

# Change is Hard, I Can Help

**SENIOR  
SOLUTIONS**  
CHANGE IS HARD. WE CAN HELP

## Why I am Uniquely Qualified to Represent You

Let's face it, the home that you are going to buy or sell could be one of the most expensive assets you may ever own. As you look for a qualified agent to assist you, experience counts. Not everything needed to successfully represent your needs was learned while any of us took the required Real Estate License classes.

A good agent will start by gathering and then looking at the known facts and the desired client goals. Then he or she will make a plan that will avoid potential problems in the future and manage the plan appropriately to completion. Along the way problems or issues might arise, but the key is that a good agent can adjust and will evaluate various options that keep the client safe and the client's goals in mind.

So where does this experience come from? In my opinion, it comes from those hard lessons learned over time along with repetition. I personally believe that the many life lessons I learned while owning several businesses in the past shaped who I am today.

As the past owner of an international manufacturing company with 115 employees, all of the risk sat squarely on my shoulders. In my case, I had direct control over each of these areas of my company: human resources, engineering, product design, patent applications, manufacturing, sales and marketing, OEM relationships, field service, accounting, tax strategies and responsibility for out performing our world-wide competition. Depending on the outcome of this planning and execution, my company either made a profit and stayed in business or failed and everyone was out of work. I am proud to say that as an owner, I achieved everything I wanted while owning this business and sold it at the high of the market in the year 2000.

Along the way, I have also founded and managed a property management firm that took care of 4 good-sized commercial buildings. This involved choosing tenants, managing leases, managing building maintenance and eventually selling these properties. Further, I have owned an "S" Corporation, a "C" Corporation, and a Limited Partnership as well as my current brokerage, a Sole Proprietor LLC. Of course there are tax advantages within these entities, and I was exposed to tax management and planning strategies that included two successful "1031 Property Exchanges" on my commercial buildings and then a personal estate plan that included conventional wills and some fairly complex trusts. This has allowed me to have many important conversations with my clients to make sure we are all doing the right thing.



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To help you get a better understanding of who I am and what I can offer you, I have put together a list of my Top 12 traits or characteristics. If you want to know more about any of these, I would be happy to go into more detail.

## 1 - VISION

As I think about the number one trait or characteristic that I possess, it is **vision**. Vision is the ability to see many moving parts at one time and to properly organize them into a logical plan. When you are buying or selling real estate, there are a number of moving parts, and you need to see the entire playing field at all times.

## 2- MANAGEMENT

The number two trait or characteristic that I possess is my ability to **manage** a project and keep it moving forward toward the intended goals. Once a client focuses in on buying or selling real estate, things generally need to be done in a certain order, and following the correct time line is crucial.

## 3 - PROBLEM MANAGEMENT

The third trait or characteristic that I possess is my ability to **manage problems**. A large share of problems can be avoided with good vision and good management from above. What separates many people however, is how they solve problems. When confronted with a problem one needs to face it head on quickly and resolve it with the best outcome. Ignoring a problem or wishing it away will never work. I am especially good at thinking outside the box and looking for creative solutions.

## 4 - COMMUNICATION

The fourth trait or characteristic that I possess is my ability to **communicate**. The real estate market can move very fast, and different people need to be kept informed. A successful sale or purchase only happens when everyone involved shows up at the closing table and has all of their needs met. I use all of the tools available to me to make sure my clients and everyone else knows what is going on at all times.

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## 5 - NEGOTIATION

The fifth trait or characteristic that I possess is my ability to ***negotiate*** fairly. At some point, you will be on one side or the other of a purchase agreement. Upfront negotiations may establish the price and closing date followed by further negotiations that might include seller-paid closing costs, the home inspection, radon results and the lender appraisal results to name just a few. A skilled negotiator knows when to push the advantage or back off.

## 6 - MARKETING

The sixth trait or characteristic that I possess is my ability to use ***marketing*** to my advantage. Marketing plays a crucial role in the perception of your home by future buyers. This begins with our preparation of your home and then with the professional photos that I use to showcase your home on the Internet and the *Multiple Listing Service*, (MLS) plus your virtual tour. I caption every photo to maximize the textual content of your listing and to provide buyers with details about your home. Next I draw upon my commercial printing experience and personally create a custom marketing brochure that prospective buyers can refer to. Lastly, I showcase your home on my company website making it available to even more search engines.

## 7 - MECHANICAL APTITUDE

The seventh trait or characteristic that I possess is my ***mechanical aptitude***. Having designed and built a 67,000-square-foot commercial building along with three custom homes and countless other property improvement projects spanning 40 years, I understand how a home is constructed and how it should be maintained. This can be very useful for my clients and will help keep them safe along the way.

## 8 - IDENTIFY WITH SENIORS

The eighth trait or characteristic that I possess is my ability to ***identify with seniors***. Like many of my clients, I have entered my "Golden Years" and earned my gray hair and aching joints. I have worked with more than 150 seniors so far and have helped them leave a home that was once perfect for them while assisting them as they transitioned into something that fit their current needs better. I am very good with numbers and always make sure that my *seller net sheets* are accurate. You will know how much money you will get from your sale, and I will evaluate your cash flow to make sure you can afford your next home.

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## 9 - CONTRACTS

The ninth trait or characteristic that I possess is my ability to understand **contracts**. All real estate contracts must be in writing to be valid in Minnesota. Thankfully most of the forms we use are all the same and we are filling in the blanks as we go. With that said, the wording on each document is very important, and a small typo could lead to a very expensive outcome. I happen to enjoy reading legal documents of all kinds and feel I am very good at it.

## 10 - HONESTY

The tenth trait or characteristic that I value is **honesty**. Looking back in time, I feel that I am an honest person and would hope that everyone I work with is honest as well. We are only as good as our reputation, and our reputations were created by how we treated and cared for past clients. I am happy to say that many of my past clients became my friends, and they would be happy to discuss their experience with you.

## 11 - APPLEWOOD POINTE EXPERTISE

Applewood Pointe has been a popular destination for over 50 of my clients and three family members. I have also listed and sold 85 pre-owned Applewood units. If you are thinking about moving to an Applewood community, I can certainly guide you along the way. No other agent has as much experience as me in this area.

## 12 - MIKE MANNING

My business partner and friend Mike and I have known each other for over 40 years. He also worked for my manufacturing company, was my top sales producer, and worked with many of my most demanding accounts. Today, Mike and I work seamlessly as a team and share similar values. Mike provides a check and balance when we are working on your behalf, and he adds one more level of accountability.

As a future buyer or seller of real estate, I understand that everyone would like to be your agent. I know that I am uniquely qualified to assist you in this process and am confident that you will be extremely satisfied along the way. I have built my business around hard work and dedication to my many clients.

So what do you say? Do you want to start down a new path in life? I would enjoy working with you so please contact me so we can get started together.

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*The following is a list of some of the many continuing education classes that I have taken to deepen my knowledge.*

## **Recent Continuing Education**

- Understanding Association Ownership
- Risk Management
- Game Changers: The New Forces in Real Estate
- Relocation Essentials: Grow and Serve More Clients
- Agency and Fair Housing
- Liars, Cheaters, and Thieves: Averting Client Catastrophe
- Tour d'Real Estate: What Homeowners Want
- Agent Beware
- Residential Contracts
- Financing Issues, Earnest Money and Trust Accounts
- Profile of a Super Agent
- How to measure Real Property
- Tax Write-Offs for the Self-Employed
- The Tiny House: Is it a Phase or Craze?
- Avoiding Deceptive Practices
- Mediate-Arbitrate-Litigate: An Informed Decision
- Fair Housing, & Energy Efficiency

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In the preceding pages, I focused on some of the traits or characteristics that I felt qualified me professionally to assist you with your real estate needs. But just like you, our work experience is not all that defines us.

When I am not working, I enjoy spending time with my wife Jody. We have been married since 1986 and have three children and one grand child. Jody is an avid gardener; together we built this small escape where she grows a wide variety of fruits and vegetables. She has surrounded our home with a herb garden, several flower gardens and bird feeders.



We built this three section “chicken sanctuary” for the **“Church Ladies”** - a bunch of hens named after women at the church where my wife grew up. They are so much a lot of fun and provide us with a steady stream of fresh eggs that we share with friends and family.



Our pet Vizsla named Sophie thinks the world revolves around her. This breed is commonly referred to as a “Velcro Dog” since they want to be at your side 24/7. Many of my clients have met Sophie since she loves to ride in my truck or in this case, a 2-person moped we rented while on a trip - yes, Sophie sat on Jody’s lap for the entire day.



For fun, I enjoy exploring the many mountain bike trails in the 5 state area and then riding my Fat Tire bike in the winter along with cross country skiing and snowshoeing.

Since my prior business mandated an awful lot of travel around the world by airplane; now I do my best to avoid planes. In the future, Jody and I look forward to taking a more leisurely approach to life and tour the US and Canada in some sort of RV or travel trailer.