

NEW HOME EXPERTS[®]

SPRING EDITION 2025

SELLERS GUIDE

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MEET JENNIFER GRAFF

S.0071420

The New Home Experts

As a Las Vegas luxury and new home specialist, I've helped countless sellers maximize their home value with cutting-edge marketing, expert pricing strategies, and hands-on guidance throughout the process. Whether you're selling a luxury estate, high-rise condo, or new construction home, I'm here to ensure you get top dollar with minimal stress.

Let's get your home **SOLD!**

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WHY CHOOSE JENNIFER GRAFF & THE NEW HOME EXPERTS?

Selling a home requires more than just putting a sign in the yard. It's about strategy, exposure, and expert negotiation. With years of experience in Las Vegas luxury and new home sales, I take a data-driven, high-exposure approach to help you sell faster and for top dollar.

What Sets Me Apart?

- ✓ Proven Marketing Strategy – Cutting-edge digital exposure across YouTube, Homes.com, and social media.
- ✓ Personalized Seller Support – A hands-on, concierge approach to guide you through every step.
- ✓ Strategic Pricing & Negotiation – Backed by market expertise to get you the best possible price.
- ✓ Luxury & New Home Specialist – Deep knowledge of Las Vegas' fastest-growing communities.

MEET THE TEAM



JENNIFER GRAFF

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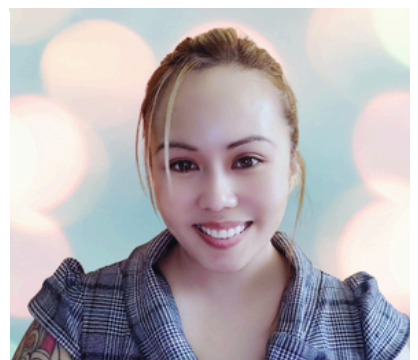
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RACHELLE TEJADA

EXECUTIVE VIRTUAL ASSISTANT

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OUR 5-STEP SUCCESS PLAN FOR SELLERS

1



PRE-LISTING STRATEGY & HOME PREP

- Home Walkthrough & Staging Consultation
- Professional Cleaning & Prep Checklist

2



STRATEGIC PRICING & MARKET POSITIONING

- Comprehensive Market Analysis to price your home for maximum return.
- Competition Review & Timing Strategy for the best results.

3



HIGH-EXPOSURE MARKETING LAUNCH

- Professional Photos, Video, & Matterport 3D Tour
- YouTube & Social Media Campaigns
- Homes.com Featured Placement

4



SHOWINGS, OFFERS & NEGOTIATION

- Hands-on Buyer Engagement & Private Tours
- Strong Offer Negotiation to Maximize Your Price

5



CLOSING & SEAMLESS TRANSITION

- Final Walkthrough & Contract Management
- Ensuring a Smooth & Stress-Free Closing Process



PRICING YOUR HOME RIGHT

UNDERSTANDING THE MARKET & BUYER PSYCHOLOGY

Homes priced correctly sell faster and for more money. Overpricing leads to longer days on the market, while strategic pricing generates multiple offers and strong buyer interest.

LAS VEGAS MARKET TRENDS

- Inventory remains low, meaning demand is still strong for well-priced homes.
- Buyers are seeking move-in-ready homes with modern features & virtual tour options.
- Properly marketed homes are selling in record time when priced competitively.



YOUR HOME'S MAXIMUM EXPOSURE PLAN

OUR MULTI-PLATFORM MARKETING APPROACH

1

HIGH-IMPACT PROFESSIONAL MARKETING



Professional Photography & Videography – Every listing includes high-quality professional photos, drone photography (when applicable), and a full video tour to showcase your home at its best



YouTube Showcase Video – Your home will be featured on my highly active YouTube channel, reaching thousands of targeted buyers searching for homes in Las Vegas.



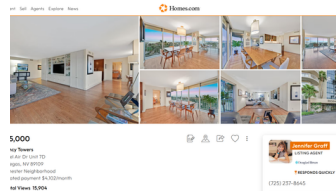
Social Media Reels & Engagement – Your property will be marketed through Instagram and Facebook Reels, LinkedIn, and YouTube Shorts, maximizing engagement and exposure.

2

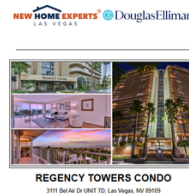
ENHANCED ONLINE EXPOSURE



Homes.com Featured Listing + Matterport 3D Tour – As a member agent on Homes.com, your home will receive premium placement with a Matterport 3D Virtual Tour, allowing buyers to explore your property remotely.



Retargeting & Digital Ad Campaigns – If a buyer clicks on your listing, they will be followed online with strategic digital ads, keeping your home top-of-mind and increasing the likelihood of inquiries.



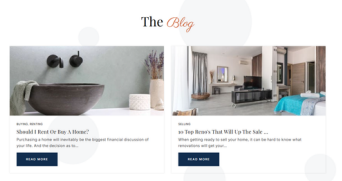
E-Blast to Targeted Buyers & Agents – Your home will be promoted through exclusive email campaigns to my extensive database of active buyers, relocation clients, and top real estate professionals.

3

LUXURY PRESENTATION & TARGETED ADVERTISING



Paid Digital Ads & Targeted Listing Boosts – Facebook & Instagram ad campaigns designed to reach qualified buyers actively searching for homes like yours.



Lifestyle Blog Feature – Your home will be featured in a custom-written article on my website and Google Business page, adding a compelling storytelling element that connects with buyers emotionally.

SYNDICATED ONLINE LISTINGS

Your home's listing will be syndicated to hundreds of websites including the most-visited real estate sites around the world, such as zillow.com, realtor.com, homes.com and more.



Homes.com 3D home

Capturing a virtual tour of your home

- Listings on Homes.com which include a 3D Home virtual tour garner twice as many views as those without.
- One third of buyers use virtual tours to determine whether or not they will visit a home in-person.



DRESS YOUR HOME FOR SUCCESS



PREPPING YOUR HOME FOR SALE

The home you sell is not the home you live in. I will conduct a staging interview with you to strategize how to attract the most traffic online and in person, and ultimately, achieve the highest price possible in the neighborhood and in the market.

CLEAN



Clean, sanitize and deodorize your home. If it won't come clean, paint, repair, or replace it.

DEPERSONALIZE



Neutralize your space. Don't limit your home's marketability to only those who share your same tastes. Depersonalize your home and neutralize the color palette.

LIGHTEN UP



Clean all windows and replace lightbulbs.

DECLUTTER



Declutter and organize. Pack up as much as possible in advance and store it neatly.

BE READY



While maximum notice ahead of a showing is appreciated, it is not always provided. While your home is on the market, make sure it is always ready for potential buyers to view.

LEAVE IT TO US



Buyers prefer to tour a home without the owners present. Make yourself scarce and leave the showing to us.

IT'S SHOWTIME



When your home is shown to a potential buyer, turn on all lights, open shades/drapes, play soft music, and place fresh flowers in key areas.

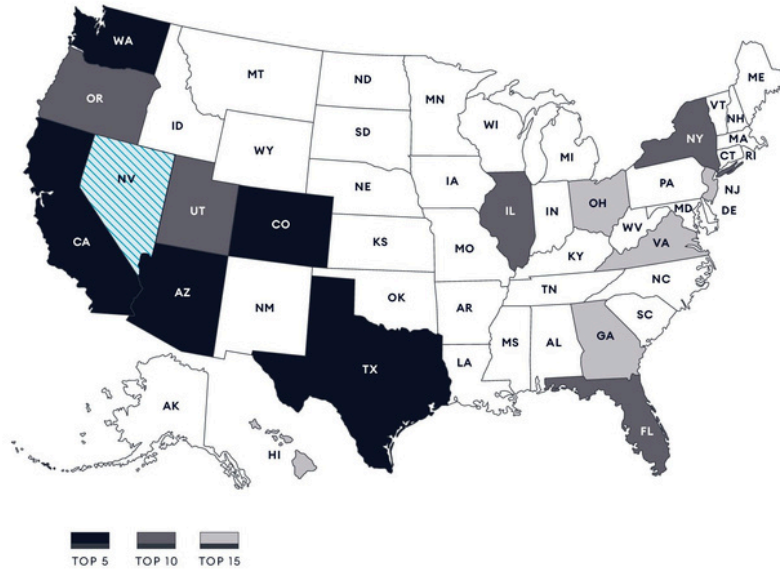
PERSONALIZED SERVICE

- Confidentiality
- Rapid Response Time
- Resolute Lead Follow-Up
- Pre-Qualified Buyers
- Strategic Pricing
- Post-Showing Survey
- Home Enhancement Service
- Seller Proceeds Analysis
- Calculated Offer Negotiations
- After-Sale Service
- Dynamic Marketing Approach
- Closing Survey



TOP 10 LAS VEGAS LOCAL MIGRATORY MARKETS

TOP LAS VEGAS MIGRATION STATES



TOP 10 LAS VEGAS LOCAL MIGRATORY MARKETS

Rank	County of Origin	State	% of Inflow
1	Los Angeles County	CA	14.6%
2	Orange County	CA	4.3%
3	San Bernardino County	CA	4.1%
4	San Diego County	CA	3.9%
5	Riverside County	CA	3.6%

Rank	County of Origin	State	% of Inflow
6	Honolulu County	HI	3%
7	Maricopa County	AZ	2.7%
8	Cook County	IL	1.7%
9	Santa Clara County	CA	1.6%
10	Alameda County	CA	1.6%

LOCAL MIGRATORY MARKET COMPARATIVE ECONOMIC DATA

	Las Vegas	Los Angeles	San Diego	San Francisco	Riverside	Chicago	Phoenix
Payroll Tax	1.17%	6.6%	6.6%	6.6%	6.6%	4.95%	5.1%
Corporate Income Tax Rate (Top Bracket)	0%	8.84%	8.84%	8.84%	8.84%	9.5%	4.9%
Individual Income Tax Rate (Top Bracket)	0%	13.3%	13.3%	13.3%	13.3%	4.95%	2.5%
Sales Tax Rate (State Minimum)	6.85%	7.25%	7.25%	7.25%	7.25%	6.25%	5.6%
Property Tax Rate	0.59%	0.75%	0.75%	0.75%	0.75%	2.05%	0.63%
Cost of Living Index	99.7	148.6	145.6	167.4	116.1	115.0	107.3
Housing Opportunity Index	14.2	2.7	4.0	5.7	11.0	52.0	21.7

CLIENTS WHO TRUST US



Jennifer is seriously the best! She knows the Las Vegas market well and is an expert in regards to new builds. We were in our new home less than a year when we got a surprise opportunity to live closer to home and she was able to get us top dollar when other agents told us it wasn't possible. We are forever grateful for Jennifer and her team! The market is tough right now but with Jennifer you are in good hands.

Jamie W

Las Vegas



Jennifer Graff is a true professional when it comes to real estate in the Las Vegas market. She has worked with me on both of my properties. Her communication and follow up is the best. Will take my call at anytime. I would recommend anyone buying or selling in Las Vegas, to use Jennifer and her team. She is the best!!!!

Keith G

Las Vegas



My hope is that Jennifer adds 'CEO of MIH' to her business card. She is truly the the CEO of Making It Happen!!! I would definitely classify my most recent purchase as 'non-standard' 😊. Jennifer's knowledge of every part of the market and every part of all processes were critical and she made everything easy, understandable, and successful. There is no question that I will be working with Jennifer for more properties in the future.
THANK YOU JENNIFER !!

Rich M

Las Vegas



Top Realtor in Las Vegas – Highly Recommend Jennifer! While I haven't had the chance to refer any clients to Jennifer just yet, I wouldn't hesitate to do so when the opportunity arises. With so many professional sports teams moving to Vegas, a lot of my clients are considering following their favorite teams, and I know Jennifer is the top realtor in Las Vegas to help them make the transition. Her knowledge of the Las Vegas real estate market and her commitment to her clients are unmatched. I'm confident that when I do send clients her way, they'll be in excellent hands. Whether you're looking to buy, sell, or invest in Las Vegas real estate, Jennifer is the expert to trust!

Caryn K

Las Vegas



Jennifer is a marketing Maven and a true professional at her trade. She was on top of each and every aspect of the sale of my home. From lovely open houses to preparing the house for showings by other agents. Jennifer help me get a record breaking price for my property! She's my agent for future real estate dealings also. She's a very hard worker & ethical agent. Stress free experience. Do not hesitate to entrust Jen for your real estate needs.

Sharon W

Las Vegas



Jennifer is a breath of fresh air! She is transparent, caring, and extremely knowledgeable in the real estate industry. She helped my elderly parents find a rental in one of the most pristine neighborhoods in Summerlin, and negotiated a deal that was very fair for both sides! Jennifer is not just an amazing realtor, but, a new found friend! Thank you!!

Jennifer C.

Las Vegas, Las Vegas

The New Home Experts

Las Vegas

*W*e'd like to express our gratitude for allowing us to assist you with your real estate needs. We appreciate your faith and trust in our firm, and we promise to do everything we can to provide you with the best service possible in our area.

The New Home Experts®



Jennifer Graff

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