

# SELLER GUIDE

*jht group*



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# EXP Realty Named to Glassdoor's Best Places to Work for Sixth Consecutive Year

BELLINGHAM, Wash. — Jan. 11, 2023 — eXp World Holdings, Inc. (Nasdaq: EXPI), the holding company for eXp Realty®, Virbela and SUCCESS® Enterprises, today announced that eXp Realty has made Glassdoor's Best Places to Work list for the sixth straight year in the U.S., ranking No. 20 out of 100 in the U.S. Large Company list.

"Our continual focus on iterating the agent value proposition with the intention of being the most agent-centric real estate brokerage on the planet has attracted some of the brightest and most service-oriented professionals in the industry," said Glenn Sanford, Founder, CEO and Chairman of eXp World Holdings and CEO of eXp Realty. "By focusing 100% on improving the lives of our agents and their customers, we have built the fastest growing real estate company."

## About eXp World Holdings, Inc.

eXp World Holdings, Inc. (Nasdaq: EXPI) is the holding company for eXp Realty®, Virbela and SUCCESS® Enterprises. eXp Realty is the fastest-growing real estate company in the world with more than 86,000 agents in the United States, Canada, the United Kingdom, Australia, South Africa, India, Mexico, Portugal, France, Puerto Rico, Brazil, Italy, Hong Kong, Colombia, Spain, Israel, Panama, Germany, Dominican Republic, Greece, New Zealand, Chile, Poland and Dubai and continues to scale internationally.



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**JIN HONG**

Branch Manager/Realtor

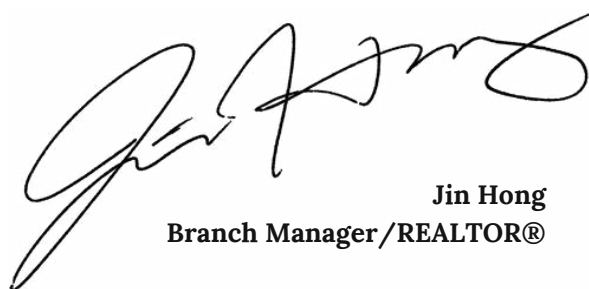
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 Jin Hong - JHT Group

When it's time to move into a new neighborhood, upscale, or downsize you must first consider the sale of your current home. The task of selling can be stressful, but it doesn't have to be. As a professional Realtor, I am here to help you develop a clear pathway to get this process done to sell your home for the most amount of money in the least amount of time.

If you have been considering selling your home and begin looking for your dream home this fall may be a great opportunity to get the best price with the most favorable terms.

Contact me directly (714) 336-5222 for professional advice and learn how your home equity can help make that possible.



**Jin Hong**  
Branch Manager/REALTOR®



WELCOME HOME

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# How an Agent Helps Sell Your House

It can be tempting to consider selling your home on your own. Today's market is at a turning point, making it more essential than ever to work with a real estate advisor. Here are five key ways a professional Realtor® can help you.

***A real estate agent has essential insights you'll want to rely on throughout the transaction. Don't go at it alone. If you plan to sell, let's connect so you have an expert on your side.***

## 1. A Realtor® Follows the Latest Market Trends

With higher mortgage rates and a growing number of homes for sale, today's housing market is showing signs of a shift back toward more pre-pandemic levels. When conditions change, following the trends and staying on top of new information is crucial when you sell.

That makes working with a professional Realtor® critical today. They know your local area and follow national trends too. More importantly, they'll know what this data means for you, and as the market shifts, they'll be able to help you navigate it and make your best decision.

## 2. A Realtor® Helps Maximize Your Pool of Buyers

Professional Realtors have a large variety of tools at their disposal, such as social media followers, agency resources, and the Multiple Listing Service (MLS) to ensure your house is viewed by the most buyers. *Investopedia* explains why it's risky to sell on your own without the network an agent provides:

*"You don't have relationships with clients, other agents, or a real estate agency to bring the largest pool of potential buyers to your home. A smaller pool of potential buyers means less demand for your property, which can translate into waiting longer to sell your home and possibly not getting as much money as your house is worth."*

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### 3. A Realtor® Understands the Fine Print

Today, more disclosures and regulations are mandatory when selling a house. The National Association of Realtors (NAR) explains it best, saying:

*"Selling a home typically requires a variety of forms, reports, disclosures, and other legal financial documents ... there's a lot of jargon involved in a real estate transaction; you want to work with a professional who can speak the language."*

A professional Realtor® knows exactly what needs to happen, what all the paperwork means, and how to work through it efficiently. They'll help you review the documents and avoid any costly missteps that could occur if you try to handle them on your own.

### 4. A Realtor® is a Trained Negotiator

If you sell without a professional, you'll also be solely responsible for the negotiations. That means you'll have to coordinate with:

**The buyer**, who wants the best deal possible

**The buyer's agent**, who will use their expertise to advocate for the buyer

**The inspection company**, which works for the buyer and will almost always find concerns with the house

**The appraiser**, who assesses the property's value to protect the lender

Instead of going toe-to-toe with these parties alone, lean on an expert. They'll know what levers to pull, how to address all concerns, and when to get a second opinion.

### 5. They know How To Set the Right Price for Your House

Professional Realtor® knows the ins and outs of how to price your house accurately and competitively, so you don't overprice or underprice your home for the shifting market. NAR explains it like this:

*"A great real estate agent will look at your home with an unbiased eye, providing you with the information you need to enhance marketability and maximize price."*

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# Why an Agent is Essential When Pricing Your House

Especially during a shift, pricing your house right matters. The best way to ensure that happens is by working with a trusted real estate professional.

To find the right price, real estate professionals use their expertise on:

- The value of homes in your area
- The condition of your house
- Where prices are headed
- Current buyer demand

These things ensure you're not over or underpricing your home for the market.



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# Reasons To Hire a Real Estate Professional

When it comes to selling your house, don't go at it alone.  
Here are a few ways a trusted real estate advisor can help.

## Contracts

We help with all disclosures and contracts necessary in today's heavily regulated environment.

## Experience

We're well versed in the housing market and know the ins and outs of the entire sales process.

## Technology

We know how to use the latest tech to make the process (and your life) easier.

## Negotiations

We act as a buffer in negotiations with all parties throughout the entire transaction.

## Education

We simply and effectively explain today's market conditions and decipher what they mean for you.

## Pricing

We help you understand today's home values when setting the price of a listing or making an offer to purchase.



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# A Checklist for Selling Your Home

As you get ready to sell your house, add these items to your to-do list. We will also provide other helpful tips based on your specific situation.

## Make it Inviting



Open blinds or curtains to let the light in



Check lightbulbs and replace as needed



Take down personal photos or items



Fix anything that's broken



Give every room a clear purpose

## Show It's Cared For



Clean your vents and baseboards



Vacuum, mop or sweep floors



Declutter throughout



Organize countertops, cabinets, and closets



Touch up any scuffs on the walls

## Boost Curb Appeal



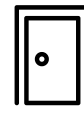
Power wash outdoor surfaces



Wash the windows (inside and out)



Tidy up the landscaping



Freshen up your entry



Sweep patios, decks and walkways





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# Testimonials



5.0 181 reviews\*

(JHT Group: \*Updated on 2/15/2023)



5.0 80 reviews\*



5.0 55 reviews\*



5.0 23 reviews\*

## **Positive:** Professionalism, Responsiveness

JHT Group is absolutely amazing. We had been looking for a home to purchase for a few months and faced a lot of obstacles. The market was too competitive and we were about to give up on our search. Then we consulted JHT. JHT makes real estate super easy. The team leader Jin is highly competent and professional. Our agent Allen was attentive, speedy, and dedicated to our search for our dream house. We closed escrow yesterday. We are thrilled to have worked with JHT and recommend them highly for anyone's real estate needs.



Jessie K.  
from Google

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It was our first time selling the house, and JHT has been exceptional in every way. They are responsive, caring, fair, and professional. They also helped us finding our new home. Selling and buying at the same time can be tricky to say the least, but JHT made it so easy for us. When it comes to selling or buying a house or both, reach out to JHT!!!



Jung Woo P. Long Beach, CA  
from Yelp

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Very efficient, professional, and prompt. JHT sold my house within a week during the early quarantine period and have communicated superbly every step of the way. They also helped us get our new house which had 7 other offers, by moving quickly and being very responsive to both seller and our side, so we could close the deal as soon as possible. Buying a home in this market is challenging, especially during this time, but working with JHT made it as painless and as straight forward as possible. We highly recommend them. Everything went smoothly, and they were great to work with.



Michelly P. Newport Beach, CA  
from Yelp

Buying a house during the pandemic can be nerve-racking but our first home buying experience was pleasant, thanks to Jin Hong and his team. The process was smooth and speedy; faster than we can keep up! JHT is passionate, knowledgeable, and understands exactly what the buyer/seller needs. Friendly staff was also a plus. We highly recommend JHT and hope your buying/selling experience is just as satisfying. You won't be disappointed!



Paul K. Buena Park, CA  
from Yelp

- 
- ★★★★★ Local knowledge
  - ★★★★★ Process expertise
  - ★★★★★ Responsiveness
  - ★★★★★ Negotiation skills

Selling our home with the Jin Hong Team was exceptional! Everything went so smoothly and what I appreciated the most was their quick responses.

Since this is all happening during the pandemic, we were worried about prospective buyers visiting our home while we were still residing there. They eased our worries by providing all the sanitizing needs: masks, gloves, hand sanitizer, and even shoe covers were packaged in nice little one-time use packets for each visitor. They even taped a warning sign on the front door to make sure that everyone abided by the rules.

The no-hassle, online form-signing was also great. We would be notified via email for any new DocuSigns and only had to visit their office once for the final document signing.

They represented our home in the best way possible through great pictures and videos. Their 3D-walk through was amazing and they spent very little getting this done.


We purchased this home through them and sold the same house through them since we fully trust the team. Thank you JHT Group for your excellent service!

Sold a Condo home in 2021 in Foothill Ranch, CA.  
from Zillow

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