

SELLER'S *Success Plan*



JARED DUNN

Meet Jared

As a top-producing real estate professional, I provide my clients with a uniquely comprehensive experience that sets me apart in the industry. Holding dual licenses in real estate and mortgage, I deliver strategic leadership and unparalleled support, empowering my clients to achieve their real estate aspirations with confidence.

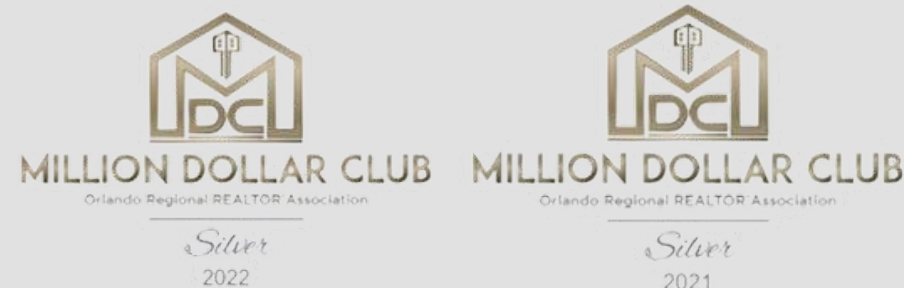
My approach to service is defined by a commitment to excellence—adding extraordinary value, consistently exceeding expectations, and transforming lives. With decades of experience across real estate, mortgage, executive consulting, marketing, negotiations, strategic planning, and pastoral leadership, I ensure that every client's journey is not just transactional, but deeply relational, memorable, and ultimately transformational.

In my role as a Preferred Partner with the LPT Realty Luxury Division, I also serve as a mentor and coach to other agents, sharing my knowledge to elevate the entire profession. Recognized in 2023 as one of the Top 1% of Real Estate Agents in the Greater Orlando area—out of 26,000 agents—my expertise is well-established and trusted. Whether you're buying or selling your home, I am here to guide you through the process with the highest level of professionalism and service.

WWW.JAREDRDUNN.COM



Gold
2023



home seller's ROADMAP

STRATEGIC ROAD MAP TO SELL YOUR HOME



Jared Dunn
REALTOR

PREPARING

to sell

A real estate agent is a huge asset to you as you navigate the home selling process. This is one of the BIGGEST decisions of your life. As an experienced and skilled professional, Jared will help guide you through the process and fluidly conduct strategic marketing and negotiations, so that it's a smooth and seamless transaction. Jared works with your best interest in mind, he is someone you can not only trust but who can lead the home selling process knowledgeably and with great diligence.





FINDING THE *perfect agent*

INDUSTRY KNOWLEDGE

Jared and his team have access to a wide variety of resources that are not readily available to the public, and collectively you will benefit from their vast experience and knowledge.

STRATEGIC & EXPERT NEGOTIATING

With Jared as your Realtor, he will streamline your home sale process, expertly negotiating with buyers to secure the best price. Acting as a liaison, he will ensure a smooth process, allowing you to achieve optimal value effortlessly.

PROFESSIONAL & AWARD WINNING EXPERIENCE

Jared is committed on continual training, professional growth, and industry compliance to ensure that he is up to date on any changes in legal or administrative paperwork. That means the home selling process is easier and more fluid with him in your corner.

STELLAR CLIENT CARE

Jared specializes in helping clients like you achieve some of the biggest goals of their lives. He truly works FOR YOU. He is dedicated to guiding you along the process and answering any questions that arise. His biggest goal for you as a seller is helping you negotiate the best price for your home, then making the sales process as simple as possible. His goal is to give you the confidence your need and make it stress-free throughout the home selling process!

WHAT MAKES JARED *different*



**UNIQUE
SELLING PROPOSITION**

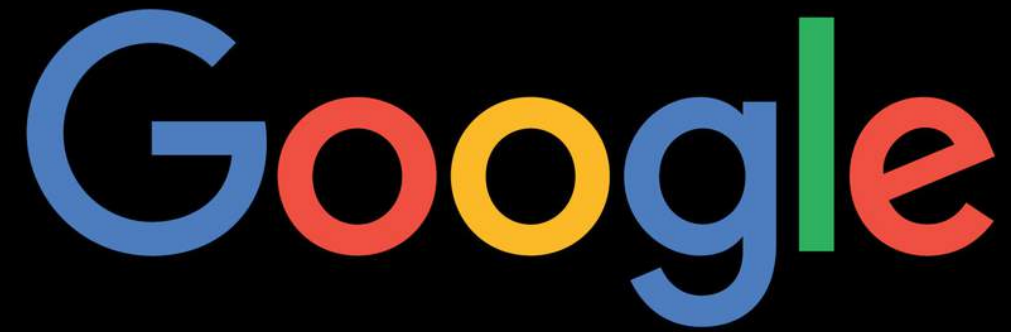


**DIVERSE SKILLS,
INTERESTS, AND
PERSONAL BACKGROUND**



**ONGOING TRAINING,
AWARDS, AND
ACHIEVEMENTS**

Jared was recognized as one of the Top 300, or Top 1% of Real Estate Agents in the Greater Orlando Florida area in 2023 (Out of 26,000 agents), based on the 2023 on-market local sales within the 5-county area.



CLIENT *Testimonials*



Jared helped my husband and I purchase our first home together. He is an exceptional realtor & truly goes above & beyond for his clients. He was always available to answer any and all of our questions. He is a strong force in this competitive market, and he will do everything he can for his clients. He conducts his business with heart, integrity and a genuine compassion that is rare to find in this industry. We already plan to list our house with him in the future and will work with him to help us find our next family home. We are so grateful to call Jared our realtor and friend!

LAUREN BUSTEED



If you are looking to accomplish your goals with somebody that understands all the frustrations, and all the assistance that is involved... to get there. Look no further, we have bought four other properties and by far Jared has been the best, the most helpful and best of all he always answers his phone. LOL! So if you are looking to buy a property in Florida look no further, and call this gentlemen.

ROB & COLLEEN C.



Nothing short of amazing! Jared pulling double duty as both my realtor and mortgage loan officer. It made my first-time home purchase easy, the closing painless, & everything seamless. Jared's super easy to chat with, available to answer any and all my questions, and even dabbled in home renos as well. 10/10.

FRANCISCO CRUZ



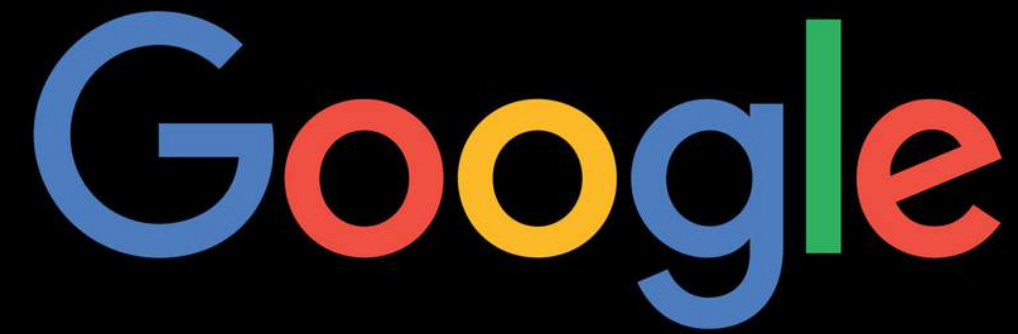
When you are looking for a Realtor, you need look no further. Fortunately, Jared came highly referred to us when we decided to sell our home and we are overjoyed to refer him today! Utilizing every social media tool made available to him, Jared far exceeded our expectations. He has a strong pulse on the real estate market and we could not imagine having any other Realtor represent us for our home sale! We look forward to working with Jared again in the near future for our next home purchase!

ERIN & WES SEAGO



(407)-493-8872
ANOTHERDUNNDEAL.COM

Jared Dunn
REALTOR



CLIENT *Testimonials*



This guy is the best in the business. He truly cares about his clients and keeps you informed every step of the process. In a class by himself. He goes the extra mile. You'll be glad you went with Jared!

RUSTY RUSSELL



Jared not only helped us to find a house but he Guided us through all the process very attentive, patient . After we bought the house he still helped us to solve any issue that we had. Amazing realtor and human being. I Recommend 100%!

LARISSA TEIXEIRA



Jared is a great agent to work with... From the start of the purchase process to the end and at the clothe was always there... He made our house buying experience amazing and enjoyable... Much appreciated

MOHAMED S.

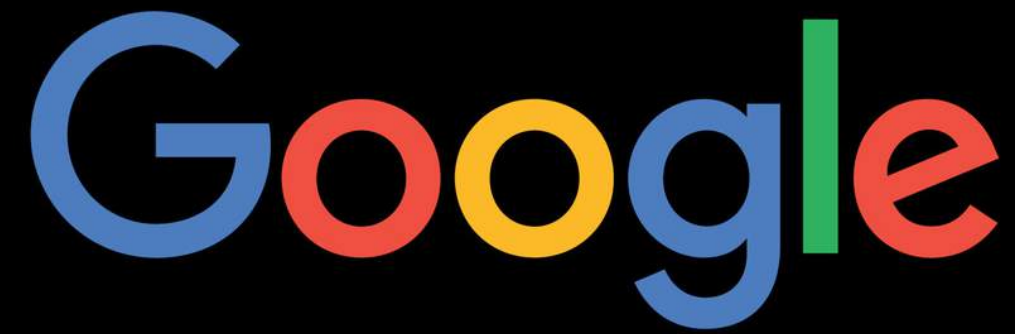


Jared is a wonderful Realtor. He is extremely knowledgeable and goes above and beyond for his clients. Despite this crazy market he helped us to find our Dream Home. I would definitely recommend him to anyone looking to buy a home.

JASMINE ORTIZ



Another Dunn Deal



CLIENT *Testimonials*



”

“I’m incredibly pleased with the service I received from Jared Dunn from LPT Realty and Mpire Financial for my home purchase. Home buying process can be difficult, but Jared and his entire team was fantastic every step of the way.”

“Jared was always available and communicated how each part of the whole process would move forward. He also profoundly understood the housing market in my area, which allowed us to get an incredible deal that exceeded my expectations.”

“Jared’s expertise and professionalism and team was amicable and kind throughout my home buying process. They answered all my questions with in-depth explanations, ensuring I fully understood what I was doing and why it was necessary.”

“I’m so glad I chose LPT Realty for my real estate process needs. Jared is also a mortgage specialist which made that process a lot easier and was able to get me the best rate. Jared’s knowledge and experience, combined with his patient approach, made this otherwise stressful event a smooth and successful process. I highly recommend Jared and his team to anyone looking for top-notch real estate services and mortgage!”

JEHUEL SANTIAGO



”

Jared is someone that has earned my respect for the way he conducts his business both professionally and personally! He goes way above and beyond and navigated through any obstacles making the home selling process smooth...I don't believe every realtor is created equally and Jared has truly distinguished himself as one of the greatest and most reliable realtors that you can use.

JAMIE MILLER



”

Jared was a great realtor. He was so helpful and there for me all the time. He walked me step-by-step through all my questions and concerns. In fact, I’m using him for another property that I’m selling and I know I will get the same great service as I got the first time. I would recommend him to anyone that I know is looking for a realtor.

EHRINN PROVITOLA



Another Dunn Deal

pricing YOUR HOME 02



SETTING A LISTING PRICE

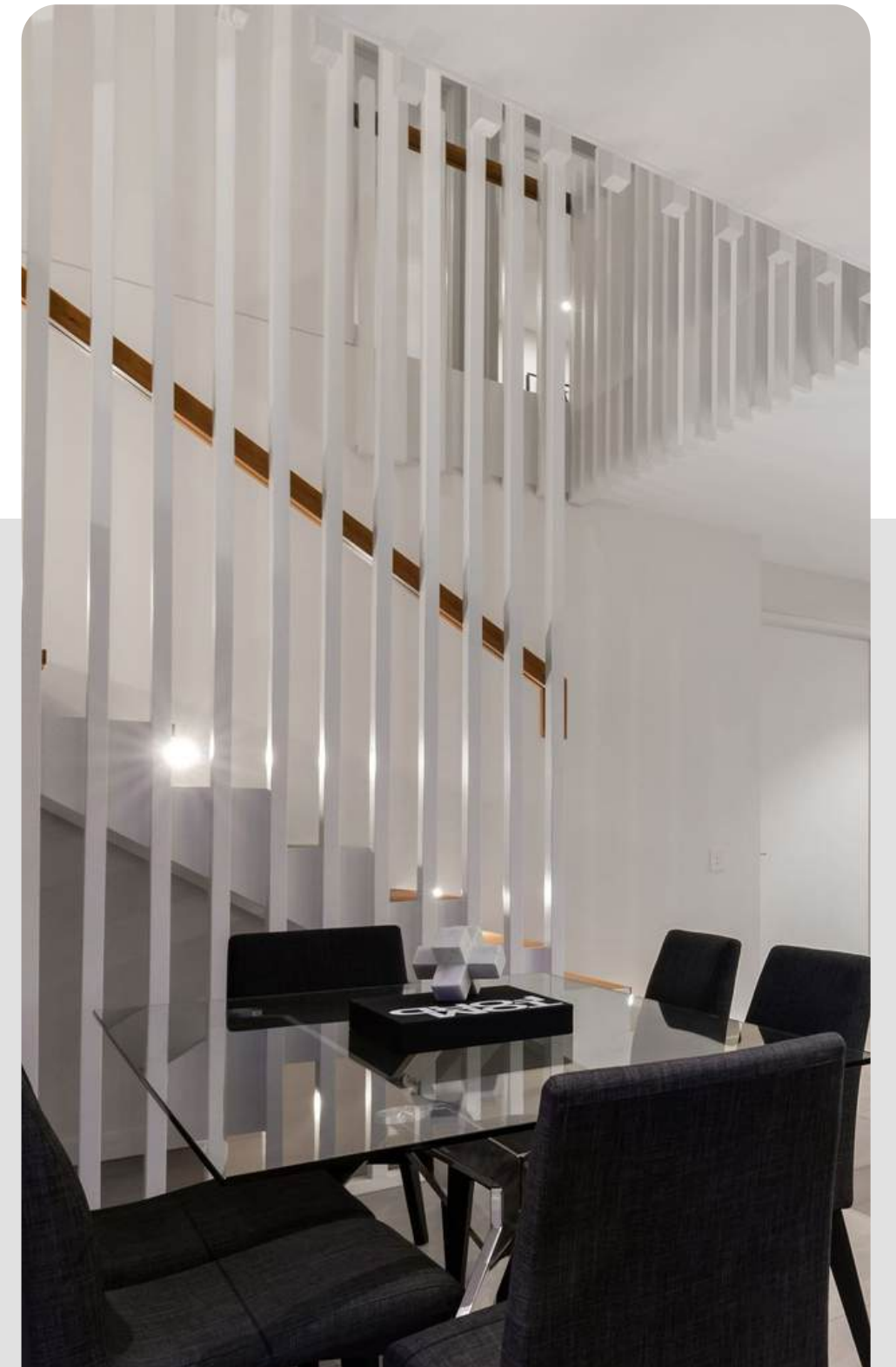
Setting an accurate listing price is one of the most important aspects in the entire home selling process. If you list your home too high, you may not attract interest or offers - and it will likely take you a quite a while to sell your home. But if you price too low, you might be missing out on a greater return on your investment. With Jared as your Realtor he can help you determine the most accurate value of your home and find a competitive price in the current market.

HOW A HOME PRICE IS DETERMINED

There are two main ways of pricing your home for sale:

- **A third party home appraiser.** He or she will perform an analysis on your home and the neighborhood to determine the value of your home.
- **Your real estate agent.** Jared will perform a comparative market analysis on other similar homes for sale in your area.

The price of your home is usually determined by a combination of the two above valuing methods.



comparative market analysis



- Comparables include sales from all real estate agents and companies
- I check public records in addition to MLS
- The best measure of value is sold listings
- Active listings demonstrate supply and competition
- Withdrawn/expired listings usually demonstrate an overpriced listing.



THE PRICE DERIVATIVE

Every property will sell and has the potential to sell quickly, and the price is the No. 1 factor controlling this outcome.

ASKING
PRICE

+15%

10%

PERCENT
OF BUYERS

+10%

30%

Market Value

60%

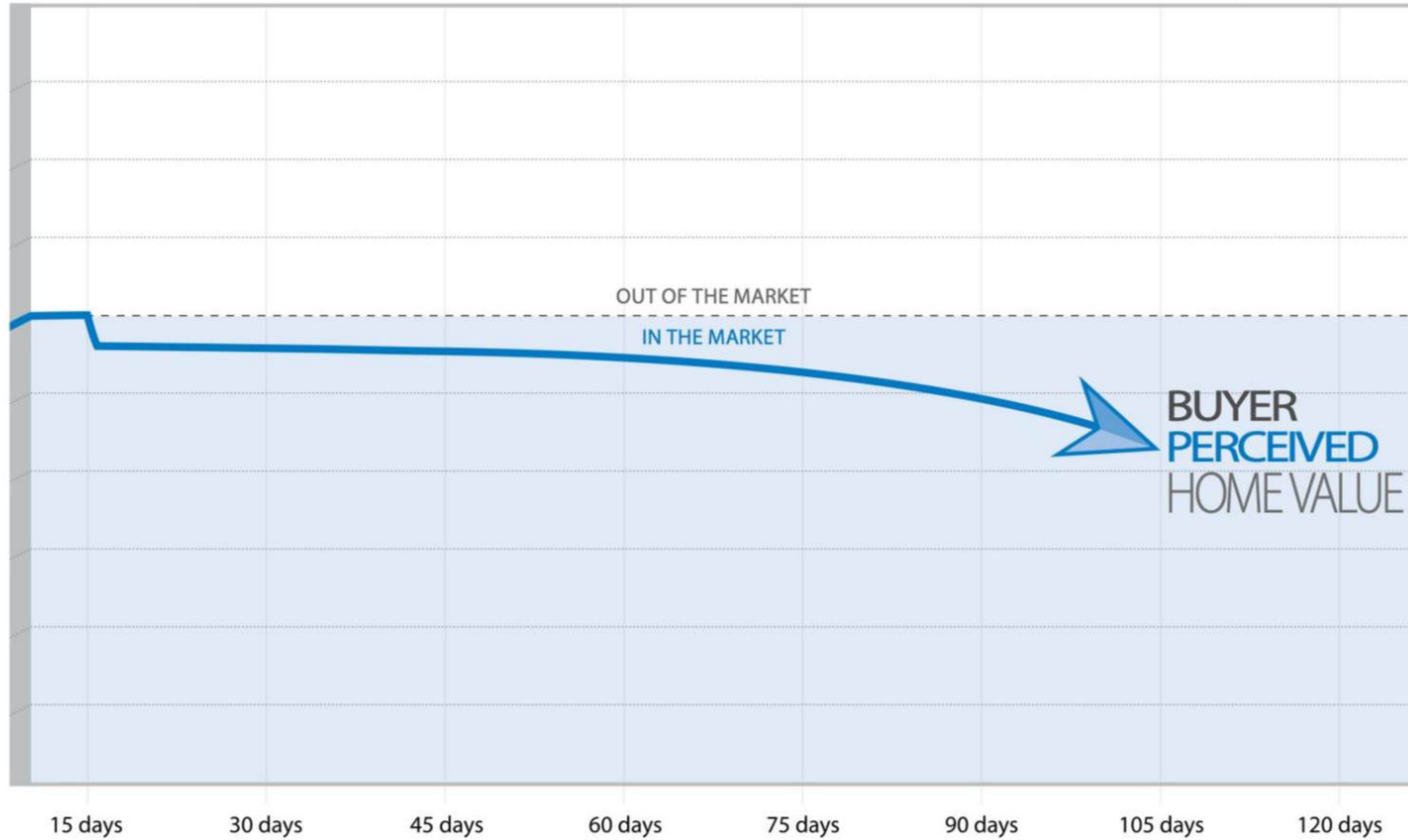
-10%

75%

-15%

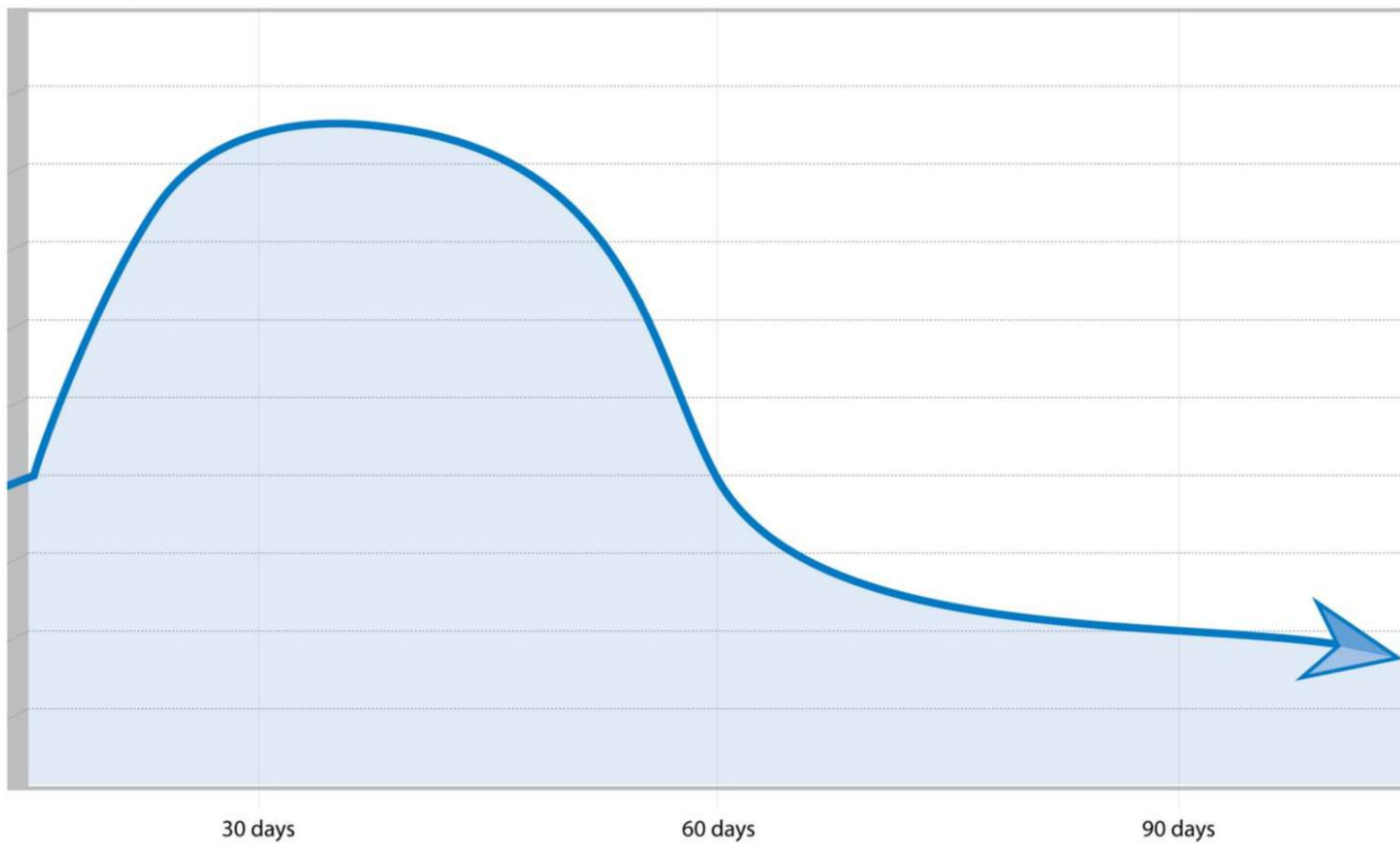
90%

PRICING CORRECTLY TO MAXIMIZE PROFITS





PROPERTY INTEREST LEVEL



marketing

YOUR HOME 03



JAREDDUNN

lpt realty & **EMPIRE**
REAL ESTATE REIMAGINED FINANCIAL

MARKETING MENU

'TRADITIONAL MARKETING PACKAGE'

- MLS Entry
- Professional Photography - 30-40 Photos
- Open House Event
- Social Media Posts
- Open House Social Media Posts
- PDF Flyers & Cards



'ELEGANT HOME PACKAGE'

- MLS Entry
- Professional Photography – 40 to 60 High Resolution Layered and Filtered Photos
- Professional Videography - Unbranded MLS Video
 - Ex. 1 [682 Canopy Estates Dr Winter Garden, FL](#)
 - Ex. 2 [16430 Good Hearth Blvd, Clermont, FL 34711](#)
- Virtual Home Tour Video Hosted by Jared
 - Ex.1 [682 Canopy Estates Dr Winter Garden, FL](#)
 - Ex. 2 [16430 Good Hearth Blvd, Clermont, FL 34711](#)
- Aerial Drone Video & Photos
- Zillow 3D Home & Matterport Virtual Tours
- Customized Facebook Page & Instagram Paid Ads
- YouTube Ads – Local & Nationally Targeted Buyer
- Listing Exposure Digital Campaign, 2 weeks of geo-targeting within a 15 mile radius of the listing Minimum 25,000 impressions, 2 weeks of retargeting ads.
- Custom Web Page / URL Blog posts
- Showcased in Weekly Newsletter to over 15,000 Homes
- Pre-Listing Exposure To LPT Realty Network Over 10,000+ Agents
- Facebook Social Media Posts To Local Agent & Buyer Forums
- Promoted Online with Hundreds of Websites & Portals
- Open House(s) event with Paid Social Media Ads
- PDF Flyers & Cards



GEO TARGETING

Your home receives maximum exposure by being displayed through any device on top non real estate related websites to potential buyers within a 15 mile radius reaching those interested in your area.

Guaranteed Minimum

- Reach 15,000+ Consumers
- Drive 75 Visitors to Site
- 5 Ad Styles/Sizes
- 15 Mile Radius
- 2 Week Duration

DIGITAL AD CALENDAR

■ - Geo Targeting

■ - Retargeting



RETARGETING

We build recognition through repetition retargeting those who visit your website by consistently displaying your home increasing the opportunity for action.

Step 1

Visitor lands on your personal home marketing page by clicking on the ad or texting your AR Code.

Step 2

Website tags their internet browser telling it to display your ads on thousands of websites.

Step 3

Your digital ads continue to display on an average of 10 times and redirect for two weeks.

5
CUSTOM

Digital Ads
were displayed

32,048
TIMES

on 156

sites including Google YouTube
USA TODAY Forbes
Newsweek.com

by these people within:

15
MILES

273
VISITS

Retargeting

120
People
successfully
targeted

10
Display
frequency



About LPT Luxury Collection

As a part of the LPT Luxury Collection, your home will benefit from our unwavering commitment to utilizing the latest real estate technology and innovative marketing strategies. Through cutting-edge virtual tours, immersive 3D experiences, targeted digital advertising, and captivating print materials, we will showcase the distinctive features and allure of your property to a discerning global audience. Rest assured that as a part of our exclusive collection, your home will receive the utmost attention and exposure, leading to increased interest and the successful sale it deserves.



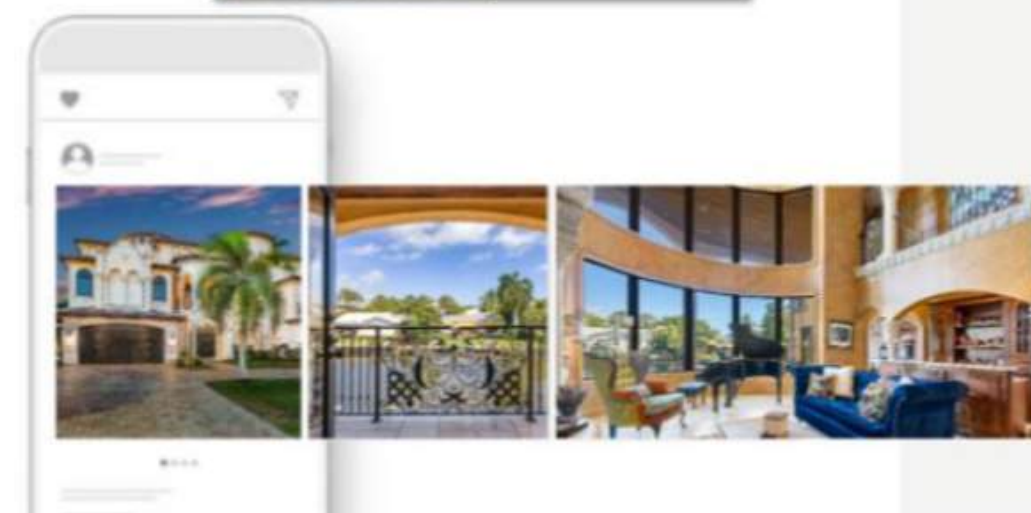


Luxury Collection Power Pack

- 5x7 postcards, 6x9 postcards, 8.5x11 property fliers
- Bi-fold property brochures
- Tri-fold property brochures
- Thank You cards
- + Luxury Collection branded property signage
- Open House directional signs
- 'Text Code' Sign Rider
- + Placement on LPT Luxury Collection website and property search portal

Plus

- + Luxury Collection branded direct mail marketing campaign. (500 -700 piece mailing)
- + Luxury Collection branded digital marketing campaign with 20K-50K impressions
- + Luxury Collection branded dedicated Property website and custom lead generation QR code
- + Multi-market billboard placement





Market Insights

As a part of the LPT Luxury Collection, your home will benefit from our deep market insights and expertise. Our dedicated team is equipped with comprehensive knowledge of the luxury real estate market, allowing us to provide you with valuable insights into current trends, pricing strategies, and buyer preferences. Through meticulous analysis and extensive research, we will offer you a clear understanding of the market dynamics, empowering you to make informed decisions about your property. With our guidance, you can navigate the ever-changing real estate landscape with confidence, ensuring that your home is positioned strategically to attract the most qualified buyers and achieve optimal results.

LPT LUXURY COLLECTION WEBSITE



[ABOUT THE COLLECTION](#) [PROPERTIES](#) [LIST WITH US](#) [MARKET EVALUATION](#) [LIFESTYLE](#) [CONTACT](#)

1

682 CANOPY ESTATES DR Winter Garden, FL 34787 [Exclusive Listing](#) [Pending](#)

UPDATED:08/04/2023 07:34 PM ON MARKET: 36 days on market

[NEXT >](#)

FL > [Winter Garden](#) > [Canopy Oaks Phase 1](#)



BILLBOARD ADVERTISING

The billboard advertisement features a large image of the property's exterior on the left. On the right, there is a portrait of a man in a suit, presumably the realtor. The text on the billboard includes the LPT Luxury Collection Realty logo, the price '\$1,299,990', the address '682 CANOPY ESTATES DR WINTER GARDEN, FL', and the website 'LptLuxuryCollection.com'. The words 'NOW AVAILABLE' are written in large, white, serif font over the property image.

NOW AVAILABLE

\$1,299,990
682 CANOPY ESTATES DR
WINTER GARDEN, FL

LptLuxuryCollection.com

LPT Realty (Jennifer Draper, Broker) is a licensed real estate brokerage, 1400 S. International Parkway, Ste. 1020, Lake Mary, Florida 32746. Restrictions may apply. This message is only intended for professional real estate sales license holders only, subject to terms and conditions, see website for details.

RECENT *Dunn Deals*





NEXT *steps*



Getting started is easy. Once we have agreed on a price and I have answered all of your questions, we have a little paperwork to complete. Then I can have your home on the market in as little as 48 - 72 hours.

PREPARING *your home* 04

TIPS FOR STAGING YOUR HOME

- The presentation of your home is EVERYTHING when it comes to home sales. You have 8-12 seconds to make a positive first impression that sells.
- The way you style your home can make or break a potential buyer's interest. Buyer's are trying to picture themselves living in your space, so be mindful of what space and objects you leave visible to your viewers.
- If you are concerned about the presentation of your home, you can hire professional decorators or rent professional props to help stage your home.
- Jared will also arrange for professional photos and videos to be taken of your listing, as this is what will entice a potential buyer to take a tour of the home.
- Personal photographs, memorabilia, and artifacts often look like clutter to a potential buyer. Consider putting these things away and replacing photos with minimalist wall art.

The first impression of your home is formed within 8-12 seconds. Let's make it a good one!



HOME SELLER'S *preparation checklist*

INSIDE THE HOME

- Repaint home in neutral color(s) (white, beige, light gray, etc.)
- Remove any personal artifacts
- Make arrangements for pets, children, toys, and clutter during showings
- Make sure all walkways are clear



OUTSIDE THE HOME

- Landscaping check: cut/trim lawn, water flowers, trim trees/bushes, etc.
- Remove all weeds
- Repaint or re-stain porch, entryway, doorway, etc.
- Fill cracks in driveway, sidewalks, and foundation
- Clean out gutters
- Test all light fixtures and motion sensors

A modern kitchen with white cabinetry, a white countertop, and a white island. A potted plant is on the left, and a microwave and oven are on the right. The text is overlaid on the image.

FINDING

your buyer

Listing YOUR HOME 05



*Congratulations! Your home
is officially listed for sale!*

Now, your real estate agent will begin searching for a buyer for your home. Your agent will place a sign in your front yard to let all passerbys and neighbors that your home is up for sale!

Those who may be interested can contact your agent and ask for more information about the home. Your agent will highlight all the best parts about the home and why the home will suit that particular buyer. If the home works for that home shopper, your real estate agent will schedule a showing.

In addition to your personal real estate agent, agents from all agencies in your local area will have access to your listing and the ability to show and sell your home. It doesn't affect your home price or sale for multiple agencies to show or sell your home, it simply offers you a greater opportunity for exposure to a variety of different home shoppers.

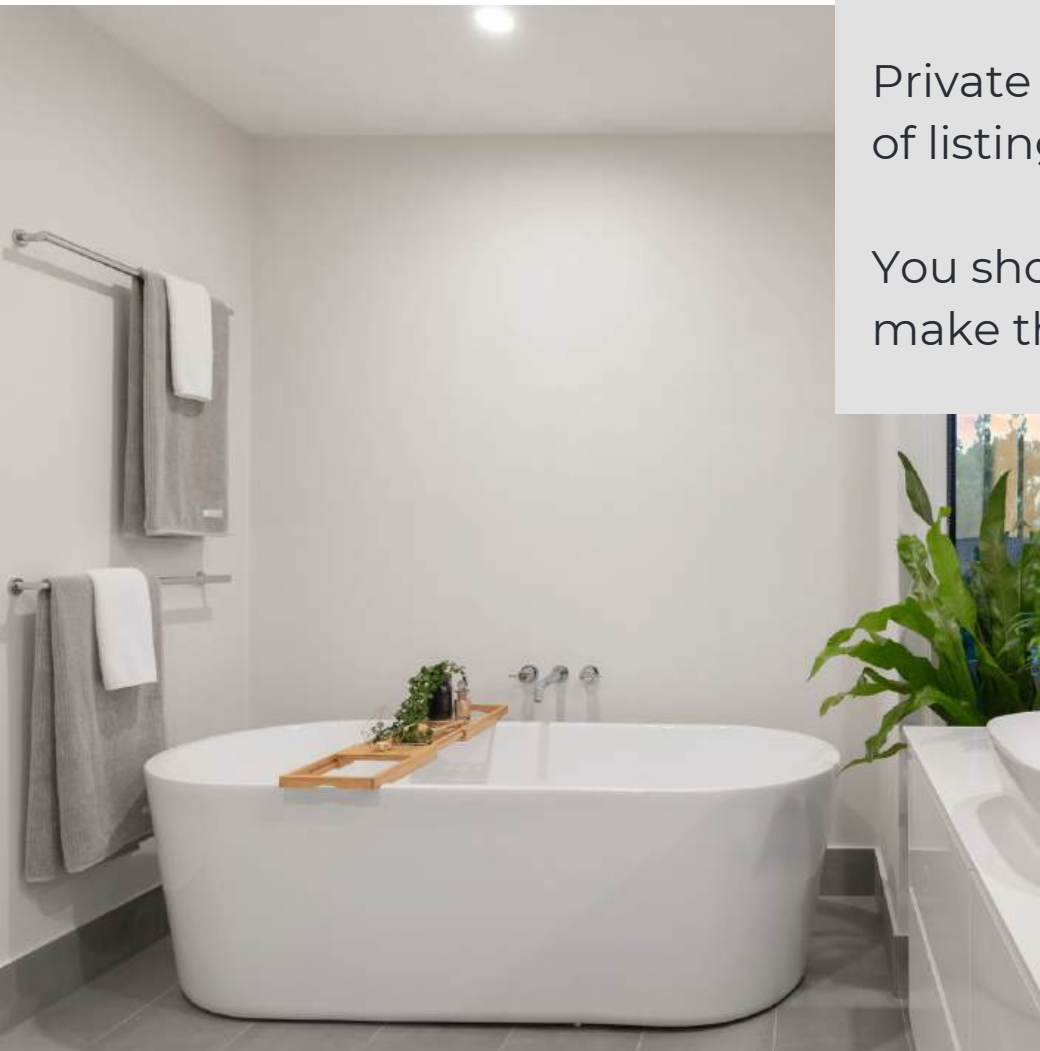
During this process, you'll want to keep your home as clean and organized as possible at all times, interior and exterior. Also, be sure to keep your schedule flexible. This is important, because you never know when your next home tour will be.

HOME *showings* 06

For the first few weeks and weekends, make sure that your calendar is flexible for showings. This will help provide potential buyers a greater number of viewing options.

Private viewings as well as open house viewings will be set up during the first few weeks of listing your home.

You should make arrangements for pets and children during viewing times, to help make the viewing experience as pleasant and distraction free as possible.

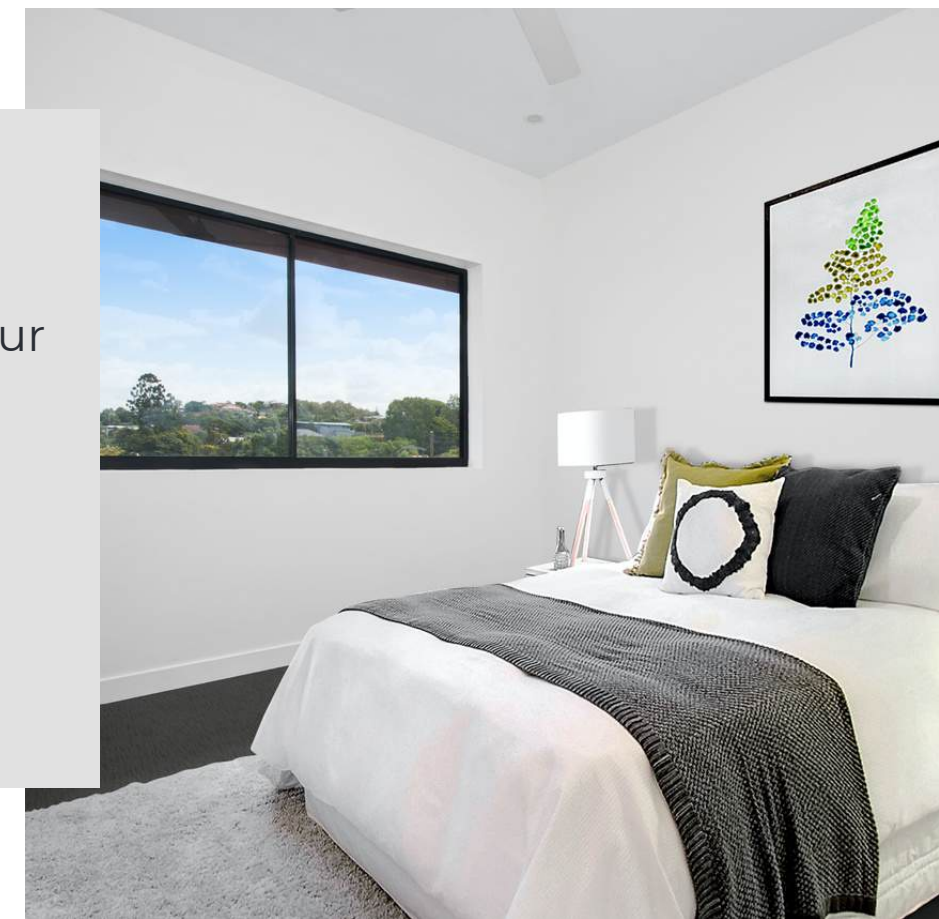


PRIVATE VIEWING

A real estate agent will walk a potential buyer and his or her partner/family through your home on a guided tour. They will showcase the best parts of your home and help shoppers visualize themselves in your home.

OPEN HOUSE

Your home will be open to any home shopper in the area to view your home. Your real estate agent will be there to answer questions and provide more information as shoppers tour your home.



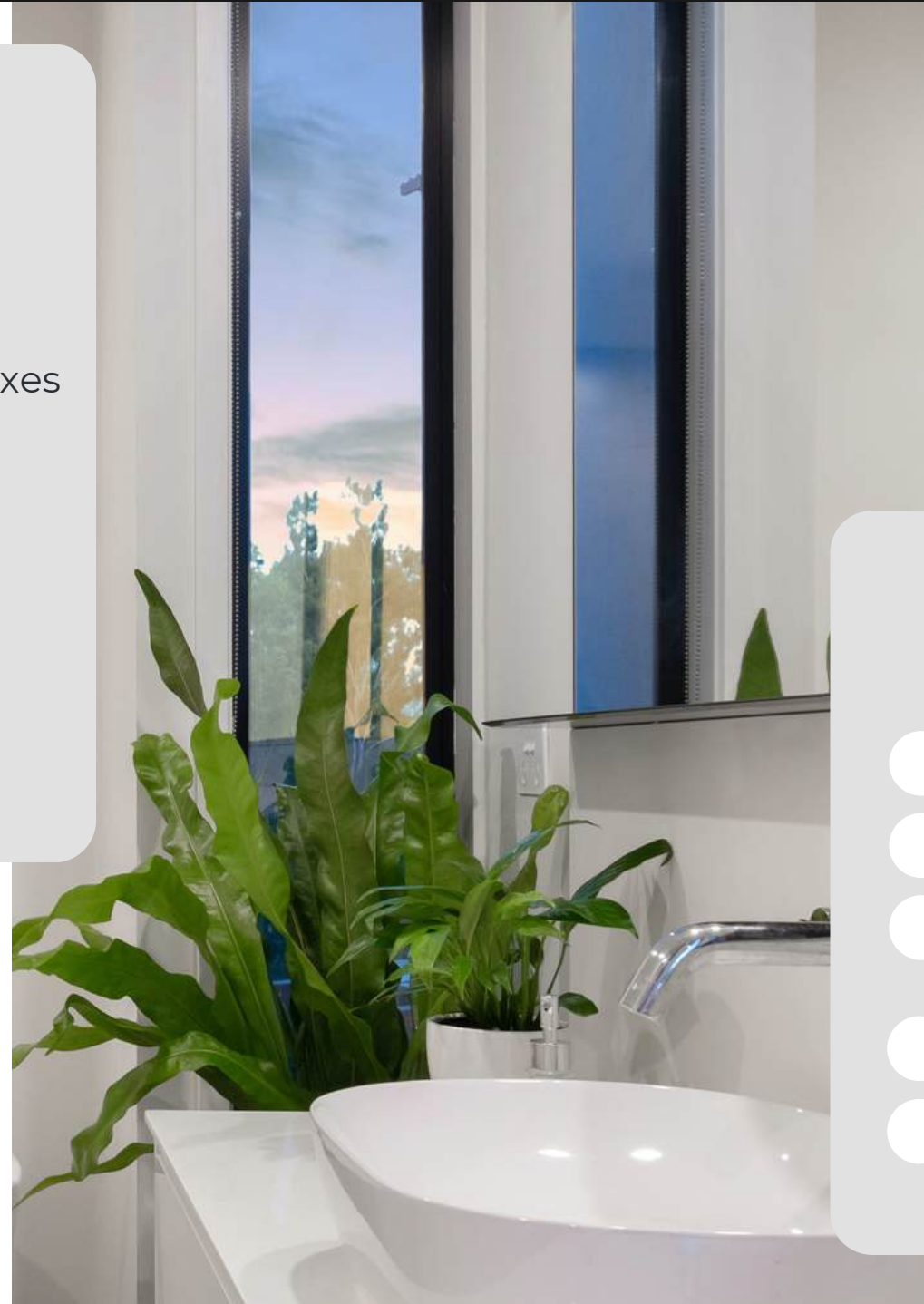
HOME SELLER'S *showing checklist*

15-MIN CHECKLIST

- ☐ Make beds and fluff pillows
- ☐ Put out all garbage and empty boxes
- ☐ Clean countertops
- ☐ Put away dishes
- ☐ Declutter spaces, put away toys
- ☐ Make sure all indoor and outdoor lights are on prior to a showing

1 HOUR CHECKLIST

- ☐ Complete 15 minute list
- ☐ Vacuum, sweep, and mop all floors
- ☐ Wipe down appliances, glass, and mirrors
- ☐ Fold/hang visible clothing neatly
- ☐ Dust all reachable/visible surfaces





FINAL *steps*

OFFERS & negotiations 07

After home shoppers have shown interest in your home, you'll begin receiving offers. Buyers are not required to offer your listing price, so be sure that you and your agent factor this in when deciding on your asking price.

Once you receive offers, you'll have the opportunity to accept the offer, make a counteroffer, reject the offer, or make further negotiations. Homeowners often receive multiple offers, in which case, Jared will help you negotiate with the buyers to find a price that you are happy with.

Ensure that the process is transparent, and all information provided to the buyers is accurate and up to date. When a serious buyer makes an offer, they will usually request a home inspection, where an inspector provides the buyer(s) with a report of the health and standing of your home. Be prepared for buyers to use this information as negotiation leverage. That means you may be required to fix, repair, or replace certain things within your home in order for your buyer to finalize the deal.

But, don't worry! Jared will walk you through this process and make it as smooth and easy as possible.

UNDER *contract* 08



The offer will officially become binding once the buyer and the seller both agree to the terms in the contract. This includes the price and any negotiated contingencies you agreed upon.

Some things that need to occur before the closing process can commence:

1. Home inspection
2. Title search
3. Final walkthrough with the buyer

Congratulations on selling your home!



FINAL

details 09

Be prepared for obstacles and hiccups! They do happen during this phase, but that doesn't mean the sale is over - so don't panic! As your Realtor, Jared will answer any questions you may have, explain the process, and guide you through the final steps of the sale. At this time you can start packing and moving into your new place!

closing DAY 10

*Congratulations!
You've sold your home!*

Closing is the final step in your home selling process. During this phase of the sale, you can expect the following:

- The deed to the house will be handed over to the purchaser
- Ownership is transferred to the new homeowners
- Any other documents including financing, insurance, and legal documents are exchanged
- The negotiated purchase price is paid, and finally, any other fees (i.e. commissions) are paid.





JAREDDUNN

lpt realty & **MPIRE**
REAL ESTATE REIMAGINED FINANCIAL

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