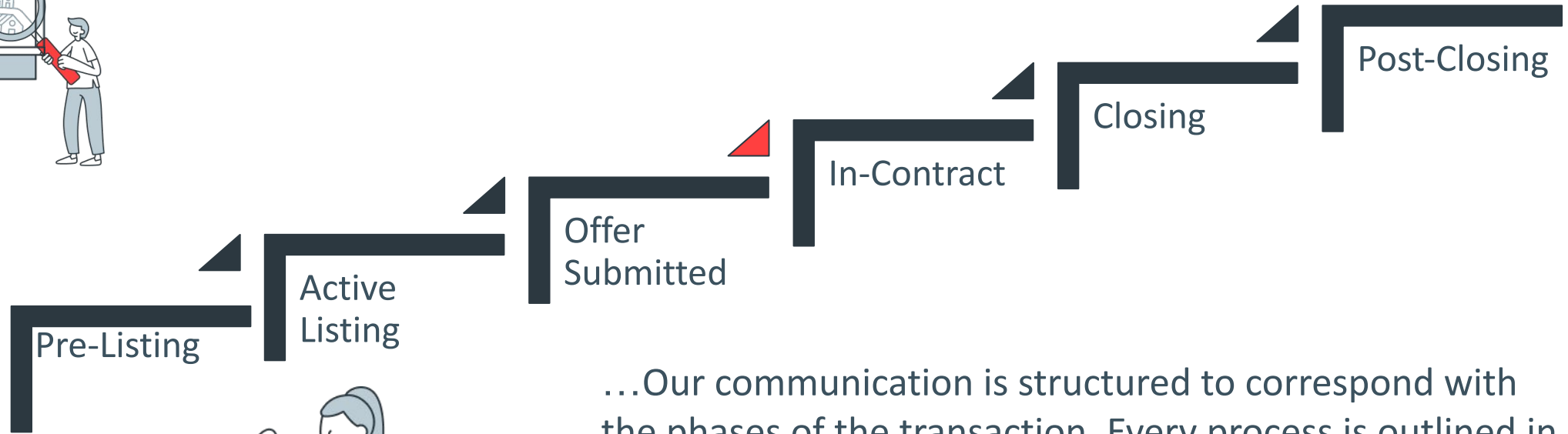


Our extensive background in construction and property management taught us how to assess property condition...



...We'll focus on making improvements that lead to the highest sale price, shortest days on market, and least hassle.

> **APPROACH**

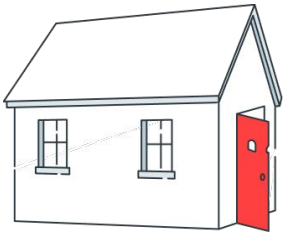


...Our communication is structured to correspond with the phases of the transaction. Every process is outlined in advance.



> WHAT'S NEXT?

- 1) Complete the [Needs Assessment](#)
- 2) Complete the Required Paperwork
- 3) Set a Date for your Comprehensive Assessment
- 4) Talk about Findings and Repair Options
- 5) Complete the Work
- 6) Photography, and Pricing Strategy
- 7) Review and Approve Marketing Materials
- 8) Pre-Market Advertising
- 9) Go-Live on MLS



Questions

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