

Real Estate Made Simple.

A modern living room interior. In the center is a white fireplace with a brick surround and a black frame, with a fire burning inside. Above the fireplace is a large white arched mantel. To the left of the fireplace is a built-in white shelving unit with open shelves holding various decorative items like books, a small statue, and a vase. To the right is another built-in unit with a television on a cabinet and a lamp on a shelf. In the foreground, there are two sofas: a light-colored one on the left with patterned and solid pillows, and a dark grey one on the right with patterned and solid pillows. A low, white coffee table with gold legs sits in the center, holding a woven basket. The floor is covered with a light-colored rug. The overall style is clean and contemporary with a touch of traditional architecture.

Who We Are

Real Estate Made Simple.

Seamless service. Cutting-edge marketing.

Today's real estate market is much more challenging than that of days past. Our team at Lasco Real Estate Group understands that. Using tried, tested, and true sales strategies, the best photography in the industry, and the latest public relations, print, and digital marketing, at Lasco Real Estate Group no detail is overlooked.

With continued education and innovation, we don't rest on our laurels when it comes to technology and its lightning fast advancements to keep your home in the spotlight. We are working on a daily basis to develop game-changing strategies to redefine the industry in our market.

When we tell you that you are our priority, we mean it. Our clients come first. We will take the time to walk you through the processes and options every step of the way to ensure a strong and successful transaction. With a proven track record of success in the market and the unique skill set to tailor each and every client campaign to their precise needs, the Lasco Real Estate Group has the right tools to successfully sell your home.

Choose the team with integrity. Choose the team that cares.

Choose the Lasco Real Estate Group.



Jennifer Lasco - Designated Broker

Adam Haffajee - Associate Broker



Our clients are our 'Why'.
We take great pride in making
their dreams come true.

Social Proof.

We go above and beyond. All day. Every day.

"Jennifer and her team made everything so easy. Our house sold in less than 36 hours! Jennifer was quick to answer all of our questions and address our concerns. She was professional and friendly and so nice to work with. We would highly recommend her." - *Jennifer Carroll*

"Jennifer and her team are great at what they do. They recently helped my wife and I sell our home and they were there to advise us every step of the way. Jennifer had the house up and sold in less than a day. We would definitely work with her again." - *Jerry Johnson*

"Jennifer Lasco & team made selling our home a first-class experience plus she got us our dream home as well ! The best real estate company out there !!!!" - *Mary Schaeffer*

"Jen is the best! I cannot even express it enough, she doesn't push - she helps and gives advice. Hands down, my girl! GO SEE HER!" - *Jenna Grunder*

"Jennifer is hands down the best realtor I have encountered and she has been such a pleasure to work with. She has literally worked day and night for us. She, as well as her staff are so accomodating and hard working!" - *Rachel Henderson*

"Adam was a delight to deal with, quick to respond, accomodating, positive and extremely knowledgable. He makes the whole process easy. I HIGHLY recommend him." - *Jason Russo*



Our Approach..

The details are classified information, but the RESULTS are obvious.

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|---------------------------------------|---|
| 01 Team Approach | 09 Video Tour Marketing |
| 02 In-House Professional Photography | 10 Home Staging and Virtual Staging |
| 03 Distinctive Professional Marketing | 11 Just Listed Mega Open House |
| 04 State-Of-The-Art Website | 12 Top 100 Local Agent Preview Email |
| 05 Social Media Campaigns | 13 Pre-Marketing Email To Our Database |
| 06 Print Advertising | 14 Home Warranty Coverage During Listing Period |
| 07 Exposure of Real Estate Sites | 15 Timely and Accurate Feedback |
| 08 In-House Drone Photography | 16 Instant Showing Request Notification |

The Highlights.

We take pride in the details. Here are a few.

01 Team Approach / At the Lasco Real Estate Group, we function as a team. We understand that our clients are our top priority and we work together to ensure that their every need is met. If you speak with any of our clients you will certainly hear about the exceptional service that we deliver, time and again.

02 Professional Photography / When it comes to photography, it helps that Jennifer was the publisher of a national magazine for over a decade. We have inside knowledge of how to achieve magazine-quality photography, the best photographers, and we own all the equipment to ensure that you have the latest and greatest tools on the market. We don't skimp by making our clients choose between still photography, Matterport™ 3D virtual tour, OR drone footage, we offer a fully tailored package to every client to the best fit for each home.

03 Distinctive Marketing / We are not subject to big-box brokerage templates and design. We are able to custom design each piece for each client in-house with styling suitable to their needs. With our in-house design teams we can turn out exactly what we need at the drop of a hat. Afterhours? No problem. We get the job done, and we do it with chic modern style.

05 Social Media Campaigns / We put the focus on you. With a time tested and skilled approach to targeted marketing, unique branding strategies, and experts in the field on staff, we don't miss a beat. The Lasco Real Estate Group offers a skill set unmatched by anyone in the area with respect to the broadcast of information on the web. Your house will be right where it should be - in the faces of prospective buyers.

10 Home Staging and Virtual Staging / One of the most important parts of getting your home ready to list and shoot photography is staging. Some homes may need a professional staging team to come in, while some may only require a mini-staging session during our shoots. When you put the process in our hands, we will guide you through exactly what needs to be done to ensure that your home will photograph and show as well as possible and appeal to the widest market.

11 & 12 Mega Open Houses & Agent Preview Email / When we hit the market, we hit it hard. We don't want to let any of our listings hit the point at 30-60 days where the market interest in the property drops drastically. We work to build momentum, maintain peak exposure, and to successfully set new standards in sales excellence in our markets.



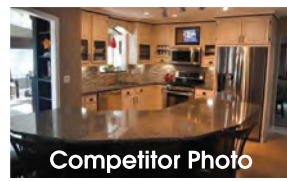
LASCO
REAL ESTATE GROUP
Photo



Competitor Photo



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Competitor Photo

The Power of Professional Photography.

Love at first sight.

The Lasco Real Estate Group sets the bar above the competition by always providing first-class photography to all of our clients. We do not cut corners when it comes to your home. **Check out these seven real estate photography facts you need to know.**

- 01 Buyers spend 60% of their time looking at listed photos, and only 20% each on the listing description and agent description.
- 02 Homes with high-quality photos receive 47% higher asking price per square foot.
- 03 83% of buyers cited pictures as 'very important'.
- 04 You have two seconds to grab a buyer's attention without a photo, and 20 seconds with a photo.
- 05 Homes with professional photographed pictures can sell for up to \$19,000 more.
- 06 Only 35% of agents use professional photographers.
- 07 Listings with professional photographs sell 32% faster.

Less Time. More Money.

There are many reasons to choose a real estate brokerage, let us tell you why clients choose us, every time. We make it our highest priority to focus on things that really matter to our clients.

Why do people choose Lasco Real Estate Group? It's simple, we sell homes faster than the competition AND we sell them for more money.

We sell our
clients homes
**1.5 times
faster than the
competition.**

We average
**3% higher
selling prices**
than the other
brokerages in
the market.

Timing is Everything.

We take the right steps, at the right time.

Pre-Listing

- Schedule an appointment to meet the Lasco Real Estate Group team
- Market analysis completed
- Discuss best strategy for selling
- Sales price established
- Formal listing presentation and review of paperwork
- Executed sales agreement
- Property evaluation and/or appraisal, if needed
- Design/staging team walkthrough

Listed and Active

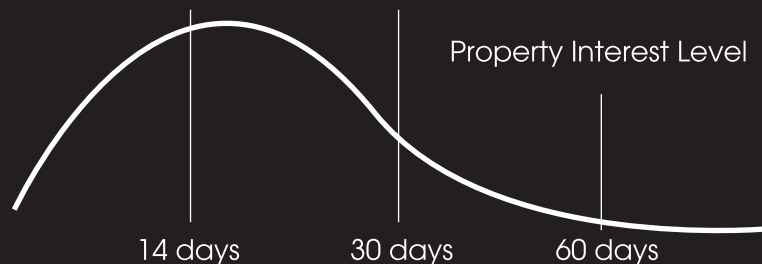
- Launch marketing campaign
- Professional photography shoot
- Signs installed
- Listing submitted to multiple listing services
- Property website launched
- Property brochure delivered
- Print & mail campaign launched
- Telephone campaign begins
- Email campaigns begin
- Office & broker preview
- Mega open house

Under Contract

- Offer(s) received
- Offer(s) negotiated
- Offer accepted
- Back-up offer(s) accepted
- Inspection & disclosure completed
- Appraisal completed
- Contingencies removed
- Property closes
- Refer friends and family to Lasco Real Estate Group

Trust the Process.

Solid strategies to keep your home in the sweet spot when selling is our specialty. Let us take care of your sale and guide you through what works. Our stats will show you - we just do it better than the rest!





lascorealestategroup.com

101 N. Adelaide St.
Fenton, MI 48430
810.433.9556

280 N. Old Woodward Ave., Suite 100
Birmingham, MI 48009
248.955.3254