

MY HOME SELLING DIFFERENCE

Jennifer Maben
REALTOR®



SELLING YOUR HOME
DOESN'T HAVE TO BE STRESSFUL

JENNIFER MABEN

PRINCIPAL BROKER-OWNER



Hello I'M JENNIFER MABEN Here's My Story!

The fear of failure has been with me my whole life. Whether I was on the softball field or not, I've had to work hard to fight my battles. But I've learned that, even in the face of my greatest fear, I can push through. Battling that fear and overcoming my trials has shaped me into the individual and REALTOR® that I am today.

Not wanting to fail in life is not a fear that is unique to just me. We've all felt that way at one time or another. Some are haunted by it; others only feel it on occasion. I, however, am closer to the former. I didn't always realize it was fear of mine until I faced some of my darkest trials in life. That's I realized my worst nightmare would be not making it through. When I reflect on what makes me who I am today, it is that fear, and how I continuously strive to overcome it, that has shaped me. But, when did it all start?



I think it all started when I was a little girl. I fell in love with softball at eight years old and it became a major part of my life, even until this very day. My siblings and I played a lot of sports growing up and we've always been active. But when I got my hands in that glove and knelt behind home plate, I found my calling. I played catcher and man, I loved it. I was one of the best at my position yet still never stopped trying to be better. My constant drive to be the best became my fuel – I was competitive to say the least. I fell in love with everything about the game. It taught me how to be a team player, on and off the field. It taught me hard work and discipline. It even taught me how to overcome my biggest trials.

You see, what most call competitiveness was also a fear of failure. I wanted so badly to win and succeed that I was sometimes overwhelmed with the thought of losing. But sometimes, you lose. Sometimes you aren't the fastest or strongest player on the field. Sometimes things don't go according to plan. I learned that difficult lesson during my time on the softball field. It was brutal, but incredibly vital. Because I also learned how to overcome that fear. I learned how to think quickly when a play doesn't work or our batter strikes out. I learned to let go and keep pushing forward to make the best of a situation that goes poorly. I learned to pick myself up when we lost and try harder next time. Each of those lessons equipped me to handle the tougher trials life would throw my way.



As I've faced my fair share of trials, I reflect on what I learned from softball and the ways I got through a difficult game or season. And I've done my best to push through the same way we did as a team when things didn't go as we hoped. It has made all the difference in the world, too. Instead of giving up or settling for less, I ask myself, "What are you going to do next?" I try not to sulk or let my fears get the best of me. Instead, I pick myself up off the ground and push forward until things are better; until I win.



Everything I am today is because of the lessons I learned while playing the sport I love. Even as a licensed REALTOR®, I go to bat for my clients until we overcome their fears and trials together to fulfill their real estate goals.

I've been a REALTOR® since 1996 and for over two decades, I have been on my clients' team. I sit down with them to understand their goals and needs so we can actually achieve them. I take the time to really know them, know their heart, and what matters most while they're on this journey. Then, I work with them, side by side, until we win the game. I've learned, for myself, what it takes to overcome your fears and the hard work that is required to reach your ultimate goal. As your REALTOR®, I put that experience to work so that you, too, can overcome any obstacle that stands between you and the home of your dreams. I can't wait to become a part of your team and make this your best season yet!



Professional Background

Jennifer Maben, Broker-Owner

LIC# 970300166 | Real Estate Network Group, LLC

I've been a licensed REALTOR® since 1996 and am proud to be a consistent top producer, having closed more than 2,000 homes and over \$710 million in real estate transactions. I bring extensive expertise in both new construction and resale properties, supported by a deep, well-rounded background in residential real estate. As a Clackamas County native, I offer a unique, firsthand understanding of the local market and surrounding regions. I'm known for anticipating my clients' needs and exceeding their expectations, and I've built my reputation on a strong work ethic, uncompromising service, and a commitment to providing exceptional, discreet representation.

I proudly serve the Portland Metropolitan area, Clackamas County, and Washington State.

BUYER SERVICES:

- Determining what is important to you
- Providing personal guidance
- Finding the right home
- Military relocation
- New construction
- Move-up Buyers
- First-time Buyers
- Negotiating requests and offers
- Coordinating contracts and documentation
- Delivering support after the sale

LISTING SERVICES:

- Professional Photography – Drone Photography – Videography
- Aggressive Targeted Marketing Plan
- Home Staging (optional)
- Property Listed on the Regional Multiple Listing Service
- Listings on Zillow, Redfin, Trulia, Realtor.com, Yahoo Homes & more (100+ websites)
- Social Media and Internet Advertising
- Option to list your home traditionally or via the Harcourts non-distressed auction platform
- Priority services with preferred contractors
- Unparalleled client services

MARKETING STRATEGIES:

- Sourcing leads from expansive network
- Aggressive targeted marketing plan
- Virtual home staging (optional)
- Social media and Internet advertising
- Professional photo, video and drone footage
- Utilizing the Multiple Listing Service (MLS)
- Posting on high-visibility websites

EDUCATION:

- Senior Real Estate Specialist
- Certified New Home Specialist
- Certified Military Relocation Specialist
- Certified First Time Home Buyer Specialist
- Auction Accredited Broker
- Managing Broker, Washington
- Principal Real Estate Broker, Oregon

AWARDS:

- Platinum Diamond Member, Master Circle
- Multi-Million Dollar Producer
- Top Producer Award
- Harcourts Titanium Producer
- Top Listing agent
- Ranked #2 Nationally

COMMUNITY & INDUSTRY SERVICE:

- Clackamas Rotary Club President
- Clackamas Chamber of Commerce
- National Charity League
- RMLS Forms Committee
- Leadership Team Member of PMAR's Master Circle
- Feed the Hungry
- Community Clean Up Projects
- Witchita Center | Sabin Schellenberg Skill Center
- Hosting of Blood Drives & Shredding Events

MEMBERSHIPS:

- Portland Metropolitan Association of REALTORS®
- Oregon Association of REALTORS®
- Washington Association of REALTORS®
- National Association of REALTORS®
- Regional Multiple Listing Service (RMLS)
- Central Oregon Multiple Listing Service
- Women's Council of REALTORS®
- Master Circle

MEET TEAM MABEN

James Fossen - Associate Broker



James is a Portland area real estate professional known for his steady work ethic, clear communication, and deep commitment to helping people feel at home. After decades in sales and building strong community roots, he brings a calm, client-first approach to every transaction. James believes real estate is about relationships, not pressure, listening carefully, acting with integrity, and supporting clients long after closing. Whether hosting a neighborhood open house or guiding first-time buyers, he leads with service, kindness, and local knowledge. His philosophy is simple: work hard, be kind, and help others.

Tami Carlson - Associate Broker

Tami brings 25 years of Portland metro area residency to every real estate transaction, offering deep-rooted local knowledge and genuine community connection. Having raised her family here, she understands this area not just as a market but as a place to build a life — the schools, the neighborhoods, the hidden gems that make each community unique. Tami combines a calm, steady presence with sharp attention to detail, creative problem-solving, and genuine care for her clients' needs. Real estate isn't just her profession — it's a passion she brings to every step of your buying or selling journey, ensuring you feel informed, supported, and confident from first showing to closing day.



Shawna Dunn - Transaction Coordinator



Shawna is the team coordinator who manages documents and timelines all throughout the transaction process and then some. There is a lot of behind the scenes work involved in every transaction and she makes sure that all of the required documents are signed and sent to the right place. This is tedious work for a buyer and seller, but she makes it as easy as possible. Feel free to ask her any questions. She is in close contact with all team members daily so she knows exactly what is going on with your home at all times

WHAT TO EXPECT AT A LISTING APPOINTMENT



TOUR PROPERTY

I will walk through your home with you to take notes, ask questions, and provide staging advice..



ASK QUESTIONS

I will clarify all information so that I have a clear understanding of your needs for your upcoming move.



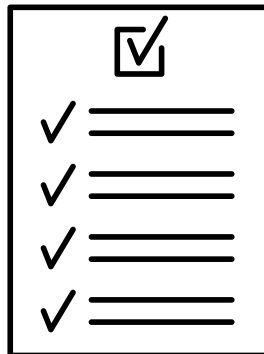
MARKETING PLAN

I will discuss our aggressive marketing plan and customize it to fit your home and objectives that control the saleability of your home.



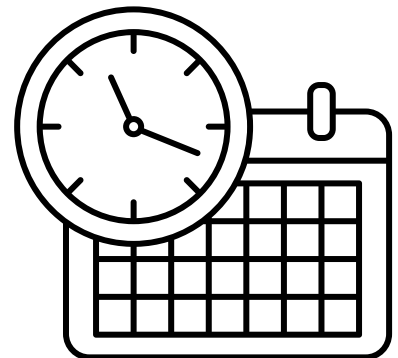
MARKET ANALYSIS

I will go through a detailed market analysis that includes both the SOLD properties and our CURRENT competition in and around your neighborhood.



REVIEW FORMS AND DISCLOSURES

We will go over all of the forms, and the required disclosures necessary to list and sell your home.



DETERMINE MARKET LAUNCH DATE

Based on your needs, we will determine together a list date, taking into account all market nuances such as expected marketing time, etc.

THE SELLER ROADMAP

This is the typical home seller roadmap of the steps that take place during the transaction

01 PRICE IT RIGHT

Review comparable homes and establish a price for your home

02 PREP TO SELL

Prepare your home to make its' debut on the market

03 HOME STAGING

83% of Realtors said staging made it easier for a buyer to visualize the property as a future home.

04 PHOTOS & VIDEO

The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. Today, your first showing is always ONLINE.

05 LIVE ON MLS

Your home will go live on the MLS and will be viewable to the most potential buyers.

06 MARKETING

We will use a strategic marketing plan and our expansive network to ensure maximum exposure.

07 RECEIVE AN OFFER

We will review all offers and help you understand all the terms of the contract, as well as handle all of the paperwork.

08 UNDER CONTRACT

After accepting an offer, your home will officially be under contract!

09 NEGOTIATIONS

The buyers will typically have an inspection contingency. We will negotiate any repair requests or credits made by the buyer once the Inspections are complete.

10 CLOSING DAY

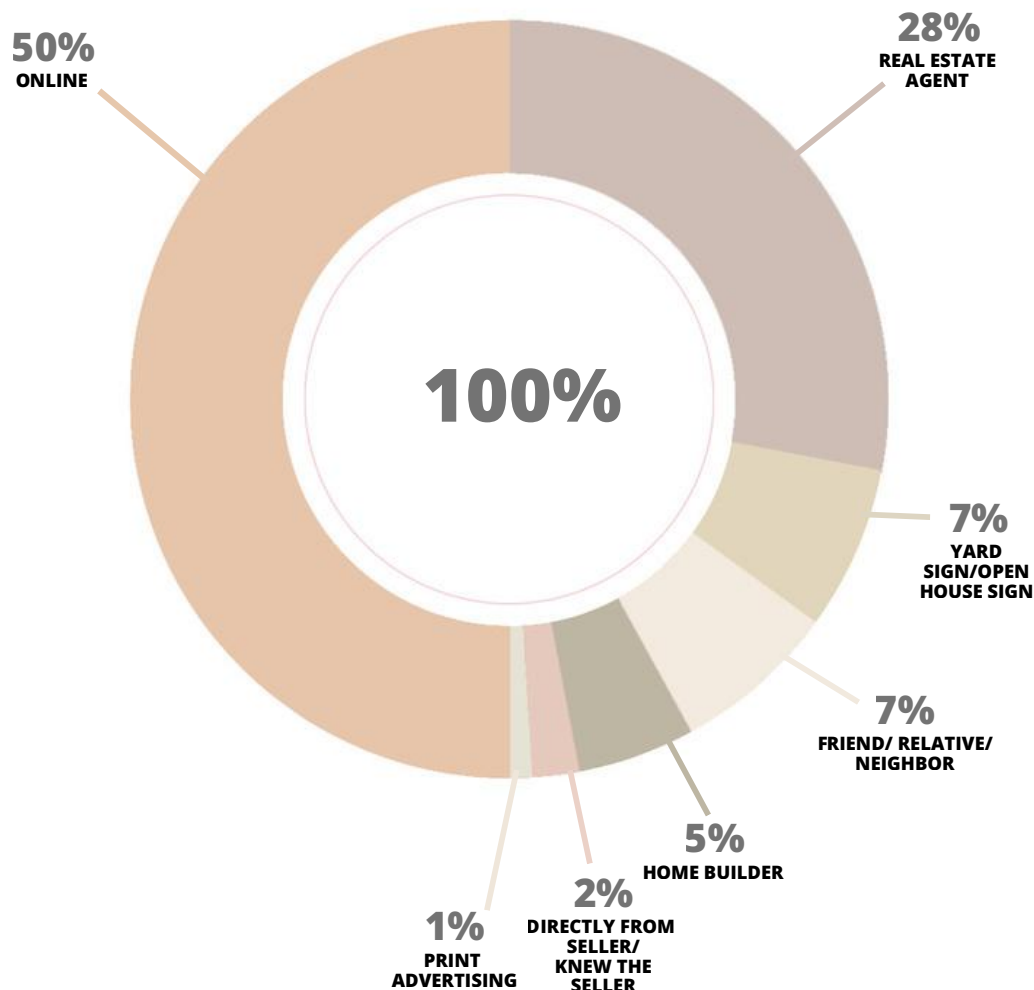
Hooray! Time to hand over your keys and celebrate selling your home.

HOME MARKETING STRATEGY

More than likely, the first place potential buyers will see your home is *online*. This is why I work hard to reach as many buyers as possible online and strive to make the best impression possible through my online listings.

I am dedicated to enhancing exposure to your home, and I offer SUPERIOR MARKETING TECHNIQUES to help get your home sold faster and for more money than the competition.

HOME BUYERS ARE SHOPPING ONLINE



HOME MARKETING STRATEGY TIMELINE

I ENHANCING YOUR HOME

- STAGING
- LANDSCAPING
- CURB APPEAL
- DECLUTTER
- PAINTING, ETC.

2 HIGH IMPACT IMAGERY

- PROFESSIONAL PHOTOGRAPHY
- AERIAL PHOTOS
- VIDEO TOURS

3 PRINT CAMPAIGN

- FLYERS
- BROCHURES
- POSTCARDS

4 COMING SOON MARKETING

- PROPERTY ANNOUNCEMENTS
- OPEN HOUSE INVITATIONS
- TARGETED EMAIL BLAST TO DATABASE
- MLS & ZILLOW
- SOCIAL MEDIA OUTREACH

5 DIGITAL MARKETING

- SOCIAL MEDIA
- LEAD GENERATION CAMPAIGNS
- EMAIL MARKETING
- REVERSE PROSPECTING
- MLS & OTHER PROPERTY SITES

6 EVENTS

- BROKER OPEN
- OPEN HOUSE
- SPECIAL EVENTS



ENHANCING YOUR HOME

*"Buyers decide in the **first 8 seconds** of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and see what they see within the first 8 seconds."*

It can be a little overwhelming when preparing your home for the market, but it is so important because first impressions are everything! You want your home to make a positive statement and to do this you must inspect your home through the eyes of a potential buyer. While this sounds relatively easy, most home sellers struggle with this step. Taking the time to properly prepare your home before listing it for sale will increase your chances of appealing to the largest amount of potential buyers.



CLEAN YOUR HOME AND DECLUTTER

After giving your home a good deep cleaning, consider sorting through clutter and tossing out or donating any unwanted items.



CONSIDER HAVING A PRE-LISTING HOME INSPECTION

This is optional, but having a pre-listing inspection can help you resolve any major issues and have a better idea of what to expect during inspection negotiations.



MAKE ANY NECESSARY REPAIRS

Even if you don't opt for a pre-listing inspection, it's still a great idea to go ahead and make any repairs that might deter a buyer away from your home.



NEUTRALIZE YOUR HOME

Consider neutralizing your home by painting your walls a neutral color and removing any distracting elements of your decor.



NEUTRALIZE ANY FOUL ODORS

The presence of foul odors can instantly turn potential buyers away from your home. This includes pet odors and cigarette odors.

PRICING IT RIGHT

Pricing your home correctly the FIRST time might be the single most important step to getting your home sold fast. The first 2 weeks of listing your home yield the highest point of opportunity to sell your home for top dollar and all factors need to be just right.



PRICING

The main goal is to price your home correctly the first time.

- You will attract more buyers because you will be attracting qualified buyers in the price range your home is listed in
- Your home will sell faster, for a higher price when you price it correctly from the start
- Buyers will take you more seriously and will reduce your odds of receiving a low offer



HOME VALUE

What factors determine the price of your home?

- Recent Comparable Home Sales in your area
- Condition of your home at the time of going live on the market
- The Current Market Conditions (Buyers vs. Sellers Market)
- Terms you offer in your contract
- Competition in the market
- Features and upgrades that your home has to offer potential buyers



FACTORS

What factors do NOT determine the price of your home?

- The price amount that you purchased your home for
- The cost of renovations that you made to your home
- What you think your home is worth
- How much you would like to profit off your home sale

PROS AND CONS OF PRICING IT....



BELOW MARKET VALUE

- + The home will receive high interest and a quick sale
- + You may get a multiple offer scenario, which may include offers higher than asking price
- Risk of having to sell at a lower price



AT MARKET VALUE

- + Lower risk of appraisal issues
- + Buyers and agents will recognize a fair price
- + Will appear on more relevant buyer searches

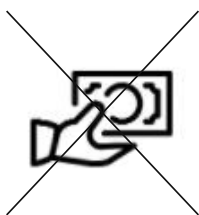


OVER MARKET VALUE

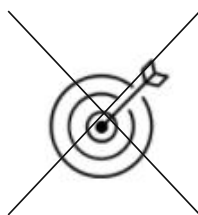
- + If you have to receive a certain amount for the home
- It will take much longer to sell
- The more days it's on the market, the worse it looks to prospects
- The home may not appraise by the buyer's lender, back to negotiations

PRICING MISCONCEPTIONS

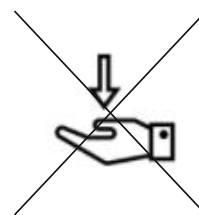
THE VALUE OF YOUR PROPERTY IS DETERMINED BY WHAT A BUYER IS WILLING TO PAY, AND WHAT A SELLER IS WILLING TO ACCEPT IN TODAY'S MARKET. It is very Important to price your property at a competitive market value when we finalize the listing agreement.



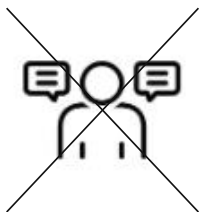
WHAT YOU PAID



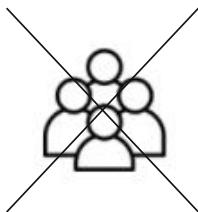
WHAT YOU WANT



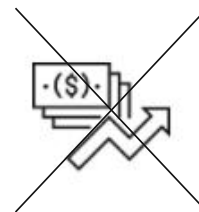
WHAT YOU NEED



WHAT ANOTHER
AGENT SAYS



WHAT YOUR
NEIGHBOR SAYS



COST TO REBUILD
NEW

QUESTIONS TO ASK ANY PROSPECTIVE REALTOR

- ✓ ARE YOU A LICENSED REAL ESTATE AGENT?
- ✓ ARE YOU A FULL-TIME AGENT?
- ✓ DO YOU WORK ON A TEAM, OR ALONE?
- ✓ HOW MANY ADMINISTRATIVE MEMBERS DO YOU EMPLOY?
- ✓ DO YOU HAVE A PROFESSIONAL STAGER ON STAFF?
- ✓ DO YOU PROVIDE FEEDBACK FROM SHOWINGS?
- ✓ WHAT IS YOUR AVERAGE LIST TO SALE PRICE RATIO?
- ✓ HOW MANY TRANSACTIONS HAVE YOU DONE IN THE LAST 12 MONTHS?
- ✓ DO YOU DO VIRTUAL TOURS?
- ✓ HOW DO YOU RANK WITHIN YOUR OFFICE?
- ✓ HOW MUCH DO YOU SPEND ON MARKETING PER MONTH?
- ✓ IS YOUR TEAM AVAILABLE 7 DAYS A WEEK?
- ✓ HOW LONG HAVE YOU BEEN IN REAL ESTATE?
- ✓ ON AVERAGE, HOW LONG DOES IT TAKE YOUR LISTINGS TO SELL?
- ✓ WHAT IS THE AVERAGE DOM IN THE AREA?
- ✓ HOW MANY HOMES HAVE YOU SOLD IN YOUR CAREER?
- ✓ HOW MANY HOMES DO YOU MARKET AT ANY GIVEN TIME?



2025 STATS

BY THE NUMBERS

TEAM MABEN

AVERAGE
PORTLAND METRO
AGENT

\$710,000,000

total volume sold - lifetime

\$7,500,000

volume sold

\$40,000,000

volume sold in 2025

\$1,600,000

volume sold in 2025

31

years in business

5

average years in business

69

happy families helped

3

happy families helped

REVIEWS



They lifted a burden that seemed impossible for me to deal with on my own. My mom's house received offers on day one and sold shortly after; it was so fast that I prefer to call it a miracle. I am going to recommend them to everyone I know who is selling their house or buying one. Wow, I am so thankful for my friends at Harcourts Real Estate Network Group!

Kenneth K.

Jennifer and her team have once again provided us with excellent service from the first day she came to the house until the day the sale closed. Her expertise is unmatched, as is all other professionals she works with, from the cleaning service to the photographer to the title company. We will always seek out Jennifer for any of our real estate needs.

Ruth D.

We've used Jennifer multiple times for purchases and sales. Every time she goes far above and beyond for us. She not only finds the most unique yet perfect fit, but she also works so hard to negotiate the best deals. Her communication style is fabulous, and it is obvious she treats her clients as friends and family. I know we're represented well by her!

Jeremy & Angela L.

Mirta and I were very happy with Jennifer's services. She is very knowledgeable and has years of experience. She kept us informed along the way and helped us handle several problems (not caused by Jennifer) that were encountered during the process of selling our house.

Cindy B.

Jen and her team were very attentive during the preparation stage, all the way to closing, making sure their expert opinion was always given to maximize our sale.

Grant R.

Jennifer was professional and personable. We appreciated her ability to update us promptly, and she expressed her opinion as was necessary. The whole process went smoothly because she was great about resolving issues and answering our concerns.

Brad N.

Jennifer was nothing less than magical. She made selling my home easy and walked me through the whole process. It was seamless. I can't wait to discuss buying my new place with her.

Tiffany S.

THANK YOU!

I would be honored to represent and guide you through the home selling process. My goal is to ensure that you are comfortable every step of the way.

Have more questions? I'm always available to help! Assisting my clients sell their home for top dollar and with the most ease is what I am passionate about – I'm always here to answer your questions.



Licensed Broker OR | WA

CONTACT INFO



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Jennifer Maben REALTOR®

Broker | Owner



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