

Flow: Adding some bullet point sections would help your flow. It groups things well and catches the reader's attention. Research actually proves people are more likely to read bullets. If it were me, I would speak from a "we" standpoint, even if it is a one man show. It increases credibility. I made comments on this on the first page, so you'd know what I meant.

Your before and after imagery is impressive. With the size, it's sometimes hard to tell what goes with what. Ideally, I'd suggest side-by-side before and after images. This can be created easily through Photoshop, which I'm sure you know.

Message Clarity: Your brand that you communicate is consistent. For me I see:

- family oriented
- solid morals
- use of resources/networking
- strong work ethic and product

Repetition is a strong tool with branding and communicating your message. Don't be afraid to use it more.

Overall: The design is great. However, I might move the focal image up just a bit. I love how you can literally scroll down the entire site. Content is good. You can see my detailed suggestions on the text comments throughout this Google Doc.

Grammar: Subject and industries are typically not capitalized. I've noted these cases and other minor errors within the text.

A Multifaceted Real Estate Services Group

About

Welcome, my name is *Jason Cosetti* and thank you for visiting my site.

Colfax Group

The Group's essence is the sum of the following parts:

- Unwavering *integrity & honesty*.
- My *19 years' experience* in Real Estate, starting as an *Appraiser* and growing into a *Realtor & Mortgage Loan Originator*.
- The knowledge and success I've gained in *Project Management of complete home remodels*.
- The passion to *Educate* my clients about the nuances & inner workings of the Real Estate business.
- Friends, Family and Colleagues that have formed a mutually *Trusted Network* that's utilized for opportunities and problem solving.
- Finally, *my work ethic* is the engine that makes it all run.

What can you expect?

My success is defined by the *quality service I provide*.

I started as an appraiser, which is like the 'engineer' of real estate, thus always incorporating *fundamentals, logic and calculations* into my approach.

I listen. I don't wait to talk. The foundation of success is to fully understanding the needs of the client and this is only accomplished by *the art of listening*.

My passion for education; I believe an informed client will lead themselves to accurate conclusions. Therefore, my responsibility is to be that quality teacher.

When it comes to the salesmanship side of Real Estate, I focus my attention on creative and proactive problem solving as well as powerful negotiation tactics for my client.

Finally, I'm a Father, Son & Grandson; Husband, Friend & Member of the Community... so I understand there is an intangible side to Real Estate. It's the people and relationships that *make a house a home*, so I never lose sight of this aspect that makes Real Estate unique and special.

Group

noun, ['grüp] a collection or assemblage of persons or things; which are connected by some shared activity, interest, or quality.

Agent
Loans
Appraisal
Remodel &
Project Management
Adviser
Educator

Your Agent - Real Estate Sales

noun, [ā'jənt] A person who acts on behalf of another or client; who unconditionally preserves the best interests of that client.

The Approach is simple: *Listen & Understand* the client's needs, *Develop goals* while *Educating* about the Real Estate process, *Execute* the plan as their *Unconditional Advocate & Realtor*.

The motor that powers The Approach, is my robust work ethic, creative problem solving and competitive spirit to *put my clients in the very best position*.

Don't take it from me, please read the following reviews from real clients that have trusted in me over the years:

Loans

"When we leverage, we aggregate and organize existing resources to achieve success." - Richie Norton

I understand, a home is the most expensive purchase many people will make in their lifetime; with the mortgage loan, the largest debt they will ever borrow. After the 2007-08 devastating real estate market crash, I witnessed the consequences of shoddy loans fueled by substandard advice from loan brokers.

These experiences of the past, as well as, the gravity of this financial decision, only further cements my responsibility as your *unconditional advocate, adviser & mortgage loan broker*.

We will work together to secure the best loan options and most importantly, decide on a loan that meets you and your family's long & short term needs.

Remodel & Project Management

Helping to find Vision & Managing Complete Home Remodels: Interior, Exterior, Landscaping to Foundation Repair. Clean Finishes, Modern Floor Plans.

Real Estate Appraisal

19 Years Experience

Thousands of Appraisals performed throughout the San Francisco Bay Area.

Services

Refinance & Purchase

Consulting

List Price Analysis

Trust Planning

Tax Planning

Private Money

2-4 Unit Properties

Vacant Land

Before & After

Alamo, CA

Before & After

Alamo, CA

Retrospective

Future Value – Pre-Construction

Adviser

noun, [əd'vīzər] person who gives advice, typically someone who is expert in a particular field.

synonyms: counselor, mentor, guide, consultant, confidant, teacher

Along with an IRA, 401(k), stocks, bonds or precious metals, I believe everyone should build their Real Estate portfolio. The foundation of Real Estate Investing is owning an affordable and comfortable primary place you call home. From this foundation you can grow into owning a rental property or explore other avenues, which include short and long term Real Estate Investments.

With nearly two decades of exposure to the Real Estate business, including several different licensed capacities & as an investor; my experience gives me the potent ability to have an multangular perspective. As your adviser, I use this experience to *focus on fundamentals, calculate the risks* while attempting to minimize speculation.

Educator

"I'm not a teacher, but an awakener." Robert Frost

There is a hint of an educator in all services I provide, since I believe an *informed client will lead themselves to accurate conclusions*. I recently created the curriculum & taught a live seminar "Intro to Real Estate Rental Investing". The class centered on a comprehensive Excel spreadsheet I developed, using my expertise in investing, appraisal, mortgage lending and sales.

The main purpose of the class was to teach fundamentals and dispel the misconceptions I would commonly hear. For many new investors, poor advice is dangerous because there are immediate and future costs & considerations to take into account. As a real estate professional, I felt it was my responsibility to inform new investors how to fully & properly evaluate real estate as an investment.

In the Fall of 2015, I plan to have online video instruction and iPad app. In the meantime however, I'm happy to share my Excel spreadsheet for your evaluations.

Contact Us

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