



POINTREALTY



BUILT ON TRUST. DRIVEN BY PURPOSE.

A LETTER FROM JASON AND MORGAN



We're proud to serve Central Ohio homeowners through Point Realty. For us, selling real estate is about more than putting a sign in the yard, it's about helping our clients move confidently into their next chapter while knowing they have a team they can trust every step of the way. We believe that when you combine hard work, honest communication, and a personal approach, you create an experience that not only delivers results, but also builds lasting relationships.

As a husband-and-wife team with more than 30 years of combined industry experience, we understand what it takes to successfully market and sell homes in the Central Ohio real estate market. From pricing strategy and professional marketing to negotiations and closing day, we're committed to making the selling process feel smooth, informed, and stress-free. We know every home and every client is different, which is why we take the time to create a personalized approach that highlights your property's value and helps you achieve the best possible outcome.

Our deep understanding of the market, paired with strong communication, dedication, and a motivation-driven mindset, is what we believe sets Point Realty apart. We're incredibly grateful for the trust our clients place in us, and we're honored that so much of our business comes from repeat clients, referrals, and relationships we've built over the years.

Jason & Morgan

JASON GARDNER

(740) 572-6109

MORGAN GARDNER

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Guiding you through every step with clarity and ease is at the very heart of what we do. With many years of expertise navigating the Central Ohio real estate market, we ensure your transition is seamless and handled to the absolute highest standard.



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WHO WE ARE



JASON GARDNER

As a lifelong Fayette County resident, I grew up in Washington Court House and graduated from Miami Trace High School before continuing my education in Business Management at Shawnee State University and Ohio University. Those experiences laid the groundwork for what has become a decades-long career built on integrity, leadership, and service. Since 1999, I have been a trusted name in real estate across Central Ohio, specializing in residential, commercial, agricultural, and investment properties. As the Owner and Broker of Point Realty LLC, I have focused on building a brokerage known for elite service, strong relationships, and a commitment to putting people first.

Outside of real estate, my greatest pride is my family. I am married to Morgan Gardner and am the proud father of four children—Rylan, Kate, Bexley, and Blake. When I'm not working for my clients, you'll likely find me outdoors, hunting, spending time with family, or enjoying the simple moments that matter most. Deeply rooted in the community I call home, I continue to serve Central Ohio with one clear goal in mind: helping people win—not only in real estate, but in life.

POINT

WHO WE ARE



MORGAN GARDNER

Hi, I'm Morgan Gardner! I am a Realtor, business owner, wife and mom. I have been helping people on their real estate journey since 2015. As someone deeply rooted in our community, I understand that buying and selling a home is more than just a transaction, it's personal. It's about family, new beginnings, dreams, and building a future. My goal is to make every client feel confident, informed and genuinely cared for throughout the entire process. I take pride in creating an experience that feels professional, honest and relationship-driven from start to finish. I believe open and honest communication, trust and hard work are the foundation of every successful experience. Alongside my husband, Jason, who serves as Broker of our company, I've helped build our real estate business based on integrity, faith, service and community. We are passionate about helping people not only find a house, but finding a HOME.

When I'm not working with clients, you will usually find me spending time with my family, supporting our kids in all of their activities, being outdoors, vacationing, or shopping! To me, real estate is about putting people first, and I would be honored to help guide you through your next move.

REALTY



STEP 1: *INITIAL CONSULTATION*

Listening closely to your unique goals is the foundation of our listing process. Once we fully understand your needs, lifestyle, and everything you hope to achieve with the sale of your home, we leverage our deep industry expertise to ensure those expectations aren't just met—they're exceeded.

STEP 2: *COMPARATIVE MARKET ANALYSIS*

Before we sit down together, we dive into comprehensive research on recent local sales, current active competitors, and the overall rhythm of your neighborhood. By analyzing active inventory and recent absorption rates, we can accurately determine the strategic pricing and positioning that will make your home stand out.

STEP 3: *STRATEGIC MARKETING - MAXIMIZING HIGH VOLUME REACH*

We tap into an extensive network to give your property a distinct competitive advantage. Your home deserves maximum exposure in front of highly qualified buyers, whether they are right around the corner or across the country. Through our advanced digital ecosystem, we provide the premium visibility needed to capture the attention of serious buyers effortlessly.

We market your home extensively throughout the local area and across the region using a proven, high-impact sales process. Collaborating daily with our specialized marketing team, we constantly refine our strategies and invest in cutting-edge real estate technology. We do this with one clear goal in mind: securing the absolute best outcome for you and your property. That is the standard we deliver.



POINT REALTY MEANS DIGITAL EXPERTISE

Point Realty is committed to showcasing homes at the highest level through the use of high-quality, specialized media and strategic marketing. By partnering with world-class photographers, videographers, drone operators, designers, and marketing professionals, we ensure every property is presented at the highest standard. Every home has a story, and our goal is to capture the details, character, and lifestyle that make each property unique through professional visual presentation and innovative marketing solutions. These partnerships allow us to create compelling property campaigns that attract attention, engage buyers, and maximize each home's potential in the marketplace.

Our approach goes beyond traditional real estate marketing. We understand that first impressions are more important than ever, which is why we invest in premium marketing assets designed to showcase each property's strengths and create meaningful connections with potential buyers. By combining local market expertise with industry-leading marketing partnerships, Point Realty delivers a tailored strategy that provides every listing with the exposure, attention, and professional presentation needed to stand out in a competitive market.



HOME PREVIEW

After touring your property, we'll discuss any easy and proactive steps that will highlight the features of your home and help prepare for it to be shown. These steps might include low-cost fixes to enhance curb appeal and decluttering. We'll also discuss things like the highlights of your community, features of your home that we can highlight for potential buyers, your ideal timeframe, as well as your preferred financing.



THE RIGHT DESCRIPTION FOR THE RIGHT BUYER



We thrive in a highly competitive marketplace, and we're always going the extra mile in order to attract outstanding buyers. It's this strategy that has led to historic purchases in the Central Ohio market. With each and every listing, we take the time to craft a description that not only accurately describes the property, but also helps potential buyers envision life in their new space. We highlight the unique character of your home alongside the best features of your local neighborhood. By blending digital marketing expertise with compelling storytelling, we make sure your property stands out on every major platform. Once buyers can truly picture themselves and the wonderful lifestyle they'd get to enjoy, they're much more likely to request a viewing of their potential new home.



PRICING STRATEGIES

Our pricing strategy will be tailored to your home and your specific market. You can feel confident knowing that our pricing recommendation is backed by deep local research and years of experience, coupled with a keen eye on shifting market trends. We know firsthand that pricing a home accurately from day one is the ultimate key to driving traffic and securing strong offers. It's important to us that you have all the data need to make an informed decision, giving you total peace of mind that you are represented by the very best in Central Ohio.



PREPARING FOR YOUR HOME DEBUT

Preparing your home for the market is one of the most important steps in achieving a successful sale. Before professional photography, video production, and marketing begin, Point Realty works with sellers to ensure their home makes the strongest possible first impression.

We provide guidance on decluttering, completing minor repairs, touching up paint, enhancing curb appeal, deep cleaning, and depersonalizing spaces so buyers can easily envision themselves living in the home. We also help identify standout features and unique selling points that should be highlighted throughout the marketing process.

By taking the time to properly prepare your home before launch, we can showcase it at its absolute best and maximize its appeal to potential buyers.



STAGING & STYLING FOR SUCCESS

Great marketing starts with great presentation. Through strategic staging and styling, we ensure your home looks its absolute best before it ever reaches the market.

A well-presented home helps buyers envision themselves living in the space, which is why staging and styling play a key role in our preparation process. Point Realty provides guidance on furniture placement, lighting, surface styling, and room organization to ensure each space feels welcoming, functional, and visually appealing. We help define the purpose of every room, highlight architectural features, and recommend simple, cost-effective updates that can enhance perceived value without unnecessary expense. From creating better flow to maximizing natural light, every detail is considered with the buyer's perspective in mind. Our goal is to present your home in its best possible light, creating a polished and inviting environment that stands out both online and in person.





LAUNCH STRATEGY

1. *PREPARE FOR MARKET*

Decluttering, staging, styling, repairs, and final property preparation.

2. *PHOTOGRAPHY & VIDEO DAY*

Professional photography, video, drone imagery, and marketing asset creation.

3. *MLS ACTIVATION*

Property details finalized and listing launched to the MLS and major real estate platforms.

4. *MARKETING ROLLOUT*

Social media campaigns, email marketing, website placement, and digital advertising begin.

5. *SHOWING MANAGEMENT*

Private showings, open houses, scheduling coordination, and buyer engagement.

6. *FEEDBACK & PERFORMANCE REVIEW*

Monitor activity, review showing feedback, evaluate market response, and adjust strategy if needed.

7. *OFFER STRATEGY & NEGOTIATION*

Analyze offers, negotiate favorable terms, and guide you through the contract process.



PROFESSIONAL, STANDOUT PHOTOGRAPHY AND VIDEO

In today's digital world, the home buying process always starts online. Utilizing the highest quality indoor and outdoor images and video ensures that buyers instantly recognize your home's true value. Our world-class videographers and photographers excel at capturing your property's unique features in a way that helps potential buyers easily envision themselves in the space. By creating a professional, custom visual experience that highlights your home's best assets, we ensure house hunters fall in love with your property before they even step foot inside.



POINT REALTY MEANS MAXIMUM EXPOSURE



Our work does not stop on the MLS. We've cultivated a strong, ever-growing online presence, pairing our reach with sophisticated digital strategies that give your home the premier exposure it deserves. This proactive approach makes us a top choice for the Central Ohio luxury market. With the strategic alignment of a highly recognized, New York-based marketing firm and premium positioning in sought-after digital spaces, we ensure targeted advertising places your home in front of the right buyers at the perfect time.

POINT REALTY ON SOCIAL MEDIA:



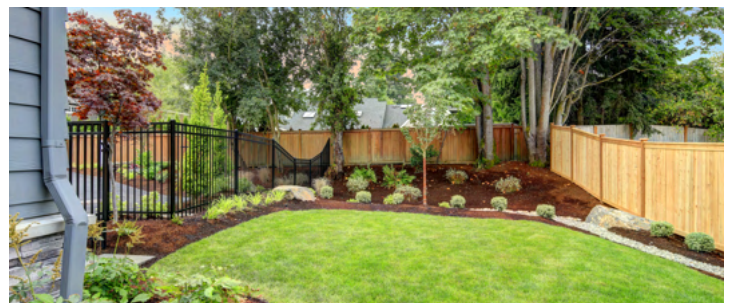
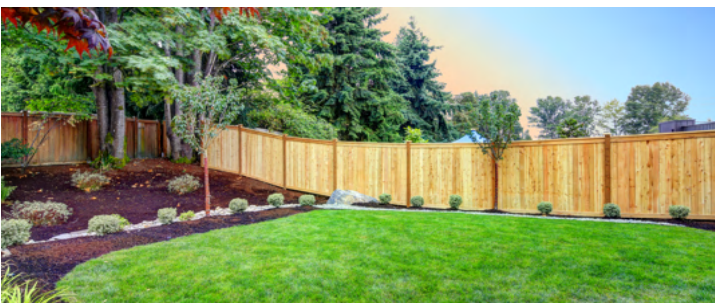
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A TAILORED APPROACH TO SELLING YOUR HOME

Once we've completed our comprehensive market research, captured stunning professional photography, and produced engaging promotional videos, we launch a thoughtful marketing strategy designed specifically for your property.

1. We feature your property across all major real estate platforms and the MLS, kickstarting a highly targeted marketing campaign
2. Dynamic video presentations capture buyer interest, leading into scheduled in-person tours
3. We proactively follow up with showing agents, offering guidance and support to convert interest into formal offers



WHAT WE ARE KNOWN FOR:

- Diligently pursuing every lead and leveraging innovative, targeted marketing strategies to find the perfect prospects for your property
- Developing a custom marketing strategy tailored specifically to your home and your unique goals
- Building deep, long-term bonds and genuine connections that make our clients feel like family long after the keys are handed over
- Constantly outdoing ourselves to deliver unprecedented sales achievements across the Central Ohio luxury market

WHAT WE OFFER:

- The absolute latest in real estate technology and marketing techniques to seamlessly connect our sellers with the ideal buyers
- Forward-thinking applications and processes that change the way homes are sold—delivering stronger offers in an accelerated time frame
- Dedicated professionals who fiercely advocate for your interests while providing trusted guidance every step of the way



FROM CONTRACT TO CLOSE

From contract to closing, Point Realty provides expert guidance through every step of the transaction. We help navigate negotiations, inspections, appraisals, title and closing coordination, while maintaining clear communication and proactive problem-solving to keep your sale moving smoothly toward a successful closing. Our team works diligently to anticipate challenges before they become obstacles, helping reduce stress and avoid unnecessary delays. With a focus on transparency, responsiveness, and attention to detail, we ensure you feel informed and confident throughout the entire process.



WHAT OUR CLIENTS HAVE TO SAY:

There is nothing more rewarding than seeing our business grow through repeat clients and enthusiastic word-of-mouth referrals. **Having families trust us with their next chapters time and again is the highest compliment we could receive.** Below, you'll find featured stories and testimonials from the people we've had the pleasure of serving—and we look forward to helping many more Central Ohio families achieve their goals in the years ahead.

"The team over at Point Realty has been doing real estate deals for our family for many years, and has always been there to assist! They build long-term relationships with people and truly care!! Highly recommend this team!!"

-K.M.

"I would like to say how kind, understanding and good Jason was to me and my family. He listened and found the house that we were looking for. He walked us through every step in detail. There were no surprises at all anywhere. Keep up the good work. If I need a realtor in the future, I would come back to him. Thank You Jason!"

-M.M.

"Morgan works tirelessly to find the home that best fits your needs. She will not rest until all the details are aligned for your best experience. She is very knowledgeable about the local market and is happy to do the research to help you find the home of your dreams anywhere around the state. For the perfect balance of personal & professional, trust Morgan Gardner for all your real estate needs."

-B.B.

"Jason and his staff at Point Realty are absolutely amazing! It's not always that you have someone you can trust when buying or selling a house. In the many experiences I have had with him he has always looked out for me and my family every time. He is very knowledgeable and has made every experience easy. Thanks Jason and the Gardner Team for having my back and for being our family's go to for real estate needs!"

-K.K.

"We really love the service that Jason Gardner provides. We have both bought and sold properties with him and he has always done an excellent job. The main house we bought was not even for sale at the time and he was still able to get a deal done for us. We recently sold a commercial building that was also not even on the market and he worked out a great deal very quickly for us. I would not hesitate to use Jason again in the future, whether buying or selling a property."

-W.C.

"We had such a positive, smooth experience buying our first home. Jason was so helpful, kind and easy to work with. We can't thank him enough for all he did and effort he put into making this a great experience."

-C.R.

"Morgan is always available to answer your calls and explains the details of the process very thoroughly. She takes the time to make sure every question is answered and that you feel confident every step of the way. Her professionalism, patience, and genuine care made the entire experience smooth and stress-free."

-K.W.

"Can't say enough about Morgan and she goes above and beyond with her customer service and her knowledge in real estate is second to none. She will be our realtor for life!"

-C.N.

MORE THAN BUYING AND SELLING HOMES



At Point Realty we believe real estate is more than buying and selling homes - it's about building relationships, serving people with **INTEGRITY** and helping people move confidently into their next chapter. As a locally owned brokerage, we were founded on faith, family values, professionalism and a passion for serving our communities.

With a client - first approach, strong marketing expertise and personalized service, we are committed to delivering a real estate experience built on **TRUST, COMMUNICATION and RESULTS!**



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