

THE  
JAKOBOV  
GROUP

The Finest Homes Deserve the Finest Marketing

# The Jakobov Group



HONOR, PRECISION, ADAPTABILITY, RESILIENCE

# Recognition

With over 30 years of combined experience and a deep understanding of the local market, The Jakobov Group has successfully helped hundreds of homeowners sell their properties for top dollar.

Over \$100,000,000 in sales

Largest and fastest growing brokerage in the world

Ranked Top 1% nationwide

Specializes in selling expired/canceled listings

**Forbes**

'GLASSDOOR'

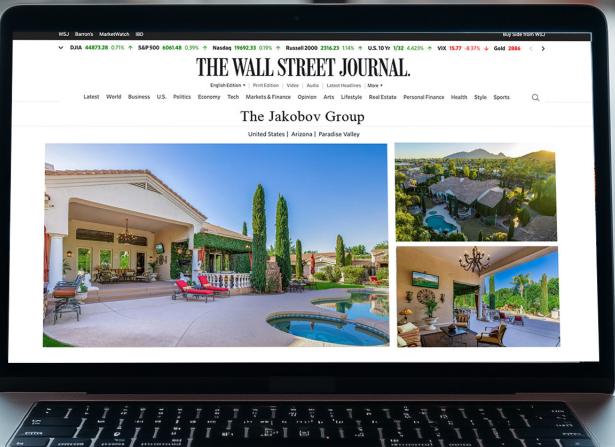
**500<sup>®</sup>**  
Technology Fast 500  
2023 NORTH AMERICA  
Deloitte.

**yahoo!**  
finance

**RT** REAL TRENDS

# THE JAKOBOV GROUP

## WALL STREET JOURNAL



# How we Are Different

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## OUR PROCESS VS. TRADITIONAL

- Front-Loaded Marketing vs. Strung-Out Marketing
- Compressed Showings vs. Fragmented Showings
- Strategic Talk Tracks vs. Standard Talk Tracks
- Defined Purchase Deadline vs. No Purchase Deadline

## WHAT WE ACHIEVE

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### SOCIAL PROOF

that your home is desirable

### COMPETITIVE ENVIRONMENT

to drive up price

### URGENCY TO ACT

so buyers stop searching

### LOW DAYS ON MARKET

to encourage offers

## Our Singular Goal

A higher price for you with great speed  
and convenience.

## What to Expect

A fast sale at an excellent price or an early indicator  
to re-evaluate price.

# The #1 Reason Homes Sell For Less Money

## Days on Market:

The longer a home sits on the market, the more likely it is to sell for less money. Here's why:

### Buyer Perception

Homes that stay on the market too long can appear overpriced or undesirable, causing buyers to offer less.

### Decreased Urgency

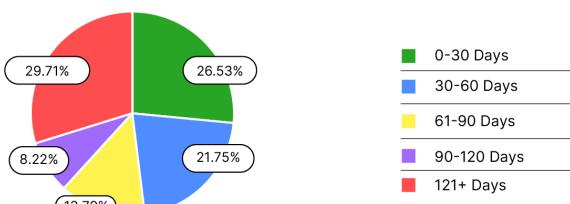
As time passes, interest wanes and the excitement around the property fades, reducing buyer competition.

### Negotiation Leverage

The longer a home is on the market, the more negotiating power buyers have, which typically results in lower offers.

Cumulative Days on Market and Sold/List Ratios by Market Time

	0-30 Days	30-60 Days	61-90 Days	90-120 Days	121+ Days
Average SP/OLP	97.77	94.18	91.76	89.90	87.43



# Our Proven Sales Process

## Step 1

### **Home Evaluation & Market Analysis**

Determine optimal price and market conditions.

## Step 2

### **Custom Marketing Plan**

(Tailored strategies, from online ads to open houses).

## Step 3

### **Showcasing Your Home**

(Professional staging, photography, and virtual tours).

## Step 4

### **Active Marketing & Networking**

(Reaching out to potential buyers through multiple channels).

## Step 5

### **Offer Negotiation & Closing**

(Maximizing your sale price and handling all paperwork efficiently).

# Tailored Digital Marketing Solutions

Our customized digital marketing through Google PPC goes beyond traditional marketing by strategically targeting buyers based on the exact keywords they are searching for on Google.

We analyze which keywords will generate the most traffic for your home and craft tailored campaigns that put your property in front of the right audience at the right time.

The screenshot displays a lead dashboard interface for a real estate agent named Susan Guida. On the left, there's a sidebar with contact information for Ari Jakobov, including a phone number (4823-451-1049), email (ari@thejakobovgroup.com), and social media links. The main area shows three property listings viewed through Google PPC:

- \$3,490,000 Paradise Valley, AZ 85253**  
4840 E Caida Del Sol Dr  
Property Type: Single Family - Detached Subdivision: Vista Linda MLS# 6692117 Beds: 6 Sq. Ft: 5,599 Acres: 1.62  
What makes this home a coveted gem value? Currently there is only one property with a 1000+sqft guest house under \$6M in Paradise Valley. Perfect Generational Living. Design, bold, modern architecture with clean lines and multi-generational modern living. Luxurious interiors. High-end details and a layout that's both functional and thoughtfully designed. Entertainer's Dream! Incredible outdoor living spaces, complete with a sparkling pool, spa, More...  
Last Viewed: 10/10/2024 11:59 PM  
Total Views: 3
- \$4,995,000 Paradise Valley, AZ 85253**  
7231 N 71st Place  
Property Type: Single Family - Detached Subdivision: Cherry Place MLS# 6435576 Beds: 6 Sq. Ft: 4,412 Acres: 1.21  
The last priced property, in one of the most prestigious neighborhoods of Paradise Valley, this home is a must see... The quiet & peaceful yet features are outstanding. It sits high resistance in the exclusive Cherry Place (only 20 private homes in the community) boasts impeccable craftsmanship & artistry enhanced by lush landscaping and a captivating central fountains. This masterpiece includes a FULLY FURNISHED family chapel, as well as a FULLY...  
More...  
Last Viewed: 10/10/2024 11:59 PM  
Total Views: 3
- \$4,200,000 Scottsdale, AZ 85257**  
6715 E Montecito Ave  
Property Type: Single Family - Detached Subdivision: Hidden Village 16A MLS# 6558706 Beds: 5 Sq. Ft: 4,540 Acres: 0.48  
This stunning Scottsdale home nestled one street over from Kester. This custom home features an abundance of space and elegance provided by this meticulously designed home. The main house boasts four bedrooms and four and a half bathrooms, offering ample room for relaxation and privacy. The tastefully decorated interiors create an atmosphere of refinement and comfort throughout, offering unparallel comfort with ceiling fans and remote...  
More...  
Last Viewed: 10/10/2024 11:58 PM  
Total Views: 1

# Photography, Virtual Staging, & Virtual Renovation



Your home's first impression happens online, not at the doorstep. We invest in high-quality twilight photography and strategically order photos to capture attention instantly, showcasing the highlights of your property first.

Our virtual staging options go even further, allowing us to present your home in its best light without the inconvenience and cost of traditional staging.

From modern designs to room transformations, our staging engages buyers emotionally, helping them envision your property as their future home.

# Virtual Staging, & Virtual Renovation

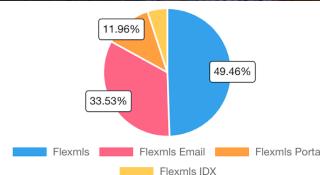


# Communication & Showing Feedback

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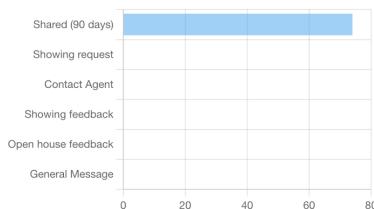
You'll always be in the loop. From weekly updates on market activity and showings to detailed reports on traction, offers, and buyer feedback, we ensure you're informed and confident throughout the process. We believe that clear communication is key to a smooth, successful sale.

Where people are viewing this listing	Count
Flexmls	922
Flexmls Email	625
Flexmls Portal	223
Flexmls IDX	94



Actions people took on this listing	Count
Shared (90 days)	74
Showing request	0
Contact Agent	0
Showing feedback	0
Open house feedback	0
General message	0

How people rate this listing	Count
Recommended by Agents	1
Saved	15
Hidden	22
Hidden by Agents	4



# Buyer Database

At The Jakobov Group, we've built a powerful **database of 3,500+ active buyers** who are actively looking for homes just like yours. With the click of a button, we can instantly send your listing directly to this exclusive group, generating immediate interest and competitive offers — before your home sits too long on the market.

## Why does this matter?

Because **quick action = higher offers**.

Our buyers are pre-qualified and ready to move, meaning you're more likely to sell fast and at top dollar. We don't wait for buyers to find you — we bring the buyers to you.

Source Equals Google PPC						
Select Criteria		New, Active		All Agents		Registered (Oldest)
Bulk Actions with selected	Lead Information	Phone Status	Email Status	Visits	Registered	Listings
<input type="checkbox"/>	<span>Active</span> <b>Patricia Valcarcel</b> Phoenix, AZ (602) 559-7057 <a href="#">+ Add Short Summary</a>	24 Calls 5 months ago 8 Texts 7 months ago	50 Emails A month ago	8 Visits 7 mos. ago	10 mos. ago Google PPC	28 Views \$7914
<input type="checkbox"/>	<span>Active</span> <b>Suewanna Hawkins</b> Chicago, IL (708) 724-4509 <a href="#">+ Add Short Summary</a>	3 Calls 10 months ago 4 Texts 10 months ago	19 Emails 2 months ago	3 Visits 10 mos. ago	10 mos. ago Google PPC	10 Views \$8741
<input type="checkbox"/>	<span>Active</span> <b>Dennis Ruettinger</b> Mesa, AZ (813) 325-2871 <a href="#">+ Add Short Summary</a>	6 Calls 10 months ago 3 Texts 10 months ago	0 Emails	2 Visits 10 mos. ago	10 mos. ago Google PPC	22 Views \$7528
<input type="checkbox"/>	<span>Active</span> <b>Roger Chapman</b> Phoenix, AZ (718) 351-8691 <a href="#">+ Add Short Summary</a>	9 Calls 9 months ago 9 Texts 10 months ago	2 Emails 2 months ago	3 Visits 8 mos. ago	10 mos. ago Google PPC	13 Views \$2378
<input type="checkbox"/>	<span>Active</span> <b>Gordon Marion</b> Paradise Valley, AZ (708) 955-6801 <a href="#">+ Add Short Summary</a>	5 Calls 3 months ago 2 Texts 7 months ago	38 Emails 2 months ago	3 Visits 7 mos. ago	10 mos. ago Google PPC	5 Views \$1m
<input type="checkbox"/>	<span>Active</span> <b>Harry Perl</b> Chicago, IL (773) 837-4900 <a href="#">+ Add Short Summary</a>	13 Calls 4 months ago 12 Texts 2 months ago	38 Emails 2 months ago	37 Visits 11 days ago	10 mos. ago Google PPC	70 Views \$4m

# Pre-Qualification

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We make sure the buyers coming through your door are serious. Before any showing, we pre-qualify buyers by verifying proof of funds or a pre-qualification letter.

We also engage with prospective buyers to understand why they're interested in your property so we can highlight the features that matter most.

This careful screening process means only qualified, motivated buyers are viewing your home — saving you time and effort.

# Broker-to-Broker Networking

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## Broker Referral Strategy

Our goal is doing whatever it takes to get your home SOLD.

We call other listing agents with homes in your price range and ask how their showings are going. Then we suggest that if their home is not a good fit for a buyer represented by another agent, to recommend they show your home. If they do, and that buyer buys it, we'll pay them a 15% referral fee, in addition to the 3% commission we pay the buyer's agent.

### Luxury Home Tour

Your property may be registered as part of a monthly preview, inviting the area's top brokers to tour your property for an agreed period of time.

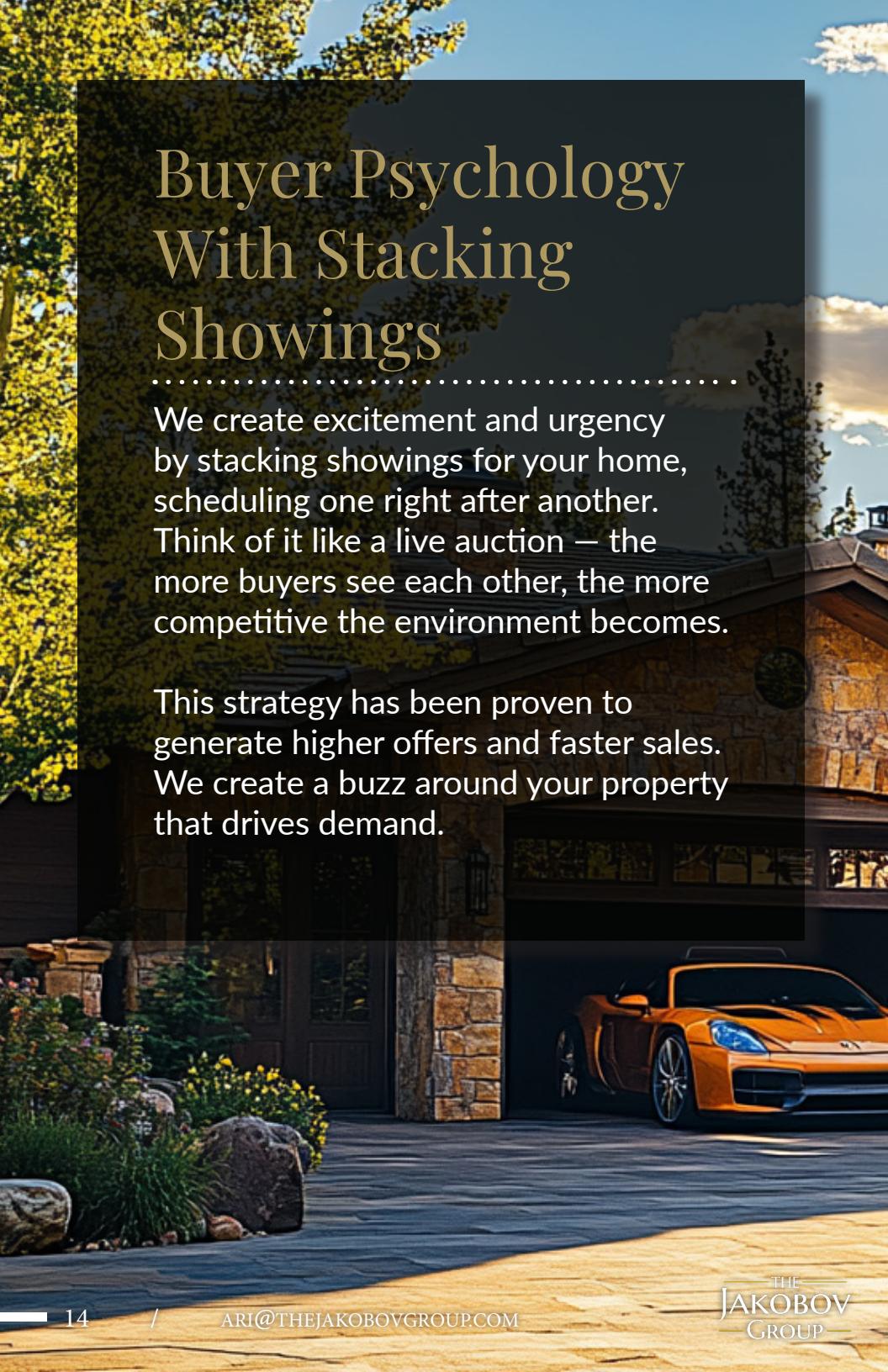
### Broker Open House

To ensure that your property is top of mind in the local real estate community, a VIP list of top-performing brokers will be invited to a private reception at your home.

### Distribution of Materials

Property marketing materials, including but not limited to postcards, flyers, and brochures, will be distributed through our luxury network to keep the broker community informed.

# Buyer Psychology With Stacking Showings



We create excitement and urgency by stacking showings for your home, scheduling one right after another. Think of it like a live auction – the more buyers see each other, the more competitive the environment becomes.

This strategy has been proven to generate higher offers and faster sales. We create a buzz around your property that drives demand.

# Testimonials



**Shastan Graves**

2 reviews

★★★★★ 3 months ago

If you are looking for a true professional with master negotiating skills to represent you when buying or selling a home, look no further and call The Jakobov Group they will fulfill your needs and get the job done!



**David Yakutilov**

5 reviews

★★★★★ 2 months ago

I used two different agents to sell my house before The Jakobov Group. They both were not able to get the house sold after months and months of being on the market. As soon as I met Ari, he sat down with me and my wife and showed us a very comprehensive unique marketing approach to get our property sold. We trusted them and within one week we had multiple offers up to \$15,000 over asking. The process was smooth, easy and we now will only use The Jakobov Group from now on! Highly recommend!



**James Silver**

9 reviews

★★★★★ a month ago

The Jakobov Group was professional, courteous, and got me a fantastic deal. I can't tell you how grateful I am to have had The Jakobov Group represent me as a buyer. Thank you



**Esther Weiss**

9 reviews · 2 photos

★★★★★ 9 months ago

Our last agent struggled for 5 months to try and get our home sold and not a single offer. Within 3 weeks The Jakobov Group brought me a full price offer and closed smoothly!! I highly recommend The Jakobov Group to anyone looking to sell or buy!

# Top Agent Network

Utilizing Top Agent Network, we connect with the agents who are among the top of the industry. These agents must have a production of at least \$50M in order to gain access to this platform.

This is a valuable resource for selling homes on and off the market.

The screenshot shows a real estate listing for a property located at 9218 N. 53rd Pl., Paradise Valley. The listing includes a photo of the house, a fire pit in the yard, and the following details:  
Seller at 9218 N. 53rd Pl.  
\$4,100,000  
5 beds | 4 baths | 2 half-baths  
The listing is marked as a "BROADCAST PROPERTY". A note indicates it will be eligible for rebroadcast on February 28 if the price drops below \$3,890,000. The page also features sections for "Broadcast activity" (780 delivered, 471 opened, 53 clicked) and "Contacts".

# Targeted Email Marketing

It's no secret Phoenix is a popular destination for people looking to relocate from around the U.S. But a new analysis of U.S. Census data from Bloomberg shows how many on an average day are moving to Arizona.

Targeted email campaigns highlight your home to qualified buyers through SEO and Geo-Fencing and give us the ability to get in front of just the right people at just the right time.

## Population movement, by state

Source: Estimates by U.S. Census Bureau

	California	Washington	Illinois	Colorado	Texas	Oregon	Utah	Florida	Nevada	Minnesota
Moved to Arizona	59233	14392	13095	12810	12793	10701	8594	8522	7647	7093
Moved from Arizona	26907	11733	4159	6765	14875	6983	8144	5577	5508	2587
Net difference	32326	2659	8936	6045	-2082	3718	450	2945	2139	4506

	New Mexico	Pennsylvania	New York	Michigan	Georgia	Missouri	Ohio	Oklahoma	North Carolina	New Jersey
Moved to Arizona	6455	6332	5674	5651	5278	5195	5095	4856	4429	4329
Moved from Arizona	7129	3266	3826	4948	6218	2820	3143	1931	5624	898
Net difference	-674	3066	1848	703	-940	2375	1952	2925	-1195	3431

# Agent Interview Questions

How does your marketing make my home stand out from similar homes for sale?

Besides using MLS, Zillow, Realtor.com, and other free websites, how else are you going to be getting my home in front of buyers?

How do you incentivize other Realtors to sell my home over other similar homes for sale?

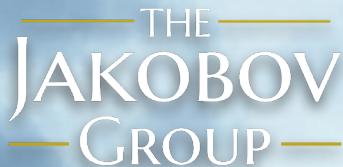
How many luxury homes have you sold in the past 12 months, and how many were your own listings in this area? (Request MLS proof)

How many unsold listings do you have, and how long has each been on the market with you?

Precisely what will you do to launch my home on the market in the first 30 days?

If my home doesn't sell in the first 30 to 60 days, then what?

What are the three characteristics that distinguish you from other agents and are relevant to selling my home?



# Interview Us... You'll Be Glad you Did!

Ready to sell your home for the best price?  
Contact The Jakobov Group today for a free  
consultation and customized marketing plan.



THE  
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