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Realtor Representation

1 message

JoAnn Dekrell <joann@bhhsvision.com>
To: housingprograms@como.gov

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Hello Jenifer,

With more than 20 years of experience as a Realtor, I am eager to support and represent Columbia Community Land Trust in assisting families in finding and securing their homes.

Why are you interested in working with the CCLT?

I'm passionate about helping others and making a real difference in their lives and our community. Serving low-income families is truly fulfilling, and assisting diverse populations with complex housing transactions enhances important skills such as communication, negotiation, and problem-solving. By supporting affordable housing initiatives, we can significantly impact those in need and contribute to more cohesive and inclusive communities.

- How familiar are you with the land trust model?

I am familiar with the land trust model, which provides affordable housing by separating land ownership from the housing unit. This makes homeownership more affordable for low-income individuals and often includes resale price restrictions to maintain long-term affordability. It's a sustainable solution that supports community development and stability for low-income families. I have seen this method in manufactured homes and new built homes.

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

I care and want to help low-income families secure safe, affordable housing which will greatly impact their well-being and quality of life. To support them through the housing transaction empowering them to take control of their living situations and improve financial stability while achieving their goals.

- How would you market potential properties in our community?

First, understand the needs and challenges of the low-income community and tailor my marketing messages effectively. By emphasizing property affordability, financing options, and down payment assistance programs. Build relationships with local organizations and agencies to reach potential buyers and offer support.

Use online platforms and social media to promote the benefits of homeownership, such as stability and pride. Showcase properties with high-quality photos, virtual tours, open houses, and highlight nearby amenities like schools and parks. Host workshops on homeownership and financial literacy to educate and empower buyers. These strategies can help me connect with the community and support homeownership goals.

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

I can offer reduced commission rates (2%) and waive my office Transaction Fee (\$199) to help make my services more affordable for low-income buyers. My fees are negotiable and flexible based on financial situations, and I will communicate all charges upfront for transparency. A flat fee for listing services can also help keep costs manageable for low-income sellers. These fee adjustments can help make the home buying process more accessible and help build trust and loyalty.

In conclusion, my goal is to guide and educate families throughout the home buying and selling process, with a focus on maintaining affordable homeownership. I aim to support and contribute to the long-term success of the Columbia Community Land Trust, ensuring it thrives for future generations.

Thank you for your consideration.



JoAnn Dekrell

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