

kw INNOVATION
KELLERWILLIAMS. REALTY BROKERAGE
INDEPENDENTLY OWNED & OPERATED

LISTING
PRESENTATION





- ▶ **Your Property**
- ▶ **Your Guide**
- ▶ **Your Custom Marketing Plan**
- ▶ **Representing Your Home**

YOUR NEEDS COME FIRST



**Visualize your
dream scenario
for selling
your home.**

What's the one thing that has to happen to make that dream scenario a reality?

If we could add just one more thing to make this process even better, what would it be?

How can I make that happen for you?

Why is that important to you?

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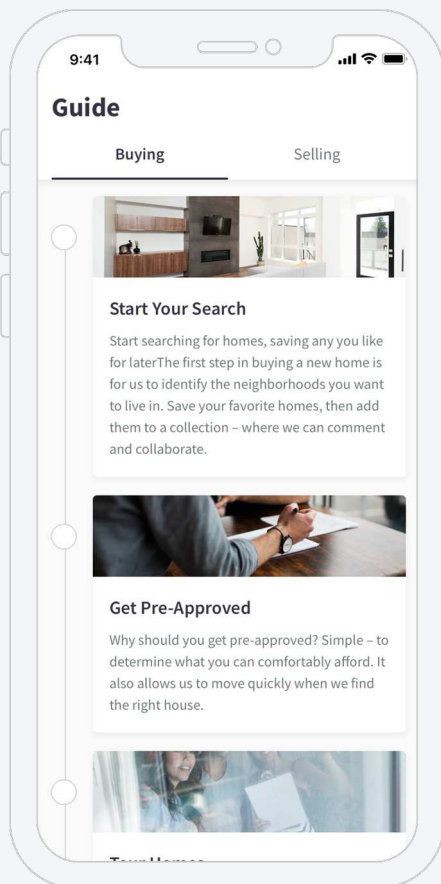
THE PROCESS

**The real estate transaction is complex -
and navigating you through every step of
the sale is my expertise.**

- Initial meeting, walk-through and needs analysis
- Sign listing agreement
- Prepare your property for sale: staging, photography, etc.
- Launch "coming soon" marketing campaign
- Establish a competitive price
- Officially list your property
- Launch "just listed" marketing campaign
- Start showing your house and hold open house
- Receive and present offers
- Negotiate contract
- Go under contract
- Facilitate inspection process
- Negotiate any issues
- Oversee appraisal
- Coordinate and prepare for further inspections
- Final walk-through
- Close!

MY APP: THE SEAMLESS WAY TO SELL

Now, selling your property and keeping in sync with me has never been simpler. My app makes achieving your real estate goals more accessible than ever before. Get to know my favorite features before you take it for a spin.



Guide

When middle-of-the-night questions come up and you want real-time information about the status of your transaction, Guide is your go-to. Guide informs you on the action plan for every step of the selling process. Paired with my expertise, you'll know where we're at, what to do and what's ahead.

Neighborhoods

Get real-time stats on your neighborhood and understand at a glance which nearby homes are selling and for how much. Then, take a peek at any neighborhood across the country to view lifestyle and market trends, local restaurants and more.

Feed

Even after close, keep tabs on all things real estate with Feed - your source for neighborhood updates, emerging market trends and more. And, when you're ready to buy or sell in the future, I'll be ready to help.

YOUR CUSTOM MARKETING PLAN



Digital Marketing That Drives Results

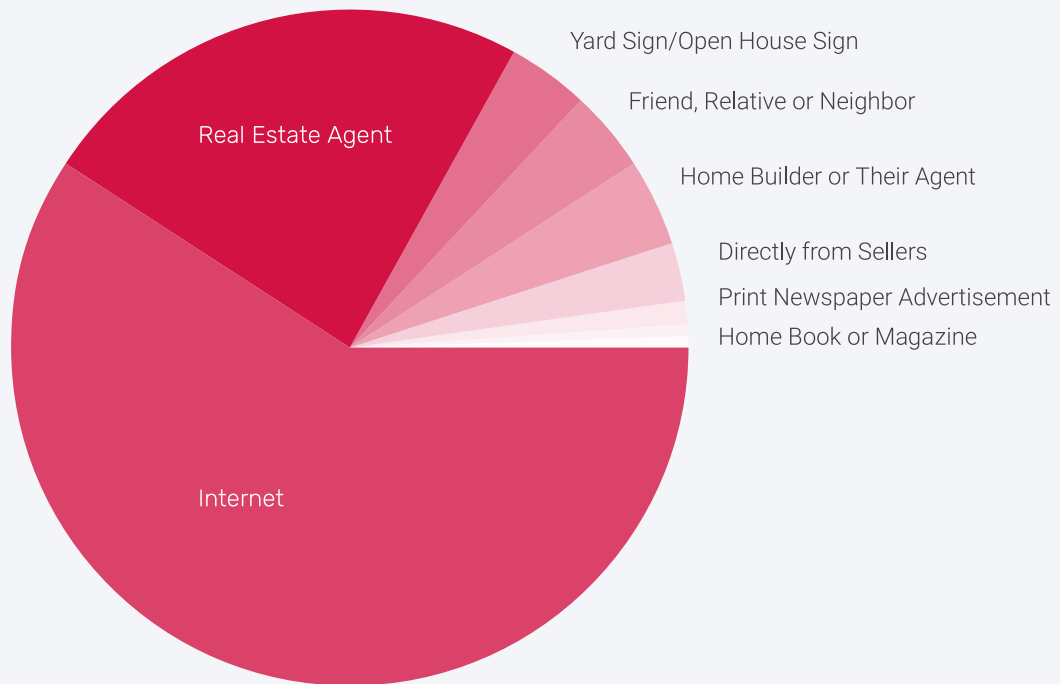
With 95% of buyers looking online at some point in their home search, mastering the digital space is a must. My award-winning suite of technology marketing tools in combination with my market expertise will deliver optimized search, social media and email campaigns to ensure your listing shines online. It is my goal to provide innovative digital marketing strategies to ensure the right buyers find your property and take action.

FINDING YOUR BUYER

The savviest marketing plan is one that targets the channels buyers are already using to find homes. From optimized internet exposure to networking with local agents, I'll work diligently to find your buyer as fast and efficiently as possible.

HOW HOME BUYERS FIND THEIR HOME

National Association of REALTORS®
Profile of Home Buyers and Sellers 2018



BEST-IN-CLASS PROMOTIONAL ASSETS



Smart, Targeted Networking

From dynamic fliers, to lead-optimized landing pages, to beautiful postcards, to custom lookbooks, we'll determine what professionally printed or digital marketing pieces

will move the needle to maximize the sale of your property.

As an active member in the real estate community and our community at large,

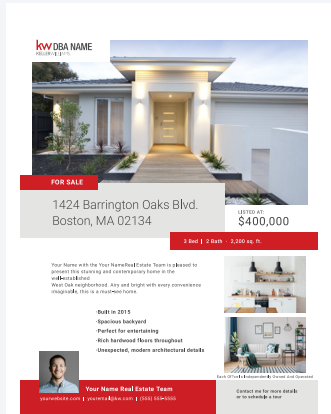
I will market your listing to top agents and buyer specialists in the area, generating excitement and ensuring maximum exposure.

YOUR MEDIA PLAN



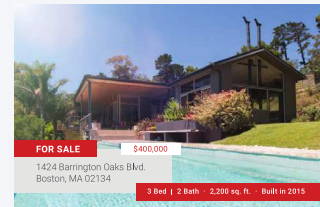
Property Brochure

Develop a property brochure to be distributed during property showings



Just-Listed Flier

Produce a just-listed flier to feature during property showings



Just-Listed Postcard

Send a direct mail just-listed postcard to the surrounding area, and similar neighborhoods

Coming Soon and Just-Listed Email

Send a targeted announcement to my personal database, as well as fellow agents with potential buyers

Open House Invitation Email

Send targeted emails to surrounding communities and prospective buyers

Custom Property Website

Create a dedicated website for your property to support highly targeted marketing efforts

Agent Website Property Feature

Showcase your property on my professional website

Facebook and Instagram Posts

Leverage Facebook and Instagram posts to highlight coming soon, just listed, property features, and upcoming open houses

Instagram Story

Leverage Instagram to capture the most compelling features of your home, from architectural photos to property walk-through videos

Paid, Boosted Facebook Ads

Leverage boosted ads to reach nearby active and passive buyers

STRATEGIC PROMOTION

Coming-soon campaign

- Walk-through and needs analysis
- Professional photography and videography
- Professional yard signage
- "Coming soon" email blast to database
- "Coming soon" social media touch on Twitter, Instagram and Facebook
- "Coming soon" callout campaign to highly qualified buyers

Just-listed campaign

- Launch listing on MLS and other syndication websites
- Professional yard signage
- "Just listed" email blast to database
- Custom landing webpage and funnel campaign promoting open house
- "Just listed" social media post on Instagram and Facebook
- "Just listed" callout campaign to highly qualified buyers
- Open house three days after listing

OPEN HOUSE STRATEGY

Whether or not an open house is where your buyer comes from, they serve a strategic purpose - aggregating interested buyers in a specific geographic area. By showcasing your property with an open house, or simply leveraging the leads generated at another nearby open house, we will create and target a highly qualified, localized group of buyers.

- ❑ Placing a yard sign and directional signs on key corners
- ❑ Getting on the phone the morning of the open house to remind everyone about attending
- ❑ Scheduling other open houses in the area in various price ranges to attract the maximum number of interested buyers
- ❑ Distributing fliers, dynamic emails, and a lead-optimized landing page to actively drive buyers to your open house
- ❑ Personally knocking on your neighbors' doors to invite them to attend and tell their friends



Captivating Staging

Staging is what creates a “wow factor” when a buyer walks through the door of your property. It's what creates an emotional response and can often influence whether or not an offer is made.

IT'S IN THE DETAILS

Eye-catching Yard Signs

Coming soon. For sale. Just sold. You have certainly seen these signs throughout your neighborhood - and their purpose is clear: to create excitement and interest around a listing. While much emphasis is placed on online advertisement these days, many buyers still look for their next home the old-fashioned way - by simply driving around their desired neighborhood. Professionally designed signage and property fliers will market your home 24/7 and capture attention from highly qualified buyers looking specifically in your area.

Your Listing, Amplified

When you list with me, we'll have access to the Keller Williams Listing System, or KWLS. This proprietary, exclusive system ensures your property is marketed online 24/7 through hundreds of the most popular search sites.

Door-Knocking

While online marketing is critical in today's business environment, sometimes nothing beats grabbing a pair of comfortable shoes, some fliers, and pounding the pavement. You can rest assured that if selling your property quickly and for the best price possible requires knocking on a hundred doors, I'll do it.

High-quality Professional Photography

Crisp, clear photos will make your property pop online and maximize visual appeal. I work with highly qualified, professionally trained real estate photographers who specialize in making your house look its absolute best.

Mass Mobile Marketing

When you choose to work with me, your home will be listed on my mobile app and will be put in the hands of millions of buyers!

CREDENTIALS & AWARDS

- 2013 KW becomes the largest real estate franchise in North America
- 2014 KW tops 100,000 in associate count
- 2015 KW named world's largest real estate franchise by agent count
- 2017 KW Labs, the innovation hub of KW, launches
- 2018 KW releases Kelle, a proprietary AI-based personal assistant for agents
- 2019 KW releases Command, a CRM-plus solution with a suite of apps hosted on the Keller Cloud
- 2019 Named #1 Most Innovative Real Estate Company by Fast Company

LEADING THE INDUSTRY



- WIN-WIN** or no deal
 - INTEGRITY** do the right thing
 - CUSTOMERS** always come first
 - COMMITMENT** in all things
 - COMMUNICATION** seek first to understand
 - CREATIVITY** ideas before results
 - TEAMWORK** together everyone achieves more
 - TRUST** starts with honesty
 - EQUITY** opportunities for all
 - SUCCESS** results through people
-

When you work with me, you work with a trained agent that has the backing of the world's largest real estate company, consisting of 180,000+ associates around the globe. That puts your listing within the largest real estate network with the furthest reach.

And, by choosing to partner with me and the Keller Williams family, you gain access to a suite of technology that keeps you informed and engaged in what's happening in your neighborhood.

Keller Williams was built on a simple-yet-revolutionary principle: people are what matter most. To help cement this understanding, we've formalized a belief system that guides how we treat each other and how we do business.

A PROMISE



To serve the community as a leader in the real estate industry and as a friend and neighbor

To always do the right thing, even if it isn't what is easiest

To take care of your needs at the highest level through unparalleled professionalism and attention to detail. No request is too small

To serve as a trusted local expert and adviser by your side

To consistently and clearly communicate with you in the manner and frequency that you prefer

To treat you and your family with straightforwardness, integrity, and respect at all times

To answer your questions, ease your concerns, reduce your stress, and expertly handle the entire real estate transaction from listing to closing and beyond

To hold myself accountable to selling your home for top dollar - after all, that is what my business is built on

SELLING SAFELY

As committed as I am to getting you the best possible offers on your home, I'm even more dedicated to keeping you and your property safe in the process. Below are some of the precautions I am taking to maximize the safety of your living space.



VIRTUAL SHOWINGS

During the initial phase of the listing process, I will minimize the number of people entering your property by hosting virtual open houses via either a live streaming service or a prerecorded video uploaded to my website and social media pages. If you choose to hold a more traditional open house, we can work together on specifics to make it as safe as possible.

SOCIALLY DISTANT TOURS

Serious potential buyers who show proof of prequalification and agree to follow safety guidelines can schedule an in-person tour. The safety guidelines include:

- Maximum of four people per appointment (five including myself)
- General symptoms assessment upon arrival
- Masks to be worn over the nose and mouth at all times while on property
- Appointments will last no more than an hour
- Majority of discussion will take place in well-ventilated areas
- High-touch surfaces will be disinfected after showing
- All follow-up paperwork will be conducted digitally

CONTACTLESS TRANSACTIONS

All showing requests, offers, and as much of the closing process as possible will be handled digitally. Any necessary in-person interactions will take place in well-ventilated areas following social distancing guidelines.

These safety measures are standard for all transactions, but I am more than happy to honor any additional precautions you have in mind.

REPRESENTING YOUR HOME

THE BOTTOM LINE

Real estate is complicated.

That's where I come in.

At the closing table, my goal is for you to feel that the experience of selling your home exceeded all your expectations, so throughout all of our interactions - from listing to closing - I will work hard to achieve that goal.

When you choose me as your partner, you are not just getting a trusted, respected agent - you are getting a local expert who is passionate about serving our community and those who call it home.

Let's get started.



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