

Loan M. Fratt

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What makes the J. Pratt Group the Real Estate Team of Choice?

- 1. **Ethically Competitive**. I love to get the win for my clients. Get them the most \$\$\$, the best deal, win the listing, beat out the other offers . . . but always ethically. <u>I am a bull dog for my clients</u>.
- 2. **Knowledge** of the market and strategies to win. I am learning based, creative and in the top 1% of all Realtors in the nation. As our industry evolves, I am constantly sharpening my skills to compete for my clients.
- 3. Network. I have great relationships across the nation, and a large, local sphere of influence.
- 4. **Business by Referral**. My goal is to serve in such a way that clients will <u>brag about me</u> and their referrals will keep coming. I am <u>relationship</u> oriented as opposed to <u>transaction</u> oriented.
- 5. I do what it takes for each client. Each client and transaction is different. I begin with a thorough consultation, keep asking questions, listening and watching for ways to make the real estate experience memorable by elevating your expectations.

Real Estate . . .

It's not just about property . . .

It's about people.

For most sellers or buyers, real estate represents one of the largest, or indeed, the largest asset they have. It is a huge responsibility and privilege for me to handle these sales. I awaken each morning with the passion to help improve the quality of living for each of my clients. Every closing represents a great achievement to me and to each of my clients; whether it's a \$3 million dollar estate home, a small condo sale that averts a foreclosure or a \$700,000 move to a neighborhood and home that fulfills a dream.