



THE BLANCHARD GROUP

**TEAM DRIVEN REAL ESTATE**

LISTING PROPOSAL

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## ABOUT THE BLANCHARD GROUP

Jennifer Blanchard, founder and CEO of the Blanchard Group is a residential real estate veteran who's put her previous hospitality experience to work for her clients. The #3 real estate team in New Orleans in 2015, the Blanchard Group is guided by their organizational promise to create an extraordinary real estate experience that is second to none for all of their clients.

Founded in 2006, the Blanchard Group has a record of successfully guiding and educating clients to achieve their real estate goals whether buying, selling, or investing. The Blanchard Group is consistently in the top .01% in Keller Williams Worldwide in sales and has helped thousands of families across the valley. They epitomize the energy and market knowledge required in every detail of the real estate transaction.

Jennifer has been mentored and coached in real estate by some of the very best in the business including Gary Keller, Tom Ferry, Dave Ramsey, and others. Jennifer ensures that same coaching is now instilled in her team. The Blanchard Group Network uses their professional experience to proactively address details before they become a problem, focusing on communication at all times.



## THE VALUE OF WORKING WITH THE BLANCHARD GROUP

	THE BLANCHARD GROUP	OUR COMPETITION
Team Driven Approach	X	
400+ Buyer Leads Monthly	X	
Integrated Social Media	X	
Live Phone Prospecting	X	
Open Houses	X	
HD Professional Photography	X	
Storytelling Content	X	
Home Warranty	X	
24/7 Information Hotline	X	
Pre-marketing Blast	X	
Distribution to over 900 Websites	X	
Weekly Communication	X	
Name Recognition	X	

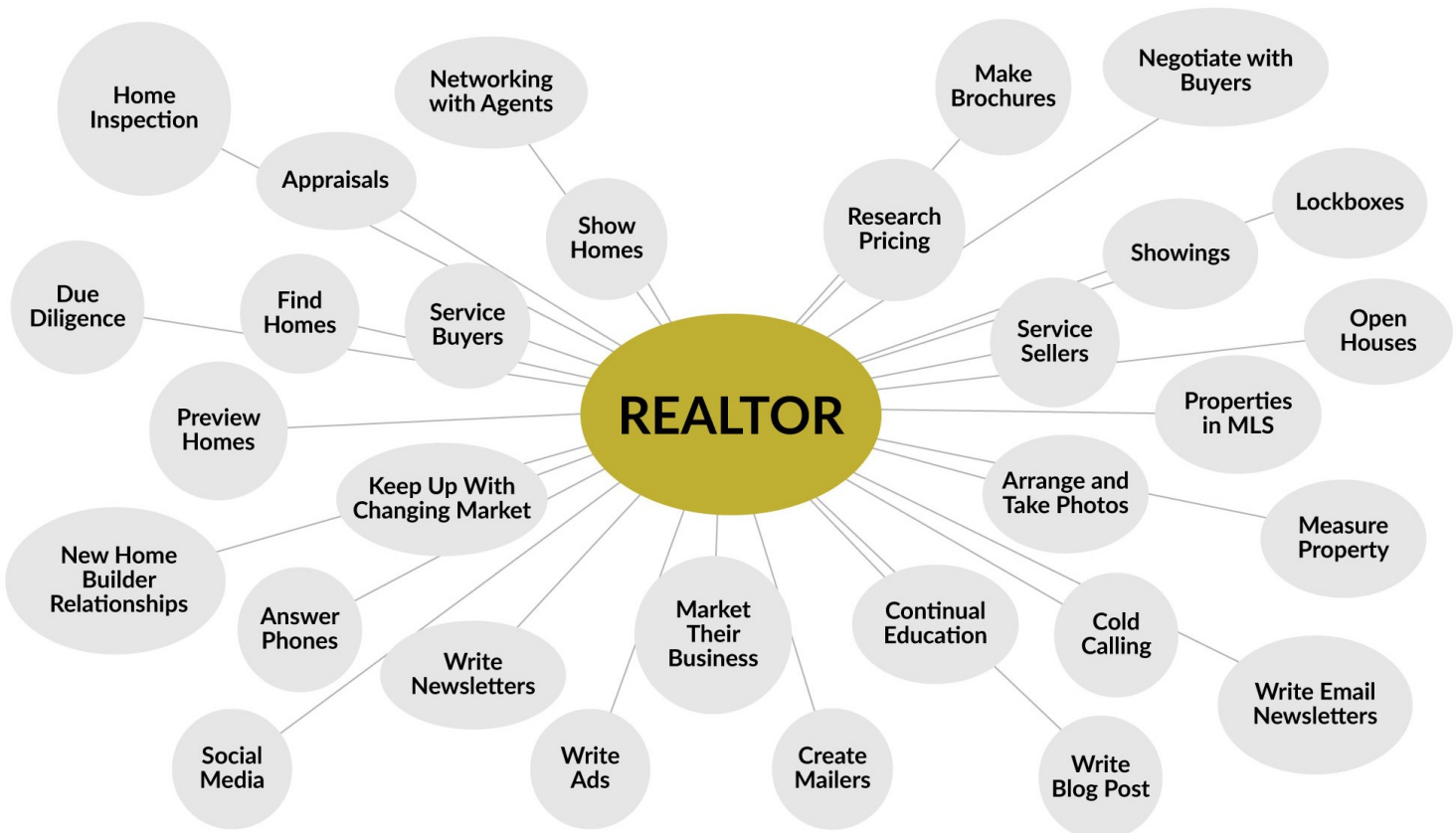
# TIME HAS SHOWN THAT A TEAM ALWAYS OUTPERFORMS AN INDIVIDUAL. THIS IS ALSO TRUE IN REAL ESTATE.

## THE TYPICAL MODEL

There are so many necessary tasks to sell a home that no sole agent can effectively manage these tasks and provide the customer service and attention to detail that is essential during any real estate transaction.

This graphic shows just a sample of what an individual agent has on their plate aside from fulfilling your real estate needs. When we first started, we tried this model and figured out we needed a better solution.

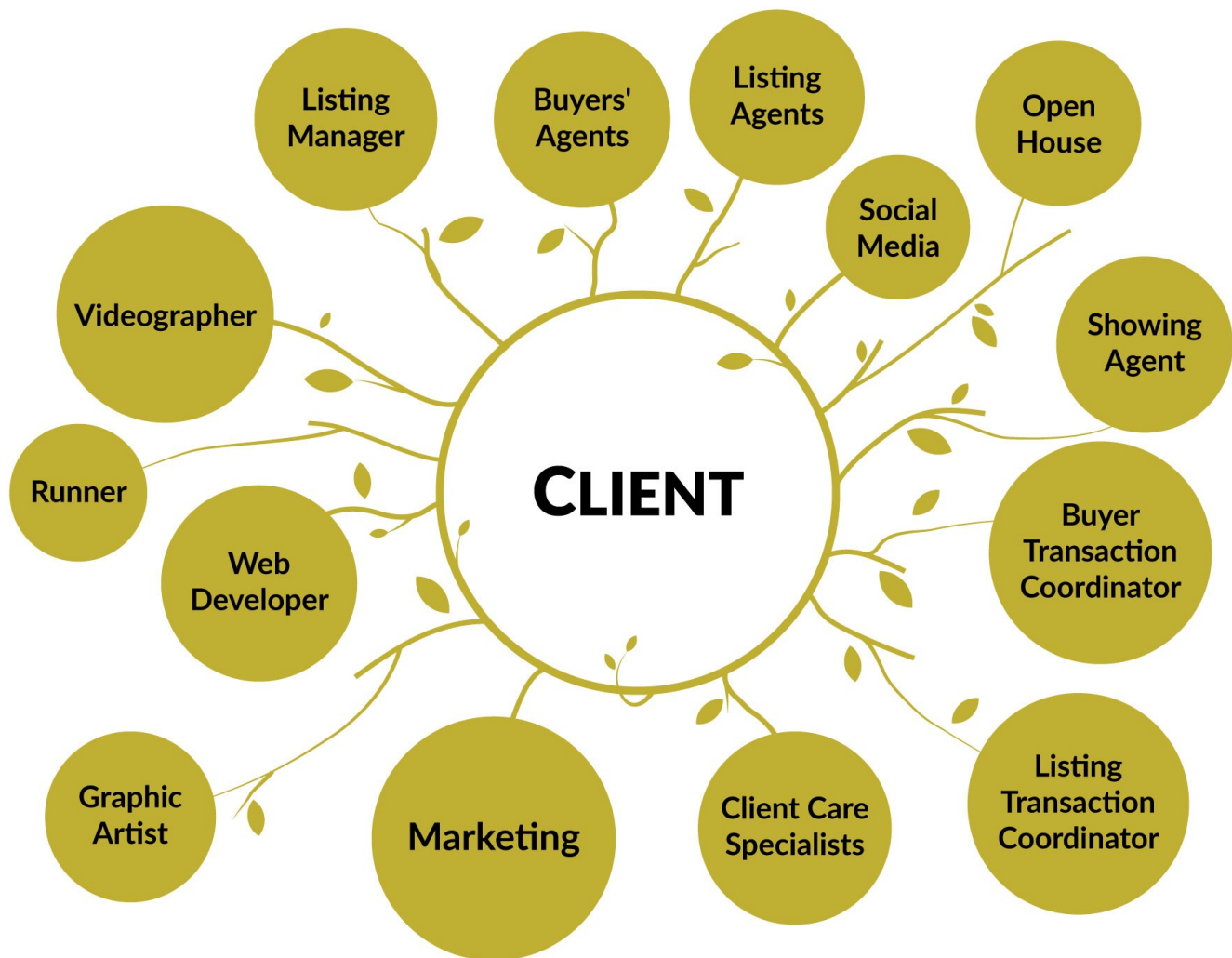
## TYPICAL MODEL



## OUR TEAM MODEL

A team driven approach allows each person on the team to specialize on a focused part of the business so they can perform at a highly optimized level.

Our team includes Buyers' Agents, Listing Agents, Client Care Specialists, and Transaction Coordinators. Each individual is here to help your real estate transaction be as smooth as possible.





## THREE THINGS SELL REAL ESTATE:

Price, Exposure, and a Willing Buyer

### WE HAVE BUYERS

We spend thousands of dollars per month to attract new, ready, and willing buyers to achieve maximum exposure for our listings.

Our platform consistently produces more than 400 new buyer leads every month.

Visit [FindSouthLouisianaHomes.com](http://FindSouthLouisianaHomes.com) and register your phone number and email to experience it yourself.





## CREATIVE CONTENT

We write compelling content to attract the attention of the online buyer. 79% of homebuyers find detailed information about properties for sale helpful.

Additionally, 98% of all buyers start on online. What is said about your property is equally as important as the photography that goes with it.

Our goal in marketing your property is to appeal to all four personality types and the way in which each gathers and utilizes information.





## PROFESSIONAL HD PHOTOGRAPHY

We use the best photographers in New Orleans to truly capture the beauty and amenities of your home.

Where other agents cut corners, we go the extra mile to make sure your property looks amazing when today's online buyer view it.

The visual presentation of your property is one of the most important factors buyers use when shopping for homes online.





## OPEN HOUSES

Whether or not you want an open house for your home, know that we are always hosting open houses in order to generate buyers for our clients' properties.

### OUR OPEN HOUSES ARE COMPLETELY UNIQUE

- Unlike other agents who use minimal signage, we place a minimum of 20 directional signs per open house to drive traffic to your property.
- We invite your neighbors.
- We promote your open house on sites like Zillow and Trulia.
- We pay to advertise your open house on Facebook.

WHEN WE HOLD YOUR PROPERTY OPEN, IT IS TRULY AN EXPERIENCE!





## 24/7 PROPERTY INFORMATION HOTLINE

Our goal is to convey as much information about your property to as many interested buyers as possible. Unfortunately, flyers do not allow us to interact with prospective buyers who are parked in front of your property.

Our Text-for-More-Info and Recorded-Info-Line allows prospective buyers get the information they need 24/7. Not everyone likes to communicate in the same way, so we provide multiple methods to get buyers the information they're looking for.

Buyers can call and speak to a person, call and listen to a recorded message, text for more information, or even visit the website!



# INTEGRATED SOCIAL MEDIA

With 1.5 billion monthly Facebook users, 316 million monthly users on Twitter, and 400 million monthly users on Instagram, social media has become immensely important in the proper marketing of any home today.

Our marketing team utilizes multiple platforms to promote your property to the masses including Twitter, Facebook, Instagram, and LinkedIn. Our marketing team tweets your open houses, creates Flipograms for Instagram, Picstitch for LinkedIn, and slideshows on Facebook.

We vastly increase your property's exposure with paid advertisements on Facebook and Instagram.





## HOME WARRANTY

### PROTECTION FOR YOU AND YOUR BUYER

Many items in your home will break down over time. A home warranty provides coverage for the major items in your home while it is listed, saving you greater out of pocket expense to fix those major items.

Optionally, home warranties for the buyer are inexpensive and provide peace of mind for the new homeowner upon purchase.

Properties with warranty protection have proven to sell faster and for up to 2.2% more.



*People Helping People*

[HOME](#) [ABOUT US](#) [REAL ESTATE PROFESSIONALS](#) [HOMEOWNERS](#) [SERVICE CONTRACTORS](#) [MEDIA CENTER](#) [CONTACT US](#)



**Old Republic Home Protection has been providing outstanding Home Warranty Service since 1974.**

For quality repair and replacement of covered home systems and appliances, you've come to the right place! We provide coverage for your Plumbing, Electrical and Heating and Air Conditioning systems and kitchen appliances. In addition, optional coverage choices can be purchased to 'custom fit' the Plan to the unique needs of your home.



# YOUR PROPERTY ON OVER 900 SITES



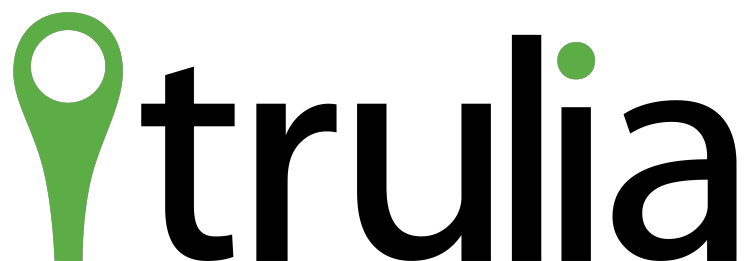
## EXPOSURE IS A KEY FACTOR TO GETTING YOUR HOME SOLD

The advent of the Internet has made it so that potential buyers can search for homes on hundreds of sites.

Since buyers can come from anywhere, we optimize your home on over 900 websites in our distribution network. We pay a premium to enhance your listing on the four biggest real estate sites: Zillow, Trulia, Realtor.com, and Homes.com.

As a result, your property is automatically placed at the top of the property searches of these sites and is seen two to three times more than the average listing.

No one has a wider placement for your property.





## NEW ORLEANS IS A GLOBAL REAL ESTATE MARKET

Through our partnership with Proxio, we are able to automatically distribute your listing to the Global MLS in addition to several top niched international real estate sites.

Your listing will be translated into over 19 languages and displayed in over 50 currencies.

Your property will be in front of buyers worldwide.





## COMMUNICATION IS CRITICAL

We want you to be comfortable throughout the entire process and a big part of that is effective communication. You are busy and so are we... selling your property! Correspondence is structured into the following schedule:

First week of the month: Discuss the number of showings and feedback received.

Second week of the month: Discuss the number of people looking at your virtual tour, property photos and on our buyer site.

Third week of the month: Discuss overall impressions on the “Big Four” sites: Zillow, Trulia, Realtor.com, and Homes.com.

Fourth week of the month: Quick check-in to further discuss strategy.



# WHAT OUR CLIENTS ARE SAYING ABOUT US...

“Pleasant communication and technology for appointments; I LOVED IT, the whole team was an absolute joy”

- Carol and John M.

“I would change NOTHING about my experience with the team they did EVERYTHING great, they went above and beyond”

- Dr Haider

“The Blanchard Group got my home SOLD fast, they let me know exactly how much it would sell for. Their communication throughout the entire process was hands down the best, all the team members were a pleasure to work with”

-Debra R.



KELLERWILLIAMS®

## THE KW ADVANTAGE

*Keller Williams Realty, Inc.* is the largest real estate-franchise company in the world. Founded by Gary Keller and Joe Williams with the mission to build careers worth having, businesses worth owning and lives worth living® for its agents.

At the core of Keller Williams® is a formal believe system called the W14C2TS® that guides how we treat each other and how we do business.

Because each Keller Williams® Market Center has grown within its respective community, Keller Williams® real estate agents have intimate knowledge of each community's character, mood and growth potential.

Due to the fact the majority of Keller Williams® Associates live in the communities and neighborhoods they serve, they are eager and capable of tackling unique challenges that families encounter when selecting new homes.



W14C2TS®

**Win-Win**

or no deal

**Integrity**

do the right thing

**Customers**

always come first

**Commitment**

in all things

**Communication**

seek first to understand

**Creativity**

ideas before results

**Teamwork**

together everyone achieves more

**Trust**

starts with honesty

**Success**

results through people



## EXPERIENCE COUNTS

- The average realtor sells just four properties a year. The Blanchard Group Network has sold over 900 homes with over \$200,000,000 in total sales volume over the last decade.
- Top 1% in sales for Keller Williams Worldwide
- The average agent negotiates a \$16,000 price reduction from list price - on average, our team negotiates only a \$4,000 compromise on sales price
- Our team averages just over one month to close vs other agents whose average is nearly two months
- All other companies average 8.8 transactions per year, but our agents average 25.3 transactions per year.



[www.FindSouthLouisianaHomes.com](http://www.FindSouthLouisianaHomes.com)

