

The Snyder Team



real Real Broker, LLC



**Luxury
Home
Marketing
Presentation**

www.SnyderTeamVegas.com

702.885.7726

THE
SNYDER
TEAM



Letter to the Owner:

Why work with us?

#1. We work with integrity. **We will ALWAYS place your needs as the client above anything else.**

#2. **We are consistently in the Top 1% of over 17,000** real estate agents in the Las Vegas Market based on sales volume at **over \$30,000,000 annually.** What that means is we are a full service real estate team that is producing at the highest of levels, offering a high level of professionalism with systems in place to ensure everything is handled correctly and nothing is overlooked. Your home is typically your largest asset and the sale should be entrusted to a qualified professional.

#3. **Our listing to sale price ratio is 100.12% since 2018.** What that means is that of all the homes we have listed, we have achieved an AVERAGE sale price of 100.12% compared to the list price. We are averaging a sale price that is OVER 100% of the list price for our Sellers listing after listing.

#4. **Our average days on market since 2018 is 16.9 days.** What this means is that your home will most likely sell in just over 2 weeks when listed with us.

#5. We use only the **highest quality marketing materials** as you will see later on in this presentation that ensures your home is being displayed in the best possible light.

Thank you for the opportunity to best serve your real estate needs. We look forward to helping you achieve your goals while creating an amazing real estate experience from consultation to closing and beyond. In everything we do for you we take the added time to make sure the process is understandable, transparent, and rewarding.

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Our job is about much more than selling houses. It's about genuinely serving people and helping them realize their dreams in the short and long term.





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MEET

MATTHEW SNYDER & THE SNYDER TEAM

Matthew Snyder, and The Snyder Team, ranks in the Top 1% of ALL Las Vegas Realtors each year since 2020. Matt entered the real estate industry in 2018 after a career as an Officer with LVMPD. He immediately applied his 24/7 work ethic and was able to rise to be one of the Top 25 Realtors in his brokerage starting in the second quarter of 2018. He continually ranks in the top 150 Realtors out of over 17,000 agents year after year.

Matt prides himself on client satisfaction and believes in building his business from relationships. He understands that buying or selling a home can be one of the most stressful experiences, so his main priority is to ensure every client has an amazing experience.

Matt employs a high quality and aggressive marketing strategy that results in a very low average days on market for his listings, and works relentlessly to negotiate top dollar for all of his sellers. Confident in his ability to get your home sold for the most amount of money, he guarantees to sell your house.

In addition to servicing his clients, Matt is passionate about dog rescue, specifically supporting local rescue groups consistent and regular donations. He also regularly self-funds and organizes events to feed the homeless population and those in need in Las Vegas.

Matt, and his Team, look forward to helping you and your family with all of your real estate needs and promise to provide a top notch experience.

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Las Vegas Real Estate Agent Rankings for 2022

For the calendar year of 2022 we ranked #89 out of more than 18,000 Real Estate Agents in Clark County, based off of sales.

88	K... (879)	AWRD	27.0	14.0	41.0	29,484,699	719,139	0.08
89	Matthew Snyder(240603)	RLBR02	34.0	33.0	67.0	29,450,100	439,554	0.08
90	Robin M. Compagno (094161)	ISLX	15.0	8.0	23.0	29,348,000	1,276,000	0.08
91	William O'Keefe (093862)	NERI	28.0	33.0	61.0	29,073,620	476,617	0.08
92	Avichal Dan Goss (219331)	ELLI	24.0	17.0	41.0	29,024,640	707,918	0.08
93	Juan Carlos Carrera Pena (237167)	COVA02	15.0	63.0	78.0	28,730,225	368,336	0.07
94	Ed... G. Sherwood (004372)	SYNS	8.0	5.0	13.0	28,497,226	2,192,094	0.07
95	Orlando Valdivieso (208206)	DHCA	32.0	39.0	71.0	28,485,898	401,210	0.07
96	Delinda Crampton (203826)	AMEG05	45.0	8.0	53.0	28,452,739	536,844	0.07

Listing Volume of each listing is split 50/50 between the Listing Agent and Co Listing Agent, if there is no Co Listing Agent then the Listing Agent receives 100% of the listing total. The same applies for Selling Agents and Co Selling Agents.

How this is relevant for you as a client: As a top producing real estate team we have a thorough and current understanding of market conditions and actively sell homes every day. We sell 6 times as many homes as the average real estate agent which means we know what type of marketing is most effective and how the current buyer pool is reacting to market trends which results in your home getting sold for the most money in the quickest amount of time.

Our **SOLD** Homes

We successfully **SELL** homes
in **ALL** areas of Clark County!

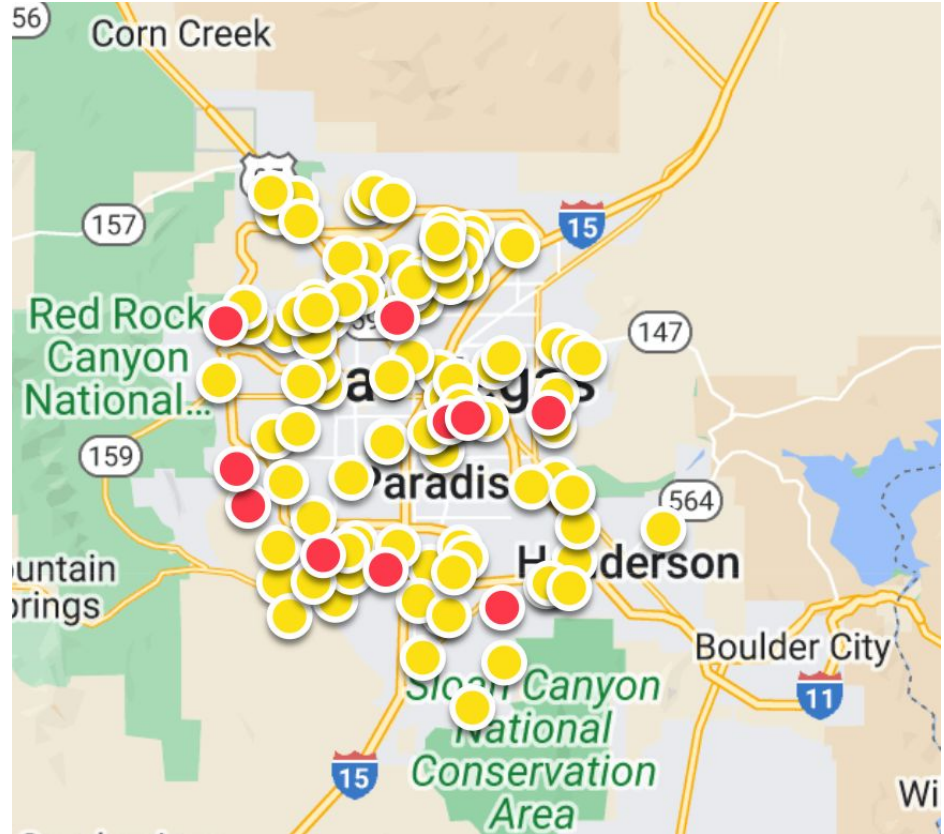
Why this matters to you as a Seller:

We have a thorough understanding and knowledge of the **entire** real estate market in Clark County.

We are **experts** in all areas of Las Vegas, Henderson, and North Las Vegas.

We are able to solicit buyers from all areas of Clark County since we are **actively selling in all areas.**

Your home gets **maximum exposure** with an Agent that is working all areas of the market and isn't restricted to just one sub-market.





OUR RECENTLY CLOSED SALES

2904 Weeping Beach Rd, North Las Vegas NV 89031	\$510,000
245 Pleasant Pebble St, Henderson NV 89074	\$500,000
8125 Amesbury Canyon St, Las Vegas NV 89113	\$426,000
5408 Lemhi Ct, North Las Vegas NV 89031	\$450,000
6381 Cascade Cliffs Ct, Las Vegas NV 89139	\$685,000
9336 Thunder Basin Ave, Las Vegas NV 89149	\$625,000
6399 Placer Dr, Spring Valley NV 89103	\$342,000
224 Denette Ln, North Las Vegas NV 89031	\$440,000
8165 La Cienega St, Las Vegas NV 89123	\$875,000
536 Blackbird Knoll Ct, North Las Vegas NV 89084	\$383,800
1724 Franklin Chase Ter, Henderson NV 89012	\$425,000
11550 Trevi Fountain Ave, Las Vegas NV 89138	\$1,730,000
5710 E Tropicana Ave Unit 1029, Las Vegas NV 89122	\$238,000
2399 Arrington Ave, North Las Vegas NV 89086	\$476,200
9453 Mast Dr, Las Vegas NV 89117	\$574,900

You only get one chance at a 1st impression!

87 percent of home buyers relied on photos to help make their decision, according to the National Association of Realtors.

Professionally photographed homes **sell 32 percent faster** than other listings, according to VHT, a real estate photography company.

Professionally photographed homes **command a 47 percent higher asking price** per square foot, according to Redfin.



PROFESSIONAL HIGH DEFINITION PHOTOGRAPHY WITH AERIAL DRONE PHOTOS

Professional photography is essential to showcasing the unique features of your home. More people will view your home online than will ever visit it personally so your homes photos need to come to life. Giving them a vision of their life in your home increases the probability of an in-person showing.

We will utilize our photographers to shoot:

Professional daylight & or twilight photos

Upload and syndicate the photos to over 1000 online listing websites



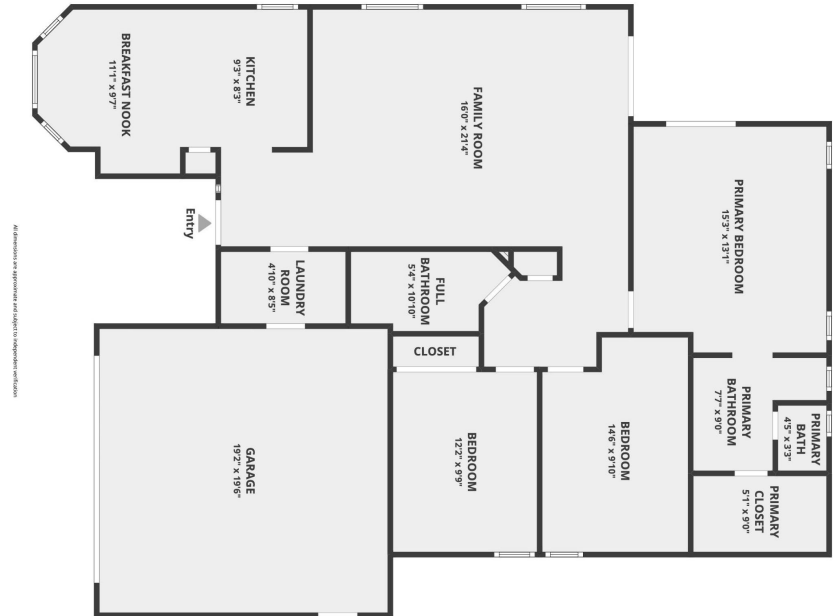


3D VIRTUAL TOURS OF YOUR HOME

With a **3D virtual tour**, prospective leads can do their own walkthrough of your properties from anywhere, anytime, generating higher engagement and interest.

- Sell at a **4-9% higher sales price**.
- **Decrease time on market** by up to **31%**.
- **90% of buyers** would be more compelled by a listing with a 3D tour.

Attract more qualified prospects by giving viewers the most complete representation of your property, **filtering out those the property may not be right** for while also attracting leads that are genuinely interested in your property.



The POWER of VIDEO marketing

A well-made real estate video, whether a virtual tour shot by phone, or aerial footage captured by drone, can be an invaluable resource for both buyers and sellers. It showcases the property in much more detail than a photo or textual description ever could.

Links to pages with embedded video get **157% more organic search results** than ones without it.

Property listings with video **generate more than four times more leads.**

Videos get:

- 2x the increase in clicks
- Conversions increased by 20-30%
- 2-3x higher click-through rate



An example of our high quality video walkthrough videos



We love to hold open houses!



48% of all buyers attended an open house as part of their search process.

Repeat buyers are more likely to find their home from an open house than first-time buyers.

Buyers with a **median income between \$250,000 and \$499,000** are more likely to find their home through an open house than buyers in other income brackets.

49% of buyers between the ages of 24 - 44 and 45 - 64 utilize open houses more than any other age group.

Married couples and unmarried couples are more likely to walk through open houses than single buyers.



HIGH QUALITY PRINT MATERIAL

PROPERTY BROCHURES

Leave a lasting impression. Custom property brochures will be created and utilized in addition to the yard sign to display your home in the best possible way.

PROPERTY FLYERS

Customized open house and property flyers will be designed to display in your home for buyers to see.

DIRECT MAIL POSTCARDS

High quality direct mail pieces will be created showcasing all the best features of your home and mailed to all the neighbors.

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WHY WE USE FACEBOOK ADS TO HELP SELL YOUR HOME

Facebook has **2.60 billion monthly active users** (Facebook, 2020). If that number doesn't blow you away, it also has **1.73 billion users** that are visiting the social networking site on a **daily basis**. And on average spend **58.5 minutes on Facebook each day**.

Seven out of ten (69%) adults in the U.S. claim that they use Facebook (Pew Research Center, 2019).

Facebook and YouTube continue to be **the most widely used social media platforms** among U.S. adults.

Age doesn't seem to be much of a differentiating factor for users when it comes to Facebook usage. **68 percent** of those that are **in the ages 50 to 64**, and **nearly half of those 65 and older** claim to be using Facebook.

78 percent of American consumers **have discovered products to buy** via Facebook (Kleiner Perkins, 2018).



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**WE GET YOUR HOME
INTERNATIONAL EXPOSURE**



We Joined the Nation's Premier Network for Marketing U.S. Properties Throughout the World



Our real estate company has an aggressive strategy for attracting international home buyers to our listings. By distributing your listing information, along with photographs, to a wide array of premier consumer websites around the world, we make sure that we maximize every opportunity to attract qualified buyers. Our listings appear across a network of over 100 trusted international websites, including the leading real estate websites in the U.K., China, and India.



DID YOU KNOW?

- International buyers spent an estimated \$153 billion on U.S. residential real estate last year
- Approximately 44% of purchases by international buyers are all-cash

Source: The National Association of REALTORS® 2017 Profile of International Home Buying Activity



YOUR LISTING GOES GLOBAL



WHERE BUYER FOUND THE HOME THEY PURCHASED

Exhibit 3-4

(Percentage Distribution)

	AGE OF HOME BUYER						
	All Buyers	22 to 29	30 to 39	40 to 54	55 to 64	65 to 73	74 to 94
Internet ←	52%	62%	63%	55%	46%	38%	23%
Real estate agent ←	29	25	23	25	33	37	41
Yard sign/open house sign ←	6	5	4	6	7	7	14
Friend, relative or neighbor ←	6	5	5	5	6	7	12
Home builder or their agent ←	4	2	3	5	4	8	6
Directly from sellers/Knew the sellers	3	1	2	4	3	2	1
Print newspaper advertisement	*	*	*	*	*	1	1
Home book or magazine	*	*	*	*	*	*	*
Other	*	*	*	*	*	*	*

*Less than 1 percent

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VALUE OF WEBSITE FEATURES

Exhibit 3-8

(Percentage Ranking Feature "Very Useful" Among Buyers Who Used the Internet)

AGE OF HOME BUYER

	All Buyers	22 to 29	30 to 39	40 to 54	55 to 64	65 to 73	74 to 94
Photos 	87%	89%	90%	89%	83%	83%	74%
Detailed information about properties for sale 	85	83	87	87	84	82	71
Floor Plans 	52	49	53	55	46	56	57
Real estate agent contact information 	44	45	36	42	46	56	50
Virtual tours 	42	39	40	44	42	46	46
Detailed information about recently sold properties	41	40	44	44	40	36	32
Neighborhood information 	40	45	43	42	37	34	35
Pending sales/contract status	38	41	41	42	36	26	19
Interactive maps 	37	41	38	41	37	33	17
Information about upcoming open houses 	28	28	32	29	27	23	7
Videos 	24	19	21	26	24	27	27
Real estate news or articles	7	6	7	9	8	6	2

Complimentary moving truck rental

Our clients get access to our own personal moving truck, completely **FREE**, to assist you with your move. The truck is available to you not only during your purchase or sale, but also in the future if needed. We are here to help you in any way we can!



Our proud partnership with Animal Help Alliance

Animal Help Alliance specializes in rescuing the underdog, the broken and the hard to adopt animals in our community. They often have "Special Kids" who need that extra training, have a disability or a lifelong medical condition.

For every real estate transaction we do a donation is made to Animal Help Alliance to go towards spay/neuter, vaccinations, microchips, and general support to the rescue.



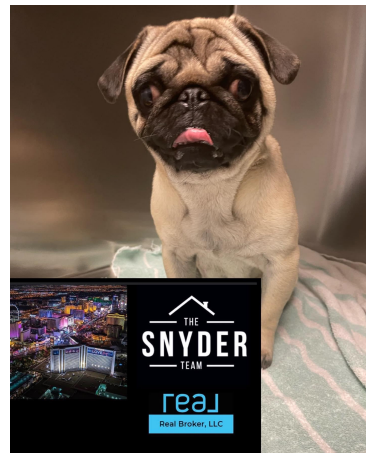
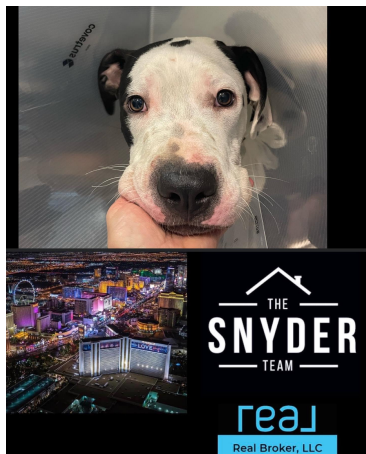
LAS VEGAS

animalhelpalliance.org/

@AnimalHelpAlliance



Animal Help Alliance



What our Clients say about us:

"Matthew was knowledgeable, proactive, not a 9 to 5 relator. He helped me so much and explained the process every step of the way. He helped me find the home that was right for my family and I. His knowledge and diligence made the process smooth and efficient. He got me the right mortgage team to aid me in securing my home. If you want a realtor that works hard for you whether you're selling or buying. That will work hard to find you your home then he is the one for you. He won't give up till you're happy. Thanks Matthew without you and your team my dreams of owning a home after so many years renting would have never come true."

"I dealt with Matt when selling a home. It had sat on market for 3 months, it was close to holiday and things weren't looking good. Matt came in already knowledgeable about the home, armed with accurate information and was aggressive and professional. Matt was able to sell the home in three days. I've come across a lot of realtors in Las Vegas however from this point forward I will only deal with Matt Snyder."

"Matt helped me sell my home for top dollar. I was hesitant to sell my home but Matt made me more confident by his expertise in real estate. There was no pressure to sell he just helped guide me through the process. He also got premium house photos which drove tons of traffic to my house which I felt made a difference from the other comparables on the market."

"Matt is the total package! He helped me sell a house and find a new one to call home. He was always on top of everything, keeping me up to date and making sure I was getting the best deal on both ends. He works hard for you, and is very knowledgeable, making the entire process smooth and easy. 10/10 recommend him for all your real estate needs!"

All reviews located at www.SnyderTeamVegas.com/testimonials

OUR PROMISE

This is your moment.

Thank you for allowing us to be a part of your journey.

To return the favor, we intend to not only sell your home for top dollar, but exceed your expectations from consultation to closing and beyond.

After all, selling your home can feel overwhelming without the proper support, care and guidance from a devoted team. That's why we are here to lead the way. In doing so, we are devoted to your goals and doing whatever it takes to ensure your amazing results.

For you, your family, and your future.

We'll be with you every step of the way.

Sincerely,

The Snyder Team

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