



RYAN|DEAL
REAL ESTATE

from sale TO SOLD.

Sell your home at the highest
price and in the least amount
of time.

exp[®]
REALTY



Welcome to innovative and thoughtful real estate sales representation.

I have just one goal – to help you sell your home for the very best price in the least amount of time. I recognize you have a choice when selecting an agent and I'm honored to present my approach and strategy. As your REALTOR®, you can rely on me to deliver best-in-class representation, guidance, and results by providing essential services, including:

- Pricing your home accurately
- Providing cutting-edge marketing to targeted homebuyers and agents
- Showcasing the value of your home to command the best price
- Working with you every step of the way to ensure a smooth, less-stressful experience

As a licensed and credentialed REALTOR®, I strive for an elevated level of excellence. And I'm thrilled to work with you.

Yours,

A handwritten signature in black ink that reads "Ryan Deal".

Ryan Deal

getting to know RYAN.



With a passion for luxury real estate, Ryan is a REALTOR® committed to professionally serving the needs of real estate buyers and sellers. He employs various new and emerging technologies to remain a step ahead and, as it's been said, Ryan has never met a stranger.

Prior to becoming a REALTOR®, Ryan started and sold a relationship-based business with 30+ employees. He worked as an Emmy Award-winning television journalist and he served in senior leadership positions, both in the state and federal government.

Along with his life's partner and three wonderful, rescued pups, Ryan lives in the Chastain Park neighborhood of Atlanta. Ryan is a member of the Atlanta REALTORS® Association, the Georgia Association of REALTORS®, and the National Association of REALTORS®.



As a licensed and credentialed REALTOR®, Ryan fully supports the principles of the Fair Housing Act and the Equal Opportunity Act.



Proudly brokered by eXp International Realty, the largest independent global real estate brokerage with more than 86,000 professional agents.



Based on performance and service to clients, Ryan is among just 15% of agents globally to have earned this distinction from Zillow.



Ryan is a preferred agent on Realtor.com, serving Sandy Springs, North Atlanta, and surrounding areas.

results-driven TEAMWORK.

3,630

Homes Sold

\$315 Million

Total Sales

\$5.2 Million

Median Sales Price

\$695 Thousand

Average Sales Price



Lonnie Hand
5.0 ★
33 reviews



Elaine Urban
5.0 ★
10 reviews



Courtney
5.0 ★
8 reviews



Tyler Hardie
5.0 ★
7 reviews



Brian Guffey
4.7 ★
7 reviews



Valerie Dirksen
5.0 ★



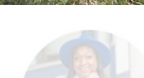
Kerry Palmer
5.0 ★



LARRY HUBBARD
5.0 ★



Austin Louchart
5.0 ★



Terah Christian-Medada
5.0 ★



Naomi Chism
5.0 ★

fastest growing INTERNATIONAL BROKERAGE.

1 in 9

Homebuyers is International

86,000+

eXp Agents Collaborating Globally

24+

Countries eXp Operates In

#1

Largest Independent Brokerage by
Volume

\$595,000

Average Sales Price

exp[®]
REALTY

the journey

TO SOLD.



buyers FIND HOMES HERE.

50% Internet

28% Real Estate Agent

7% Yard/Open House Sign

7% Friend, Relative or Neighbor

5% Home Builder or Their Agent

2% Directly From Sellers

1% Print/Newspaper Ad



buyers ARE KNOW-IT-ALLS.

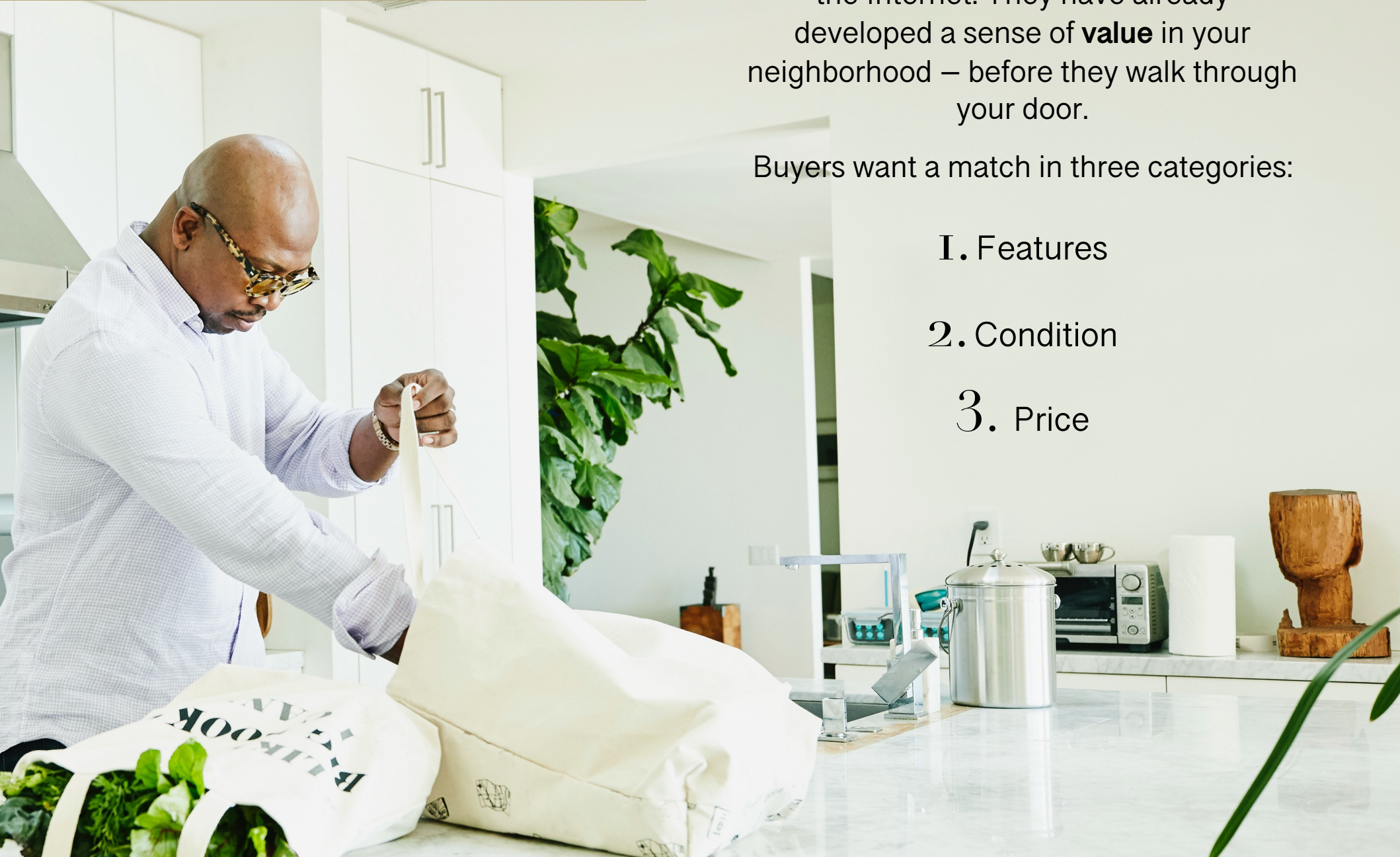
Most homebuyers begin their search on the Internet. They have already developed a sense of **value** in your neighborhood – before they walk through your door.

Buyers want a match in three categories:

1. Features

2. Condition

3. Price



avoiding ALL THE OBSTACLES.

Price Too High

Even asking-price offers can fall apart over financing.

Condition of Home

Put yourself in a buyer's position. Today's buyers desire a move-in ready home.

Poor Marketing

Selling a home requires more than a yard sign and an MLS listing.

Inaccessibility

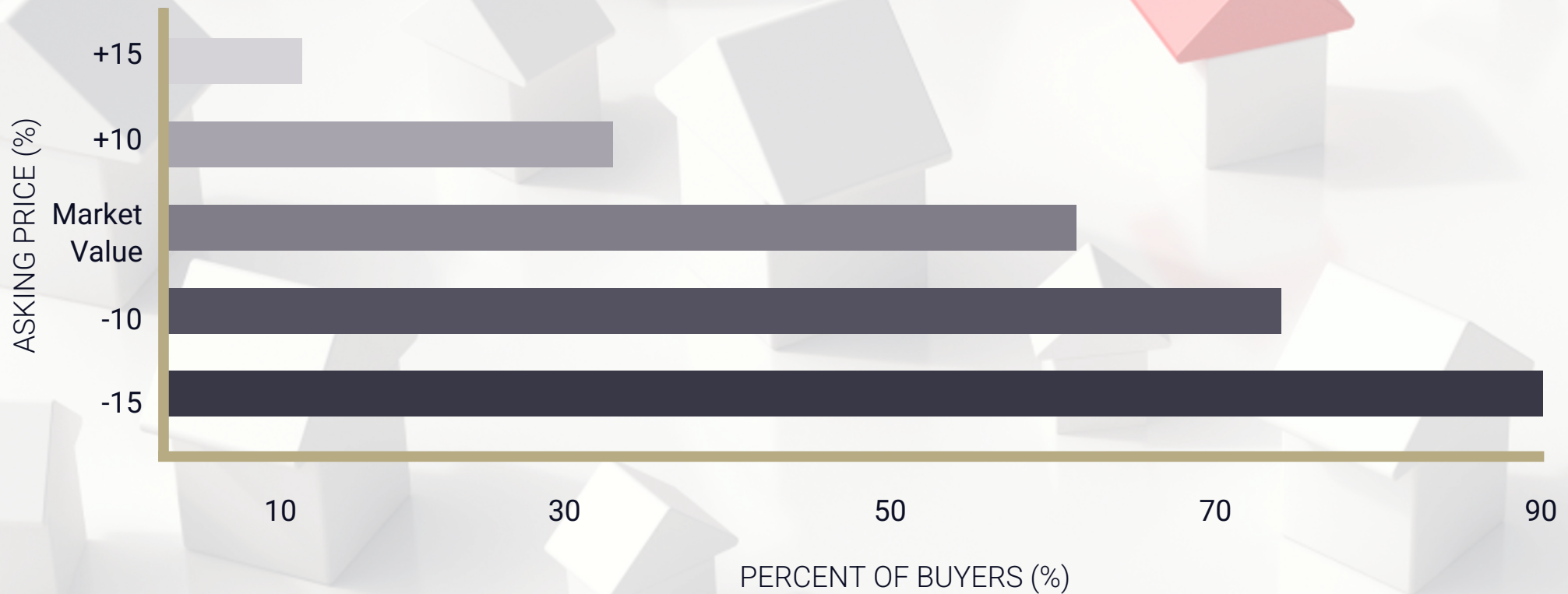
Agents show homes that are easy to access with easy tour booking.

No Staging

An empty home – or a crowded home – prevents buyers from conceptualizing the space as theirs.

the price

MUST ALWAYS BE RIGHT.



informed pricing STRATEGY.

Price is driven by the current market, and not by any one home.

Factors Influencing Market Value

- Supply & Demand
- Economic Conditions
- Asking & Selling Prices of Competing Homes
- Your Home's Condition
- A Buyer's Perception of Your Home

Factors with No Influence on Market Value

- The Price You Paid for Your Home
- Your Expected Net Proceeds
- The Amount You Spent on Improvements

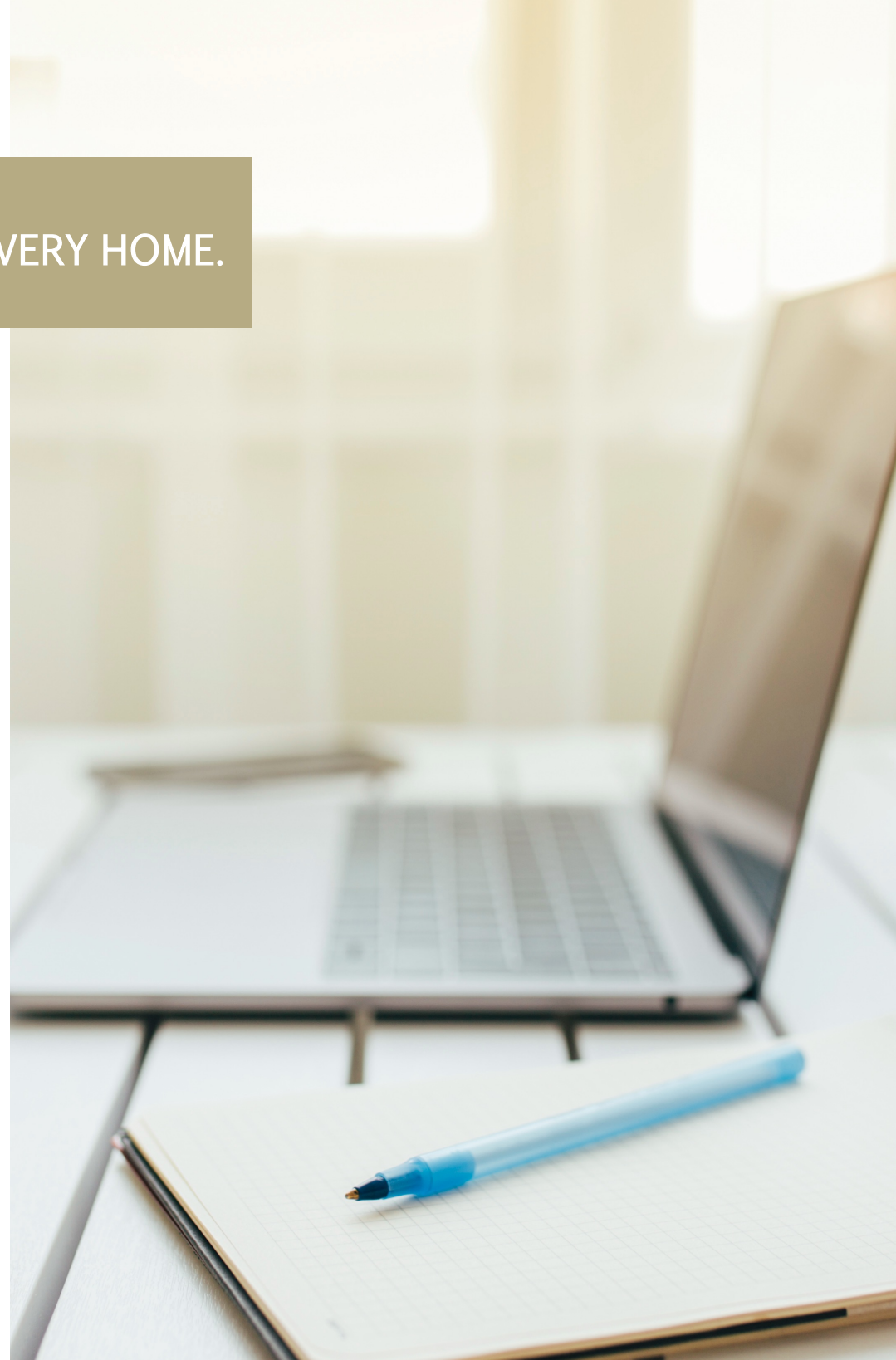
expert analysis ON EVERY HOME.

Competitive Market Analysis

- Comparable sales from all real estate agents and companies
- Multiple Listing Services (MLS)
- Public records
- Sold listings – *most valuable measure*
- Active listings – *demonstrate supply and competition*
- Withdrawn/expired listings – *usually demonstrate an overpriced listing*

Evaluation of Your Home

Visits to Comparable Homes



preparing your home

FOR A SUCCESSFUL SALE.

Every home will eventually sell. How fast depends on what others think of your space and how it compares to other homes on the market.

Preparing your home for sale involves trust — I'll be there with you throughout the process.

I.

Walk-Through

2.

Addressing Identified Issues

3.

Final Preparations and Cleaning

time to show off YOUR HOME.

Price is set.

Home Looks Amazing.

Ready for Marketing.

95%

Buyers Using the Internet
During Their Home Search

85%

Transactions Brokered by a
Listing Agent + a Buyer's Agent

Marketing to Agents will be
Central to Our Strategy



marketing THAT MATTERS.

My marketing is intended to get buyers in the front door for showings – that's where marketing ends. I'll work to ensure your home matches my formula for a sale:

more desired features + lower price = better value

less desired features + higher price = poor value

right features + right price = best value

Offering value at a price the buyer already understands will increase showings and lessen time to a sale.



staging FOR SUCCESS.

Professional home staging positions your home to the needs of buyers by creating a memorable, emotional connection. It's important that buyers imagine the home as theirs, and not as though they're living in your home. In a recent online survey, 87% of respondents said home presentation made the difference in whether a home sold.

professional PHOTOGRAPHY.

Once your home is staged and ready to show, I will bring in a professional photographer skilled in creating the special moments that sell homes.

Professional photography is proven to lead to more online engagement and more in-person home showings.

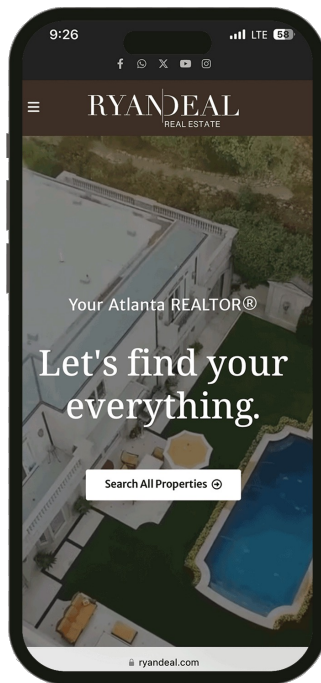
“Buyers perceive homes with professional photography to be worth, on average, 12% more than the actual price.”

— *The Wall Street Journal*



brochures THAT WON'T BLOW AWAY.

Buyers passing by your home will be able to link directly to an *e-brochure* using their smartphone – without barriers like site registration. And they'll be able to share the *e-brochure* with anyone.



digital solutions ON STEROIDS.

Once the very best photos are selected and the description of your home is written, I'll send all of it to the Internet. Within minutes, your home's listing will be amplified and appear on every global source of real estate for sale.

These are some popular examples.



 **realtor.com**

 **home
SEARCH**

CHRISTIE'S
INTERNATIONAL REAL ESTATE

 **BOARD OF
REGENTS**

 **HomeFinder**
.com

 **trulia**
real estate search

 **LUXURYREALESTATE.COM**
 **Homes.com**

 **LEADING
REAL ESTATE
COMPANIES**
of THE WORLD

 **HGTV's
FRONTDOOR**

THE WALL STREET JOURNAL | **REAL ESTATE**

FMLS

 **FRONTDOOR'S
openhouse**

 **Zillow.com**
Your Edge in Real Estate

 **GEORGIA
MLS**
Multiple Listing Service

 **REALTOR.com**
REALTOR

 **ajchomefinder**

 **RealtyTrac**

cyberhomes

supercharged EXPOSURE.

104% More Page Views

87% More Saves

91% More Shares

10% More Likely to go Pending
in 14 Days

2% More Revenue

Zillow Showcase listings are
limited to just 10% of all
listings. My team has priority.



expectations DELIVERED.

Hiring me as your Listing Agent means you'll be represented by a REALTOR® who honors ethics and trust. And you can expect genuine care for you and your home, along with the attention to detail you deserve.

Welcome to better real estate representation.



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REAL ESTATE



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Information

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