BRAND POSITIONING STATEMENT

For buyers and sellers of homes valued at $150,000+, **The Blasingame Group** is the one real estate team in the St. Louis metropolitan area that ***closes deals when the others can't*** because its expertise, process, and commitment set it apart from all other teams in the region.

POSITIONING SUPPORT POINTS:

Professional Expertise
*Because The Blasingame Group team performance is recognized nationally by the industry's top real estate professionals, Jeb and Ginger Blasingame have been invited to network, train and share strategies with the leading real estate teams in the country. The Blasingame Group team goes through continuous training with access to the industry's thought leaders and the most innovate new techniques to market homes and better serve its clients.

*The Blasingame Group is the leading real estate team in the St. Louis metropolitan area, having sold more homes last year than any other team. The Blasingame Group also ranks #1 in Madison County, #1 in southern Illinois, and ranks in the top 40 nationwide for the number of homes sold by a team (*Real Trends/Wall Street Journal*).

*The Blasingame Group's sales performance means the team has a constant connection with a remarkably high number of buyers and sellers at any given moment. In short, we can link buyers with sellers more quickly and easily than any other residential real estate team in the region.

*Because of The Blasingame Group's expertise and proven performance, it has become a specialist in selling expired listings. The team will stage the home, address the issues that make the property less attractive to potential buyers, use data to arrive at an appropriate listing price…and deliver a sale.

*The Blasingame Group team successfully sells so many homes throughout the region that it maintains a substantial listing inventory and has an unsurpassed knowledge of regional property values. This knowledge is shared with all listing prospects during a candid discussion about their home's value and its listing price. Homes that are overpriced stay on the market too long and drive away potential buyers who are willing to pay the actual fair market value. This also frustrates the sellers, who without hard data may believe their home's value is higher than it actually is.

*And because The Blasingame Group team is the region's leader in completing real estate transactions, it just makes sense that it provides unparalleled expertise in contract negotiations and in gaining the most advantageous circumstances for its clients. The team's negotiation approach is consistent with its fiduciary relationship with its clients: to negotiate as "if it were our own money." The result is that The Blasingame Group regularly saves its clients money – from the purchase of a property to repair/replacement costs and fees for outside services.

Proven Process

*The Blasingame Group follows a proven, repeatable, disciplined process to successfully market and sell your home, managing every one of the 115 variables involved. This approach is the reason that The Blasingame Group is the leading home-seller in the entire St. Louis area.

*As a critical part of the process, The Blasingame Group employs a team of dedicated experts to support clients in selling and purchasing their homes. This includes team members who specialize in:

Home staging -

Handling home repairs -

Listing photography (including aerial) -

Marketing -

Buyer financing -

Home inspections (and municipal occupancy permits) -

Closing requirements -

How can a single Realtor from another firm compete with the expertise from your team at The Blasingame Group? Simply, he/she can't.

Home sellers can be confident that when they've signed a listing agreement with The Blasingame Group, and completed the agreed upon tasks to prepare their home for showing, their home *will* sell – at the right price. *In fact, The Blasingame Group sells 96% of all homes that it markets.*

Commitment

*The Blasingame Group team doesn't close 600+ sales each year by passively waiting for other parties involved to address issues that could delay a closing. Instead, the team lives by a "get it done *now*" philosophy: when a closing is scheduled the team does *whatever it takes* to resolve issues, get signatures or deliver documentation to make sure the closing proceeds. Broker-owner Jeb Blasingame recently told a contractor that he would meet him in the crawlspace of another property where he was working (in another town 30 minutes away), in order to obtain the contractor's written authorization that the repairs necessary for a home to close had been made. It's this type of commitment, service and "won't-take-*no*" mindset that has help drive The Blasingame Team to the top.

*Every member of The Blasingame Group team delivers service that is beyond what is expected, – and each has a story about the lengths they've gone to in order to make certain that a challenging real estate transaction closed on schedule. From restoring the wall of a shed to replacing a water heater in the hours leading up to a closing, to helping an elderly client vacate a property immediately after closing, The Blasingame Group team members step outside of their traditional roles in order to help clients.

*Additionally, The Blasingame Group "Easy Exit" listing agreement guarantees its commitment to aggressively market your home and communicate with you (by phone) each week regarding the activity on your property. If for any reason, you are not completely satisfied, The Blasingame Group will quickly terminate the listing agreement. Our philosophy is: "If I'm disappointing you, I *should* be fired!"

*The Blasingame Group, a leader in area real estate for more than 30 years, has its roots in doing business the old-fashioned way: *We treat customers like we'd like to be treated*. This philosophy means that we are committed to having straightforward conversations with our clients about their home's value, condition and marketability. Frequently, relatively minor changes in a home's appearance have a tremendous impact on a home's appeal to new buyers. We don't shy away from these conversations, and our clients appreciate it.

*As our communication guarantee suggests, we work very closely with our clients – so closely in fact, that we often build long-lasting friendships, and essentially become "one of the family," a trusted resource to service their real estate needs for life.

*While many real estate agents will sign a listing agreement with a seller, and price the home significantly higher than fair market value in order to generate "buyer leads," The Blasingame Group will not agree to handle overpriced listings; ultimately, these overpriced properties require unnecessary time and effort, frustrate the seller, and frequently sell at a lower price than could have been obtained if the home had been priced right from the beginning.

*Instead of accepting an assignment from a home-seller to market an overpriced property that may not be ready to show, The Blasingame Group uses a direct, polite approach to address issues that will prevent the home from selling in a timely manner: *"Do I have your permission to tell you what you need to know, and not what you want to hear?"* This simple, straightforward question leads to better communication, and frequently, to the discussion that a homeowner should have held with their first real estate firm – before their home sat on the market too long and their listing agreement expired.