JBRE & Co

TYLER VAUGHAN

real
Real Broker

GO TO MARKET

SELLER'S PLAYBOOK

STRATEGY

At JBRE & Co., we don't list homes—we launch them. Our go-to-market strategy is built on proven systems, precision processes, and high-performance marketing tactics that consistently deliver top-dollar results for our sellers.

Tyler Vaughan

TYLER VAUGHAN

PRE-LAUNCH PREPARATION

SET THE STAGE TO WIN

Before your home ever hits the market, we execute a data-driven preparation phase to maximize perceived value and appeal.

Home Evaluation & Pricing Strategy

- We combine local market insights with advanced analytics to position your home at the ideal price point—attracting interest while protecting your equity.

Property Readiness & Staging Plan

- Our curated list of service providers helps with repairs, staging, landscaping, and decluttering. A well-prepared home photographs better, shows better, and sells faster.

Professional Photography + Video + Drone

- We capture your home in its best light using cinematic-quality visuals and media that make it stand out online and in print.

PRICING STRATEGY

A 3 PRONGED PRICING STRATEGY THAT GETS RESULTS

Aspirational Pricing (Premium / Emotional)

You price the home based on its emotional value, uniqueness, and the lifestyle it represents – appealing to a buyer who sees it as part of their future identity or dream.

Use this when:
- The home is unique, upgraded, or in a premium location.
- You're targeting move-up buyers or luxury buyers.
- The home has a story, view, or design that creates emotional pull.

Perceived Market Pricing (Comparable / Tactical)

You price the home based on recent comps and current buyer expectations – what similar homes are selling for in the area.

Use this when:
- You're in a competitive or price-sensitive neighborhood.
- The home is move-in ready but may not be upgraded.
- You want to move the property efficiently without overpricing risk.

Event Pricing (Urgency / Trigger-Based)

You set a strategic price based on timing or market conditions – like a holiday weekend, job relocation, or market slowdown – to generate urgency and momentum.

Use this when:
- You need a quick sale due to external factors.
- There's seasonal pressure (before school starts, holidays, etc.).
- The listing has gone stale and needs a re-launch.

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HOW TO READ THE MARKET

THE FIRST 2 WEEKS SAYS IT ALL

The real estate market speaks loudest in the first two weeks—if we're priced right, we'll see strong showings, high engagement online, and potentially multiple offers. If that activity doesn't happen, it's not silence—it's the market telling us we're overpriced. And the longer we sit without action, the more leverage we lose. Price isn't just a number—it's a strategy.

8% HIGH

If in the first 2 weeks we get no showings we're approximately 8% overpriced.

3-5% HIGH

If in the first 2 weeks we've gotten a handful of showings but no offers we're about 3%-5% overpriced.

1-2% HIGH

If in the first 2 weeks we've gotten a ton of showings but no offers we're about 1%-2% overpriced.

PRICE IMPROVEMENT STRATEGY

- **We're not lowering the price**—we're repositioning the home. A strategic price adjustment helps us stand out in a competitive market and invites fresh attention.
- **Online search filters are working against us.** A price shift can put your home in front of a new batch of buyers whose search criteria didn't include our current price point.
- **The longer we sit, the more we lose leverage.** A home sitting on the market too long creates the perception that something is wrong—and buyers will use time on market to negotiate harder. The reality of strategically adjusting price could end up saving us money vs a low-ball offer.
- **This isn't about chasing the market—it's about getting ahead of it.** We want to lead with confidence rather than react when it's too late.

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PRICING IMPROVEMENTS

WHAT TO KNOW AND WHEN TO MAKE A CHANGE

Price improvements directly impact how buyers evaluate a home because they lower monthly payments, not just the purchase price. Every $5,000 reduction saves roughly $25–$26 per month, and a $25,000 price drop can save a buyer about $131 per month—totaling over $47,000 across a 30-year loan. In today's rate-driven market, even small price adjustments can significantly increase buyer interest.

Sample Price Improvement Breakdown

Price Reduction	New Purchase Price	Loan Amount (after 20% Down)	Monthly Payment @ 6.5%	Monthly Savings
$0 (Base Price)	$500,000	$400,000	$2,528	—
$5,000	$495,000	$396,000	$2,502	$26
$10,000	$490,000	$392,000	$2,476	$52
$15,000	$485,000	$388,000	$2,450	$78
$20,000	$480,000	$384,000	$2,423	$105
$25,000	$475,000	$380,000	$2,397	$131

Every $5,000 price reduction lowers your monthly mortgage payment by approximately $25 to $26. Over time, these reductions can add up significantly. For example, a $25,000 price drop translates to $131 in monthly savings, which adds up to over $47,000 in savings over the life of a 30-year loan—excluding taxes, insurance, and other costs.

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LAUNCH EXECUTION

MAXIMUM EXPOSURE, MAXIMUM IMPACT

We execute a coordinated marketing launch designed to create urgency and generate buyer competition.

MLS & Syndication

- Immediate exposure to all major real estate portals (Zillow, Realtor.com, Redfin, etc.), ensuring your listing reaches millions of buyers nationwide.

Social Media Ad Campaigns

- Hyper-targeted ads across Facebook, Instagram, and Google reaching qualified buyers based on location, behavior, and intent.

Email Blast to Buyer & Agent Database

- Your listing hits the inboxes of thousands of active buyers and top-producing agents in our network, creating immediate buzz.

Print Publications & Real Estate Magazines

- We print our top listings in magazines such as Haven to get extra eyes on your listing

Open House Blitz (Optional)

- Strategically timed open houses (including broker previews) to capitalize on early interest and drive competitive offers.

TACTICAL MARKETING

EVIDENCE-BASED - DATA DRIVEN MARKETING

Demographic & Geographic Insights

Phoenix Metro Area (Maricopa County) – 40–55%

- This is the largest source of buyers.
- Many are purchasing second homes, vacation retreats, or looking to retire away from the heat.
- Cities like Scottsdale, Gilbert, Chandler, and Peoria are common feeder markets.
- Buyers often value cooler temps, pine forests, and recreational access.

California – 15–25%

- Primarily Southern California (LA, Orange County, San Diego).
- Motivations: Escape high taxes, lower cost of living, and investment opportunities.
- Many have family or vacation experience in AZ.
- Influx of remote workers post-COVID increased this trend.

Local Move-Ups / Relocations – 10–20%

- Includes buyers from Flagstaff, Prescott, Sedona, and Payson moving to more desirable lots, larger homes, or different communities.
- Also includes rural-to-town moves (e.g., from Winslow, Camp Verde, or Williams).
- Commonly lifestyle-driven (schools, jobs, or downsizing).

TACTICAL MARKETING

EVIDENCE-BASED - DATA DRIVEN MARKETING

Out-of-State / Midwest & Texas – 5–10%

- Primarily retirees or early retirees.
- Motivated by Arizona's favorable climate, tax environment, and outdoor lifestyle.
- Often first introduced to the area via vacation or family.

Buyer Demographic

Age	35–55 (primary), 55+ (secondary for retirees)
Income	$100K–$250K household income is common for second home buyers
Family Status	Mix of families (school-aged kids), retirees, and dual-income no-kids (DINKs)
Occupation	Professionals, executives, healthcare, tech, law enforcement, fire, and self-employed
Home Type Desired	Second homes, mountain retreats, new construction, cabins, gated communities
Financing	Mix of cash (especially from California) and conventional financing buyers

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ONGOING MARKETING

PERSISTENT PROMOTION UNTIL SOLD

Weekly Performance Reports

- Stay informed with transparent metrics: showings, online traffic, feedback, and recommendations–so you know exactly where things stand.

Re-Marketing & Retargeting

- Our digital ads follow interested buyers online, keeping your property top of mind long after they've clicked.

Strategic Adjustments

- If we're not seeing the activity we expect, we make data-backed adjustments to pricing, visuals, or copy to re-engage the market.

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NEGOTIATION & CONTRACT MANAGEMENT

YOU HAVE THE ADVANTAGE

This is where our experience and process shine.

Offer Strategy & Escalation Protocols

- We manage offer timing, counter strategies, and escalation clauses to spark bidding wars and drive price upward.

Inspection & Appraisal Management

- We handle these pivotal moments proactively, preventing fall-throughs and protecting your bottom line.

Transaction Coordination

- Our back-end systems ensure no detail is missed, from title and escrow to closing day. You'll feel informed, empowered, and at ease.

WHY IT WORKS

Systematized for Speed

- Every listing follows a streamlined timeline and checklist—we waste no time and miss no opportunities.

Proven Tactics

- Our strategies are based on years of success, not guesswork. We've tested what works in every market cycle.

Team Execution

- You don't get one agent—you get a full team of professionals aligned toward one goal: getting you the best possible result.

LET'S MAXIMIZE YOUR SALE

Selling a home is a major milestone. With the right plan, the right team, and the right execution—you don't just sell, you win.

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