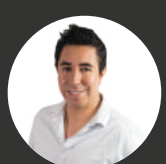
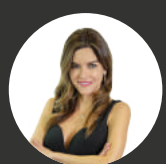


Sell Your House Fast and for Top Dollar

Move Now



John D. Reyes
909.917.5567
jdreyes01@gmail.com
DRE #01719218



Margie Kossman
909.917.2249
mkossmanhomes@gmail.com
DRE #01797045

MoveFastMoveNow.com

HIGHER REALTY

The Market Has Changed

Gone are the days of simply putting a For Sale sign in front of a home, uploading a few photos on the Multiple Listing Service and expecting your home to sell over the weekend. Newspapers and magazines are no longer the go-to way to advertise. Rather, smart phones and the internet have changed the way society interacts with the world and with each other while altering our expectations of products and service.

Today's Consumer

Websites like Zillow, Trulia, and Redfin make searching for a home easier than ever before, putting the power into the prospective home buyer's hands rather than leaving it up to their real estate agent.

Marketing Matters

It is so imperative that your house immediately grabs the attention of consumers as they're scrolling through their mobile device.

That's where we come in.

We work diligently to capture the attention of homebuyers by leveraging the latest digital media and mobile technology. We will provide a marketing plan that is second-to-none and is sure to deliver the results you're looking for.



Nationally Renown

Marketing truly matters when selling real estate in today's technologically-driven market. Not only are we real estate agents, we are the founders of a nationally recognized marketing company that specializes in real estate photography, videography, design, web development, and advertising. We have established ourselves as an authority in the real estate industry and have garnered national attention after being invited to share our marketing secrets with real estate professionals across the United States for more than a decade.

Our Committment

As a seller, you can rest assured that your listing will be advertised to an extensive network of prospective and qualified buyers using the most innovative strategies and tactics including professional photography, creative video productions, and amongst the most aggressive social media marketing promotion.

4 Meet the Team

8 Strategic Pricing

9 In-House Marketing Team

10 Eye-Catching Photos

11 Narrated Video Walkthrough

12 Immersive Virtual Tour

13 Online Marketing Campaign

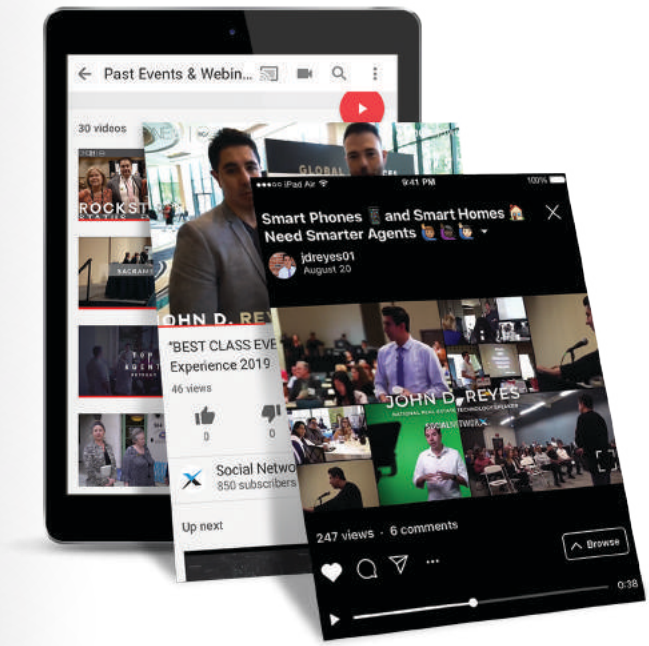
14 Booking Showings

15 Proven Results

16 Real Client Experiences

18 Educational Video Series

19 Contact Us



MEET THE TEAM

John D. Reyes

REALTOR®



John Reyes entered the real estate industry immediately after graduating with a Bachelor's Degree in Business Administration from California State Polytechnic University, Pomona in 2003. He originally started out as a loan officer and subsequently performing as a real estate agent.

Over the years he has put considerable attention on building a marketing team which is now nationally recognized. This has given him the opportunity to speak at some of the most notable real estate events across the country where he has shared his proven strategies and tactics that have allowed him to offer better service to his clients. John's nationally recognized marketing firm will be fully utilized to aggressively promote homes to qualified and prospective buyers.

A major facet of John's overall service as a real estate professional is offering top-notch communication throughout the process. He will listen to your wants and needs in order to educate you every step of the way and empower you to make the best decision for you and your family.

Marketing Specialist

John's unique approach to marketing have helped sellers sell faster and net more money.

Always Accessible

Proficient communication and relentless follow-up are the cornerstone of his business.

Nationally Renown

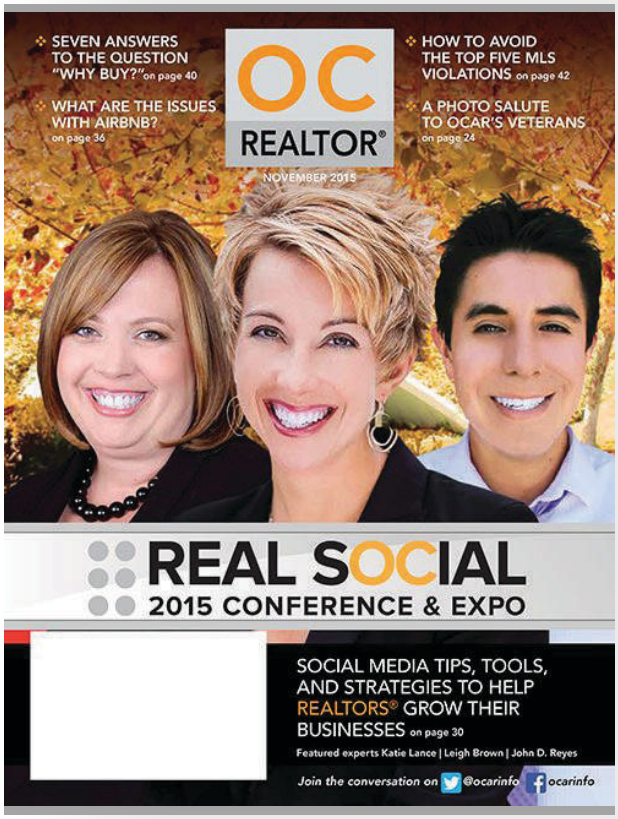
John has traveled the world training industry leaders as well as consumers about simplifying the real estate process.

Effective Negotiator

John will aggressively defend his clients' best interest and work tirelessly on their behalf.



Since 2013, John D. Reyes has been invited by one of the largest real estate companies in the world, Realogy, to train their agents on marketing and technology at their annual conference.



John D. Reyes featured on the front page of the November 2015 issue of Orange County REALTOR® magazine.



John D. Reyes training real estate leaders at the 2018 California Association of REALTORS® Business Technology Expo in Sacramento.



John D. Reyes educating local real estate professionals on setting a new standard of service to maintain their position in a rapidly changing industry.

SOCIALNETWORX

Our Digital Marketing Company

MEET THE TEAM

Margie Kossman

REALTOR®



Margie Kossman is a professional REALTOR® with Higher Realty, a forward-thinking real estate brokerage servicing Southern California.

Margie began her career in the real estate industry in 2005 as the Lead Home Loan Processor at a mortgage brokerage that was closing more than $100 million within the local Southern California market. In 2011, she co-founded a marketing firm that services the real estate community.

Margie's clients trust in her integrity and insight, and value her knowledge and experience in addressing all aspects of the transaction with professional competence. She is highly proficient at conducting online searches and taking the time to connect buyers with properties that are specific to their wants and needs. Applying her extensive knowledge, skill and resources, Margie confidently negotiates and secures the best terms and conditions for her clients.

Habla español.

Constant Communication

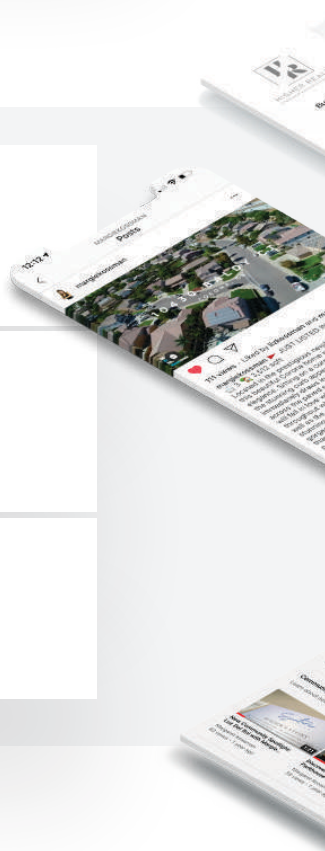
Always accessible via call, text, and email to answer your questions.

Detail-Oriented

Clients love Margie's ability to simplify and streamline the real estate process.

Trusted Advocate

Margie keeps her clients' best interests in mind at all times.



MEET THE TEAM

Perla Aldaba

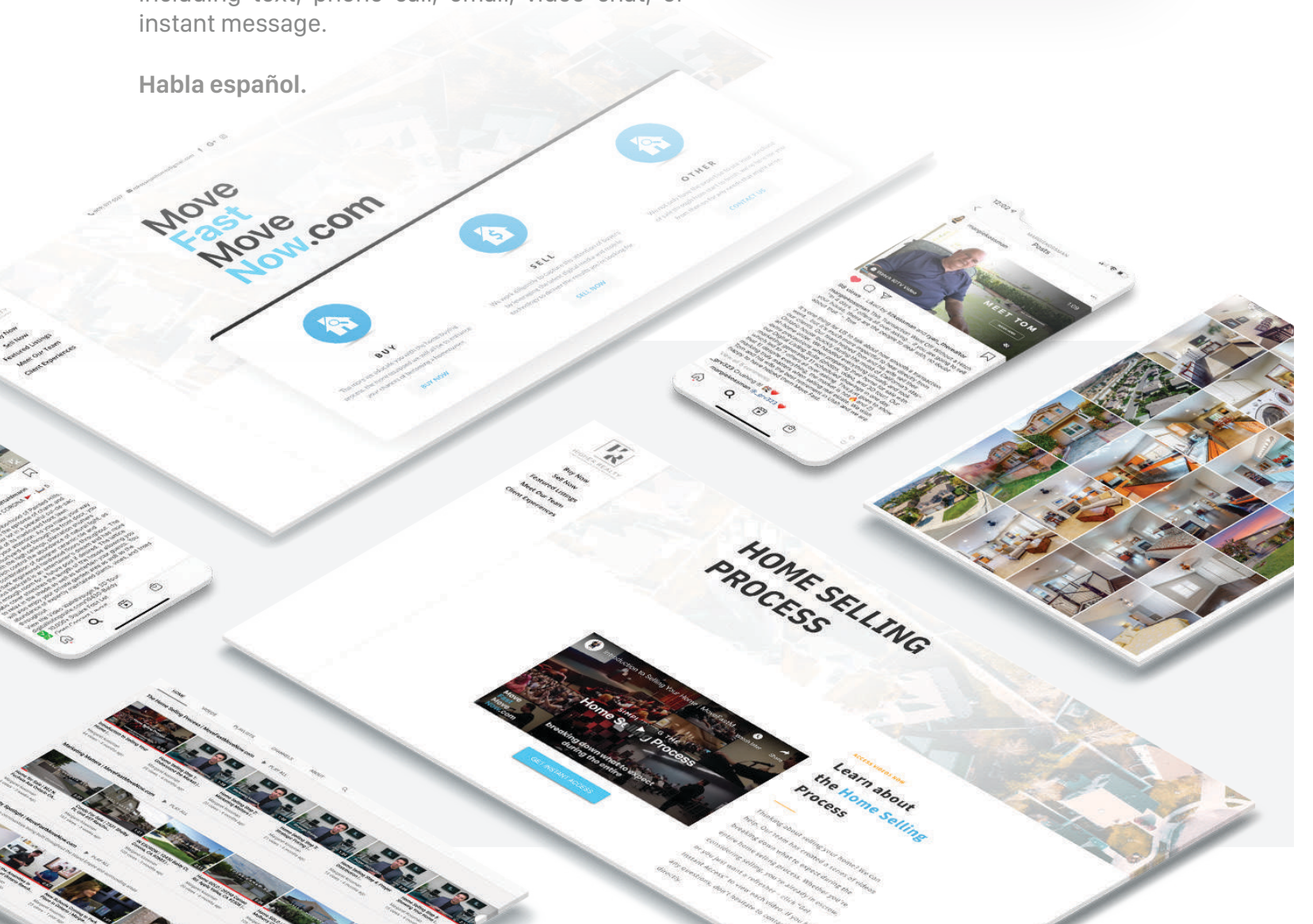
ADMINISTRATIVE ASSISTANT



With over six years of experience working side-by-side with John and Margie, Perla's level of service is second-to-none. She helps ensure each and every client experiences a streamlined process from the beginning to end of the transaction.

Our team is available for you 24 hours a day, 7 days a week. In other words, you'll never have to worry about trying to get in touch with us. We pride ourselves on updating you before you even have to ask via your preferred method of communication, including text, phone call, email, video chat, or instant message.

Habla español.



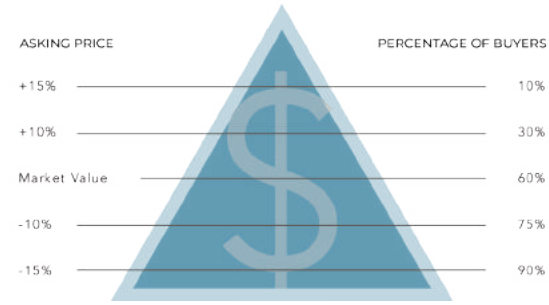
Strategic Pricing

One of the most important elements in selling your home is pricing it intelligently. Our pricing strategies tend to generate considerable interest on the homes we represent for sale.

- ✓ Comparative Market Analysis
- ✓ More Leverage When Negotiating
- ✓ Generate More Interest
- ✓ Potentially Sell Higher Than List Price

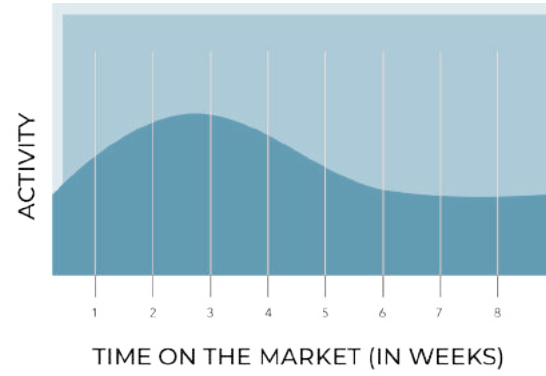
Pricing Competitively

We have found that competitive pricing attracts more prospective buyers. More prospective buyers are brought in when a house is listed at fair market value than if it is listed at higher than market value. Even more buyers are brought in when a home is priced below market value.



Timing is Everything

In addition to our aggressive marketing tactics, we further support our ability to garner attention from home buyers with our track record of scheduling multiple showings within 24-72 hours of a listing hitting the market. We syndicate all of our listings on hundreds of websites and we employ a social media marketing plan that allows us to reach thousands of potential home buyers. This build up and promotion leading up to the showings tends to yield results greater than our competition within the first three weeks of your home being on the market.





In-House Marketing Team

Our team goes above and beyond to present your home in the best possible light. We employ a full-time staff that has experience in professional photography, video production, copywriting, graphic design, website development, social media marketing, and more. Our drone pilot is certified by the Federal Aviation Administration and we utilize the latest tools and techniques to produce high quality marketing assets for your listing.

- ✓ Preparing Your Home For Sale
- ✓ Detailed Property Description
- ✓ Eye-Catching Photography
- ✓ Narrated Video Walkthrough
- ✓ Aerial Video & Imagery
- ✓ Immersive Virtual Tour
- ✓ Mobile-Responsive Website
- ✓ Modern Flyers & Posts





Eye-Catching Photography

With 96% of home buyers looking at houses online, the way we visually market your listing is critical to stand out from surrounding homes for sale. The best way to begin to differentiate ourselves and book more showings is with eye-catching professional real estate photography. You will quickly notice the difference between online listings with photos taken on a cell phone versus those taken by a professional photographer who is skilled in composition, lighting, editing, and more.

- ✓ Specialized Equipment
- ✓ Garner Attention Online
- ✓ Enhanced Post-Production
- ✓ Attract More Visitors





Narrated Video Walkthrough

Creating, posting, and sharing content online has become an integral part of our culture. The fact is, one-third of online activity is spent watching video and over 500 million people are watching video on Facebook every day. That's why our in-house marketing team goes above and beyond to make sure your home stands out from all others online by utilizing creative storytelling to produce a professional narrated video walkthrough which will connect with prospective buyers on a deeper level than they would with a simple slideshow of images.

Video Production

Our team will come on location to capture professional footage that will be used to highlight key elements of your home as well the surrounding area.

Distribution

Having a video without a structured distribution plan is virtually worthless. We'll promote your video to thousands potential buyers when your home hits the market.

Professional Voiceover

We will adapt the property description into an engaging video script which a professional voiceover artist will read in order to narrate this video walkthrough.

Results

Thanks to our proactive marketing tactics, our clients are able to showcase their property to more qualified buyers, get more offers, and have more leverage when negotiating.



Immersive Virtual Tour

Our team is also capable of offering 3D virtual tours of our listings which engage buyers in another way that words and photos cannot. A 3D virtual tour allows prospective buyers to digitally immerse themselves within a property and experience it at their own convenience using their computer or mobile device. This technology also enables prospective buyers to see the dimensions of each room, digitally measure walls and floors, as well as view the floor plan.

Having a 3D virtual tour is especially beneficial for prospective buyers with schedules that do not allow them to easily coordinate showings or who live far away from your listing. It's a great way to get to show your listing without having to physically be there.

- ✓ Virtual tours get clicked on 40% more than listings without
- ✓ Properties with virtual tours get 95% more phone inquiries
- ✓ Properties with virtual tours receive 65% more email inquiries
- ✓ Virtual tours generate 49% more qualified leads

source: Matterport.com

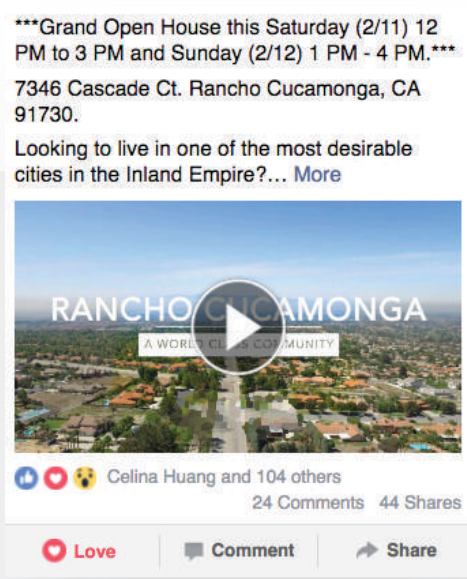
Online Marketing Campaign

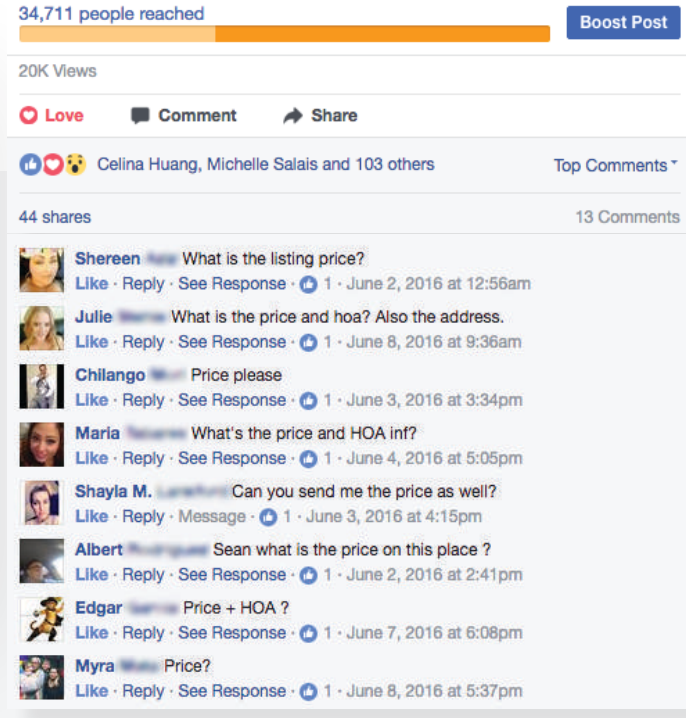
We understand that there is no "one size fits all" approach to marketing real estate. That's why we employ our proprietary process which is proven to maximize our reach and get our listings noticed by more qualified buyers. We leverage our established network, our online presence as well as the advertising capabilities of Facebook and Instagram in order to target specific demographics during our marketing campaigns.

With a combined total of nearly 3 billion monthly active users, Facebook and Instagram are two of the most frequently visited websites which make them powerful tools that we can utilize to generate leads and get your home sold.

- ✓ Promote Videos Online
- ✓ Reach Thousands of Consumers
- ✓ Target Specific Demographics
- ✓ Drive Engagement & Generate Leads

Sample Advertising Campaign Results





Booking Showings

Imagine having a line of potential buyers waiting outside your front door all hoping to be amongst the first to tour your listing. These pictures from our past Open Houses speak for themselves. The next step in our marketing strategy involves converting our digital leads into physical in-person appointments. Our strategic marketing will generate demand for your listing which leads to more scheduled in-person appointments where interested buyers will have the opportunity to walk through and envision living in it themselves.

- ✓ Targeted Online Promotion via Social Media Marketing
- ✓ Traditional Promotion of Flyers in Neighboring Area
- ✓ Strategic Placement of Directional Signage
- ✓ Key Follow-Up System for All Visitors



Leveraging the Demand

We focus heavily on establishing leverage when representing our clients. We tend to get the upper hand when negotiating on behalf of our sellers because of the demand we create for their home. Our approach to utilizing the latest in digital marketing has allowed us to achieve extraordinary results. It's all about positioning and leverage.



Photos taken 2018-2019

Proven Results

When listing a home for sale, various factors come into play such as current market conditions and the amount of people currently looking to purchase a home. Nonetheless, our team is committed to achieving the results you are looking for. Our marketing campaigns tend to yield highly favorable results that impress our clients by generating more demand and scheduled showings for their listing than they could have imagined. Combined with our high-level negotiation skills and streamlined process, we have consistently achieved results like these:



Sold $25k Above Asking

Opened escrow within 7 days of hitting the market.

Ontario, CA



Sold $30k Above Asking

Opened escrow after one weekend of scheduled showings.

Corona, CA



Sold $55k Above Asking

Opened escrow in less than 48 hours of hitting the market.

Fontana, CA



Sold $10k Above Asking

Opened escrow within 3 days of hitting the market.

Ontario, CA

Real Client Experiences



★★★★★

John and Margie went above and beyond what most real estate agents do for their clients. Daily work hours did not exist for these two marvelous agents as they would be in constant contact with other agents, buyers and my husband and I trying to make our dream home purchase a reality. They catered around our daily family schedules and obligations to do home showings and blew the competition out of the water with their marketing tactics and no-nonsense sales experience. We will forever be indebted to both Margie and John and I only hope that other future clients get the top-notch home buying experience that my family had with these intelligent, tenacious and caring individulals.

House Seller Closed Feb '20
33777 Cansler Way, Yucaipa, CA
$382K • 3 Bed, 2.5 Bath, 1904 Sq. Ft.



★★★★★

John and Margie did a wonderful job for us. They knew the ins and outs on listing a home for sale during the COVID-19 pandemic. Their pre-sale preparation was outstanding. We were blown away by the 3-D mapping and pre-sale advertising. We had 7 offers, all over asking price and sold in 3 days!

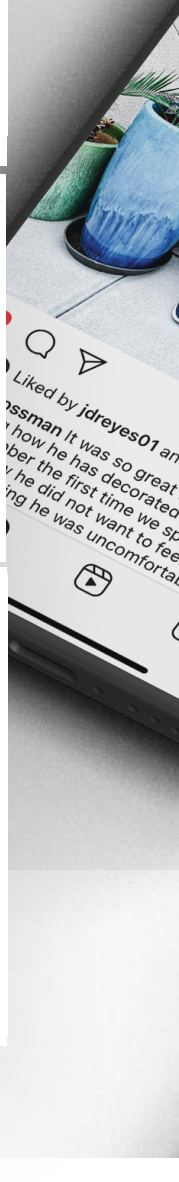
House Seller Closed Jun '20
2036 E Mulberry Ct, Ontario, CA
$495K • 4 Bed, 2 Bath, 1987 Sq. Ft.

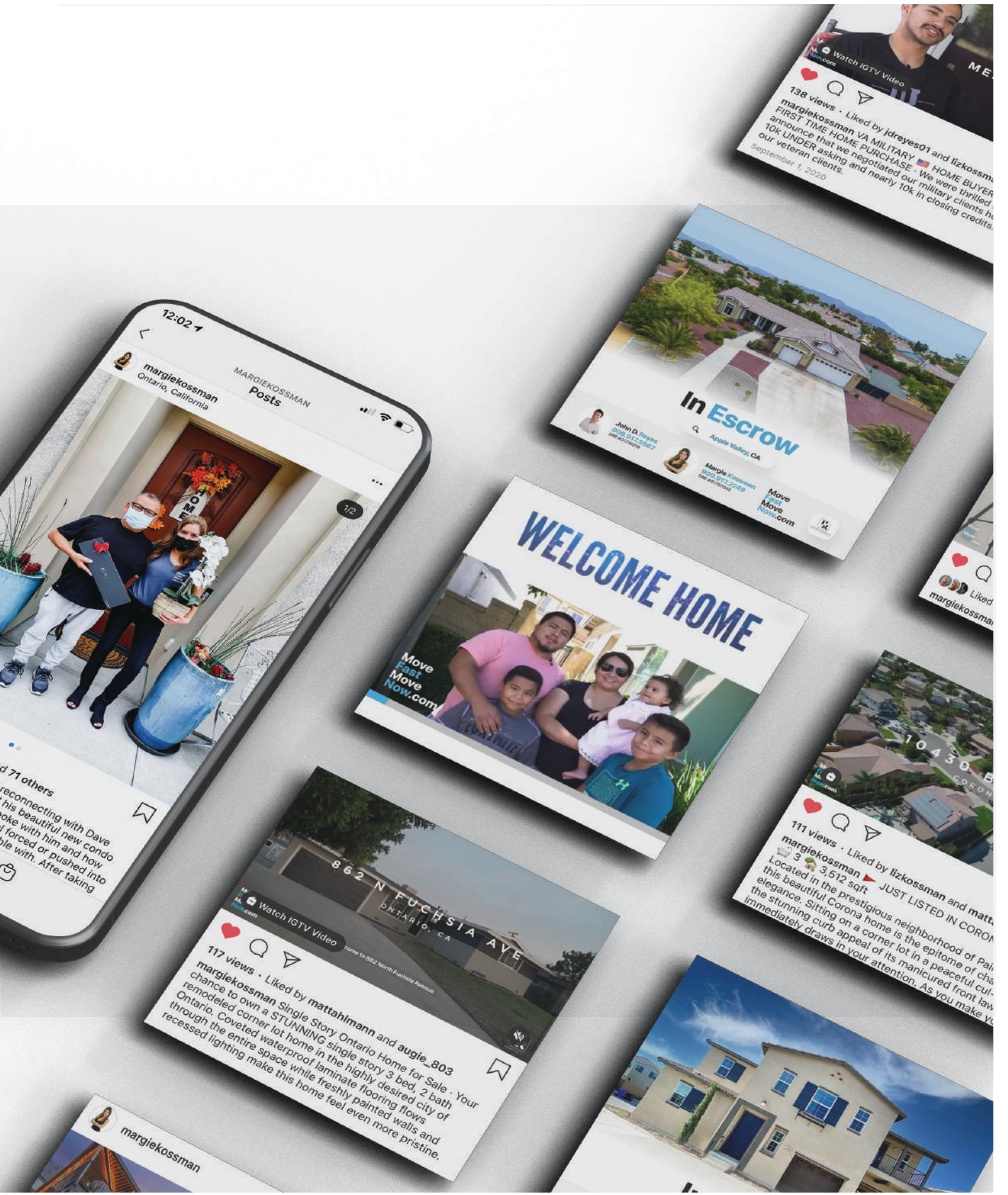


★★★★★

They were extremely professional, diligent, and communicative. As a first time home seller who had never navigated the process, while living in another state no less, they helped make the sale of my home headache free, even when countless hiccups occurred. From their top-notch marketing strategy to the very effective communication, I knew I could trust them and that I was in good hands. I cannot recommend this team enough -- they really came through!

House Seller Closed Feb '20
10971 Lager Rd, Phelan, CA
$200K • 2 Bed, 2 Bath, 1248 Sq. Ft.

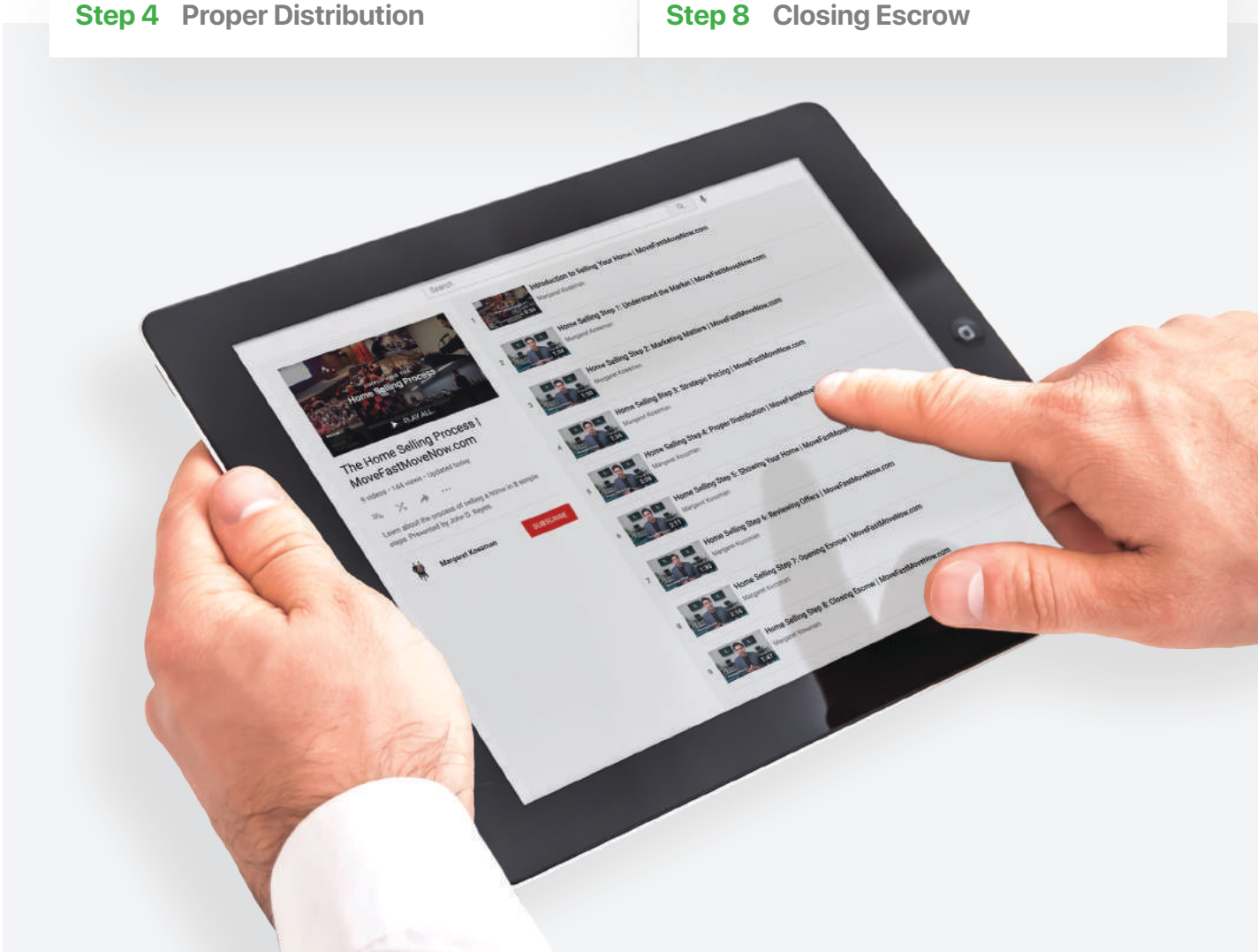


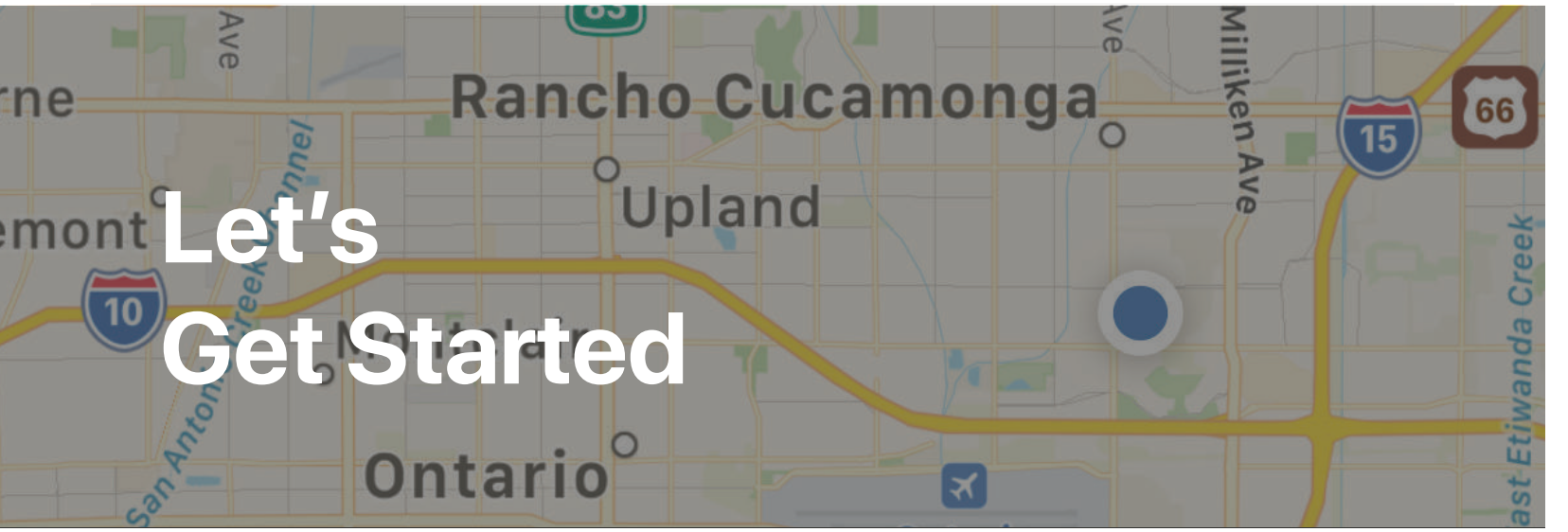

Watch IGTV Video
138 views · Liked by jdreyes01 and lizkossman
margiekossman VA MILITARY HOME BUYER
FIRST TIME HOME PURCHASE - We were thrilled to announce that we negotiated our military clients home 10k UNDER asking and nearly 10k in closing credits for our veteran clients.
September 1, 2020
In Escrow
Apple Valley, CA
John D. Reyes
909.917.5567
Margie Kossman
909.917.2249
Move Fast Move Now.com
WELCOME HOME
Move Fast Move Now.com
12:02
margiekossman
Ontario, California
MARGIEKOSSMAN
Posts
1/2
d 71 others
reconnecting with Dave
his beautiful new condo
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forced or pushed into
le with. After taking
862 N FUCHSIA AVE
ONTARIO, CA
Watch IGTV Video
117 views · Liked by mattahlmann and augie_803
margiekossman Single Story Ontario Home for Sale - Your chance to own a STUNNING single story 3 bed, 2 bath remodeled corner lot home in the highly desired city of Ontario. Coveted waterproof laminate flooring flows through the entire space while freshly painted walls and recessed lighting make this home feel even more pristine.
margiekossman
111 views · Liked by lizkossman and matt
margiekossman JUST LISTED IN CORON
3 3,512 sqft
Located in the prestigious neighborhood of Pai
this beautiful Corona home is the epitome of cha
elegance. Sitting on a corner lot in a peaceful cul-
the stunning curb appeal of its manicured front law
immediately draws in your attention. As you make yo

Educational Video Series

Our team has created a series of short videos that break down what to expect during the entire home selling process. Whether you are considering selling, you're already in escrow, or you just want a refresher - anyone can benefit from watching our video series. Each video is designed to be short, concise, and to the point for easy viewing.

Step 1 Understand the Market	**Step 5** Showing Your Home
Step 2 Marketing Matters	**Step 6** Reviewing Offers
Step 3 Strategic Pricing	**Step 7** Opening Escrow
Step 4 Proper Distribution	**Step 8** Closing Escrow





Let's Get Started

Schedule a Free Consultation

Learn more about the value we provide our clients by contacting us directly. We will schedule a time to meet and show you how we can help you sell quickly and for top dollar.

Move Fast Move Now.com



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Higher Realty, Inc.
Corp DRE #02031487

HIGHER REALTY

REALTOR®

Servicing Southern California