

Rinaldi Jacobs Jr., e-Pro, PSA



## Ultimate Buyers Guide

Because Sold Is All That Matters!



# My Proven Home Selling Plan

**Yes I Have Access To  
Buyers For Your Home**

**Here's How I  
Access Buyers!**

# My Proven Home Selling Plan

There Are 4 Sources To Uncover A Buyer.

Group 1  
1<sup>st</sup> Time  
Home  
Buyers

May Buy

Group 2  
Targeted  
MLS  
Buyers

**Must Buy**

Group 3  
My  
Company  
Buyers

Group 1 or 2

Group 4  
My  
Personal  
Buyers

Group 1 or 2

Allow Me To Discuss The Importance of Group 1 & Group 2.

# My Proven Home Selling Plan

## The Market Share of The 2 Buyer Groups.



31% of Market\*



69% of Market\*

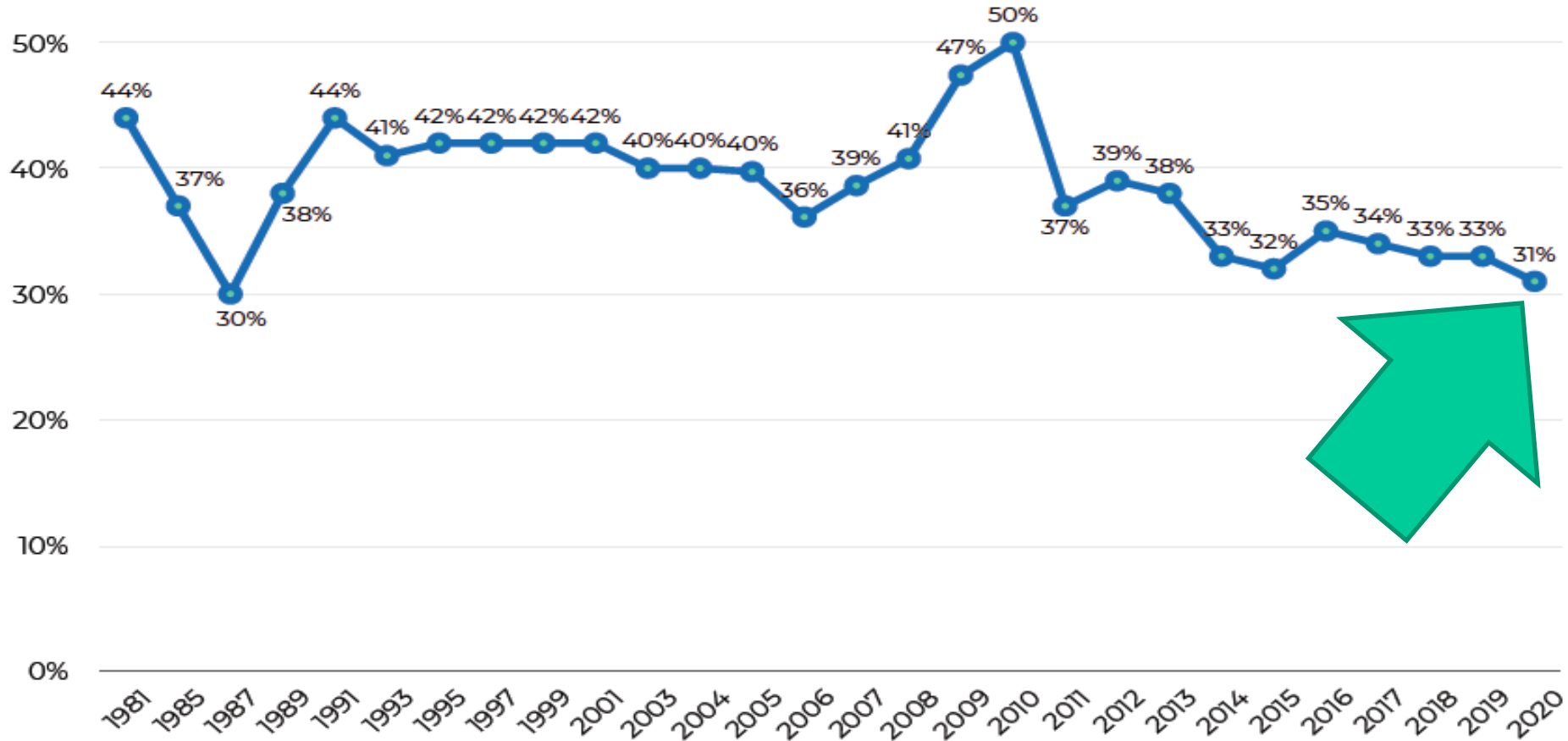
\*Researched data included in the National Association of REALTORS® 2020 Profile of Home Buyers and Sellers

Group 2 is nearly 70% of Today's Homebuyer Market!!!

# My Proven Home Selling Plan

## Exhibit 1-16 First-Time Home Buyers

(Percent of all Home Buyers)



\*Researched data included in the National Association of REALTORS® 2020 Profile of Home Buyers and Sellers

Group 2 Controls The Majority of The Buyer Market.

# My Proven Home Selling Plan

## The Typical Homes Each Group Buys.

Group 1  
1<sup>st</sup> Time  
Home  
Buyers

Will Usually Buy Entry Level  
Priced Homes

Group 2  
Repeat  
Home  
Buyers

**Buying at Various Prices**

Which Group Does Your Home Appeal To Most?

# My Proven Home Selling Plan

## Which Buyer Group Is Easier To Reach?

Group 1  
1<sup>st</sup> Time  
Home  
Buyers

**Difficult!**

**Are Not Found On The MLS**

Group 2  
Repeat  
Home  
Buyers

**Easy. Found On MLS.**

Group 2 Are Sellers Who Have Their Homes Listed For Sale.

# My Proven Home Selling Plan

**Understanding How The MLS  
Partners With Us To Find  
Your Group 2 Buyer.**

It's The Best Partnership For Finding Your Personal Buyer.



# My Proven Home Selling Plan

## I Bring A List of MLS Buyers With Me.



- How I Developed This List of Buyers.
- Why This List Is So Important To Your Sale.
- How I Partner With The MLS To Monitor This List of Targeted Buyers So I Know When They Are Ready To Buy.

MLS Buyers Are Your Most Motivated & Must Buy Now Buyer.

# My Proven Home Selling Plan

## What Do MLS Sellers Do After Selling?



They  
Become  
**A Buyer**

Move Up To A Bigger, MORE Expensive Home

Or

Move Down To A Smaller, LESS Expensive Home

The MLS Empowers Us To Know When They Are Ready To Buy.

# My Proven Home Selling Plan

## The MLS Hotsheets Tell Us When They Are Ready To Buy A Home.

- Informs us when a seller sells and is now converted to a 'must buy now' buyer.
- Informs us when new sellers hit market and are new 'targeted buyers' for your home.
- **THESE BUYERS ON A TIME CRUNCH!**  
Their homes are going to be sold and they need to find a new home quickly for their families

I Monitor The MLS Hotsheets Daily To Match Up Our Buyers.

# My Proven Home Selling Plan

## The 2 Types of Targeted MLS Buyers.

Move Up  
Buyers

20% - 40%

- Most sellers when sold move up to a more expensive home.
- Called Move Up Buyers.
- Move up 20% to 40% in price.

Move Down  
Buyers

20% - 40%

- Some sellers when sold move down to a less expensive home.
- Called Move Down Buyers.
- Move down 20% to 40% in price.

Next... We Do The Math To Produce The List.

# My Proven Home Selling Plan

Allow Us To Do The Math  
To Find Our Move Up Buyers.

Your Home Value Estimate	\$250,000
Top of Range: \$500,000 x 20%	\$50,000
Bottom of Range: \$500,000 x 40%	\$100,000

Next... We Find The Range.

# My Proven Home Selling Plan

## Your Targeted Move Up Buyer Range.

Top

\$250,000

-

\$50,000

=

\$200,000

Bottom

\$250,000

-

\$100,000

=

\$150,000

Your Move Up Buyer Range Is...

Sellers Currently Listed For Sale Between \$150,000 to \$200,000.

Next... We Do The Math For The Move Down Buyers.

# My Proven Home Selling Plan

## Your Targeted Move Down Buyer Range.

Top

\$250,000

+

\$100,000

=

\$350,000

Bottom

\$250,000

+

\$50,000

=

\$300,000

Your Move Down Buyer Range Is...

Sellers Currently Listed For Sale Between \$300,000 to \$350,000.

Next... Is The 20 Mile Radius Rule.

# My Proven Home Selling Plan

## What Is The 20 Mile Radius Rule?

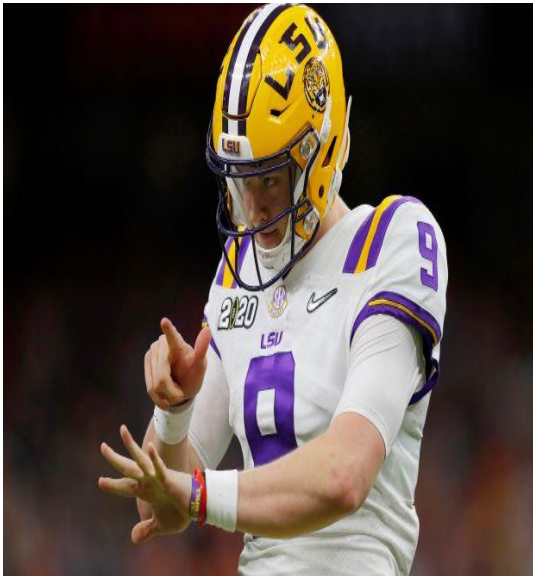


- A seller when sold becomes a Targeted MLS Buyer... they now have the money to buy.
- Most of these Targeted MLS buyers live within a 20 mile radius of your home.
- And when they buy a home... it will be within this 20 mile radius.



# My Proven Home Selling Plan

## The 20 Mile Radius Rule Is Then Applied.



I Quarterback The...

MLS buyers living within the 20 mile radius.

MLS Agents Focus On...

MLS buyers living outside the 20 mile radius.

The MLS Hotsheets Tell Use When They Are Ready To Buy.

# My Proven Home Selling Plan

- 20 Mile Radius
- I personally focus within the 20 mile radius.



- 20+ Mile Radius
- MLS agents focus outside the 20 mile radius.

We Have The Entire MLS Board of Agents Working For You.

# My Proven Home Selling Plan

## Understanding The Move Up And Move Down Process

70% of Buyers Are Either Moving Up Or Moving Down.

# My Proven Home Selling Plan

## \$280,000 Move Up Example



\$170,000



\$200,000



\$225,000



\$250,000

These Sellers When Sold Move Up To Your \$500,000 Home.

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## \$280,000 Move Down Example

\$400,000



\$350,000



\$325,000



\$300,000



These Sellers When Sold Move Down To Your \$280,000 Home.

# My Proven Home Selling Plan

## What Will You Do When Your Home Is Sold?

Move Up?



Move Down?

You Also Are A Targeted MLS  
Buyer To A Seller Currently  
Listed For Sale.

But Is The Seller's Home You May Buy Listed With  
An Agent Who Knows Targeted MLS Buyer Marketing?

# My Proven Home Selling Plan

## Run MLS Reverse Prospecting

- When an agent gets a client looking to buy, they add that client to the MLS as an alias with a criteria of the home the client(s) are looking for (i.e. 3 bedrooms, 2 bathrooms, and an office)
- We check the reverse prospecting tool daily to ensure that we are contacting the agent(s) who have a client whose home search criteria matches the attributes that your home provides
- Making things easier for the other agent to present their client with a home that fits their criteria without them having to do the work to find your home, servicing YOU as our client, making end roads to other agents to let them know how active we are about moving our listings and satisfying our client base

Reverse prospecting is a valuable tool we effectively use to serve our clients.

# My Proven Home Selling Plan

**This is What I Do For You  
Each And Every Day!**

**Because Service Is What Produces A Sale.**



# My Proven Home Selling Plan

## Step 1. Homes Are Tracked Daily.

- The MLS has a **DAILY** report of the homes that just sold within the system every day. (Called Hotsheets.)



## Step 2. When A Target Home Is Identified As Sold.

- I **IMMEDIATELY** call the listing agent to discuss if he will take his seller now turned buyer to view your home.

## Step 3. I Then Direct The Agent To The Internet.

- Agent views your home on my website & discusses the home with the buyer.

## Step 4. Use Reverse Prospecting in the MLS

I Repeat This Process Until Your Home Is SOLD.

# My Proven Home Selling Plan

## Yes I Have Access To Buyers For Your Home.

### It's The Best Buyer Strategy!

1. MLS is the most powerful marketing system on the planet.
2. Easiest way to target your buyer.
3. We instantly know when a seller has sold and is ready to buy because of the MLS Hotsheets.



**Move  
Up**



**Move  
Down**

**70% of Buyers Are Sold Sellers Who Move Within A 20 Mile Radius.**

# Thank You For Your Time!



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