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Realtor request to be considered for CCLT representation

External

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Geoff Jones geoff@bevandcorealty.com via como.gov
to housingprograms, Krista, Bev

Be careful with this message.

Geoff Jones is similar to a name in your organization, but the email address does not belong to your domain or Gmail out to the sender by other means to ensure that this email address is legitimate.

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Please see the attached documents in response to the Columbia Community Land Trust's Request For Proposals for real est

Respectfully,

Geoff Jones

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3 Attachments • Scanned by Gmail



Labels

- 1 - admin tech
- 1 - Bear Creek
- 1 - FY 2024 3
- 1 - FY 2025 - CDBG/... 6



Jennifer Deaver <jennifer.deaver@como.gov>

Fwd: Realtor request to be considered for CCLT representation

1 message

Anthony Osiris Stanton <stanton.anthony.e@gmail.com>

Wed, Jan 8, 2025 at 2:46 PM

To: Jennifer Deaver <jennifer.deaver@como.gov>

can we please print out for the meeting.

----- Forwarded message -----

From: **Geoff Jones** <geoff@bevandcorealty.com>

Date: Fri, Jan 3, 2025 at 5:30 PM

Subject: Fwd: Realtor request to be considered for CCLT representation

To: <stanton.anthony.e@gmail.com>

Please see forwarded information.

Geoff

Begin forwarded message:

From: Geoff Jones <geoff@bevandcorealty.com>**Date:** January 3, 2025 at 3:39:58 PM CST**To:** housingprograms@como.gov**Cc:** Krista Shouse-Jones <krista@bevandcorealty.com>, Bev Curtis <bev@bevandcorealty.com>**Subject:** Realtor request to be considered for CCLT representation

Please see the attached documents in response to the Columbia Community Land Trust's Request For Proposals for real estate professional representation. We are thankful for your consideration and look forward to speaking with you.

Respectfully,

Geoff Jones





Dear Columbia Community Land Trust Board of Directors,

We (Geoff and Krista Jones) are grateful for the consideration to represent the Columbia Community Land Trust (CCLT). As real estate professionals, we have a desire and commitment to building a thriving and diverse community.

We are licensed Realtors in the state of Missouri, working together to provide complete real estate services. We are part of the Bev & Co. Realty team. Our team of agents work closely together and rely on more than 80 years of combined real estate experience. We are well equipped to meet the needs of the CCLT. We have nine agents, two of which are dedicated full-time to coordinate transactions and develop advertising.

I am a life-long resident of Columbia. Raised by a single mother and grandmother, I have a first-hand appreciation for stable housing. As a police officer, I requested to serve in the First Ward. I worked to make myself part of the community by walking and talking with residents, arranging meetings between families, organizing job fairs, attending neighborhood picnics, and generally being active with the people I served. I later served on the Salvation Army Advisory Board and provided input and policy direction to reduce barriers for long-term sheltering. I created the Community Outreach Unit to help address issues that affected underserved people in Columbia. Later as Police Chief, I worked with the Columbia Housing Authority and other non-profits to address issues that contribute to housing instability. I currently serve on the boards of two non-profits; one focuses on mental health of first responders (First Responder Support), and the other focuses on building youth and families (United Community Builders).

Krista is from western Missouri, coming to Columbia more than 30 years ago to attend and later graduate from the University of Missouri. As a police officer for more than two decades, Krista witnessed first-hand the consequences of unstable housing. Volunteering as a mentor for a local elementary school, she found herself helping single moms find employment so they could maintain housing; often helping with childcare so they didn't have to choose between childcare and rent.

We certainly recognize the positive impact home ownership can have on an individual and a community and we would be excited to help others find homes and build generational wealth. We believe our service in the community and the relationships we have built with businesses, nonprofits, community leaders, Realtors, and community members will help us elevate the CCLT program and showcase its value to our community.

We have included a brief outline of the services we would provide in answer to the questions provided. If you need any clarification or further information, please contact us.

Respectfully,

Geoff & Krista Jones

Follow Us On Social Media:



Bevandcorealty.com

1000 W. Milling Blvd, Ste 100
Columbia, MO 65203
573-864-5054
Bevandcorealty.com





Why are you interested in working with the CCLT?

We are vested community members and have a personal interest in building community. Helping others build generational wealth is rewarding and amplifies opportunities. Simply put, this is our community and these are our neighbors.

How familiar are you with the land trust model?

We understand the land trust is supported by public funding, includes participation from the Community/City Leadership, representatives from the neighborhood, and residents of homes offered by CCLT.

The trust separates the land from any improvements (homes) and leases the land with a cost benefit to the new homeowner. The land is maintained by the CCLT helping steward the property. Public and private investments help create affordable mortgages. The CCLT manages the resale of the property to ensure future opportunity for affordable housing, while still allowing for returns on equity.

Why are you interested in working with low-to-moderate income buyers?

Home ownership can feel unattainable and overwhelming. Helping others build equity through home ownership is one of our core motivators. We value helping others attain home ownership and see it as a way to continue serving our community. We have many friends and potential buyers in the community who would benefit from participation in the program.

How would you market potential properties in our community?

Marketing starts when a project is identified and a listing agreement is in place. In addition to messaging through our established relationships and community connections, the following would extend our reach and help ensure success:

Step 1: Marketing the program and stages of construction. We would use our website (bevandcorealty.com) to show progress and describe the program along with our social media platforms. Videos, photos, and updates will draw attention and likely spark outside media coverage.

Allowing potential buyers to see opportunities on the horizon allows time for preparation. Potential participants could benefit greatly if time allowed us to refer them to those who can help bolster and/or repair credit. By marketing the start of projects and helping potential participants in the early stages, we increase the likelihood of success.

<p>Follow Us On Social Media:</p> <p>   </p> <p>Bevandcorealty.com</p>	<p>1000 W. Nifong Blvd, Ste 100 Columbia, MO 65203 373-864-5054 Bevandcorealty.com</p>
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Step 2: Ribbon cutting and neighborhood open house. A ribbon cutting can create outside attention worthwhile for media reporting. By giving neighbors the first look, we help dispel uncertainty and encourage neighbors to market by word of mouth.

Step 3: Place signs, add the homes to the Multiple Listing Service, schedule open houses, post on multiple social media platforms, and add to the Bev & Co website as featured properties. We will hire a professional photographer to take photos for post-construction marketing. Our platforms generate inquiries from buyers daily, and give neighbors and other interested parties materials to share.

Step 4: Share (with permission) the successful purchase of the home(s) with the community. By sharing testimonials and marketing successful sales, we promote the reality that home ownership is attainable. Additionally, we promote the value of the CCLT to the community.

What realtor charges/fees would be charged for these transactions?

There are two types of transactions we foresee on behalf of the CCLT. This first would be as a listing agent, and the second as a buyers agent in the acquisition of land, other homes for teardown or rework, or the acquisition of commercial property to support operations. Our brokerage requires a fee of \$250.00 per transaction which would be included in every transaction.

As a listing agent: In addition to the brokerage fee listed above, we would require a fee of 2% of the sales price of the home at closing. This would be charged for each individual transaction. We would request CCLT offer 3% in cooperative compensation to the buyer's agent.

As a buyers agent: A fee of 3% of the purchase price at would be required at the time of closing. 3% would be charged for each transaction up to \$1,500,000.00 (1.5M) and then 2% would be charged thereafter if the transaction exceeded 1.5M. This fee is typically paid by the seller and we are willing to negotiate this fee in the event we are unable to recoup the fee from the seller on your behalf.

