AGENT PROFILE

Jeremy Back

REALTOR, KW ASCEND, KELLER WILLIAMS REALTY

Remove the Unknowns.

435-879-9280 Washington County, Utah

Author of *What the Market Will Pay* and *The Anchor Point*



20+	14	5.0★	$948K	40	50
YEARS IN UTAH	YEARS IN S. UTAH	ZILLOW RATING	AVG SALE PRICE	HOMES SOLD, 12 MO	LOTS SOLD, 12 MO

56 FIVE-STAR ZILLOW REVIEWS • HOMES SOLD FROM $365K TO $3M

ABOUT

Former U.S. Air National Guard air traffic controller, 2000 to 2008. Eight years of high stakes, zero room for error, and calm, precise communication under real pressure. That is exactly what I bring to your sale.

I've spent more than twenty years in Utah real estate, the last fourteen right here in southern Utah, representing sellers, builders, and investors on homes and building lots through every kind of market, and holding the same discipline through all of them. I know Washington County street by street, and I help homeowners capture the full value of their largest asset instead of leaking it away to a guess or a weak negotiation.

I built my business on a single idea: remove the unknowns, for the seller and for the buyer, so the right number stops being a matter of opinion and becomes a conclusion everyone can see.

HOW I SELL YOUR HOME

Price it right. I define your true competition and the inventory in your exact segment, then set a number the market will defend, not a guess to win your listing.

Prepare and position. I get the home ready to win the side by side comparison a buyer is actually making, so yours stands out as the best value in its field.

Remove the unknowns. I answer every buyer question up front, so doubt never becomes a discount.

Maximize exposure. Professional marketing and a concentrated launch put your home in front of the right buyers in the crucial first two weeks, where competition and price are made.

Negotiate from strength. I read the whole offer, protect your net, and hold the line, then manage everything through closing, so you sell for all the market will pay with nothing left to chance.

THE BOOKS

ON PRICING

What the Market Will Pay

How to read your competition and set a price the market will defend.

ON NEGOTIATION

The Anchor Point

How to remove the unknowns and hold the line at the table.

AREAS SERVED

St. George, Washington, Hurricane, Ivins, Santa Clara, and all of Washington County, Utah.

★★★★★

"Got us more money for our home than our neighbors down the street got for the exact same floor plan. He knows the market."

VERIFIED ZILLOW REVIEW, ST. GEORGE SELLER