

# I Am Selling My Home



**kw**  
KELLERWILLIAMS.  
Each Office is Independently Owned and Operated

MARKETING  
LISTING CONSULTATION



PREPARED BY:



JOHN SLOAN

REALTOR® ■ CaBRE: 01413017

 760.537.3000

 John@JohnSloanRealEstateGroup.com

 www.palmspringsrealestatebuzz.com



47100 WASHINGTON ST., STE. 101; LA QUINTA, CA 92253







**John Sloan**  
Realtor®, CEO



**Paula Sloan**  
Realtor®  
Certified Real Estate  
Appraiser



**Jim Zeltner**  
Realtor®



**Josefina Gonzalez**  
Office Administrator  
Client Services Manager



**Ryan Feier**  
Compliance  
Transaction  
Coordinator



**Angela Morris**  
Interior Design



**Mel Mason**  
Clutter Expert



Mortgage Company



Escrow Companies



Termite & Pest Control



Home Warranty & Protection



# John Sloan Real Estate Group

## Belief System

### TO HELP ENRICH OTHER'S LIVES

#### THE KELLER WILLIAMS BELIEF SYSTEM

At the core of Keller Williams Realty is a conviction that who you are in business with matters. We believe that the company we keep can contribute to our lives in untold ways. To help cement this understanding, we've formalized a belief system called the WI4C2TS that guides how we treat each other and how we do business.



- 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

#### Our Mission

To build careers worth having, businesses worth owning, lives worth living, experiences worth giving, and legacies worth leaving.

#### Our Vision

To be the real estate company of choice for agents and their customers.

#### Our Values

God, Family, then Business.

#### Our Perspective

A technology company that provides the real estate platform that our agents' buyers and sellers prefer. Keller Williams thinks like a top producer, acts like a trainer-consultant, and focuses all its activities on service, productivity, and profitability.



## JOHN SLOAN

**Keller Williams Realty / John Sloan Real Estate Group;** 2005 - present  
La Quinta, CA  
Realtor; Chief Executive Officer



Generated over \$100 million in sales including 400 sold properties over the course of 17 years  
2021: Achieved over \$20 million dollars in sales  
2020: Achieved over \$12 million dollars in sales  
2019: Achieved over \$15 million dollars in sales  
2018: Achieved over \$10 million dollars in sales  
2017: Achieved over \$10 million dollars in sales  
2016: Achieved over \$11 million dollars in sales  
2015: Achieved over \$10 million dollars in sales  
2014: Achieved over \$10 million dollars in sales  
2013: Achieved over \$5 million dollars in sales  
2010, 2011, 2012, 2013, 2014, 2015, 2017, 2018, 2019, 2020, 2021, 2022: Appointed to the Agent Leadership Council (ALC) for the La Quinta Market Center Office  
2014: Presented with the KW Agent Leadership Council's Member of the Year award  
2013: Presented with the KW's Cultural Hero of the Year award  
Ongoing mentor, teacher and coach for KW real estate agents

**Gibson Partners Realty;** 1976 - 1977  
Dubuque, IA  
Realtor

1976: Generated over \$1 million in sales including 30 sold properties  
1977: Generated over \$1 million in sales including 30 sold properties

### Professional and Philanthropic Organization Activities

National Association of Realtors (Member), California Association of Realtor (Member), Palm Desert Chamber of Commerce (Chamber Board of Directors & Ambassador), American Cancer Society (Development Committee), Christians in Commerce (Palm Desert Chapter President), R.E.S.C.U.E (Volunteer), Street Life Project (Volunteer)

2018 & 2019 : Palm Desert Chamber of Commerce /Businessman of the Year

### Professional Certifications and Designations

Keller Williams Global Property Specialist, Short Sales & Foreclosure Resource Certified (SFR), National Association of Realtors' E-Pro Certified, Certified Luxury Home Specialist

### Television and Radio Career; 1978 - 2005

During my 27 years in the network affiliated television industries, I was responsible for overseeing all departments including administration, advertisement sales, marketing, news, commercial production, engineering and scheduling. My honed negotiating skills produced programming achievements with major syndication companies, such as King World (Oprah, Jeopardy, Wheel of Fortune, MASH, Phil Donahue, Rachel Ray & Judge Judy).

### Professional and Philanthropic Organization Activities

National Association of Broadcasters (Member), Iowa Broadcasters Association (Member), Junior Achievement (Board of Directors), Rotary Club (Member), Davenport Chamber of Commerce (Member), American Cancer Society (Member), Quad Cities Leadership Council (Board of Directors), Shelter for the Homeless (Committee Member), Kiwanis Club (Member), Variety Club (Development Committee)

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📞 760.537.3000

✉️ John@JohnSloanRealEstateGroup.com

🌐 www.SearchPalmSpringsHouses.com





Hi Future Client,

We are here to help get your property sold!

It is imperative that you find an agent that has an aggressive marketing plan and advises you to price it right so that it doesn't just sit on the market. I would like an opportunity to provide a valuation on your home to price it right and get it sold. Today's real estate is challenging and that is why it is important to price your home properly and have a good solid marketing plan, just like mine.

I am a designated **Global Property Specialist**. One of 12 sales in the U.S is a foreign purchase, and generally a cash transaction. This certification is a benefit for my clients because of the international reach that I can provide through my international marketing.

My certification as a **Luxury Home Marketing Specialist** provides additional in-depth understanding of unique and opulent properties

There are typically four critical factors in getting a home sold **price, promotion, location** and **the professional handling the listing**. I hit those factors head on.

90% of all buyers start their search online before they even start talking with an agent. Our website, **www.PalmSpringsRealestateBuzz.com**, has been viewed by over 1,000,000 people from 145 countries around the world and **yes they are looking at homes for sale and are buying them**. I have SOLD homes to buyers from Viet Nam, Spain, Australia, and Russia.

**JOHN SLOAN**

REALTOR® ■ CalBRE: 01413017

 **760.537.3000**

 **John@JohnSloanRealEstateGroup.com**

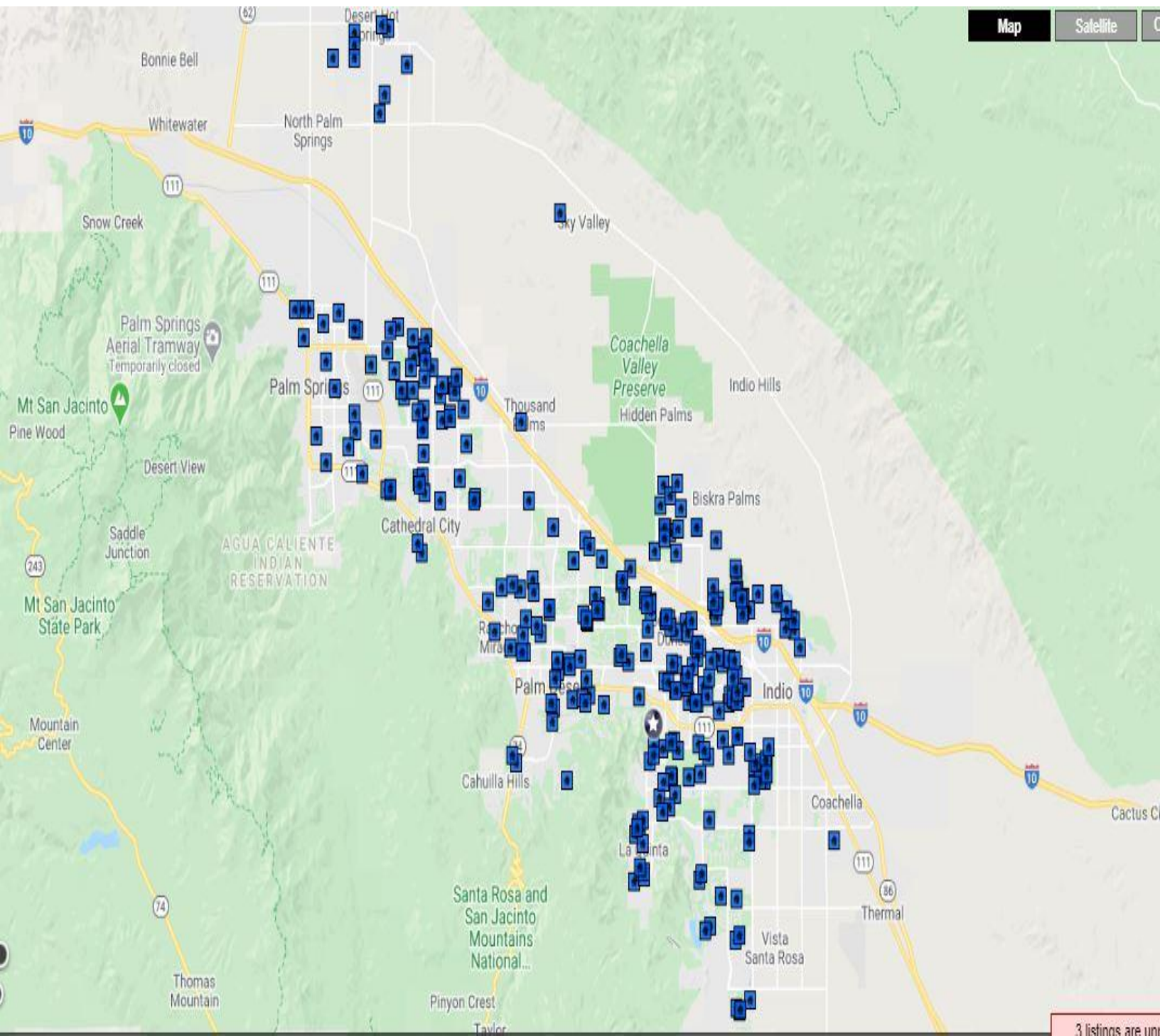
 **www.SearchPalmSpringsHouses.com**

**kw**  
**KELLERWILLIAMS.**  
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John Sloan has personally listed and sold over 400 homes throughout California, negotiating vigorously on behalf of all of his clients







# THE NATIONAL ASSOCIATION OF REALTORS®

Certifies that

**John Sloan**

Has successfully completed the online course:

## CIPS - Global Real Estate: Local Markets

Presented on:

March 01, 2015

*John A. Stinton*

John A. Stinton, CAE, CMA, CPA, RCE  
Chief Executive Officer  
NATIONAL ASSOCIATION OF REALTORS®



NATIONAL ASSOCIATION of REALTORS®



REALTOR UNIVERSITY

# VERIFIED

CERTIFIED LUXURY HOME MARKETING SPECIALIST®



Designation Awarded

**2019**

## JOHN SLOAN



**KELLER WILLIAMS REALTY**

47100 Washington #101  
La Quinta, CA 92253

*CLHMS Designation Awarded 2019*  
*ILHM Member Since 2018*

Discover the benefits of working with a Certified Luxury Home Marketing Specialist®



**Ramsey Score**

**97** / 100

**HIGHEST ATTRIBUTES**

Humble to Learn ⓘ **100**  
 Growth Minded ⓘ **100**

**LOWEST ATTRIBUTES**

People over Profits ⓘ **85**  
 Capacity to Serve Fans ⓘ **85**

**Fan Scores**

**4.7** ★★★★★

**Missional**

**4.6**

Heart of a Teacher ⓘ  
 Heart to Serve ⓘ

4.6  
 4.6

**Reliable**

**4.7**

Expectation Setting ⓘ **5.0**  
 Professionalism ⓘ **5.0**  
 Communication Style ⓘ **4.6**  
 Knowledge ⓘ **4.6**  
 Proactivity ⓘ **4.6**  
 Responsiveness ⓘ **4.6**

5.0  
 5.0  
 4.6  
 4.6  
 4.6  
 4.6

**Overall**

**4.8**

Easy to Work With ⓘ **5.0**  
 Refer to Friend ⓘ **5.0**  
 Overall Experience ⓘ **4.6**

5.0  
 5.0  
 4.6

John Sloan has been a TRUSTED ADVISOR\_(for REAL ESTATE) with the Dave Ramsey Program in the Coachella Valley since 2013. Dave Ramsey is America’s trusted voice on money and business, and is a personal money-management expert and extremely popular national radio personality. His seven best-selling books –Financial Peace, More Than Enough, The Total Money Makeover, EntreLeadership, The Complete Guide to Money, Legacy Journey and Smart Money Smart Kids – have sold more than 10 million copies combined. John is privileged to be part of Ramsey Solutions select real estate agents.





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# MARKETING STRATEGY







# STAGING

We want your home to be shown in the best possible light to prospective buyers to get you top dollar in the shortest amount of time.

We will create a warm and inviting environment focusing on the best architectural features and selling points of your home.





# PROPERTY FLYERS

559 Desert West Dr. Rancho Mirage, CA 92270



**3 Beds, 3 Baths**

John Sloan Real Estate Group  
Keller Williams Realty

760.537.3000

realestate@johnsloanrealestategroup.com  
<http://www.searchpalmspringshouses.com>

**kw**  
KELLERWILLIAMS



EQUAL HOUSING OPPORTUNITY  
Information supplied by sellers. Deemed reliable but not guaranteed.

See the Virtual Tour! [www.tourfactory.com/1688812](http://www.tourfactory.com/1688812)  
CalBRE: 01413017



# PROPERTY FLYERS



John Sloan of  
Keller Williams  
Luxury Homes  
presents  
70291 Pecos  
Rancho Mirage, CA  
Located in  
prestigious  
Thunderbird  
Heights

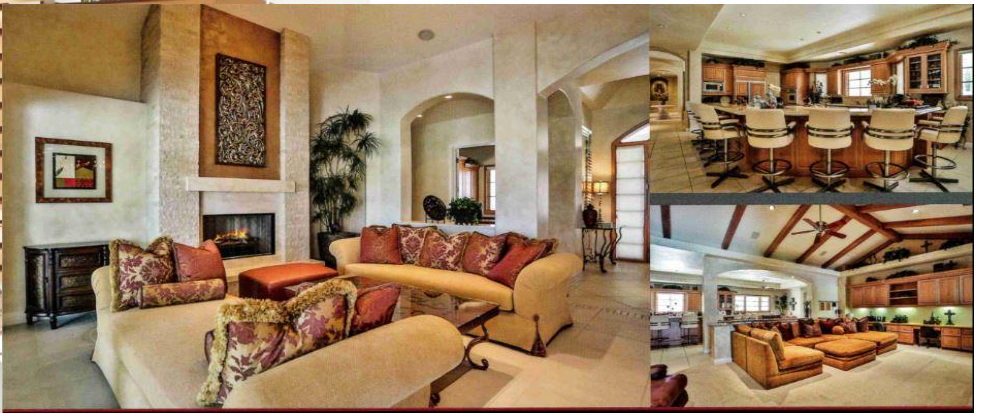


For information on this listing please contact  
John Sloan 760-896-1724  
CalDW 10143017

СІРІЯ 10143017  
JOHN SLOAN 760-896-1724  
FOR INFORMATION ON THIS LISTING PLEASE CONTACT



# POSTCARD MAILINGS



SOLD IN 77 DAYS! Start to finish closed escrow in 106 days.

7770 ROBIN RD., PALM DESERT, CA

John Sloan 760.537.3000

## JUST LISTED



79815 Rio Seco  
La Quinta, CA 92253

SEE THE OTHER SIDE OF THIS FLYER FOR  
PRICE, PHOTOS AND PROPERTY DETAILS.



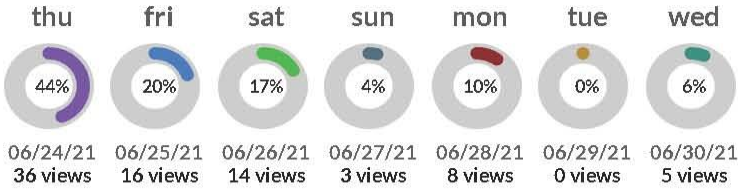


# SELLERS REPORT

## 06.30.21

FOR 78635 NAPLES DR, LA QUINTA, CA 92253 · MLS #: 219061960 · WWW.TOURFACTORY.COM/2868291

### WEEKLY PHOTO TRAFFIC



You received **82 TOTAL VIEWS** this week!

### TOP 5 MOST VIEWED PHOTOS



Your photos received **4,986 TOTAL VIEWS** for the last 7 weeks

### TOP TRAFFIC SOURCES

**26.2%**  
my.flexmls.com

**24.3%**  
realtor.com

**8.1%**  
homes.com

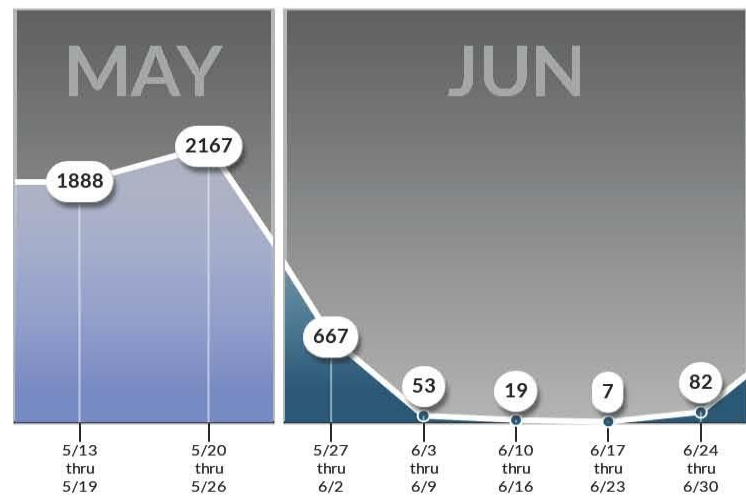
**6.4%**  
jennifermckee.com

**6.2%**  
remax.com

**28.8%**  
Other



### TOTAL VIEWS AT 7 WEEKS: 4,883



John Sloan at John Sloan Real Estate Group  
Keller Williams La Quinta  
(760) 898-1724  
john@johnsloanrealestategroup.com  
01413017

This service has been provided by tourfactory™



# TECHNOLOGY DRIVEN MARKETING



"I feel like I was just handed an 'easy button' for real estate searching!"

Allows Buyers to capture property information through our website, text responder and social media platforms.

## I GUIDE TOUR



## DIGITAL VIDEO MARKETING

Your Property Virtual Tour will be loaded on YouTube for Online Marketing Exposure





# 41 Gibraltar, Palm Desert, CA

Main Floor Total Exterior Area 3126 sq ft  
Total Interior Area 2904 sq ft



PREPARED: Sep, 2019



# 41 Gibraltar, Palm Desert, CA

## Property Details

### Room Measurements

Only major rooms are listed. Some listed rooms may be excluded from total interior floor area (e.g. garage). Room dimensions are largest length and width; parts of room may be smaller. Room area is not always equal to product of length and width.

### Main Building

#### MAIN FLOOR

- Bath: 7' x 5'4" | 34 sq ft
- Bath: 12'11" x 18'5" | 194 sq ft
- Bath: 11'2" x 5'1" | 56 sq ft
- Bedroom: 10'10" x 14'5" | 145 sq ft
- Bedroom: 11'2" x 14'6" | 161 sq ft
- Dining: 13'10" x 17'6" | 233 sq ft
- Family: 21'11" x 19' | 395 sq ft
- Garage: 31'6" x 20'8" | 628 sq ft
- Kitchen: 22'6" x 14'3" | 285 sq ft
- Laundry: 11'2" x 5'11" | 66 sq ft
- Living: 15' x 17'6" | 252 sq ft
- Master: 19'6" x 19' | 344 sq ft
- Mudroom: 4'8" x 12'11" | 57 sq ft

### Floor Area Information

For explanation of floor area calculations and method of measurement please see <https://youriguide.com/measure/>.

### Main Building

#### MAIN FLOOR

- Interior Area: 2904 sq ft
- Perimeter Wall Length: 307 ft
- Perimeter Wall Thickness: 8.7 in
- Exterior Area: 3126 sq ft

### Total Above Grade Floor Area

- Main Building Interior: 2904 sq ft
- Main Building Exterior: 3126 sq ft



# INTERNET MARKETING

## EXTENDED MARKET REACH

When you list with me, we'll have access to the Keller Williams Listing System, or KWLS. This proprietary, exclusive system ensures your property is marketed online 24/7 through more than 350 of the most popular search Websites.

Google maps

YAHOO!  
REAL ESTATE

AOL real estate

trulia  
real estate search

Zillow.com  
Your Edge In Real Estate

HGTV's  
FRONTDOOR

cyberhomes  
by real.com

HomeFinder.com

hotpads.com

openhouse

Local.com

CLRsearch.com  
The right home in the right place

enormo

PROPBOT

Vast

LYCOS

eRealInvestor™

LandWatch

RESORTSCAPE

oodle

WAL\*MART

myREALTY.com  
Global Listing Service

Property Shark

Investor LOFT

Military.com

LakeHomesUSA.com

HOMES.COM

tweetlister  
Monitor your property listings on Twitter

HomeAway  
Real Estate

PROPERTY PURSUIT.com

HomeWinks™  
The EASY Way to Find Homes for Sale

RELOCATION.COM

RealtyTrac

MHR MY HOME RENTER

Go Home  
GOING... GOING... SOLD

LUXURY REGISTRY.com  
PROPERTIES COLLECTION

FreedomSoft

Home on the Tube.com





# ADDITIONAL DIGITAL TECHNOLOGY

**Go ahead and text to this number 760-742-5132  
with message 1038 and see what happens!**

ADDING **TEXT CAPTURE** TO THE YARD SIGN

**TEXT** 760 - 742 - 5132  
WITH MESSAGE : **1038** FOR: •Price  
•Details  
•Viewing



**97%** of Americans text at least once a day, making it the most widely-used and frequently used application on a smart phone.

**70%** of Americans prefer texts over phone calls.

**78%** of people who text wish they could have a text conversation with a business.

**23 hours** is the total amount of time that the average adult spends on texting a week.

**Allows buyers to capture property information through our text responder and social media platforms.**



## WEBSITE EXPOSURE

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

90% of all Buyers start their search online before they even start talking with a real estate agent. Our website, [www.PalmSpringsRealEstateBuzz.com](http://www.PalmSpringsRealEstateBuzz.com), has been viewed by over 1,000,000 people from 145 countries around the world and **YES**, they are all looking to purchase a home.



# SOCIAL MEDIA

## WE'RE ON FACEBOOK!

- Reach the Influential
- Find "Hidden Buyers"
- Create Excitement
- Invitations to Open Houses



craigslist 



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The screenshot shows the top of a Facebook profile page. At the top left is the Facebook logo and a green 'Sign Up' button. To the right are input fields for 'Email or Phone' and 'Password', with a 'Log In' button and a 'Forgot account?' link below. The profile picture is a portrait of John Sloan. The cover photo is a landscape with a swimming pool and a hot tub. The profile name is 'John Sloan Real Estate Group' with the handle '@johnsloanrealestategrou p'. The cover photo contains the text: 'JOHN Sloan REAL ESTATE GROUP KELLER WILLIAMS REALTY', 'PALMSPRINGSREALESTATEBUZZ.COM', and 'CALBRE #01213017'.

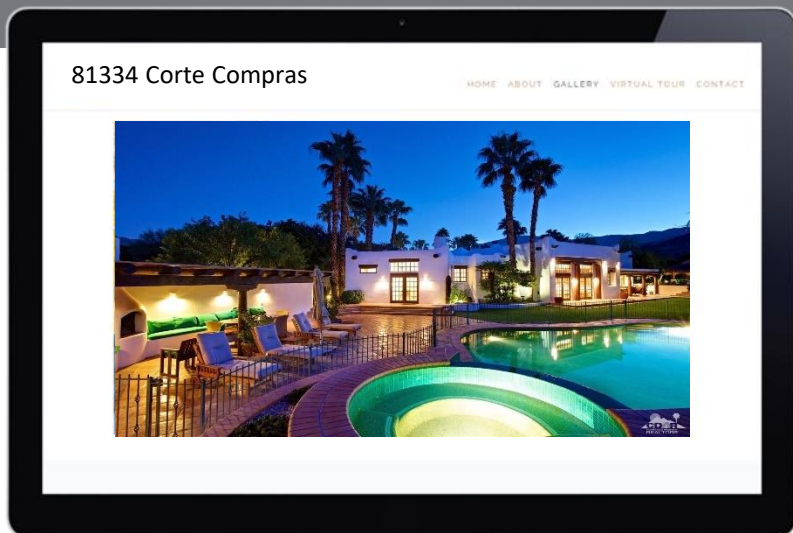
<https://www.facebook.com/johnsloanrealestategroup/>

<https://www.facebook.com/johnsloanrealtor>



## INDIVIDUAL PROPERTY WEBSITE

Individual property websites are a very useful tool when marketing your home online. The unique domain name is simply the property address—when typed into a web browser, it instantly pulls up that specific property details page or virtual tour.



**click the website link below to see  
what your home would look like**

**[www.yourhomeaddress.com](http://www.yourhomeaddress.com)**



# WHY KELLER WILLIAMS



**kw**  
KELLERWILLIAMS  
WORLDWIDE

**kw**  
KELLERWILLIAMS

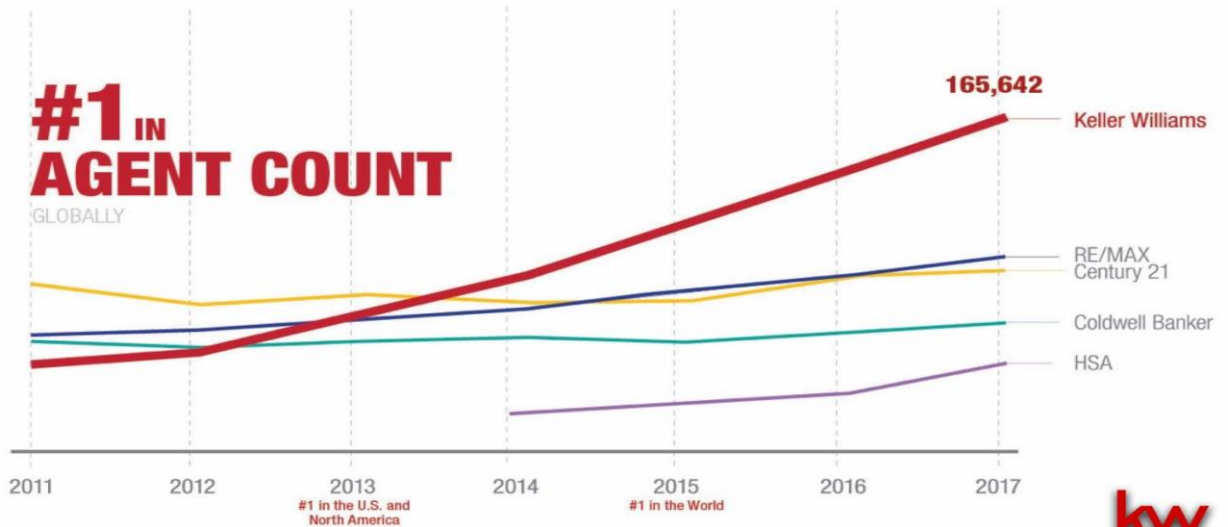


# WHY KELLER WILLIAMS



**kw**  
KELLERWILLIAMS  
WORLDWIDE

## THE PROOF IS IN THE NUMBERS



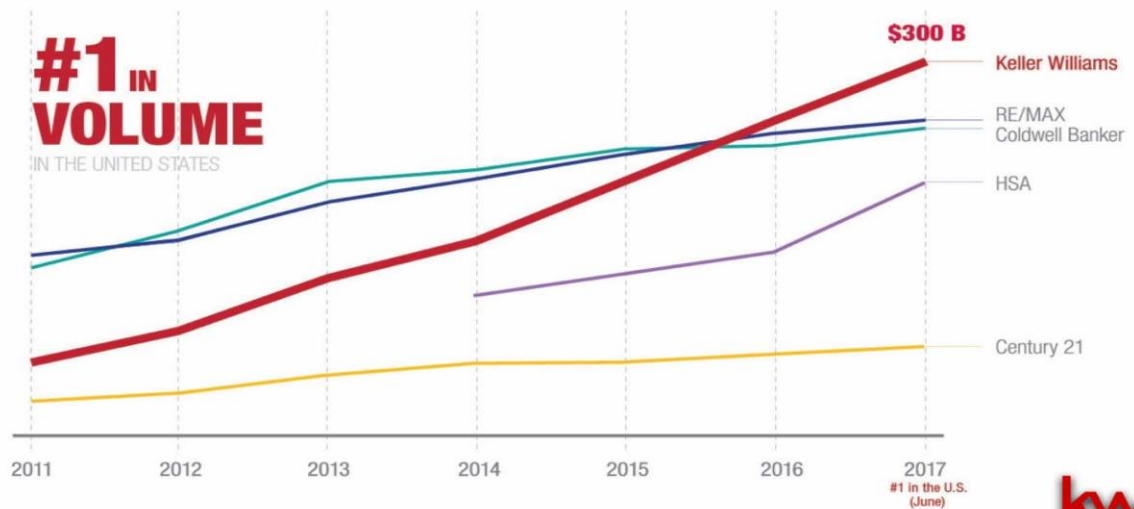
**kw**  
KELLERWILLIAMS



# WHY KELLER WILLIAMS



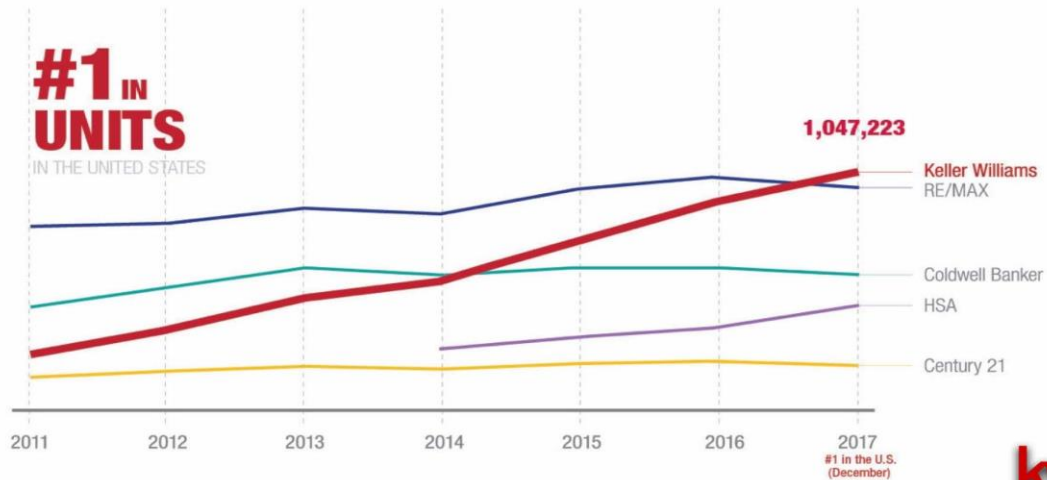
## THE PROOF IS IN THE NUMBERS



# WHY KELLER WILLIAMS



## THE PROOF IS IN THE NUMBERS







# kw

KELLERWILLIAMS.

A GLOBAL  
REAL ESTATE  
POWERHOUSE

# 5

CONTINENTS

# 52

REGIONS

# 230+

MARKET CENTER LOCATIONS

## KW WORLDWIDE REGIONS

- As of February 2021

Keller Williams is the largest real estate franchise in the world – home to more real estate professionals than any other company. As of February 2021, master franchise agreements have been awarded across 52 regions outside of the United States.

- Albania
- Argentina
- Aruba
- Belgium
- Belize
- Bermuda
- Cambodia
- Canada
- Chile
- Colombia
- Costa Rica
- Cyprus
- Czech Republic
- Dominican Republic
- Dubai, UAE
- France
- Greater Shanghai, China
- Greece
- Honduras
- Indonesia
- Ireland
- Israel
- Italy
- Jamaica
- Japan
- Luxembourg
- Malaysia
- Mexico
- Monaco
- Mongolia
- Morocco
- Nicaragua
- Northern Cyprus
- Panama
- Paraguay
- Peru
- Philippines
- Poland
- Portugal
- Puerto Rico
- Romania
- Serbia
- Slovenia
- Southern Africa
- Spain
- Thailand
- Trinidad and Tobago
- Turkey
- Turks and Caicos
- United Kingdom
- Uruguay
- Vietnam



## INFORMATION SOURCES BUYERS USE

	2004	2013	2014	2015
ONLINE WEBSITE	74%	89%	88%	89%
REAL ESTATE AGENT	90	89	87	87
MOBILE OR TABLET WEBSITE OR APPLICATION	*	45	50	57
MOBILE OR TABLET SEARCH ENGINE	*	42	48	54
YARD SIGN	74	51	48	51
OPEN HOUSE	51	45	44	48
ONLINE VIDEO SITE	*	27	26	29
PRINT NEWSPAPER ADVERTISEMENT	53	23	21	20
HOME BUILDER	37	17	18	20
HOME BOOK OR MAGAZINE	40	15	14	13
BILLBOARD	21	5	4	6
TELEVISION	26	4	4	3
RELOCATION COMPANY	16	3	4	3

SOURCE: National Association of Realtors

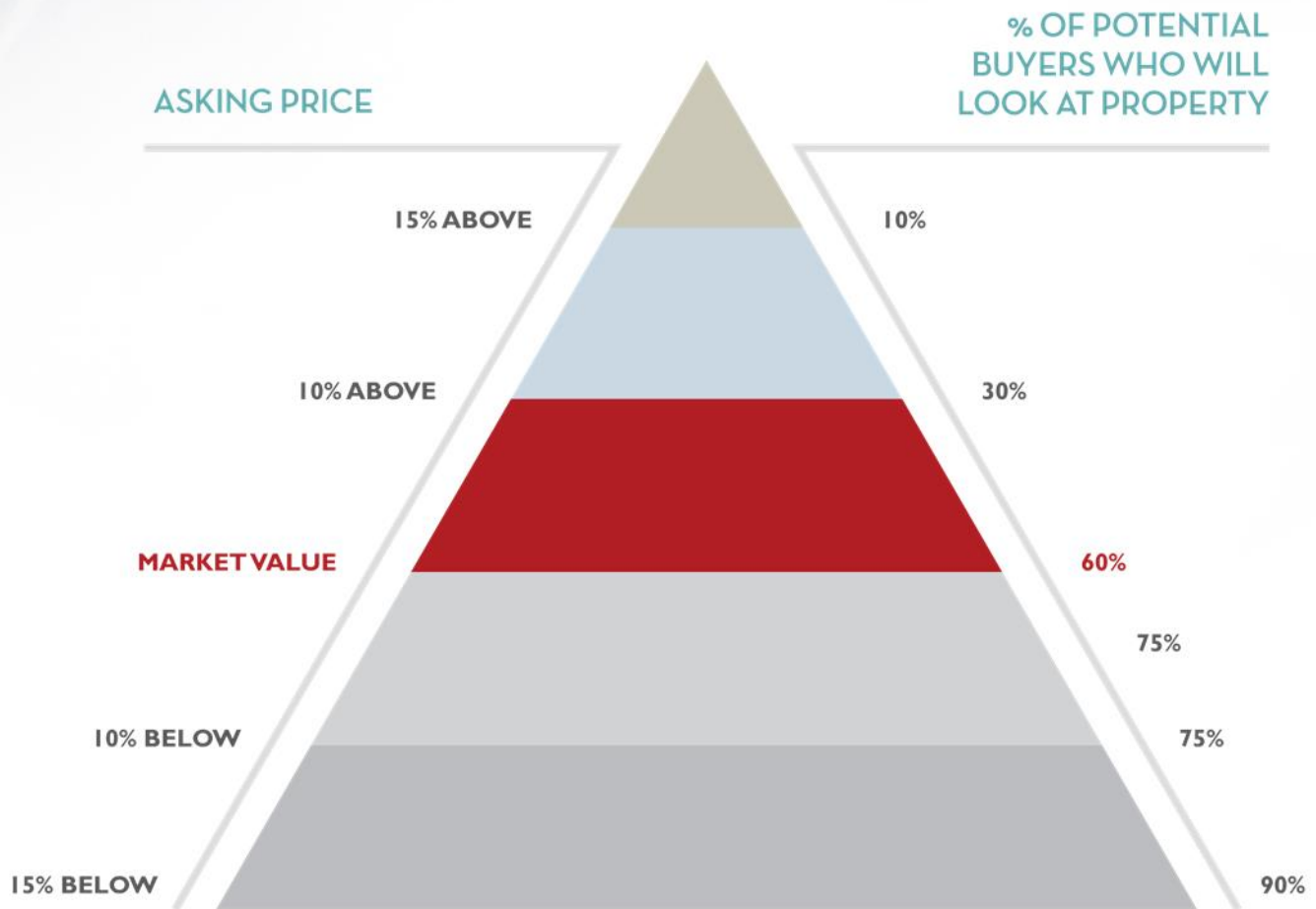




# PRICING

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# PRICE RIGHT - ATTRACT BUYERS



## Pricing Your Property Competitively

will generate the most activity from agents and buyers.

## Pricing Your Property Too High

may make it necessary to drop the price below market value to compete with new, well priced listings.

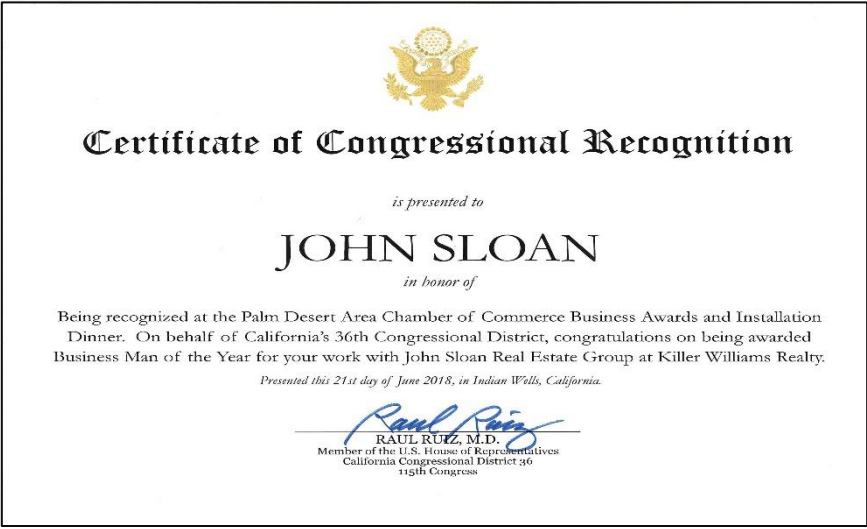






Palm Desert Area Chamber of Commerce serving over 900 Coachella Valley Area Businesses named John Sloan Businessman of the Year 2018 & 2019

**John is Past Chairman of the Board 2020-2022**



# John Sloan Real Estate Group - Keller Williams Luxury Homes

47100 Washington St #101, La Quinta, CA

Get more reviews

5.0  50 reviews 



**Barbara Cooper**

5 reviews



 3 months ago

**Positive:** Professionalism, Responsiveness

John was a very professional, yet super friendly Realtor to work with. He responded to all our communications quickly and we felt he took our transaction personally even though it wasn't a "high-priced" selling property. I also liked that John gives a portion of his commission to a charity.



**Gary Ballou**

1 review



 2 months ago

**Positive:** Professionalism, Quality, Responsiveness, Value

John Sloan is a shining example of caring and conscientiousness. He communicated extremely well all through the sale of my home. Rarely do you meet a realtor of his caliber. I am happy to give John Sloan a most valuable recommendation. Go with John! You'll be glad you did!



**Susan Rashford**

3 reviews



 2 months ago

**Positive:** Professionalism, Quality, Responsiveness, Value

My husband & I would highly recommend John Sloan as a real estate agent. He and his team were most effective in selling our home in Indian Wells, CA. He came and video taped the outside and inside and edited it so it was well-presented. Either he or a team member held open houses often and our home was promoted on his real estate radio program. John also respects his clients opinions and listens to what they want to happen in all areas of the sale. John and his team will get the job done for



**Erin Smith**

1 review



 3 months ago

**Positive:** Professionalism, Quality, Responsiveness, Value

Working with John Sloan and John Sloan Real Estate Group was a pleasure! We live out of town and weren't available to work with him in person. The entire process went incredibly smooth. He was professional, responsive and able to sell our place at above our asking price! I would choose to work with him again in a heartbeat and highly recommend trusting him with your real estate sale or purchase.



# John Sloan Real Estate Group - Keller Williams Luxury Homes

[Get more reviews](#)

47100 Washington St #101, La Quinta, CA

5.0  50 reviews 

**J** Joyce Buck  
1 review



 a month ago

**Positive:** Professionalism, Responsiveness

I am an elderly woman who lost her husband. John was very professional in helping me with an eviction of a tenant in a property that he sold to me several years ago. John also help get the house cleaned up and got me new carpet. He sold my house in a couple of days for more that what we are asking for it. I would recommend him not only as a real estate agent but also as a good person. Thank you John

**B** Brian M  
4 reviews



 2 months ago

**Positive:** Professionalism, Responsiveness

John Sloan was a pleasure to work with. He is very knowledgeable in his field. He has great communication skills and understands the market here in the Coachella Vally. He represented my elderly mother for the sale of her home and was sensitive to her needs. Her house was not a high end home, but he treated her like it was and along with a great listing he included a wonderful virtual tour to help engage potential parties. He presented her house very well. Looking out for her, he used his knowledge and experience to negotiate top dollar for the sale of her home. When we need a realtor in the future, we will call on John.

**C** Carol Palmer  
1 review



 3 months ago

John Sloan Real Estate Group was the very BEST group we have ever been associated with. Very professional. I would recommend John for having so much integrity in this business. We felt like his associates made it seem like it was their home when selling it. Just a great experience, would call them again for sure.

**D** DESTINY HOFFMAN  
3 reviews



 2 days ago **NEW**

**Positive:** Professionalism, Responsiveness

John was very professional, listened and answered all questions. He was quick to respond via text or call, a pleasure to work with. He is now helping my brother find his forever home. Thank you John for all you have done!