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THE JONES GROUP @

Relationship Based - Results Driven



Thank you for contacting **The Jones Group
@ Sunriver Realty regarding the potential
sale of your property.**

This book is designed to provide background on our team's experience and qualifications to market your property. It will also outline the process we will undertake to prepare for your appointment, and what you can expect during the appointment and afterward.



Sunriver Realty

Central to Oregon. Central to you.

Sunriver Realty features a wide variety of homes and condos and has been the leader in the Sunriver real estate market for 50 years. Our team of real estate agents share a love of Central Oregon and an understanding of our clients and the community. We serve [Sunriver](#), [Bend](#), [Caldera Springs](#), [Crosswater](#), [Three Rivers South](#) and the surrounding areas with a desire to uphold our reputation as real estate professionals deeply rooted in integrity, pragmatism, and commitment. From property search to closing, Sunriver Realty's unrivaled local experience and expertise make the home buying and selling processes smooth and successful for our clients.



Prior to Our Appointment

Before meeting any potential seller/client, we will conduct basic research on your property, including but not limited to the following:

Online search of county tax records.

- **Deed**
- **Deed restrictions**
- **Easements**
- **Mortgage Information**
- **Tax maps**

General search of recent sales and competing offerings to be refined after the first appointment and inspection of the property. Begin process of drafting competitive market analysis for your property.





Our First Appointment

Your first meeting with our team will take as long as necessary to answer your questions and for us to gather sufficient information to prepare a detailed, written Opinion of Value that will be presented at a subsequent appointment, or perhaps through electronic means. Without a thorough gathering of information at your property, it is difficult to prepare a meaningful price opinion. Aside from getting to know one another, the initial appointment will include the following:

- We will consult with you as seller so that we can carefully understand your goals and expectations in the potential offering of your property.
- We will discuss the legal obligations of real estate licensees.
- You may conduct a tour of the property where you point out details and items of interest that only you as owner, would be aware of.
- We will take a second walk-through of the property on our own to carefully complete a detailed room-by-room description.
- We will make notations on our Staging Checklist regarding items that can be undertaken to enhance market value and shorten time on market. This checklist will be completed and shared with you once the listing agreement is signed.
- Before leaving, we will take at least one exterior photo for our marketing plan and opinion of value. This photo will not be used in any marketing of the property unless a listing agreement is signed.

Note: Appointments may take place in person at the home, via phone, or other electronic means as is most convenient for you, the seller. In our market of secondary and investment homes, many sellers are offsite and we are well prepared to work remotely with you.



After First Meeting and Prior to Second Appointment

A draft of a Competitive Market Analysis (CMA) will be completed and the field of comparable sales and competing offerings will be narrowed based on our team's inspection of your property.

Certain properties may require detailed percentage adjustments to account for differences between your property and recent sales.





Our Second Appointment

The second appointment ideally takes place at the property, but it can take place over the telephone or electronically, if necessary for your convenience.

- We will present our marketing plan and price opinion. Keep in mind that the price suggested in the CMA is only one step in the collaborative decision on the offering price of your property.
- You and our team will discuss marketing and all your questions will be answered. Initial agreement of the offering price will be made and kept confidential between you, the seller, and our team.
- Lastly, we will review for you our completed staging evaluation. An analysis of several factors that impact the sale of property will be provided to predict the time required to find a buyer for your property.





The Pricing Process

- At the next available office meeting, Bryce and/or Nola may, with your authorization, describe your property to fellow company brokers without any discussion of price.
- After the meeting, a pricing committee may tour your property with Bryce and/or Nola. Members of the committee will share their opinions of value. Later, you and Bryce and Nola will discuss the final offering price based on recommendations of fellow company brokers and the market analysis provided by Bryce and Nola and agree on an offering price.
- The listing will “go live” soon after agreeing upon a price, signing listing documents, and professional photographs have been completed or on a schedule agreed upon between you and Bryce and Nola.
- Bryce and Nola will provide a checklist that will help prepare your home for photography and subsequent showings.
- A professional photographer will shoot as many inside and outside photos as necessary to fully capture the essence of your property. Listing photos and details are uploaded to MLS and fully syndicated to Zillow and other internet home search sites.



Marketing and Selling Your Property

- Your listing will be entered into MLS and will appear on all major real estate search websites, www.SunriverRealty.com, www.Bend-SunriverHomes.com, and the websites of other local real estate brokerages. Additionally, your listing will appear on national websites such as Zillow, Trulia, Realtor.com, etc...
- We will actively and continually prospect for buyers through: the Realtor network, email, print advertising, online exposure, distinctive yard sign, and open houses.
- Professionally designed color flyers will be produced and provided in our office location.
- Your property will be featured on the Sunriver Realty website, our website, in the High Standard, and in the Sunriver Scene.
- You will receive updates and marketing/activity reports which will include information pertaining to the your property's activity and the real estate market.
- All showing feedback will be relayed to you.
- You'll be notified immediately of incoming offers.
- We will keep you informed of market changes and how it impacts price and salability of your property.



Additional Marketing

Sunriver Realty's legacy is supported and continues to grow through our company's ongoing advertising. Our marketing activities and resources increase exposure for homes listed through our company.

- Monthly integrated e-mail marketing campaigns through Sunriver Resort's extensive opt-in e-mail list of more than 50,000 past guests familiar with the Sunriver area.
- Sunriver Realty advertises our featured properties and brokerage services in the Sunriver Scene, a local newspaper that reaches homeowners and guests in the area.
- As part of the Sunriver Resort family, Sunriver Realty is able to leverage our three resort communities and dozens of annual events for greater exposure to our brand and listed properties.
- Your listing will be shared on The Jones Group @ Sunriver Realty and Sunriver Realty's social media platforms including but not limited to Facebook, Twitter, LinkedIn, YouTube, and Google + with direct links to full listing information.





About

The Jones Group @ Sunriver Realty

- **A TRUE TEAM** – The Jones Group @ Sunriver Realty is a true team, which provides greater availability and a varied, larger skill set. Each team member specializes in something different. Our combined breadth and depth of knowledge includes residential, investment, and small commercial.
- **RELATIONSHIP BASED – RESULTS DRIVEN** – We believe that ours is a relationship business. No two transactions are the same and we are able to tailor our services to fit the needs and preferences of our clients. We close more than 50 transactions each year.
- **CHANGE AGENTS** – We have years of combined experience and this longevity provides cyclical insulation. When you are ready to make a change, we'll be here.
- **TECHNOLOGY** – We embrace technology (including Internet and social media) while retaining the basics. We translate the physical to virtual through professional photography and enhancing listings on a variety of websites. We are Zillow Premiere Brokers.
- **PROACTIVE** – Our knowledge and experience provides us the ability to anticipate challenges in advance. We can then address a challenge before it becomes a problem. We are Proactive vs. Reactive.
- **SERVICE AFTER SALES** – Our primary market area, Sunriver, has a lot of second, vacation, and guest rental homes. Therefore, we are your "boots on the ground" even after sales close.
- **STRATEGIC PARTNERSHIPS** – We maintain good working relationships and strategic partnerships with lenders, builders, contractors, vendors, and other brokers within our area as well as outside of Central Oregon. We are your source for the source.



About Our Brokers

Working for you and protecting you throughout your transaction, our team is backed by the extensive resources available through Sunriver Realty.

- **Nola J. Horton-Jones, principal broker, ABR, CRETs, C-RIS, e-PRO, GRI, GREEN, RENE, RSPS, SRS**, has more than 15 years of experience with Sunriver Realty, possesses strong negotiation expertise, and brings a unique skill-set related to technology and systems to our team.
- **Bryce C. Jones, principal broker, ABR, CRS, e-PRO, GREEN, GRI, RENE, RSPS, SFR, SRS**, a consistent Top Producer with more than 19 years of experience with Sunriver Realty. Bryce's passion is people and his favorite aspect of his chosen career is the opportunity to build lasting relationships.
- **Caileigh A. Cole, broker** is a native Central Oregonian with a background in fast-paced customer-service focused industries. Caileigh's interests and skills include marketing and staging as well as managing client and customer relationships.





Contact Us

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