

Sellers' Frequently Asked Questions

Who is The Jenson Group?

The Jenson Group is a premier Las Vegas luxury real estate agency specializing in the sale and purchase of upscale residential property, including estate homes, high rise condominiums, and land for use or investment. We are consistently ranked in the top 1% of sales throughout the Las Vegas Valley, and are reputed for our ability to deliver results while maintaining the highest degree of client satisfaction.

Why list with us?

The Jenson Group exemplifies the difference between a "good" and a "great" real estate agency. In addition to a breadth of skill and experience with negotiating high dollar transactions in the Las Vegas marketplace, The Jenson Group offers you a unique combination of personalized service, customized marketing plans and strategy briefs, and intra-industry relationships that work to your distinct benefit.

Why is our team methodology better?

The Jenson Group is comprised of a team of four highly skilled and experienced real estate agents who work closely together with one common goal: selling your property quickly at the highest possible price. Each of our agents have expertise in distinct areas of high-end real estate – from the all-important listing description, to marketing and advertising, to contract negotiation and closing logistics. Our team approach ensures no stone is left unturned in providing you with the best and most comprehensive real estate representation possible. Our track record speaks for itself.

Why is experience selling luxury property important?

Listing and selling luxury, high-dollar property is a specialized field requiring a high degree of finesse that takes time, experience and a certain level of intuition to master. The Jenson Group's mainstay is selling upscale property, and each of our agents understand the various nuances required to get the job done. This insight and experience also gives our team the keen ability to anticipate, and avoid, common obstacles that may present throughout your property sale process. The Jenson Group offers you peace of mind in knowing your high-stakes, high-dollar transaction is being managed by an authority in luxury Las Vegas real estate.

What advantage does our RE/MAX affiliation provide?

Because The Jenson Group is an authorized RE/MAX agency, as our client you will directly benefit from RE/MAX's Premiere Market Presence and highly respected brand name. Simply put, RE/MAX sells the most real estate in Las Vegas ... and for good reason. RE/MAX agents lead the industry in experience and education - and results. Consummate professionals, RE/MAX Associates on average lead agents of competing brands in advanced real estate education and production. That's why RE/MAX agents are known as "The Real Estate Leaders®" and why no one in the world sells more real estate than we do.

What do we charge?

Commissions are negotiable, but our general rates run 6%-8% under current market conditions. We employ a full-service, 360-degree approach to marketing your home to guarantee it is exposed to the highest number of qualified buyers, which will stimulate demand and competition and thus ensure

your home sells for the highest price in the shortest amount of time. In today's volatile real estate market, we may also strategize buyer and agent incentives that will help your property rise above the noise and stand out in the crowd of competitive listings.

How do we determine the best listing price for a property?

Working together with you as a team, we will review recent sales of comparable properties to get a sense of what price points have resonated within the marketplace. We will also review properties that are currently for sale, which would be your competition, as well as those homes that did not sell and have been taken off the market. Based on these "comparables" along with our own professional assessment of your specific property's worth - taking into account upgrades and other special circumstances - we will determine a fair market value for your home. In the event, that your home is entirely custom, rendering listing comparisons ineffective, or if there is a lack of recent sales data, an appraisal may be recommended in order to accurately price your home and ensure top-dollar.

How long will it take to sell your property?

Among many other things we will discuss with you is that related to the average number of "days on market" for your particular type of property for sale, which will help establish a realistic benchmark. In addition, we will meet with you at least once a month until your home is sold, so that we may discuss market conditions at large and, if necessary, fine tune our marketing efforts and showing activity. Honesty is a hallmark at The Jenson Group, so we will shoot straight with you regarding what it will take to sell your home, whether this means cosmetic enhancements, staging or an aggressive pricing strategy.

What are some of our marketing strategies for a property listing?

We will arrange for a professional photographer to take highly complimentary photos of your home showcasing all visually appealing elements, which will be used in both print and online advertising. We'll then create a professionally produced marketing brochure with multiple full-color pictures and detailed, expertly crafted property information, which will allow other Realtors® and prospective buyers to keep your property's image and information on hand. We'll also arrange for eHomeTours to create a professional video tour of your property, complete with voice-over and music.

Your property will then be listed with the Multiple Listing Service (MLS), allowing other agents to find, show and sell your home. We will also post your home on the #1 real estate web site, www.Realtor.com, as a "Showcase Listing," and will list it on 15 other web sites frequently used within the industry. Twenty-four percent of property buyers find listings online first, so our extensive Internet-based marketing approach guarantees your property remains visible to active buyers. We will arrange, advertise and host an Open House to expose your property to buyers and other Realtors® in the community, which often stimulates a sense of competition and, thus, urgency for buyers to make an offer.

We will advertise photos and information about your home in a selection of upscale magazines, such as *Distinctive Homes* and *Homes & Land*. We will also employ highly targeted and proven effective direct marketing strategies, such as mailing out hundreds of "Just Listed" color postcards to demographic-appropriate homeowners in the area. Bottom line: we will do whatever is required to appropriately and effectively market and sell your home at a price point you are happy with.