

SELLING YOUR HOME

A STRATEGIC, SEAMLESS APPROACH TO
GETTING TOP DOLLAR



Let's Make This Simple

Selling your home is a big decision and it can feel overwhelming at times.

Our job is to simplify the process, guide you every step of the way, and help you walk away with the **strongest possible result.**

With the right strategy, timing, and exposure, selling your home doesn't have to be stressful.

It can feel clear.

It can feel confident.

And it can feel successful.



Why Sellers Choose The JWP Group

\$330M+

Sold

Top 1%

in MLS

94.3%

List-to-Sell Ratio

Net 3%

More on Average

A rustic log cabin with a porch and a 'HAPPY Move' sign. The cabin is built with dark wood logs and has a gabled roof. A small window is visible on the upper level. The porch has a wooden railing and a sign that says 'HAPPY Move'. The background shows green trees and a blue sky with clouds.

We Don't Just List Homes.

We Launch Them.

The first 14 days on the market determine your outcome.

We focus everything on a strong, strategic launch.

OUR LAUNCH APPROACH

A structured, intentional approach designed to maximize exposure, demand, and results.

Strategic Foundation

We don't rush to market.

We align timing, pricing, and presentation to position your home to compete from day one.

Pre-Launch Momentum

Before your home goes live, **we begin building demand.**

Through targeted outreach, internal strategy, and early exposure, your home is introduced before it ever hits the market.

Strategic Launch

We launch with intention.

From timing to marketing execution, every detail is designed to create urgency, maximize visibility, and generate strong early activity.

A STRONG LAUNCH CREATES STRONGER OFFERS.

HOW WE MANAGE YOUR LISTING

We don't take a "set it and forget it" approach.

Once your home hits the market, our focus shifts to monitoring performance, maintaining momentum, and making strategic adjustments when needed.

Real-Time Feedback & Insights

- Showing feedback tracked and reviewed
- Buyer trends and patterns identified
- Ongoing agent communication
- Activity levels closely monitored

Strategic Adjustments

- Data-driven pricing conversations
- Marketing refinements when needed
- Positioning adjustments based on market response
- Competitive inventory analysis

Ongoing Exposure

- Continued digital and social promotion
- Agent-to-agent outreach
- Email marketing to buyer database
- Print and community exposure when appropriate

**We actively manage your listing to protect your price
and maximize your result**

Listing Launch Checklist

PRE-LAUNCH PREPARATION

- Align on ideal timing and launch window
- Review market conditions and pricing strategy
- Develop staging and presentation plan
- Prepare home for photography
- Schedule professional photo and video shoot
- Establish contract and timeline readiness

DEMAND BUILDING

- Reverse prospecting to active buyers
- Outreach to in-office and local agents
- Internal pricing and strategy review
- Listing copywriting (positioning-focused)
- Title work ordered early to avoid delays

LAUNCH EXECUTION

- Strategic early-week MLS launch
- Syndication to major platforms
- Social media campaigns activated
- Open house scheduled for launch weekend

Checklist Continued

Marketing & Exposure

- Email marketing to buyer database
- Paid social media campaigns
- Video + YouTube marketing
- Agent-to-agent outreach
- Print + community exposure

Ongoing Management

- Showing feedback tracked
- Buyer activity monitored
- Ongoing agent follow-up
- Strategy adjustments
- Performance review

A strong launch is only the beginning.

We actively manage every detail to protect your price and maximize your result.

Strategic Marketing

We don't rely on one channel—we build a **coordinated marketing strategy** designed to reach the right buyers at the right time.

Every listing is positioned intentionally to highlight what makes your home stand out and create a strong first impression.

Positioning & Presentation

- Strategic pricing aligned with market conditions
- Compelling listing copy that highlights key features
- Professional photography and video

Exposure Across Channels

- MLS placement with optimized visibility
- Syndication to major real estate platforms
- Targeted email campaigns to qualified buyers

Agent & Network Outreach

- Direct outreach to local and in-network agents
- Reverse prospecting to active buyers
- Internal promotion within our network
- **Discover Wisconsin and RE/MAX Partnership**

Every detail is designed to create momentum, generate interest, and attract strong, qualified buyers.

Digital Reach

We invest in your home upfront—so it launches with the exposure, demand, and momentum it deserves.

Our digital strategy ensures your home stands out across the platforms where buyers are actively looking.

- Paid campaigns designed to reach qualified buyers
- Instagram and Facebook exposure
- Retargeting to interested Audiences
- High quality video walkthroughs
- Shortform video for social platforms
- YouTube exposure for extended reach
- Mobile-optimized listing experience
- Consistent branding across all platforms



*6095 Windpuddin Dr N,
Lake Tomahawk, WI
2BD / 1BA
MLS# 216072*

*120 HWY 70,
Saint Germain, WI 54558
2.5 BD / 3BA
MLS# 214199*

Saturday, March 21st 9:30am to 11am
2 Open Houses!



The JWP Group
www.thejwpgroup.com
715-891-1236

We don't just list your home—we position it where today's buyers are already looking.

The Experience Matters

Selling your home isn't just a transaction—it's a major financial and emotional decision.

You deserve a process that feels:

- Clear
- Confident
- Fully supported from start to finish

We don't just focus on the outcome.

We focus on how you experience every step along the way.

From preparation to closing, our role is to:

- Anticipate what's next
- Communicate clearly and consistently
- Handle the details so you don't have to

So you can move forward with confidence—and walk away knowing you made the right decision.

Testimonials

Our clients' experiences reflect the level of care, strategy, and results we bring to every listing.



“Julie was outstanding to work with. Her professionalism and expertise made it a **no-brainer** to choose her as our agent. She was very thorough, offered good advice, and is clearly an expert in this market. She represented us extremely well in negotiations and both **listened to our needs** and shared what were reasonable responses, and helped ensure we got what was important to us in the sale. Photography was outstanding as well - showed off the property but did not mislead. We would definitely work with her again in a heartbeat!”

“The team did an excellent job selling our Northwoods Property fast! With multiple offers coming in they guided us every step of the way. Closing happened **smoothly and on time!** If you are looking for someone to help you would highly recommend!”

“Julie Winter-Paez and her team at Remax Property Pros, Eagle River, WI. served as our listing realtors for the sale of our cabin. We were impressed by their **level of professionalism** and knowledge of the market in setting a selling price. They were **flexible** with our schedule which included closing down the sale process while the property was snowed in for the winter. They did **research** at the assessor's office to pin down the basis for the property and most important, they **connected us with reliable local contractors** do some needed work. They kept us up to date throughout the process. We were impressed and would strongly recommend them as realtors in the Eagle River area.”

“Julie and her team did an outstanding job from helping us know how to get our home ready for listing through the closing process of our home. Everything went smoothly and seamlessly. We **highly recommend** Julie and her team for your real estate needs!”

Meet Your Team Lead

Julie Winter-Paez

Broker / Owner, CRS GRI SFR CLHMS

715-891-1236 / julie@juliepaez.com



For more than two decades, I've guided over 2,100 families and investors through major life transitions across Northern Wisconsin and the Northwoods.

Not as a salesperson, but as a steady hand when the process feels overwhelming.

As Broker/Owner of RE/MAX Property Pros and Team Leader of The JWP Group, I oversee both our listing division and more than 100 buyer-side transactions each year.

Whether you're selling a longtime family home, handling an estate, transitioning into retirement, or purchasing a waterfront or legacy property, my role is simple: simplify the process, protect your equity, and guide you through every decision with clarity and calm. From Eagle River to Minocqua, from Land O' Lakes to Three Lakes and beyond, I believe great results don't come from pressure. They come from **good guidance at the right moments.**

Dedicated Listing Team

Supported by a dedicated team ensuring every detail is executed seamlessly.



Alicia Dal Ponte, ABR, RSPS
Listing Agent/Buyers Agent
[715-515-7609](tel:715-515-7609) / alicia@juliepaez.com

Brings strong market insight and precision to every step of the process—helping ensure your home is fully prepared, aligned, and positioned for success.

Serving buyers and sellers across Vilas, Oneida, Forest, Price, Iron, and Lincoln counties in Wisconsin, and Ontonagon and Gogebic counties in Michigan..



Mandy Mortag, ABR
Listing Agent/Buyers Agent
[715-701-8870](tel:715-701-8870) / mandy@juliepaez.com

Focused on presentation and buyer engagement—helping your home stand out, attract attention, and create meaningful demand. She knows these communities like the back of her hand.

Serving buyers and sellers across Vilas, Oneida, Forest, Price, Iron, and Lincoln counties in Wisconsin.

Next Steps

01 Strategy Consultation

We review your home, timing, and goals, and align on pricing and positioning.

02 Preparation & Launch Plan

We coordinate staging, media, and a clear plan to bring your home to market.

03 Go Live

We launch with intention, monitor performance, and guide you through offers and negotiations.



If you're ready, we can begin with a quick conversation to map out the best strategy for your home.

Commitment to Community

A decorative graphic on the right side of the page. It features a teal shape on the right that resembles a map or a stylized landscape with white wavy lines representing water. Several dark teal pine trees are scattered around the teal shape. A red heart is positioned near the bottom center, with a dashed line looping around it. The text "give where you live." is written in a serif font, with "give" on the first line, "where" on the second line, and "you live." on the third line.

give
where
you live.

Giving back to the Northwoods is something we truly value.

Through our Give Where You Live program, we support local causes that help our community continue to grow and thrive.

With every successful closing, the team makes a donation to a local charity on behalf of our sellers.

With your support, we're honored to continue giving back to the place where we live, work, and love.

Strategic. Seamless. Successful.
Ready when you are.

Julie Winter-Paez

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Alicia Dal Ponte

715-515-7609 / alicia@juliepaez.com

Mandy Mortag

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JULIE WINTER-PAEZ
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RE/MAX
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