



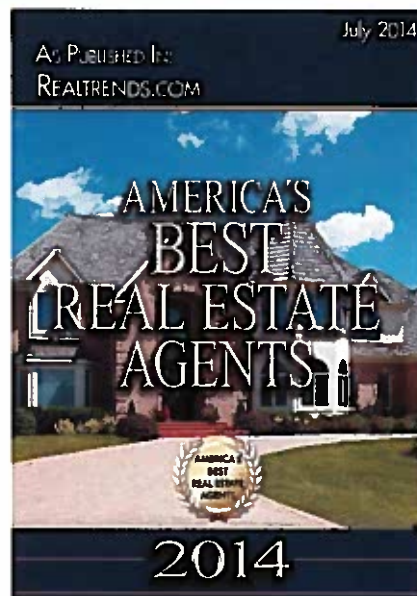
# Joanne DeLeon.com

WHERE DREAMS COME HOME

## About Me

Thank you to my clients for providing me with this amazing honor. I love to teach the home selling and buying process, as well as investment planning. This will be my 15th year at The Group Real Estate. I support the Rams Club, United Way, Group Gives, Poudre Schools, Liberty Common School and more! I am versed in military needs, and I am an Army Ranger Mom! This year Tim and I will celebrate 30 years of marriage. I raised my two sons, Justin and Jon, here in Fort Collins from Kindergarten through CSU! Justin is married to Julie and is a Captain in the Army, currently serving in Fort Hood, Texas, Julie is a teacher and coach with her Master's Degree in Coaching and Athletic Administration. Jon is an author and published his second book, "The Loop", and is currently working with my husband's software company, "Focus 1st", inventing tools to help Realtors assess and price Real Estate. I would love to partner with you and see your Family thrive here! Thank you all for your trust in me.

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# CORRECT PRICING THE WAY TO CERTAIN SUCCESS!



## Pricing Focus

Walking into a pre-listing appointment, make it your goal to see this as a \_\_\_\_\_ appointment.

Come with a "WOW" that is \_\_\_\_\_ for all.

Prepare ahead with a great \_\_\_\_\_ tool.

Combine your \_\_\_\_\_, the condition of the home and its location with a great tool.

FOCUS on a \_\_\_\_\_, it is healthy for all!

Ask \_\_\_\_\_, which will invoke a desire to hear your answers.

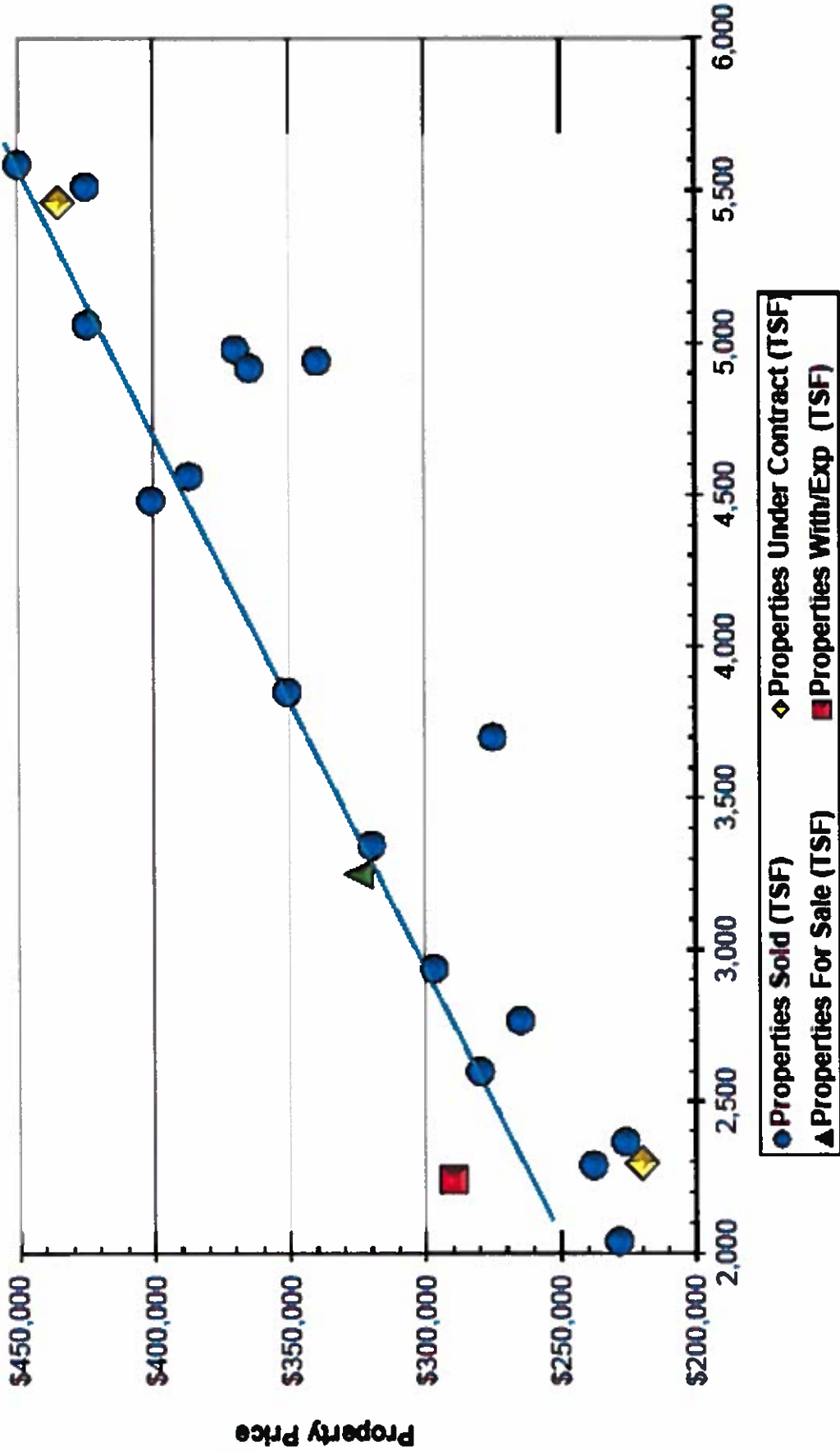
Be the source of knowledge.

***Pull out the POWER, and set up the follow up appointment in your office!***



# Activity in Registry Ridge (Fort Collins)

From 11/5/2011 to 2/12/2013



Providing a Classic Experience!

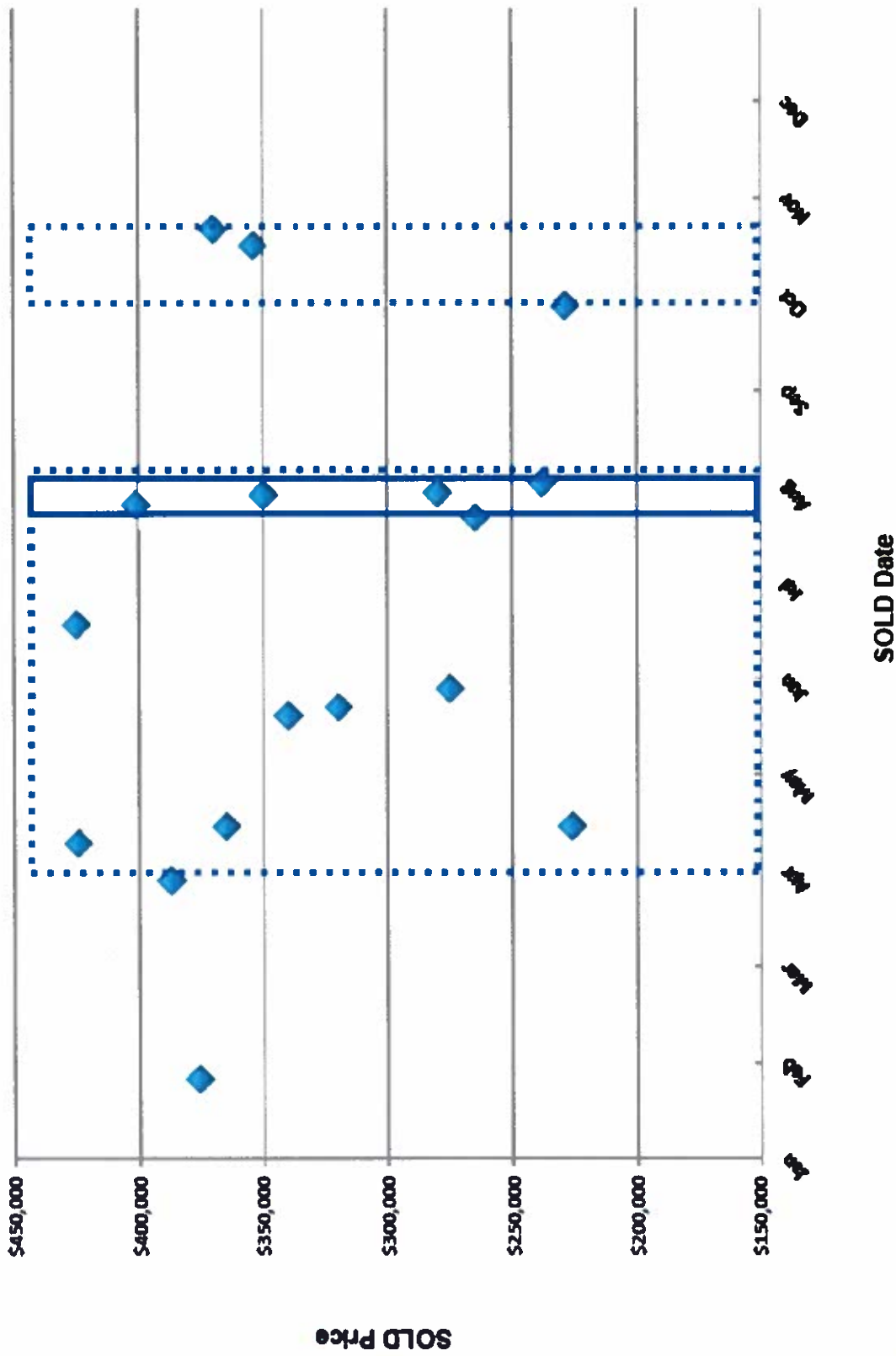
970 377 4050

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# Buying Pattern Registry Ridge (Fort Collins)



Source: M.S. Information deemed reliable but not guaranteed.

Providing a Classic Experience!

970 377 4959

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# FAQS

## **Is the Visual Pricing System easy to use? How do I use it to create charts?**

To use the Visual Pricing System you login to your MLS and export data to a file. Then you run the Visual Pricing System and read in the data. Several of the graphs are automatically created at that time (Odds of Selling, Time to Sell, Buying Patterns, MLS data forms, and the Real Estate Pond). Additional graphs will be created based on specific properties you want to focus on (Scattergram Pricing and Competitive PriceLines).

## **I've never exported data from my MLS, how do I do that?**

Exporting data from your MLS differs for each MLS and is documented on our website. You can visit [tinyurl.com/f1MLS](http://tinyurl.com/f1MLS) to see how to export data from your MLS.

## **How do I find out more about the Visual Pricing System?**

There are several online tutorial files, all about 5-10 minutes long which will show you how to use the Visual Pricing System. While these tutorials are great to learn how to use the Visual Pricing System, they also work great as demos.

To see Visual Pricing tutorials go to [tutorial.focus1st.com](http://tutorial.focus1st.com)

## **Does the Visual Pricing System work on my MLS?**

We support over 150 MLS throughout the US and Canada. To see if your MLS is supported see: [tinyurl.com/f1MLS](http://tinyurl.com/f1MLS). If your MLS is not listed. We can quickly and easily support your MLS. Address your email to [sales@focus1st.com](mailto:sales@focus1st.com) and include your contact information. We will contact you and have you up and working shortly.

## **What do I need to have to run the Visual Pricing System?**

You will need a PC running Windows XP or later, and Microsoft Excel 2003 or later.

## **Does the software work in a MAC environment?**

Yes the Visual Pricing system does work on the MAC. To run the Visual Pricing system you will need to have Microsoft Excel 2011 for the MAC.

## **What is the cost for the Visual Pricing System?**

The Visual Pricing System is a subscription based service. It is \$25 per month or you can purchase the year for \$250 (you get two months free with this option).

## **How to I purchase the Visual Pricing System?**

Go to [www.focus1st.com](http://www.focus1st.com) and select the "Visual Pricing for Realtors" option.

*Focus 1st, LLC is owned by Tim and Joanne DeLeon, who are Realtors with The Group, Inc. Real Estate in Fort Collins, CO. Tim is an Electrical Engineering graduate who worked at Hewlett-Packard for 25 years, prior to selling Real Estate. Tim and Joanne recognize that MLS and Public Records information is available to consumers via the internet. Their goal is to help Realtors® "Raise the Bar" and to improve the knowledge, expertise, and professionalism of Realtors throughout the nation.*