



VUTECH | RUFF

HER
Realtors

BUYERS' GUIDE

VUTECH | RUFF EXPERIENCE MAKES THE DIFFERENCE
177 E. Beck Street | Columbus, OH 43206 | 614.255.0600 | realtors@vutech-ruff.com



OUR STORY

STATISTICS

Marilyn and Jeff created their partnership in 1993 and today bring together over 40 years of real estate experience along with a team of highly experienced agents who specialize in working with Buyers, Sellers, and Investors throughout Central Ohio. While the Vutech | Ruff team is always in the top tier both with HER Realtors as well as Columbus Realtors, 2018 reached a pinnacle for our team with an increase in the number of units sold and an increase in dollar volume. For the last five years in a row, Vutech | Ruff has finished 2nd in overall closed dollar value and 2019 appears to be on track for exceeding that record.

2018 was also a groundbreaking year for Vutech | Ruff with the most closed buyer transactions in Central Ohio!

UNIT SALES:

233 units in 2015

240 units in 2016

257 units in 2017

314 units in 2018

DOLLAR VOLUME:

\$100,859,000 in 2015

\$103,957,423 in 2016

\$116,500,000 in 2017

\$123,105,000 in 2018

The average sales price per unit was \$392,054 in 2018, with sales prices ranging from \$30,000 to \$2,150,000.

*All data sourced from Columbus Realtors



TEAM EXPERIENCE

| EXPERIENCE

Marilyn Vutech and Jeff Ruff started the Vutech | Ruff partnership and became affiliated with HER Realtors in 1993. The Team, including Marilyn, Jeff and thirteen additional licensed agents, is consistently one of the highest-producing teams in the company and in Columbus ranking 2nd in the Columbus Board of Realtors by volume sales (December 2018). HER is the largest real estate broker in Ohio.

| PHILOSOPHY

To provide outstanding service to both Buyers and Sellers while maintaining the highest level of professionalism.

| AWARDS

- Recognized as the second highest producers within HER and CBR
- OAR President's Sales Club Pinnacle Of Performance
- Both Marilyn and Jeff awarded the Certified Luxury Home Marketing Specialist Designation
- Recipients of the Columbus Board of Realtors \$25 Million Dollar Club
- Recognized in HER's Top Ten every year since 1998

| BUSINESS

Average listing inventory is 75-130 properties plus spearheaded sales for the following condominium projects:

8 on the Square at Broad & High

- 22 units priced \$389,000 - \$650,000
- 100% sold

Listed & sold Beck Place in German Village

- 21 units priced \$239,000-\$1,019,350 - all units sold in 1 year

Listed & sold the Dakota in the Short North

- 44 units priced \$199,999+
- 100% sold

Listed & sold the Schlee Malt Haus Condominium conversion in 1993-1994

- 34 units priced at \$110 - \$250,000

Listed & sold the Renaissance Condominium project at Third & Mound Streets in 2003

- 60 units priced \$130s - \$210,000
- Sold over two-thirds of the project in six months

Listed & sold Sterling Lofts Condominium conversion in 2004

- 54 units priced \$119,000 - \$350,000
- 100% sold

Listed The Livingston Condos at Livingston Avenue & Oscar Alley in German Village

- 4 units priced between \$369,500-\$575,000
- Listed as of November 2017

Current Projects Include: The Townhaus Condos, Livingston Avenue Condos and Frankfort Condos

Listing details and past sales can be found at Vutech-Ruff.com

GIVE YOURSELF THE TEAM ADVANTAGE

The Vutech | Ruff Team strives to ensure you receive personalized, expert service throughout your experience. Our unique team structure allows agents the time and flexibility to do what they do best - work directly with YOU, the client! Our full-time administrative team is focused on each and every detail of the process, from day one of listing your home to a successful closing. Each team member is educated and experienced in their field of specialty, providing outstanding service to both Buyers and Sellers while maintaining the highest level of professionalism, service, and client satisfaction.

Our Real Estate Consultants

Professional Photographers
Aerial Photographers
Videographers
Staging Companies

Our Administrative Staff

Listing Coordinator
Closing Coordinator
Marketing Coordinator
Couriers/"Runners"

Take advantage of our experts in every area of your real estate transaction from our talented sales agents, state-of-the-art technology, support of our full-time administrative staff, personalized marketing support, and continuing education through the CBR, OAR, and HER Realtors.

OUR REAL ESTATE AGENTS



| MARILYN VUTECH

E: realtors@vutech-ruff.com
C: 614.296.6866

Marilyn began her career in 1986 with Brunner Realtors and has a passion for working with buyers and sellers in both the downtown and suburban markets. She, along with her husband, Jim and daughters, Emily and Anna, lived in German Village for 13 years but now reside in Southern Delaware County. In her free time she gardens, works out, and hunts for antiques.



| JEFF RUFF

E: realtors@vutech-ruff.com
C: 614.325.0022

Jeff started with Brunner Realtors in 1990. He gets great joy from both the ongoing friendships with clients and introducing out-of-town buyers to Columbus. He resided in German Village for over 25 years before pursuing his passion as a horseman, showing and training horses. He also enjoys being a gentleman farmer along with his life partner, Roy, in New Albany.

OUR REAL ESTATE AGENTS (cont.)



| JACQUIE FADEL

E: jacquie.fadel@herrealtors.com
C: 614.361.5055

Jacquie has over twenty years of experience and joined the team in 2003. A Columbus native and former resident of German Village, her resume stretches beyond real estate into marketing, advertising, and property management in both the suburban and urban areas of the city. Jacquie also serves on the Architectural Review Board for Stepping Stone, an equestrian community in Blacklick where she currently resides.



| TORRI CAREY

E: torri.carey@herrealtors.com
C: 614.361.4790

Torri is an accredited First Time Home Buyer Representative (ABR) and a Residential Relocation Specialist (RRS) with 17+ years of real estate experience. Her specialties include Platinum, Urban and Suburban properties, first time buyers, relocation buyers, seasoned buyers and sellers, new builds, condos, and short-sales. She is experienced in both urban and suburban living as well as many of the rural communities outside of Columbus. Away from the office, Torri's hobbies are hiking and photographing nature. She is also a strong supporter of Columbus Humane.



| TERRI DICKEY

E: terri.dickey@herrealtors.com
C: 614.657.9035

Terri joined the team in 2009 and takes pleasure in introducing new residents and first-time buyers to the unique lifestyle offered in German Village. She has over 40 years of experience and is a long-time German Village resident. Away from work, she has served on the Society Board of Trustees, headed Haus & Garden Tour and participated in almost every German Village Society activity.



| KATE GILLER

E: kate.giller@herrealtors.com
C: 614.580.8904

Kate specializes in residential properties all over Central Ohio. She resides in Bexley with her family and has three teenage children. When she is not selling real estate, she loves to work out. Kate has completed eight triathalons, 8 half marathons, and has climbed numerous high altitude mountains, including Mt. Rainier in the U.S., Mt. Kilimanjaro in Tanzania, Orizaba in Mexico, and Cotopaxi in Ecuador.



| JENNIFER WILLIAMS

E: jennifer.williams@herrealtors.com
C: 614.271.0407

The Kent State University graduate worked in sales and marketing for over 15 years with several Fortune 100 companies. Her incredible talents served her well in Manhattan before she relocated back to Ohio. No matter what your situation is, Jennifer has you covered. She works tirelessly to be the number one resource for all of her clients when they are deciding to buy or sell their home. She even has her MRP (Military Relocation Professional) certificate to help relocating service members. Jennifer will use every available tool to help her clients make informed decisions in the competitive Columbus, Ohio market. Outside of work, she lives in German Village with her husband, twins (a son and a daughter), and Shih Tzu, Rubie. She loves testing her culinary skills in the kitchen and scouring local flea markets for first edition books and vintage art. And, of course, she is a huge fan of all things HGTV!



| BROOKS ANDERSON

E: brooks.anderson@herrealtors.com
C: 614.266.6439

Brooks Anderson joined the team in 2014. Born to a German Village family and raised in Bexley, he loves to share his enthusiasm for Columbus and its neighborhoods with you. His 10 years of hospitality and sales experience (six in Denver, four in Chicago) will help you through the entire process. Brooks studied at the University of Denver, where he also pursued his passion for the outdoors.

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OUR REAL ESTATE AGENTS (cont.)



| SARAH ABBITT

E: sarah.abbitt@herrealtors.com
C: 614.579.3551

Sarah loves working with individuals on the buying and selling side and cherishes every new relationship developed along the way. She has assisted in the merger of three multimillion dollar companies and is highly experienced in customer service, strategic positioning, and business development. Away from the office, the active Jazzerciser resides in Grove City with her husband, two children, two dogs, and enjoys participating in her community.



| JACQUIE GOUMAS FOX

E: jacquie.goumasfox@herrealtors.com
C: 740.507.5485

Unlike most every other realtor, I have not had a long and storied career outside of the real estate industry. I started in residential real estate in 1985, I hit a million dollar in sales after my first full year. In 1989 I moved into the commercial side of the equation, working in sales/leasing and marketing projects for a Columbus based developer. In the mid 1990's I jumped to the Title Insurance and Escrow side of our industry where I enjoyed a sixteen year career owning and operating one of the most successful title agencies in Central Ohio. In 2010 I came back into residential real estate sales, where in truth my heart has always been. So as you can see Real Estate has been in my blood for some 31 years - some say I need a transfusion!



| TRENT ECKLAR

E: trent.ecklar@herrealtors.com
C: 614.787.7705

Trent Ecklar has a true passion for real estate and experience with residential and rental properties. A Columbus native, Trent knows the Central Ohio area well and its many great communities. His goal is to make the process as seamless as possible for his clients - whether they are looking for a move-in ready home or a diamond in the rough, or if they want to maximize the return on their home sale. He resides in German Village with his wife, Liz, and son, Zachary, and never misses a Buckeye game!



| EMILY KNOPPE

E: emily.knoppe@herrealtors.com
C: 614.477.4597

Emily Knoppe is a different kind of Real Estate Agent. A Worthington native and former resident of downtown Columbus' Discovery District, Emily leverages her degree in Interior Design from The Ohio State University with her Real Estate License to provide clients an in-depth knowledge of where, why and how to locate their home or business. Her passion for how people choose and use their living and working space stems from her specialized education and years of successfully meeting client needs in the Real Estate and design field.



| KATE SANDERS

E: kate.sanders@herrealtors.com
C: 614.313.7202

Kate spent several years in business-to-business sales before finding her niche in the real estate industry. Although she has experience selling in all of the Columbus neighborhoods, Kate specializes in the downtown and surrounding areas. Kate prides herself in providing all of her clients with exceptional service and loves using her knowledge of the market to help both new and experienced buyers navigate through what can sometimes be the daunting process of homebuying. A resident of Victorian Village, she enjoys spending her free time reading, traveling, and taking advantage of the convenience and many benefits of urban living!



| SUSIE PATTISON

E: susie.pattison@herrealtors.com
C: 614.288.4287

Susie is a Columbus native who is passionate about our growing, thriving community. Having lived and worked in numerous areas of the city, she has a strong understanding of both downtown and suburban living. Her Management and Entrepreneurship degrees from Miami University, paired with six years in retail construction finance and eight years in the non-profit sector, give her a well-rounded approach to the buying and selling process.

Susie resides in Upper Arlington and enjoys experiencing the many assets our city has to offer with her husband and twin daughters. Outside of work, you can find her frequenting new local restaurants, exploring parks with her girls, and spending as much time as possible outdoors.

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OUR REAL ESTATE AGENTS (cont.)



| JIM VUTECH

E: jimvutech@gmail.com
C: 614.260.6601

Jim's focus is helping buyers find residential land and recreational property within a 50 mile radius of Columbus. If you're looking for a homesite, a retreat or farmland, Jim can help.

A former advertising executive, Jim also has experience and interest in the historic preservation of buildings (especially barns) and enjoys the creativity involved in his "Mantique" business.

THE ADMINISTRATIVE TEAM



| TIFFANY SKARLOKEN

E: tiffani.skarloken@herrealtors.com
C: 614.255.0600 ext 611

As the Closing Coordinator for the Vutech | Ruff Team, Tiffany has over 10 years real estate experience as well as extensive experience in mortgage lending and title work. Tiffany and her husband live on the northeast side of Columbus with their dogs Taylor and Sofie. She also has a son that lives in Florida and also works in the real estate field. In her spare time, she loves spending time with family and friends.



| RACHEL HAMILTON

E: rachel.hamilton@herrealtors.com
C: 614.255.0600 ext 612

Rachel serves as the Listing Coordinator and has over 10 years of real estate experience. The Chicago native's background includes sales, contract processing, and property management. She graduated from The Ohio State University with a degree in English and resides on the east side with her husband and two dogs. The lifelong Cubs fan still can't believe she witnessed a World Series trophy being brought back to Wrigley.



| MORGAN WOODS

E: morgan.woods@herrealtors.com
C: 614.255.0600 ext 603

Morgan Woods joined the Vutech | Ruff Team as Marketing Coordinator in 2015. Her previous experience includes marketing for an independent publishing company and a Dermatology office. Born in German Village and raised in Powell, Morgan graduated from THE Ohio State University with a bachelor's degree in English. She currently resides in Grandview with her Australian Shepherd.



WHY COLUMBUS?

| GREAT LOCATION, STABLE MARKET

Columbus, Ohio is located within 600 miles of 60% of the U.S. population and is the 14th largest city in the United States. The Columbus region is the fastest-growing metropolitan area in the Midwest, leading the largest metros in the categories of population, GDP and job growth since 2010. Columbus is #7 in the nation for the highest concentration of millennials aged 25 to 34 according to the ColumbUS Relocation Guide. Columbus home values increased by 6.2% in 2018 and the 1-year forecast for 2019 is +5% according to Zillow.

| A HIGHLY EDUCATED POPULATION

Greater Columbus has a thriving metropolitan area with a population of 1.7 million in eight counties - Delaware, Fairfield, Franklin, Licking, Madison, Morrow, Pickaway and Union. Delaware County, located just north of Columbus, is the 13th fastest growing county in the U.S. Nearly 40% of Columbus professionals have a Bachelor's degree or higher; the average household size is 2.54 people with an average income of \$74,505. The average home sales price is \$205,334.

| BUSINESS THRIVES

The region is a launching pad for corporations and inventions known worldwide and is home to headquarters of 15 Fortune 1000 companies (six of which are Fortune 500 companies). Just some of the flagship enterprises born here include Limited Brands, Wendy's International, Nationwide, Worthington Industries, Longaberger Baskets, Cardinal Health, Abercrombie & Fitch, Huntington Bancshares, Bob Evans Farms, Inc. and the Scotts Company.

The region is also home to several internationally recognized research institutions, including:

- The Ohio State University, Ohio's flagship research university
- Battelle, the world's largest contract research and development organization, where Xerography, the bar code, and the technology for the compact disc were invented
- OCLC - Online Computer Library Center, with more than 60,000 client libraries in 112 countries
- Chemical Abstracts Service, which provides the world's largest and most current collection of chemical and related scientific information
- Edison Welding Institute, North America's leading organization dedicated to research and development of welding materials joining technology

*all data sourced from the Columbus Foundation Relocation Guide



WHY COLUMBUS? (cont.)

MAKING HEADLINES NATIONALLY

- No. 1 Metro For Job Growth in the Midwest (U.S. Bureau of Labor Statistics)
- #1 Best city in the Midwest for entrepreneurs (Entrepreneur/October 2002)
- #10 Best place for business and careers in metro areas with population of more than one million (Forbes/May 2003)
- #8 Pet healthiest city (Purina/May 2003)
- #11 Best American places to live and work (Employment Review/June 2003)
- Top 10 shortest commute time among major cities in the country (U.S. Census Bureau, February 2004)
- #1 Best library in the nation: Columbus Metropolitan Library (Hennen's American Public Library/September 2005)
- Top metros in U.S. overall for public schools (Atlas & Guide - Expansion Management Magazine/May 2006)
- The Ohio State University ranks among the 100 best campuses for LGBT students (Advocate Magazine/August 2006)
- #7 strongest economy in the nation (POLICOM/August 2006)
- #11 Best city for singles (Forbes/August 2006)
- #8 Best city to live (Money magazine/August 2006)
- All-America City (one of 10 in the U.S.) (National Civic League/2006)
- #8 Best places to live, big cities category (Money magazine August 2006)
- Ohio ranks as the #1 state in the Midwest for strong business climate and #3 in the nation among the states more attractive for investment capital (Site Selection Magazine/December 2006)
- Ohio ranks #7 in the U.S. for number of women-owned businesses (Center for Women's Business Research and American Express/December 2006)
- #2 Best city in the U.S. for African American families (BET.com/February 2007)
- Among Top 25 U.S. arts destinations - Big Cities category (American Style/June 2007. 2nd consecutive year for designation)
- One of the Top 50 hottest cities for expansion and relocation (Expansion Management Magazine/February 2007)
- Top 10 best places for gays and lesbians to live in America (Advocate magazine/March 2007)
- #3 Top "Cities of the Future" in North America. Based on more than 60 criteria in seven different categories: Best Economic Potential, Most Cost-effective, Best Human Resources, Quality of Life, Best Infrastructure, Most Business Friendly and Best Development & Investment Promotion. (fDi Magazine - Foreign Direct Investment (London)/April 2007)
- One of the nation's top five cities with outdoor appeal and activities (Shape Magazine/June 2007)
- #9 Most affordable places to live well (Forbes/December 2007)
- Third most stable housing market in the U.S. (Forbes/May 2008)
- Columbus is the #1 up-and-coming tech city in the United States (Forbes.com/March 2008)
- No. 3 City for Millennials (Money Magazine, 2015)
- Best Big City In The Midwest (Money Magazine, 2016)
- Best City for Mid-Career Professionals (Forbes, 2016)
- Highest in Visitor Satisfaction in the Midwest (JD Powers 2016 Destination Experience Survey)
- Fastest-Growing Metro in the Midwest (U.S. Census Bureau)
- All Star City Designation (Human Rights Campaign 2016 MEI Rating)
- No. 1 City for Scaling Up Startups (Kauffman Foundation 2016)



| FIRST TIME HOMEBUYERS

CHOOSE ONE AGENT TO REPRESENT YOU: It might seem like bouncing from listing to listing agent gets you a better deal, but you want to have Buyer Representation to build a trusting relationship with a Realtor who will put your needs first as they guide you through the home buying process every step of the way.

BUYER REPRESENTATION WILL NOT COST YOU A THING: A common misconception is that having a Buyers' Agent will cost YOU, a first time home buyer, money. In Ohio, the Buyers' agent commission is paid for by the Seller(s). Sellers typically pay between 5-6% commission with part of the commission going to the Listing Agent and part of the commission going to the Selling/Buyers agent.

GET PREQUALIFIED: If you are not already prequalified, your Realtor can recommend several lenders that will be well suited to your financial needs. You'll want to get prequalified BEFORE looking at homes so you have a clear understanding of your price range, your down payment and/or your ability to upgrade once you select a home. Some lenders will also give Buyers discounts or specialty rates if they purchase in an "up and coming" area and these incentives can be substantial.

GET EDUCATED: Have your realtor set up a search for the areas you are interested in to help kick start your educational process. You'll want to pay attention to listing prices, days on market and sold prices in the areas in which you are targeting your search. Is one area more likely to be tax abated than another? Is one area more likely to have bidding wars? These are questions your agent can help you answer, but having a base understanding of the market is important before submitting your first offer. Attending Open Houses and driving around favorite neighborhoods will also give you a better feeling for area(s) you want to target.

SALES COMPARABLES: Always have your realtor prepare sales comparables ("comps") for you prior to making your offer on the house of your choice—that will help guide you on market value and potential appraisal hurdles.