

 TomFerry™



# #1 COACH

in Real Estate Training

**A DECADE OF  
DOMINANCE**

No.1 Real Estate Coach for  
10 Consecutive Years!



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# ROADMAP



# Genelle Geronsin

The Geronsins Real Estate Group





# The Listing Advantage

Two Things To Do  
During Your Listing  
Appointments to Help  
You Win The Listing

# Utilizing Estimates of Value

- Present the different third-party value estimates of the home
- How do you feel these estimates represent the value of your home?
- Which estimate do you think most closely resembles the value of your home?
- Are you familiar with how these estimates of value are calculated?

5145 Stonehaven Dr, Yorba Linda, CA 92887

<b>\$1,639,862</b> Redfin Estimate	<b>4</b> Beds	<b>3</b> Baths	<b>2,292</b> Sq Ft
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Zestimate


**\$1,493,700**

 Zestimate range <b>\$1.40M - \$1.60M</b>
 Last 30-day change <b>+ \$24,997 (+1.7%)</b>
 Zestimate per sqft <b>\$652</b>

**\$1,413,242** OFF MARKET

Estimated Value

5145 Stonehaven Dr  
Yorba Linda, CA 92887  
Yorba Linda Neighborhood





# Concierge & Marketing vs. Sales

## Concierge Services

Honest assessment, staging services, contractor services, one-stop shop coordination

## Marketing

Pre-appointment marketing proposal, professional photography, videography, upgrade list, outreach, social media

## Sales

True experience stories



# Q&A - Feel Free to Ask Any Questions



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