



# OAK & OCEAN GROUP

*Deep roots. Vast knowledge. Real Estate.*

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Consistently ranked in the **TOP 1%** out of over 4000 agents in our MLS

Position your home to **SELL** with proprietary equity evaluation

Custom Marketing Plan your home to get you **TOP DOLLAR**

Make your closing process **EASY** and **EFFORTLESS**

Team approach that brings you **SIX-STAR SERVICE**





Trisha Hunter is originally from Manila, Philippines, she is a long-time resident of Myrtle Beach, SC for over 20+ years now. Trisha's entire professional career was in media/advertising/marketing, and she focused on helping people and businesses achieve their goals and grow their business. Trisha has always loved Real Estate and is a full time Real Estate Professional now with Keller Williams Oak & Ocean. Applying her love for service and "problem solving" to real estate, Trisha takes pride in putting clients' needs first and representing all clients with the utmost professionalism. Trisha is a proven businesswoman and is very excited to help all her clients find their dream home! Myrtle Beach is a great place to live, work, and have fun! Trisha is a market expert with plenty of connections in the community. Trisha is passionate and she will put your needs first. She will make sure that you are comfortable and confident with your home buying and selling process. Your experience with Trisha will be stress-free and fun since she knows that this is most likely your largest investment.

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## Five Star Reviews

“ Working with Trish was the easiest process. As first-time home buyers she walked us through the process and made sure we were informed the whole way through. Once we were in the house hunting phase, she made sure she showed us homes that fit our budget. I was in another state while my husband viewed homes, and she always made me feel included in the walk through and sent as many pictures and videos as I wanted. She was there for us through closing and in the 3 years after has continued to check on us and make sure we are happy in our home. She will be the only one we use in Myrtle Beach! ”

Ashley and Mike Montalvo

“ Working with Trisha Hunter as our Real Estate Agent when we sold our property was a pleasure! She was incredibly knowledgeable about the local market and helped us find the perfect buyer for our home. She negotiated a great deal for us and made the whole process smooth and easy. We couldn't have asked for a better agent to help us sell our house. Trisha was always available, responsive, and kept us updated every step of the way. We highly recommend her to anyone looking to sell their home. ”

Rene Maravilla



## Five Star Reviews

“ We were completely satisfied with Trisha! She was very professional, always prepared, and energetic. She explained everything to us in an easy-to-understand way and was always available to answer any questions. She sold our condo quickly and for a great price! ”

Evelyn S.

“ Our real estate experience was outstanding, and we couldn't have done it without Ms. Trisha Hunter. Thank you for all your help! Your hard work helped us find our dream home, and we couldn't be more grateful or excited about this milestone! She went above and beyond to make sure we were satisfied and happy. Will definitely recommend Ms. Trisha to our friends and family. ”

Dalyn Mae Pinili

“ Trisha is great at everything she does! Thank you for helping me with my son's home buying process last month – very hand on, attentive and making it a seamless transaction! ”

Kerry Barone

“ Trisha made the house hunting process much smoother than we expected. She helped us find potential homes and was very responsive in scheduling walkthroughs that worked with our busy schedule. When we decided on new construction, she helped us negotiate with the builder to get the best possible price and options. It was a long building process, but Trish checked in regularly. Her support gave us confidence that we made the right choice in both our new home and in choosing her as our agent. ”

Josh and Rhona Williams





# WE HAVE A PROVEN, REPEATABLE PROCESS

## 1. Needs & Market Analysis

It's important that we understand your goals and objectives as well as outside threats such as real estate cycles, local market conditions and absorption rates.

## 2. Preparing the Home for Market

Your greatest point of leverage in the home selling process is to prepare your home to attract buyers who will pay top dollar — we have one shot to make the best first impression to buyers!

## 3. Maximum Exposure

To attract the buyer that is willing to pay the most money you must allocate your marketing budget across market research proven areas that expose your homes benefits to the highest number of qualified buyers.

## 4. Buyer Attraction Systems

Our immediate response buyer attraction systems track all online and yard marketing buyer activity and allow immediate response to buyers interested in your home.

4  
Attract

5  
Cooperate

6  
Negotiate

7  
Execute

The  
“Maximum Value  
— No Hassle”  
Home Marketing  
System

1  
Strategy

2  
Prepare

3  
Expose

## 7. Execution & Team Support

The real estate industry has failed to employ proven systems that provide a high-quality consumer experience that is repeatable and produces results — plans and promises that are poorly executed will cost you time, money and stress.

## 6. Negotiation Strategy & Skills

Most real estate agents have not been trained in negotiation — the disappointing truth is that most agents need to sell your home worse than you do making their advice biased and taking dollars away from your final proceeds.

## 5. Broker Cooperation

Unlike traditional agents, we aggressively target coop agents to increase your homes visibility in the marketplace—we pride ourselves on having great relationships with other agents and agencies.



## OUR SELLERS WANT TO KNOW

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### **TRUST**

Are you professional and do you have the structure to guide me?



### **RESULTS**

What is your experience and why are you the one to help me?



### **MARKETING**

What specifically will you do to sell my home?



### **FINANCIALS**

How much can you sell my house for? Can anyone get more?



### **TIME FRAME**

How long will it take you to sell my house? Can it be done quicker?



# WHAT IS MOST IMPORTANT TO YOU?

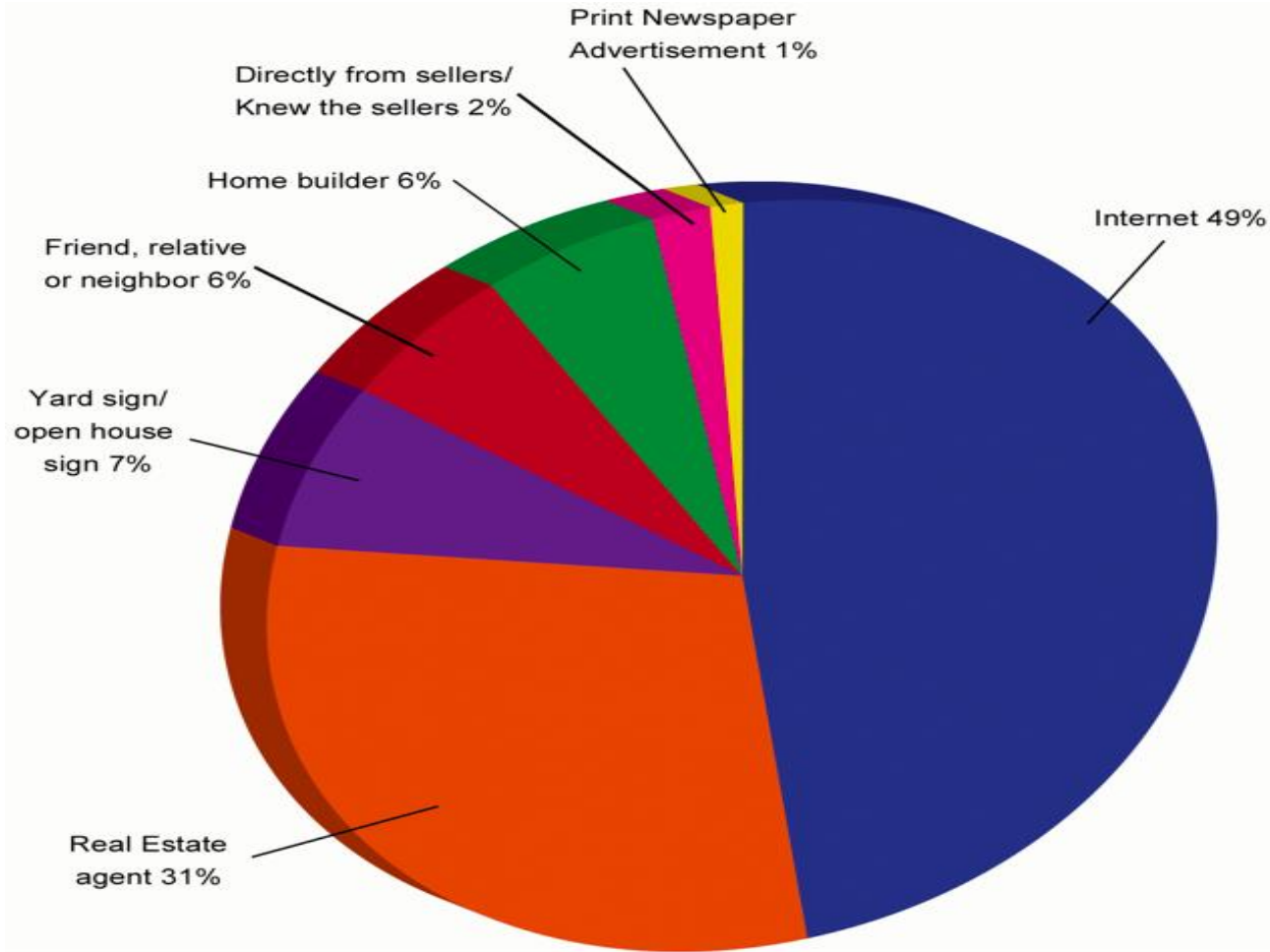
Before we get into pricing advice or what we do to market your home, it's important that we thoroughly understand your goals and objectives for this process.

- What is your reason for selling? What are your goals for the sale of this home?
- What is your target sale date and what is the importance of your timeframe?
- Can you tell me about the last time you sold a home? Was that a good or bad experience? What do you want done differently this time?
- What are the top 3 things you are looking for in the agent you hire to market and sell your home?
- Any other topics do you want to make sure we cover during our time together today?





# HOW BUYERS FIND THEIR HOMES



**\*\*90% of Buyers begin their search on the internet**





## ACTIVE MARKETING: INTERNET

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- As the top-ranking firm on Zillow, we promote your property and work with them to find the most qualified buyers
- We respond to Realtor.com buyer inquiries about your home faster than any other firm on the Grand Strand
- We promote your property with images, videos & ads on Facebook



## ACTIVE MARKETING: DATABASE

- Gather data on active buyers
- Find the most likely buyers for your home
- Target our marketing efforts

A red and white 'FOR SALE' sign is mounted on a white wooden post. The sign has the words 'FOR' and 'SALE' in large, bold, white capital letters on a red background. Below the text is a white rectangular box. In the background, a two-story house with a grey roof and white siding is visible, surrounded by green trees and a lawn.

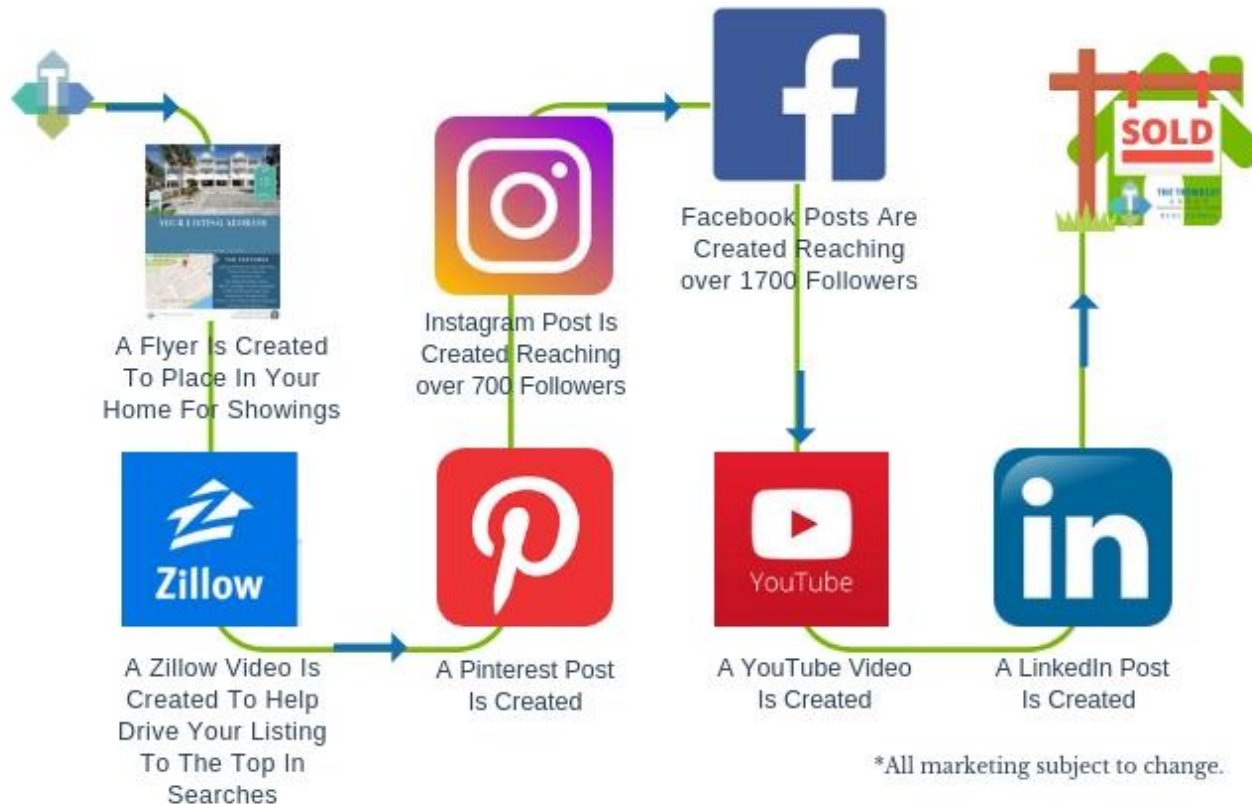
**FOR  
SALE**



# OAK & OCEAN GROUP LISTING MARKETING PLAN



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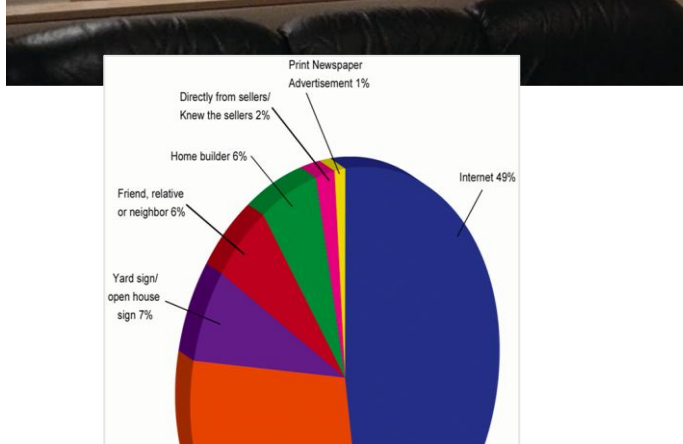
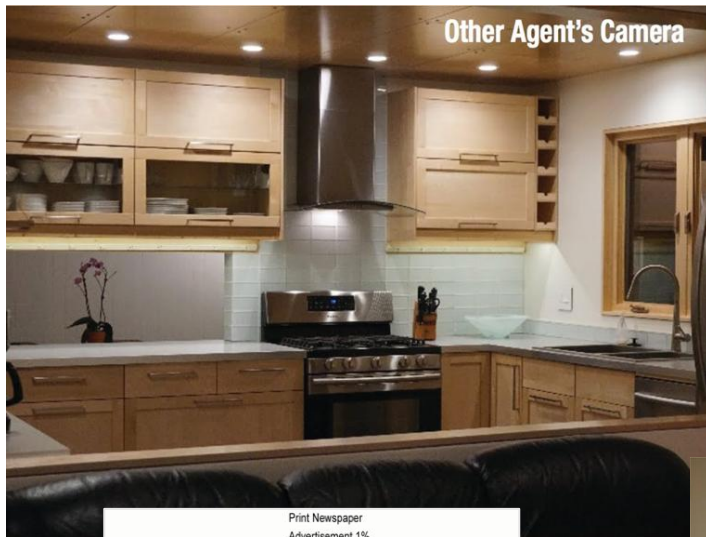


# YOUR HOME PHOTOS TRULY MATTER TO YOUR BANK ACCOUNT

According to the Wall Street Journal, only 15% of listings use professional photos, yet it has been proven that these homes sell faster and for more money than comparable homes using non-professional listing photographs.

## Your Online Showing Is Your First Showing

*How your home shows in person, in pictures and online are critically important in getting top dollar for your home in today's market.*







# **PROPER PREPARATION OF YOUR HOME IS CRITICAL TO SUCCESS**

## **Pre-Negotiation Strategies**

How your home shows in person, in pictures and online are all very important in getting top dollar for your home in today's market — “move in ready” homes attract higher offers.

### **Pre-Emptive Negotiation**

- Highly Active Property
- Staging For Success
- Professional Pre-Inspection
- Setting Agent Expectations
- Control Agent to Agent Discussion

### **Pre-Inspection & Home Warranty**

- A home inspection is the #1 reason offers fall apart—the goal is to identify deal killers before the buyer does
- We must position your home as “move in ready” with buyers.
- A home warranty gives buyers comfort and manages their expectations up front

## **Our Certified Pre-Owned Home Program**

*Which home would you choose?*



### **Home A—\$241,000**

- To be negotiated



### **Home B—\$250,000**

- One Year Warranty
- Pre-Inspection Performed
- Professional Photos





## OUR MARKETING DRIVES MORE BUYER TRAFFIC & MORE DEMAND

To attract the buyer that is willing to pay the most money you must allocate your marketing budget across market research proven areas that expose your homes benefits to the highest number of qualified buyers.

### ...By Investing In Your Success

In the last 12 months, The Keller Williams Oak & Ocean Group invested more than **\$180,000** in marketing and advertising (plus salaries for dedicated marketing personnel). Can a traditional agent match that marketing firepower?

The average agent's  
investment in marketing  
and promotion monthly is

**\$105**



Our experts invest

**\$15,000**

Per month

### ...With An Aggressive Marketing Plan To Expose Your Home to More Buyers Than Traditional Methods!

Most Internet Marketing in our industry is confined to a single website with limited visibility — we syndicate your listing to over 100+ real estate portals and competitor sites





# OPEN HOUSE SUCCESS PLAN

## Multi-Channel Approach:

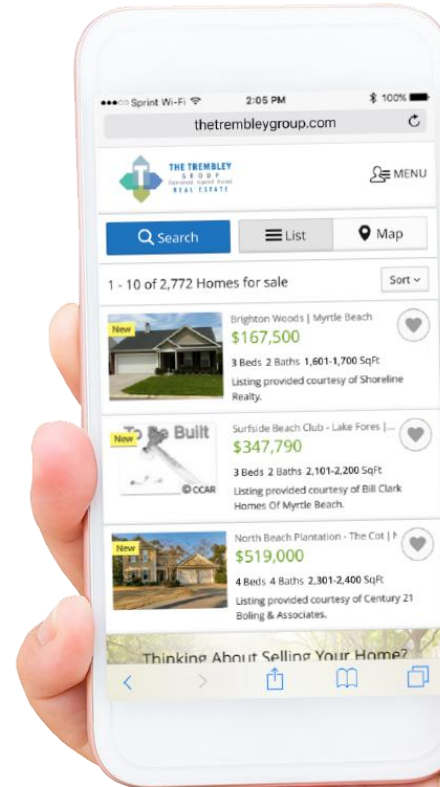
- 1) Circle Prospecting before the event
- 1) Door Knocking the neighborhood
- 1) Facebook Event Announcement & an Ad are created reaching approx. 15,000 people
- 1) Strong, unique directional signage draws people to the open house
- 5) Open House Announcement posted to our website, Zillow & Realtor.com
- 5) Often a Lender is present to increase value and pre-qualify interested buyers on-the-spot





# MOBILE SEARCH

- We combine:
  - world-class media and
  - mobile platforms
- **to reach buyers** where they are searching





# SHOWINGTIME SHOWING MANAGEMENT AND MARKET STATS

ShowingTime.com is one of the industry's leading productivity tools and provides easy-to-use showing management tools for both agents and their clients.



## Enhance productivity with easy-to-use showing management tools.

MLSs, listing offices and agents that use ShowingTime make it easy for agents to schedule showings.

### **Quickly schedule and confirm showings**

Whether agents call the ShowingTime Appointment Center, call an office using ShowingTime Front Desk, or schedule online using ShowingTime for the MLS, they appreciate how quickly requests are confirmed.

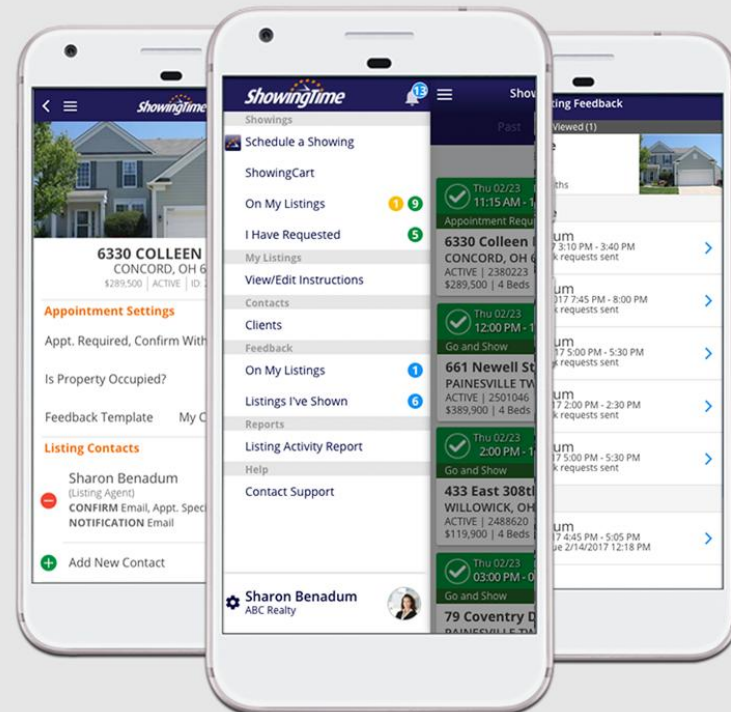
### **Enhance your productivity**

The things you do from a desktop you can do from the palm of your hands with the ShowingTime Mobile App.

### **Simplify the scheduling process**

ShowingTime enables listing agents and offices to provide exceptional service to sellers.

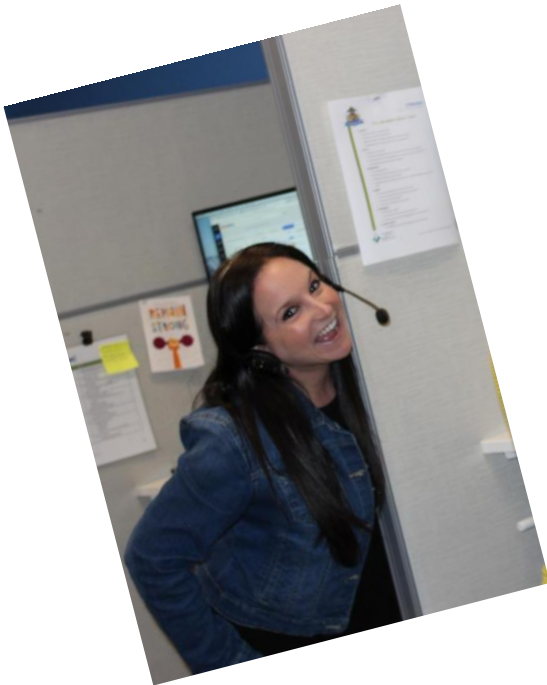
[MANAGE SHOWINGS](#)





## CLIENT CARE TEAM

- **#1 Buyer Response Team** in real estate
- **#1 Buyer Conversion Team** on Zillow
- Direct contact with **1000+ buyers** a month





WE ARE **RESILIENT**... *BUT NEVER  
RUSHED.* WE ARE **RESULTS-DRIVEN**...  
*BUT ALWAYS RELATIONAL.* WE ARE  
**EXPERTS**... *BUT NEVER ELITIST.*  
WE ARE **PROFESSIONAL**... *BUT  
NEVER IMPERSONAL.* WE ARE  
**STABLE**... *BUT NEVER STAGNANT.*



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