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A HOME SELLER'S GUIDE

CRYE-LEIKE®
REAL ESTATE SERVICES

#1 IN THE MID-SOUTH | #4 IN THE NATION



For over forty-five years, **CRYE-LEIKE®** has delivered a passionate commitment to unsurpassed service in our communities.

CRYE-LEIKE®'s commitment inspires our agents to exceed expectations by constantly improving their relationships with clients and responding quickly to their customer needs while conducting business with integrity and trust.

As one of the nation's largest full service real estate companies, **CRYE-LEIKE®** has a network of more than 3,200+ sales associates and over 140+ offices located throughout a seven-state region: Tennessee, Alabama, Arkansas, Florida, Georgia, Kentucky, Mississippi, plus Puerto Rico. Our service delivery model makes the experience of buying and selling convenient, efficient and reliable.



OUR MISSION

A passionate commitment to unsurpassed service.

OUR GOAL

To achieve 100% customer satisfaction.

OUR LEGACY

Rooted in our strengths and core values.



CORE VALUES

INTEGRITY

FULL SERVICE

RESPONSIVENESS

DIVERSITY

PASSION

GOOD NEIGHBOR

INNOVATION

GROWTH



CRYE-LEIKE®
REAL ESTATE SERVICES

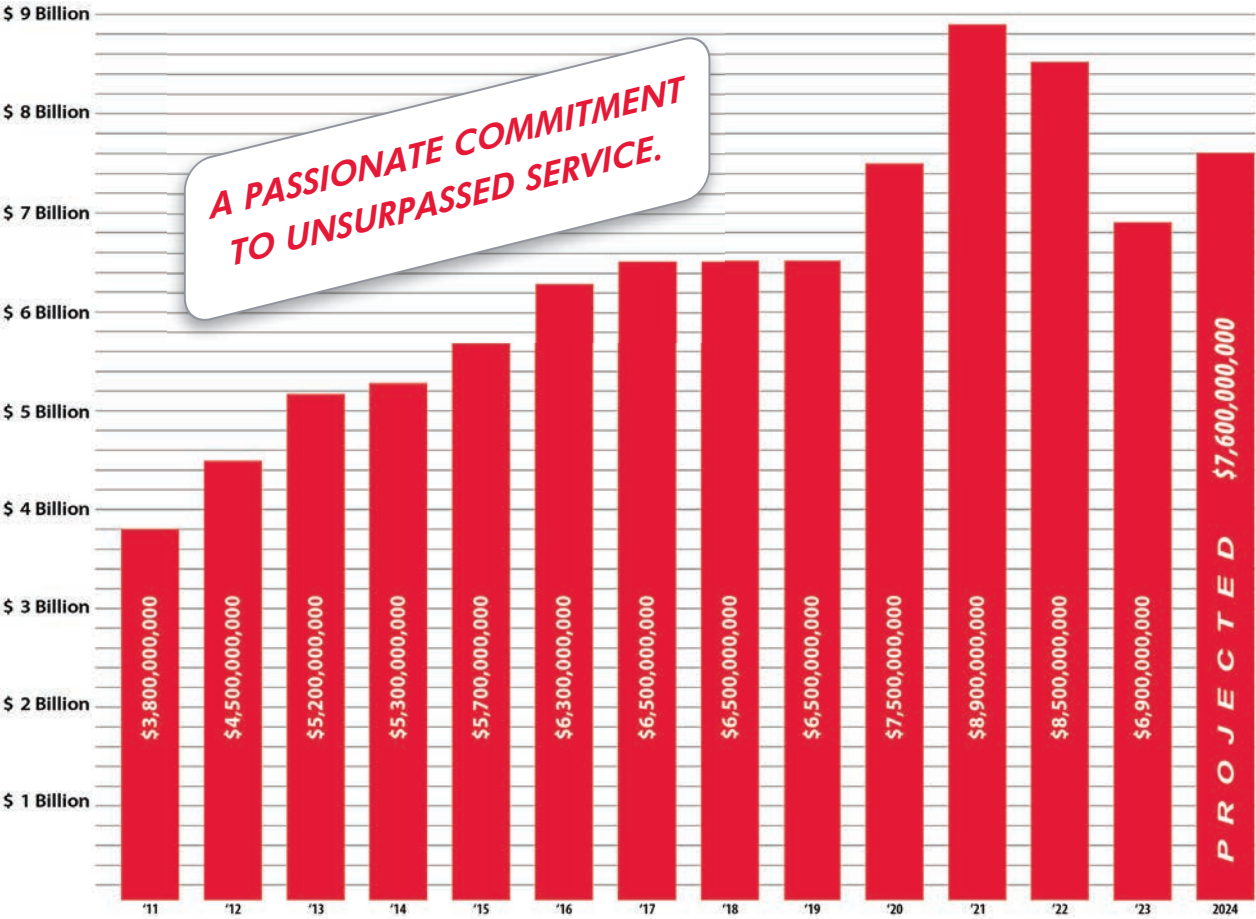


TRUSTED MARKET LEADER RANKED #4 IN THE NATION

RANK	COMPANY	UNITS
1.	Hanna Holdings Inc. Pittsburgh, PA	97,961
2.	West USA Realty, Inc. Phoenix, AZ	19,785
3.	William Raveis Shelton, CT	19,386
★ 4.	CRYE-LEIKE[®], REAL ESTATE SERVICES Memphis, Nashville, Chattanooga, Knoxville - TN; Little Rock, Northwest - AR; Atlanta - GA; Jackson - MS; Huntsville - AL	17,010
5.	Samson Properties Chantilly, VA	16,720
6.	Real Estate One Southfield, MI	15,995
7.	My Home Group Scottsdale, AZ	13,225
8.	LPT Realty Lake Mary, FL	13,216
9.	LoKation Real Estate Pompano Beach, FL	13,092
10.	John L. Scott Bellevue, WA	12,459

Source: 2024 REAL Trends 500 Ranking of Privately Owned Real Estate Firms

Volume Scale



Why **CRYE-LEIKE®**

TOP BENEFITS WE PROVIDE TO EVERY CLIENT WE WORK WITH



UNSURPASSED CUSTOMER SERVICE

With every real estate transaction, **CRYE-LEIKE®** associates strive to operate with honesty, integrity, and unsurpassed customer service.

We've dedicated ourselves to being accessible to our customers by having more than 140+ conveniently located offices across seven states with 3200+ licensed professional REALTORS® working for YOU. Live customer support is also available on-site seven days a week.



TRUSTED MARKET LEADER

As the 4th largest privately owned company in the United States, **CRYE-LEIKE®** delivers our customers the total homeownership experience; providing many services beyond the real estate transaction.

An ever-growing number of customers benefit from **CRYE-LEIKE®**'s reputable brand as a trusted market leader.



ONE STOP SHOPPING

CRYE-LEIKE® is the only real estate company in the area that provides mortgage, closing, insurance, home services, property management and national relocation services under one roof.

One-stop real estate shopping gives our customers a home buying and selling experience that is convenient, efficient and reliable.



RELOCATION SERVICES

We are a member of the world's largest relocation network - Leading Real Estate Companies of the World®.

Whenever individuals, families or companies are on the move, **CRYE-LEIKE®** Relocation ensures a smooth transition no matter the location - local or international.



HIGHLY TRAINED AND TRUSTED ADVISORS

CRYE-LEIKE® is committed to a long standing tradition of providing agents with the support necessary to be the best-trained and best-equipped in the industry.

By providing the most comprehensive real estate training in the business, **CRYE-LEIKE®** associates are knowledgeable of evolving market trends and develop skilled negotiation techniques that provide the best outcome for our customers.

Why **CRYE-LEIKE®**

TOP BENEFITS WE PROVIDE TO EVERY CLIENT WE WORK WITH



MARKETING AND TECHNOLOGY SERVICES

Professionally staffed marketing and technology departments offer strategic solutions that help create greater exposure for our customers and effectively promote our **CRYE-LEIKE®** associates.

No other real estate company provides a more comprehensive, in-house marketing and technology department than **CRYE-LEIKE®**.



HOME SERVICES

CRYE-LEIKE® Home Services FREE vendor and services referral program is available only to **CRYE-LEIKE®** customers.

With one simple call, **CRYE-LEIKE®** Home Services will provide you an array of insured and licensed professionals with quality solutions at the lowest possible price. Services also include setting up cable, telephone, and utilities in your new home.



AWARD-WINNING INTERNET PRESENCE

CRYE-LEIKE.com is Website Quality Certified and is one of the most heavily visited, professionally managed real estate websites in the United States.

CRYE-LEIKE.com offers ALL local area home listings with ALL photos, updated every 12 minutes. With over 30 million hits per month, our award-winning website is always accurate and helps prospective home buyers begin their home search.



APPOINTMENT CENTER

CRYE-LEIKE® provides a centralized appointment center open 24-hours, 7-days-a-week, 365-days-a-year that gives our associates and homeowners a greater level of collaboration when selling a home.

CRYE-LEIKE®'s appointment software enables home owners to get an interactive view of showings for their homes and keeps them involved in the selling process. Sellers can schedule, reschedule or approve showings by phone, online, or mobile app.



INNOVATIVE TECHNOLOGY TOOLS

CRYE-LEIKE® continuously works to develop tools, technologies, and resources to help our real estate associates simplify their lives and make it easier to support their clients in the home-buying and selling process.

Our powerful technology tools include social media platforms, maximum web exposure, and an exclusive platform for determining home value and locating potential home buyers.



OVER 82% OF CONSUMERS PREFER TO WORK WITH A FIRM THAT OFFERS **ONE STOP SHOPPING**

CRYE-LEIKE® is a full-service real estate company that streamlines the buying and selling process by offering mortgage lending, title closing, relocation services, commercial, insurance, home services and property management, **all under one roof.**

TITLE & CLOSING SERVICES

Conducts closings for the sale, financing, and refinancing of residential and commercial properties. Provides title, closing and escrow services to REALTORS®, mortgage lenders, builders, buyers, and sellers in Tennessee, Arkansas, Alabama, Mississippi, and Georgia. Committed to on-time closing and exceptional customer service.

MORTGAGE

Full range of mortgage financing at competitive rates. Experienced mortgage professionals with financial integrity, provide distinctive financial service and effective advice to clients. Responsible and flexible mortgage loan options.

RELOCATION

Member of Leading Real Estate Companies of the World®, the home of the world's market leading independent residential brokerages in over 70 countries, with 550 firms and 134,000 sales associates responsible for \$282 billion in sales volume in 2023. Membership is by invitation only and is comprised of the best locally and regionally branded firms. Our sales associates benefit from the thousands of referrals that the Relocation Divisions receive each year from multiple sources; specialized training, and the ability to place referrals anywhere in the world. We're Local - We're Global.

INSURANCE

Experienced, professional staff committed to superior service. Highest quality insurance at the best rates for home, auto, health, life, and renters. Get multiple quotes from "A" rated insurance carriers. Multiple nationally recognized providers you know and trust, such as Travelers, Safeco, The Hartford, Progressive, Nationwide, and MetLife. Ranked 13th Largest Agency in the 2014-2015 Memphis Business Journal Book of List.

PROPERTY MANAGEMENT

Offers a full suite of residential, commercial, and association management services. Industry leading customer service and resources to assist property owners. Assists owners by securing qualified tenants, marketing their properties, collecting rents, handling maintenance and offering rent ready properties in a variety of areas.

COMMERCIAL

Works with buyers, sellers, investors, developers and landlords. Services include everything from locating office space, listing and marketing commercial property for sale, to helping sell or buy an existing business. Provides a history of comprehensive brokerage, leasing, site selection and investment real estate services to its clients.

HOME SERVICES

A free concierge service that provides convenience and savings for transactions before, during and after the move. Helps the customer arrange general contractors for remodeling and home repairs, home inspections, cleaning services, purchasing appliances and utility connections.

HOME WARRANTY

Provides home warranty services to more than 4,000 homeowners each year to cover unexpected expenses such as appliance and home system repairs. One low service fee covers many home system and appliance repairs.

MAXIMUM MARKETING EXPOSURE

NETWORK OF
INDUSTRY LEADERS



DIRECT MAIL
POSTCARDS



WORLDWIDE
EXPOSURE



YOUR
HOME

APPOINTMENT
CENTER



AWARD WINNING
WEBSITE



DISTINCTIVE YARD SIGNS



SOCIAL MEDIA



I will definitely be the reason YOUR HOME IS SOLD!



CRYE-LEIKE.COM

AWARD WINNING SITE



CRYE-LEIKE.COM was awarded the Website Quality Certification from the Leading Real Estate Companies of the World and also awarded the winner for **MOST EFFECTIVE SEARCH ENGINE OPTIMIZATION (SEO)** strategy. SEO ensures our website ranks high on various search engines ensuring your listing is put in front of more buying eyes.

ALL THE LISTINGS, ALL THE PHOTOS

Unlike other national websites, such as Zillow and Trulia, **CRYE-LEIKE.com** offers ALL local area home listings with ALL photos from the MLS. On average a visitor to our site spends 12.5 minutes viewing over 25 pages (the national average is 4 pages).

EASY TO FIND, EASY TO NAVIGATE

Today 92% of consumers search the internet for information on homes for sale. Our award winning website is nationally recognized and heavily traveled (over 30 million hits per month).

ALWAYS ACCURATE

CRYE-LEIKE.com updates listing information from the Multiple Listing Service (MLS) every 12 minutes. Studies show that many sites take 7-9 days before posting or removing listings.

QUICK RESPONSE FROM YOUR LOCAL EXPERT

CRYE-LEIKE® has live customer service 7 days a week and our agents are expected to respond within 30 minutes of an internet inquiry.



MAXIMUM WEB EXPOSURE

We also distribute your listing information, along with photographs,
to a wide array of consumer and realtor web sites.

CRYE-LEIKE.com

Leading REAL ESTATE
COMPANIES
OF THE WORLD®



LP LUXURY
PORTFOLIO
INTERNATIONAL®
[HTTPS://WWW.LUXURYPORFOLIO.COM](https://www.luxuryportfolio.com)
*Listing over \$799,900



realtor.com®

2000+ CRYE-LEIKE
Agent Websites



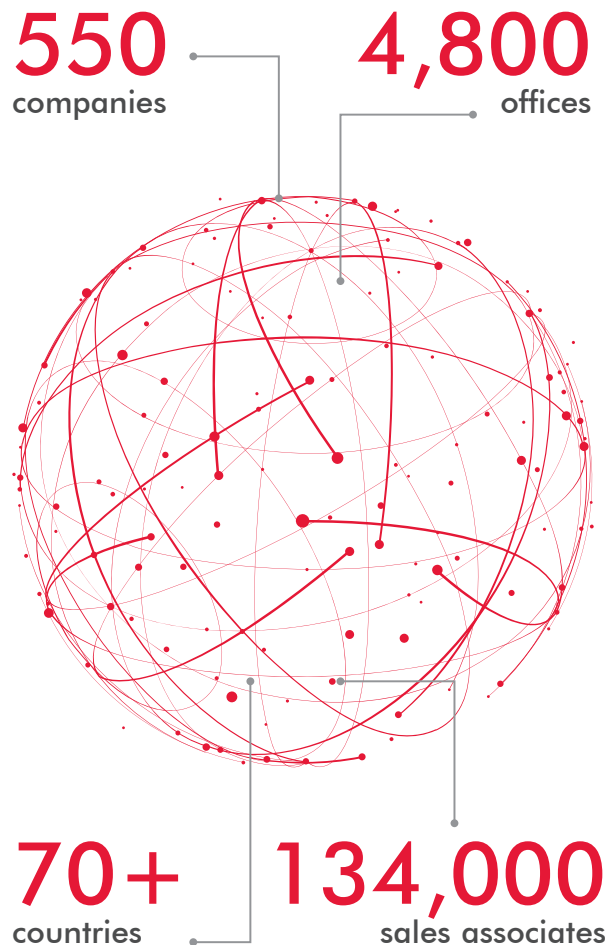
Leading

REAL ESTATE
COMPANIES
OF THE WORLD®

WE MARKET YOUR PROPERTY TO THE WORLD.

When selling your home, you need global exposure in addition to the strong marketing expertise we deliver locally. As an affiliate of Leading Real Estate Companies of the World®, CRYE-LEIKE® has the resources to market your property to the highest possible number of potential buyers. With 134,000 associates around the world, we expose your property to buyers on six continents. In addition, we receive inbound clients from other affiliates around the globe who are interested in purchasing a home.

Leading Real Estate Companies of the World® is a pedigree denoting the very best companies who represent qualified clientele and wish to do business with similar firms. When your home is posted to our website locally, it is immediately promoted on the LeadingRE.com website and connected to the websites of 550 of our affiliate real estate firms.



I'M LOCAL I'M GLOBAL®

550
companies

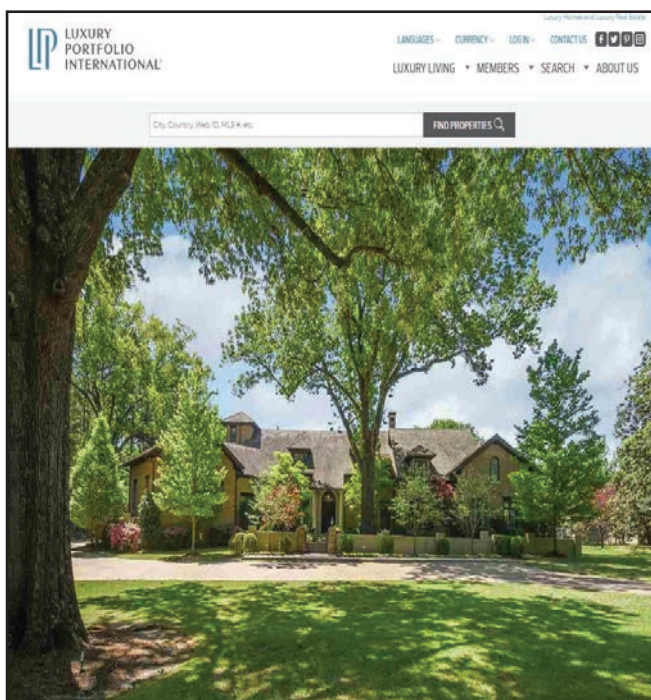
4,800
offices

134,000
sales associates

70+
countries

Leading
REAL ESTATE COMPANIES
OF THE WORLD®

PREMIER MARKETING FOR LUXURY HOMES

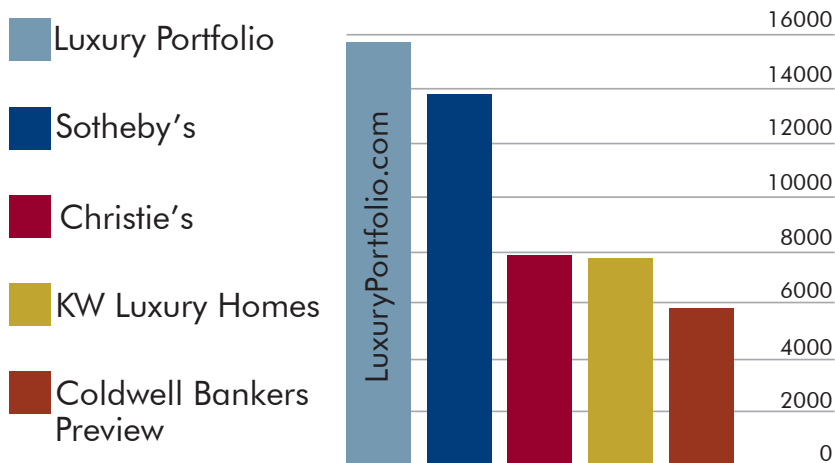


LUXURYPORTFOLIO.COM AWARD WINNING SITE

CRYE-LEIKE's affiliation with the Leading Real Estate Companies of the World allows us to market our listings offered over \$799,900 on a national and international platform at LuxuryPortfolio.com. As a bonus, your home will also be showcased on the Wall Street Journal website.



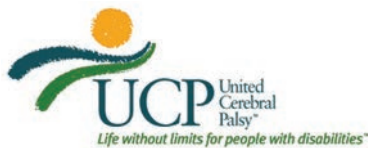
MORE \$1 MILLION-PLUS LISTINGS



- Award-winning website displaying more \$1 million plus properties than others
- 50,000+ homes marketed each year
- Aggressive branding drives over 3 million high net-worth consumers to luxuryportfolio.com each year
- A membership of over 200 firms
- Property inventory totaling over \$58 Billion
- Listings also display on www.wsj.com (Wall Street Journal)
- Advertising reach (print + online) totals 55 million luxury consumers annually



WE BELIEVE IN GIVING BACK



LEADING *the Way* IN CHARITABLE GIVING

At **CRYE-LEIKE®**, we have a genuine responsibility and obligation to give something back to the communities that give so much to us.

Giving back to the community is a natural part of what we do every day. Every year, **CRYE-LEIKE®** offices devote considerable financial resources to support the many vital community agencies and charitable causes in their area.

Total monies and goods collected by **CRYE-LEIKE®** now **exceeds \$4 million** to date, not counting the innumerable hours of volunteer service donated by our sales associates and staff.

As you take a closer look at **CRYE-LEIKE®**,
we hope you'll understand why
we feel good about being a
"good corporate neighbor."



6 FACTORS AFFECTING YOUR PROPERTY

FACTORS:

1. Condition of Property
2. Price
3. Marketing of Property
4. Negotiating Skills
and Follow Up
5. Competition
6. Market Conditions

WHO CONTROLS:

1. Owner
2. Owner
3. Agent
4. Agent
5. No Control
6. No Control



PRICE IT RIGHT FROM THE START

Your property will generate the most attention and showings in the first weeks it's on the market. Properties priced properly result in quicker sales and typically a higher price.

- Faster Sale
- Less Inconvenience
- Attracts "Cleaner" Financing
- Attracts Higher Offers
- Means More Money to Sellers
- Avoids Being "Shopworn"
- Better Response from Advertising and Sign Inquiries
- Increased Sales Associate Response
- Exposure to More Prospects



PLAN OF ACTION TO GET YOUR HOME SOLD

MY OBJECTIVES ARE:

To get as many qualified buyers as possible to view your property until it is SOLD!

To communicate the results of our activities to you weekly.

To assist you in negotiating the best possible contract purchase price, terms and conditions acceptable to both you and the buyer for your property.

5 POINTS OF VALUE:

ENHANCE YOUR PROPERTY

We will conduct a walk-through of the property to determine the best possible areas to enhance the value through staging, repairs, or improvements to achieve top value.

Staging consultation provided if needed.

PRICING STRATEGY

Designed to not overprice your property and scare buyers away and not underprice your property and leave money on the table.

MARKETING PLAN TO GIVE "MAXIMUM EXPOSURE"

After walk-through and staging are complete, we will have a professional photographer and/or videographer highlight the best areas of your home to generate more online activity, showings, potential buyers and more offers.

NEGOTIATE THE BEST CONTRACT

The highest price offer is not always the best offer. We want to negotiate the best possible offer that will achieve your goals and make it to closing.

MANAGE YOUR TRANSACTION

There are many moving parts in a real estate transaction. My job is to manage those moving parts and help you get to closing on time.



SELLER PROPERTY EVALUATION

RATE YOUR HOME

Examine Your Home and Rate The Following

(5 = Potential Problem, 0= Not a Problem)

Circle Your Choice

Sloped Lot or Steep Driveway	0	1	2	3	4	5
Professional Landscaping	0	1	2	3	4	5
Well-Maintained Yard (weeds pulled, yard cut & edged, fresh flowers)	0	1	2	3	4	5
Exterior Painting/Last Painted	0	1	2	3	4	5
Condition of Walkway & Front Door	0	1	2	3	4	5
Condition of Roof / Age	0	1	2	3	4	5
Dated Paint Color or Wallpaper	0	1	2	3	4	5
Condition of Carpet & Flooring	0	1	2	3	4	5
Personalized, Non-Neutral Decor	0	1	2	3	4	5
Condition of Appliances / Age	0	1	2	3	4	5
Location	0	1	2	3	4	5
Pleasant Environment (Not Busy or Noisy)	0	1	2	3	4	5
Desirable Neighborhood	0	1	2	3	4	5



Our Footprint:

- Est. 1977
- 7 States + Puerto Rico
- 3200+ Sales Associates
- 600+ Employees
- 110 Branch Offices
- 28 Franchises
- 800,000+ Homes Sold



REGIONAL HEADQUARTERS

GREATER MEMPHIS

6525 Quail Hollow Road
Memphis, TN 38120
901.756.8900

CENTRAL MISSISSIPPI

2050 Treetops Blvd. N., Suite 100
Flowood, MS 39232
601.939.5160

GREATER ATLANTA

5940 Bethelview Road
Cumming, GA 30040
678.845.1200

SOUTHEAST TENNESSEE

1510 Gunbarrel Road
Chattanooga, TN 37421
423.892.1515

EAST TENNESSEE

9539 Kingston Pike
Knoxville, TN 37922
865.693.7341

MIDDLE TENNESSEE

5111 Maryland Way
Brentwood, TN 37027
615.373.2044

NORTH ALABAMA

809 Shoney Drive, Suite 100
Huntsville, AL 35801
256.650.0022

CENTRAL ARKANSAS

11600 Kanis Road
Little Rock, AR 72211
501.954.9100

NORTHWEST ARKANSAS

3003 West Walnut
Rogers, AR 72756
479.636.6633

clhomes.com

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PORTFOLIO
INTERNATIONAL®

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