

Your Resource to Successfully
Getting Your House SOLD



SELLING A HOME

in Arizona with



kw KELLERWILLIAMS REALTY
EAST VALLEY



Each Office Independently Owned & Operated.



Office: 480-415-1341
www.Living48re.com



Dear Seller,

Thank you for choosing to interview our team for the job of selling your house. We are looking forward to working with you to get the best possible price, in the shortest time, with the least amount of inconvenience to you.

We are different from most real estate professionals. We have built our business on results, and we are confident we can deliver for you too. We operate with a full team - each one of us specifically working to maximize our marketing efforts and reach to best serve you in getting your house sold!

Most agents simply list homes. We market them and we sell them.

From listing to closing, we are committed to working closely with you to navigate the entire sales process; taking the time and using our expertise to understand the unique selling points of your house and neighborhood. We are committed to communicating honestly with you throughout the entire transaction and have a proven system to make sure we do.

We will sell your house smoothly & hassle free, for top dollar. We will actively target the types of buyers most likely purchase your home. We will advise you about the home repairs and improvements that will maximize your asking price. And we will advertise your home 24 hours a day, 7 days a week.

This package contains helpful information for you, including information on how to stage and price your home, as well as our step-by-step process for how we will get your home sold and some frequently asked questions.

We appreciate the opportunity to earn your business.

Best Regards,

Living48 Real Estate Team

WHAT WE'LL COVER TODAY & WHAT YOU GET...



Living48 Real Estate Team: Meet our team and see how we work to best serve your real estate needs.

01



Experience & Expertise: We know what we're doing...
See our sales stats!

02



Satisfaction - Our Commitment: We guarantee your satisfaction. Our relationship and success in business is dependent on us exceeding your needs...even the ones you didn't know existed. We identify those needs together and our Easy Exit Guarantee protects your right to end our relationship if you're disappointed.

03



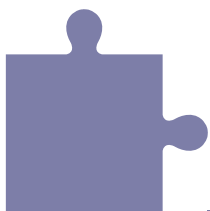
The Home Selling Process: From listing to closing, you'll know the status of our marketing efforts, the offers on the table and the steps leading to a successful closing once an offer is accepted.

04



Marketing Strategy & Custom Three-Tiered Marketing Plan: Your home will get the exposure it deserves. Our marketing system maximizes your property's exposure to buyers locally, nationally & internationally. The latest technology, professional photography, videos & print marketing allows us to reach real buyers!

05



What's Next? Pricing, Staging & Preparing Your Home for Sale: The 2 main factors affecting your sale is the price and how your house shows. Your home will be priced right. We will keep you updated on new listings, pendings and closings in the neighborhood so we can make adjustments quickly if need be.

06

MEET YOUR TEAM

We are different from most real estate professionals. We have built our business on results, and we are confident we can deliver for you too. We operate with a full team - each one of us specifically working to maximize our marketing efforts & reach to best serve you in getting your house sold.



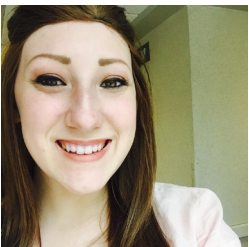
KATIE EVANS, Lead Agent - Katie works with buyers, sellers and investors here in the Phoenix residential real estate market. As a former teacher and business owner, Katie brings the ability to explain and guide clients through the sometimes overwhelming home buying and selling process in a way that is understandable and comfortable. By using tried and true systems and strategies, Katie helps her clients meet and exceed their real estate transaction expectations. Communication and problem solving are just two of Katie's strengths. Katie is the owner of the Living 48 Real Estate Team. Phone: (480) 415-1341 Email: Katie@Living48re.com



MATT KING, Team Agent - Matt comes to Living 48 Real Estate Team as a successful electrician and business owner. His vast expertise with home construction and systems makes him an invaluable resource for his clients. With tips and tricks on how to best show the features of a house to suggestions on what can be done to increase the value and the best ways to go about doing them, Matt will help any home buyer and home seller maximize their home investment. Phone: (480) 818-3612 Email: Matt.King@kw.com



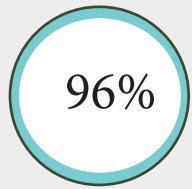
CHRIS ATCHLEY, Transaction Coordinator - As your transaction coordinator, Chris is on top of all the various timelines, contingencies, etc. involved in a normal transaction. He helps us communicate back and forth, manage documents and ensure we have a smooth and successful home buying experience. Phone: (480) 776-5203 Email: chrisatc@msn.com



KATELYN ALAND, Director of Client Experience - We are grateful to have Katelyn on the team to make sure that everything from our marketing materials and social media posts to our client events are bringing our clients value. Her expertise on maximizing property's exposure through online channels has helped our Living 48 Real Estate Team clients net the most money in the least amount of time with the fewest possible challenges. Phone: (480) 415-6652 Email: admin@living48re.com

Living 48 Real Estate Team consistently ranks in **the top 5% of all REALTORS** in the local Arizona Regional Multiple Listing Service Directory (ARMLS) **and in the top 6% of all Keller Williams Agents internationally!**

EXPERIENCE & EXPERTISE - Our Points of Difference



The local
MLS average



Our list to
sales price
ratio

Average
days on
the market



The average
agent sells **only**
7 homes per
year.



We sell **multiple**
homes per
month.



- Full Time Sales Team including a Transaction Coordinator
- Extensive database to facilitate networking between buyers and sellers.
- Easy Exit Guarantee
- Our Communication Guarantee
- Extensive database of vendors to help assist in getting your home sold including staging services, interior designers, interior decorators, handyman and general contractor

AWARDS & DESIGNATIONS

- Partner of the Month, December 2014
- Recognized in the top 3% of all 33,000 real estate professionals in Arizona.
- New Agent Mentor for the Keller Williams Realty East Valley office 2018 - 2017
- Recognized with the Commitment to Excellence Award - 2013
- Double Gold Production Award - 2016 & 2017
- **Professional Designations:** National Association of Realtors, Southeast Valley Regional Association of Realtors, National Association of Professional Women, Certified Military Residential Specialist
- New agent Mentor 2015 - 2018,
- Double Gold Production 2016 & 2017

WHY CHOOSE US

OUR MISSION

We are real estate consultants who help and empower our clients to achieve their financial goals through real estate ownership and investments. We are working hard to change the perception of Real Estate Agents in our marketplace. We want to meet and exceed your expectations through our professionalism and customer service systems so that you will never hesitate to refer us to your friends, family and co-workers.



MISSION

VALUES

OUR VALUES

At Living 48 Real Estate Team, we value family. We understand that there is more to life than work and we work hard to maintain balance with our families and encourage our clients to live fulfilling lives as well. We value professionalism and respect within our team, the cross agents and our clients. We believe in integrity and we work hard to maintain good working relationships in the market with solid reputations. We are building a legacy here at Living 48 Real Estate Team.

OUR RULES

- ✓ Integrity and honesty above all else creates trust.
- ✓ Respect for ourselves and others at all times.
- ✓ Communicate regularly.
- ✓ Following systems brings about amazing results.
- ✓ Commitment to the team, the mission and our future.
- ✓ We work together to achieve more than we could individually and we support each other in achieving goals.

SATISFACTION - OUR COMMITMENT

We will personally guarantee you the most extensive and well-executed marketing plan available. We are dedicated and committed to making this relationship and transaction successful. Our goal is to exceed your expectations...even the ones you didn't know were possible. For us to stay in business, we rely on providing a great experience for our clients so you'll be happy to use us again and refer our services to everyone you know.

What's the best way to communicate with you?



text



phone calls



email

How often do you want an update?

- a) with every detail
- b) once a day
- c) only when important

Our Communication Guarantee

- ✓ Regular updates on marketing efforts, showing feedback, offer status & closing steps.
- ✓ Immediate notification when offers are received by phone, text or email - your choice.
- ✓ We welcome your calls, emails or texts anytime.

Easy Exit Guarantee

- ✓ You are free to cancel your listing at anytime. It's that easy. Please give us 72 hours to have the sign, lockboxes, the listing withdrawn from the MLS and marketing materials removed.
- ✓ We also have the right to cancel should we feel you are unrealistic in your expectations and we cannot meet and exceed your needs.

THE HOME SELLING PROCESS & CHECKLIST

Selling your home can be overwhelming; however, understanding the process can help ease some of the stress! We want you to know and understand each step along the way so that you're EDUCATED & EMPOWERED! Let's get started...



☐ STEP 1: CHOOSE AN AGENT

Your agent will be in charge of advertising, showing and completing the legal requirements of selling your property, so choose carefully. While you may have a neighbor or cousin who works in real estate, it's a good idea to interview other agents to ensure the best fit for your needs, since it's hardly a one-size-fits-all proposition. (Ask us for our list of questions to ask when interviewing other agents.)

☐ STEP 2: FIND OUT WHAT YOUR NEEDS ARE

We'll also talk about your timeframe for the move & how that will play into our strategy. We will discuss your goals for the sale and what's next for you.

☐ STEP 3: DETERMINING SELLING PRICE

You will have your property evaluated by an expert, who will assess its location, size, age and any extra features it has. We will advise you on the current market and area trends.

☐ STEP 4: FILL OUT PAPERWORK

We will be going over in detail all listing documentation to ensure you understand the language and what you are agreeing to and signing. We will be discussing our responsibilities and your responsibilities as laid out in the listing contracts. You will be left with homework to be completed in the next few days. Please gather together any documentation with the builder specs, contractor warranties, any major replacements, repairs or service performed at the property.

THE HOME SELLING PROCESS & CHECKLIST

☐ STEP 5: PHOTOGRAPHING YOUR HOME

This involves having professional photographers come to take pictures of your property and drawing up floor plans, if applicable. This has proven time and time again to get more traffic online, get buyers more excited about your home, create more demand and sell your home for top dollar.

☐ STEP 6: PLACE LOCKBOX ON PROPERTY

A specialized electronic lockbox which allows us to track which real estate agents are showing the home. If you still live in the home, the real estate agents will still be required to make an appointment to show the home.

☐ STEP 7: MAKE HOME ACTIVE ON MLS & EXECUTE MARKETING PLAN

Multiple Listing Service (MLS) will be the major hub for agents & prospective buyers alike to first be exposed to your listing. Prospective buyers will contact us and arrange times to view your property, or attend the open houses at the times we have agreed upon. The MLS is the online platform where agents put all the specifics about the property for sale. This same information will also be made available on all the major real estate online websites and platforms.

☐ STEP 8: OFFER AND NEGOTIATION

We will negotiate on your behalf to reach mutually acceptable price and terms.

Once you have accepted an offer, we begin coordinating with lenders, title, inspectors and the buyer's agent. The buyer will deposit their earnest money with the title company.

☐ STEP 9: UNDER CONTRACT

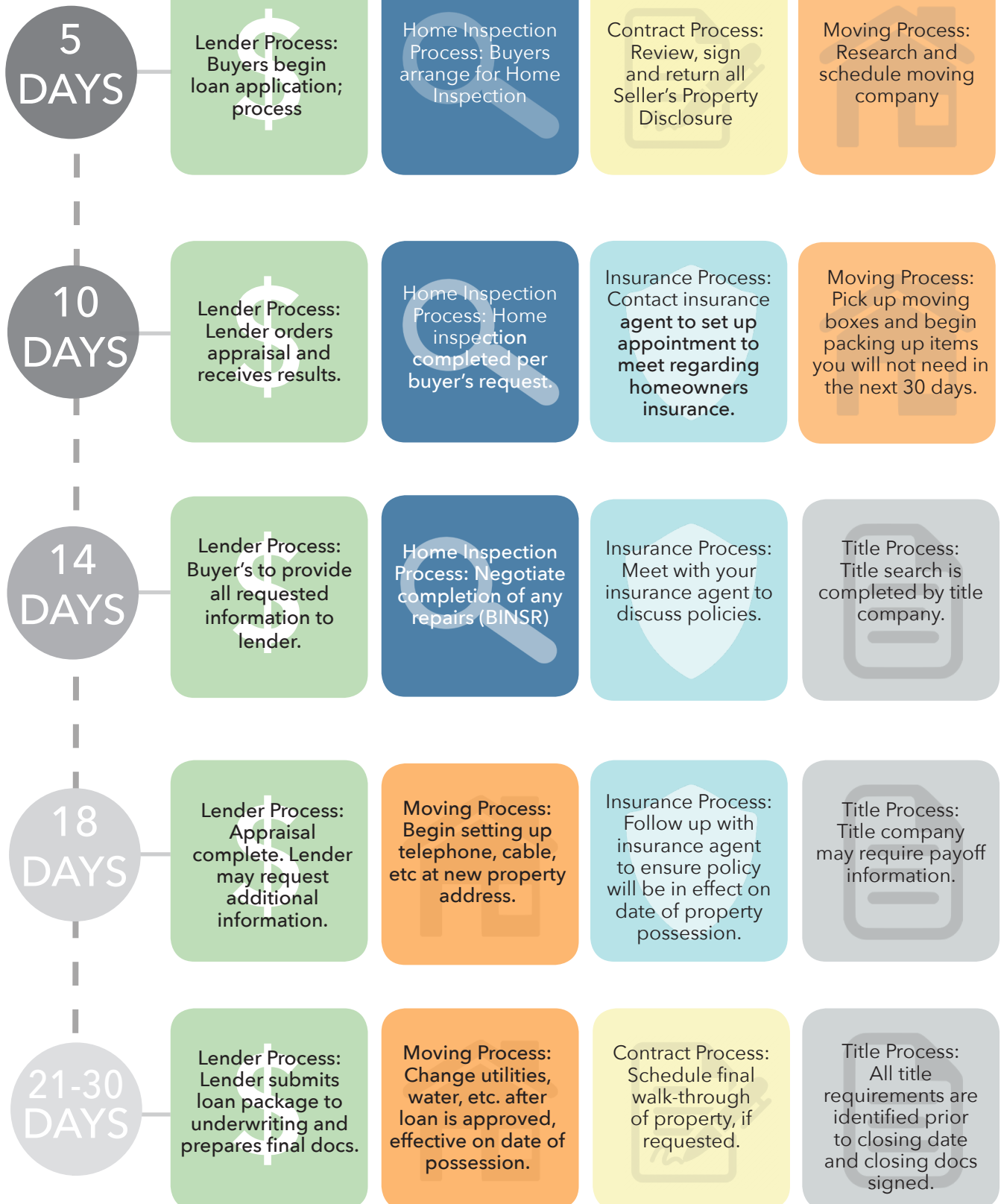
Before settlement, the agents, lenders & escrow officer will work out the details of the sale to ensure both parties meet all legal and financial requirements. This will include inspections and appraisals, if applicable.

☐ STEP 10: CLOSING DAY

You should expect to sign a few days prior to the closing day. As of 12:01 on closing day, you'll relinquish the keys and legal rights to your property in exchange for the balance of payment from the buyer or their bank. You will have then sold your home!

HOME SELLING TIMELINE

Within the first...



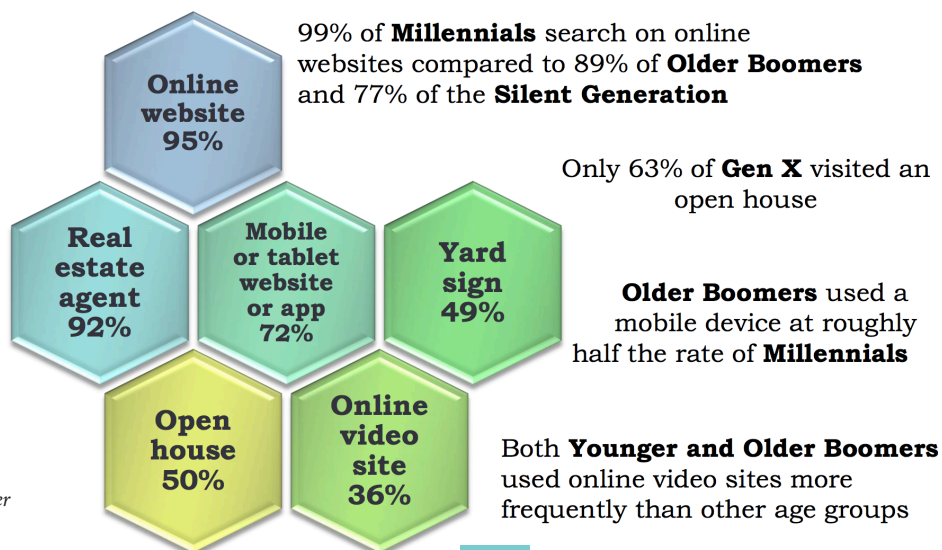
OUR INTERNET FOCUSED MARKETING

Over the past decade, our world, and particularly the world of real estate has become increasingly digital. Consumers are going online at a rapid pace to look for information to support their buying & selling decisions. They watch "how-to" videos on YouTube, they read review sites, they look up specific brands on search engines, and even research on the go with their smartphones and tablets. This is why having a company and an agent with an internet focused marketing system is the key.



In 2012 Google & The National Association of Realtors® published a joint study called *The Digital House Hunt: Consumer and Market Trends in Real Estate*. Here are some highlights from the study:

- 90% of home buyers searched online during their home buying process.
- Real estate related searches on Google.com have grown 253% over the past 4 years.
- 36% of new home shoppers utilize a mobile device while they are watching TV.
- Real estate consumers who use the internet while researching a home are more likely to use multiple resources.

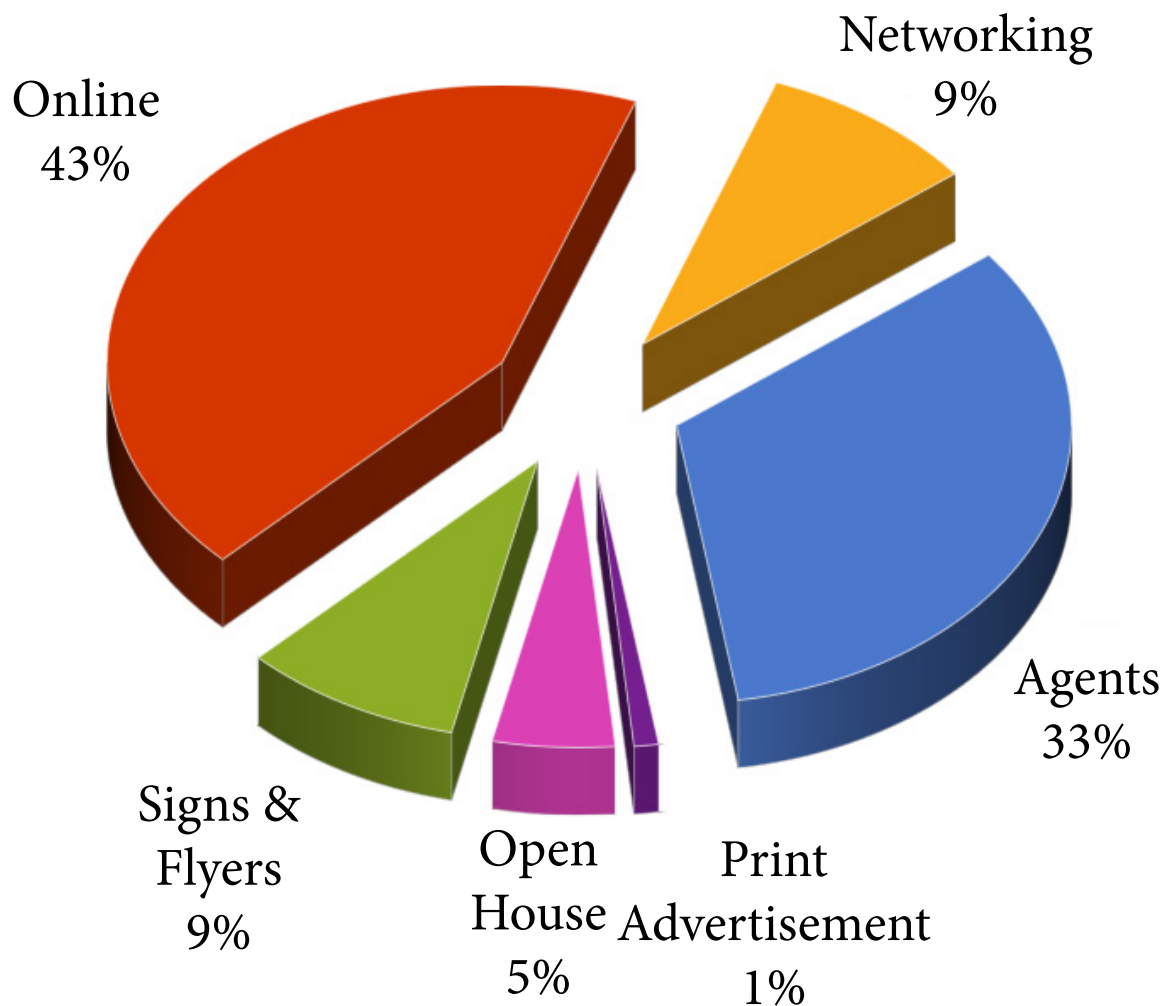


OUR STRATEGY

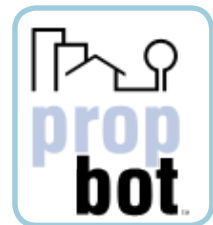
We have a specific strategy in our marketing efforts to target the 6 main areas where according to the National Association of Realtors, NAR reported that Buyers found the actual home they purchased last year.



HOME SALES FROM THE NATIONAL ASSOCIATION OF REALTORS FOR 2017



Since the Internet is typically the first place people begin their home search, your listing will be included on over 300 online sites. Here are just a few of the popular websites/apps that we use to market your home.



+ more!

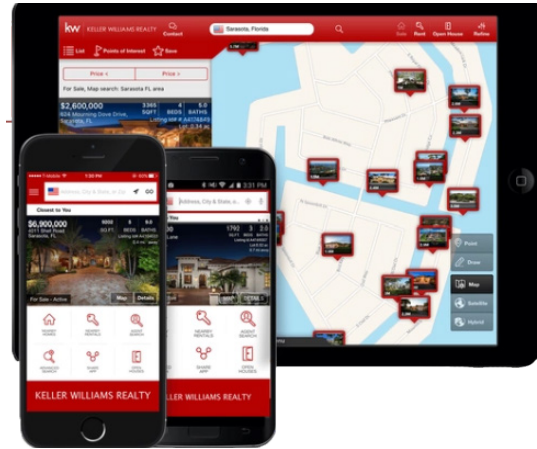


MARKETING THROUGH MOBILE DEVICES

Our world revolves around our smart phones. This is why we have our own App! KW Mobile & Listing System allows potential buyers to find your listing at any time using their smart phone! This system was designed specifically by & for KW agents.

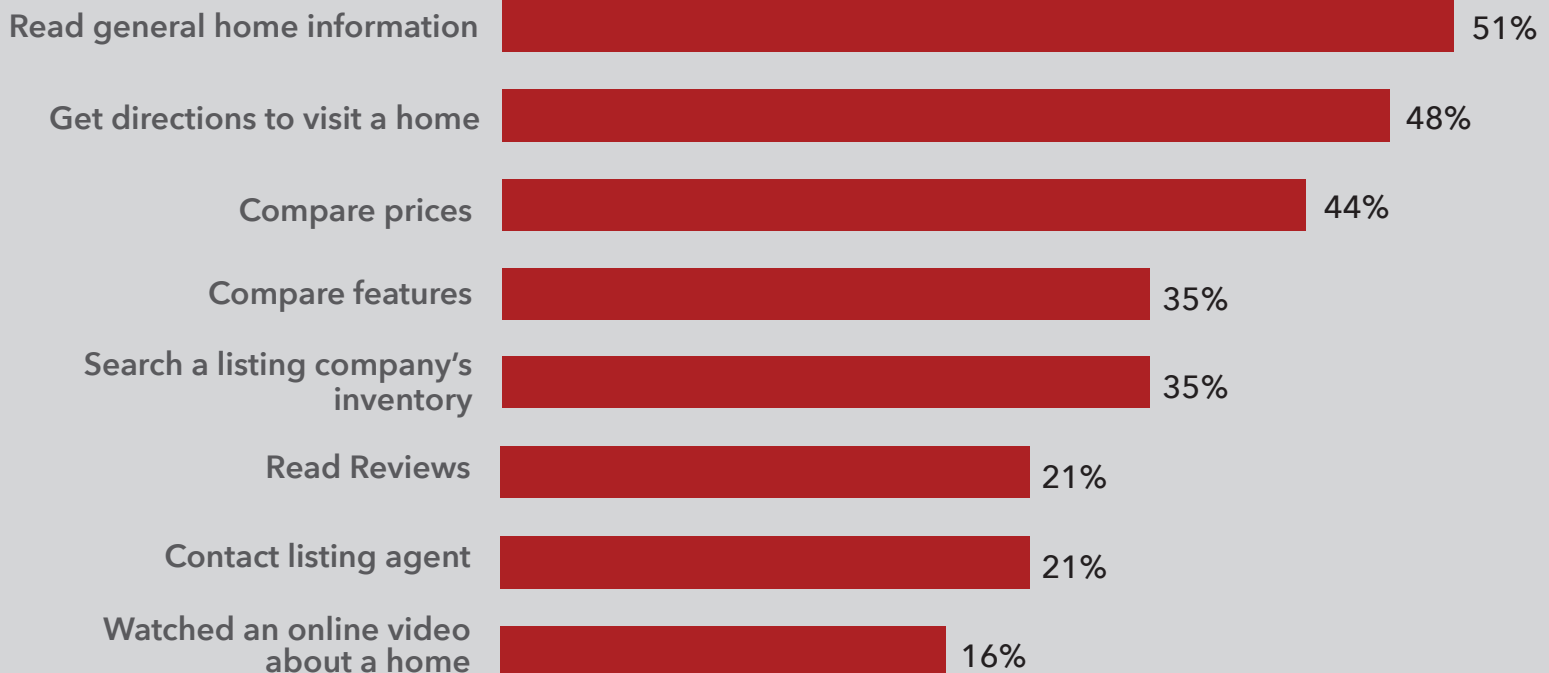


According to Google, 89% of new home shoppers use a mobile search engine at the onset and throughout their home search.



You can stand in front of the house you want information on and use the app to get all the MLS data! Share it with friends or family instantly! It's that easy!

Home Shopper Activity on Mobile Devices



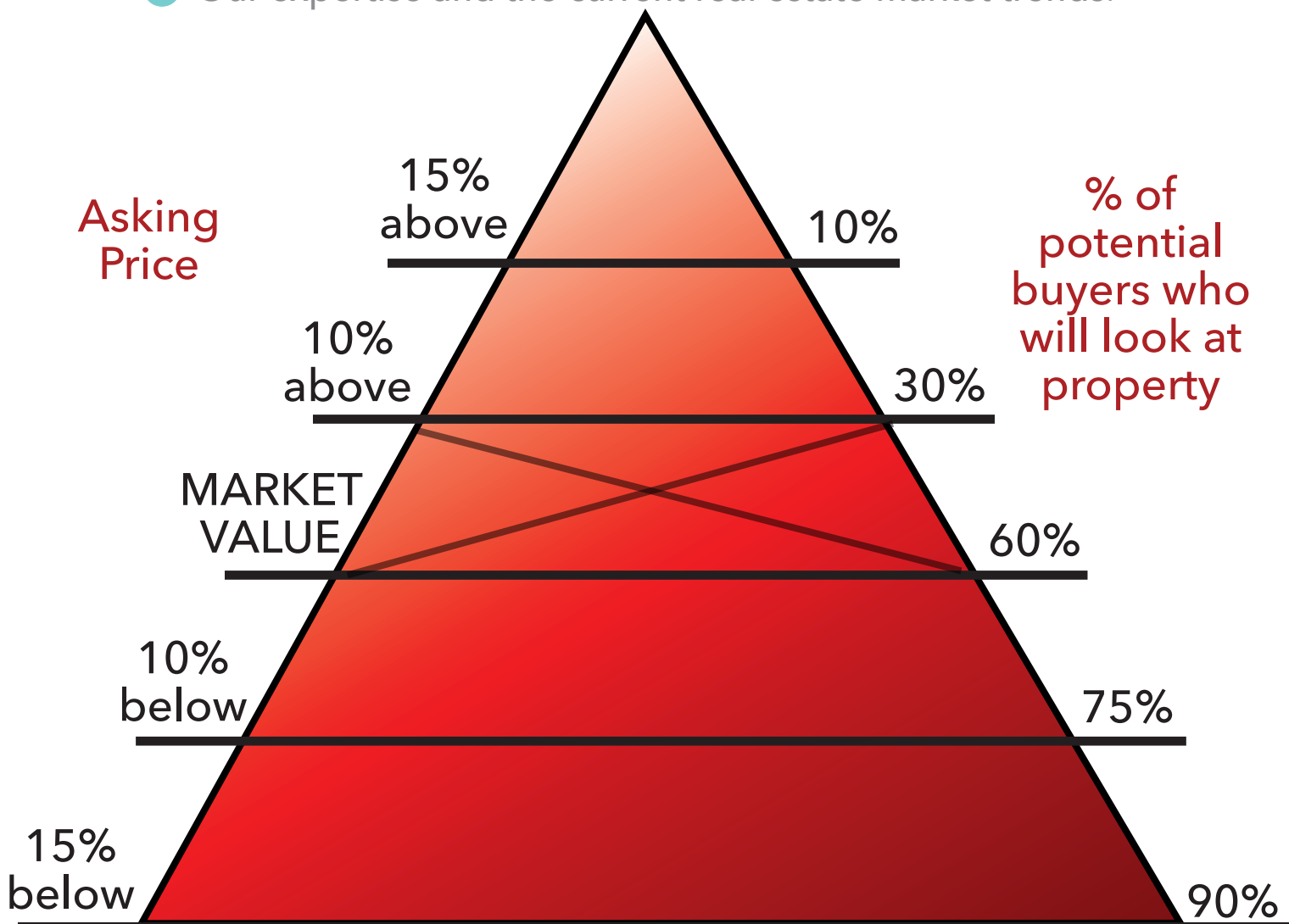
Source: 2012 Profile of Home Buyers and Sellers

OUR PRICING STRATEGY

Without a doubt, of all mistakes that a seller can make, price is the most harmful & costly. Price the home too low and the home will sell quickly and you'll leave money on the table that is rightfully yours. Price the home too high and it will not sell - the home will continue to cost you money in utilities, interest, repairs, upkeep & general holding costs.

We base our recommended price for your home on:

- A detailed, custom market analysis.
- The unique characteristics of your home and its setting.
- Our expertise and the current real estate market trends.



Pricing your property competitively will generate the most activity from agents and buyers. Pricing your property too high may make it necessary to drop the price below market value to compete with new, well-priced listings.

PRICE COMPETITIVELY

The first 30 days are critical! A property generates the most interest when it first hits the market. The number of showings is greatest during this time if it is priced at a realistic market value. Starting too high and dropping the price later misses the excitement and fails to generate strong activity. Many homes that start high end up selling below market value.



PRICING MISCONCEPTIONS



WHAT YOU PAID



WHAT YOU NEED



WHAT YOU WANT



WHAT YOUR NEIGHBOR SAYS



WHAT ANOTHER AGENT SAYS



COST TO REBUILD TODAY



BUYERS & SELLERS DETERMINE VALUE

The value of your property is determined by what a buyer is willing to pay & a seller is willing to accept in today's market. Buyers make their pricing decision based on comparing your property to other properties SOLD in your area. Historically, your first offer is usually your best.

THE CONDITION - *better is better*

Homes in good or excellent condition will attract the most buyers, and command higher prices. Homes in better condition sold for an average of 96% of the list price compared to homes in poorer condition which sold for an average of 92% of the list price.



EXCELLENT

89% Move-Up Buyers buy in good to excellent condition.

82% First-Time Buyers buy in good to excellent condition.

69% Short Sales & 55% Foreclosures are in good to excellent condition.

GOOD

16% Downsizers bought in fair condition.

FAIR

78% Investors intending to flip the property typically buy homes in fair, poor, or very poor condition.

POOR

STAGING & PREPARING YOUR HOME

It's a fact: acquiring the highest market value and elevating your home above others in the same price range often comes down to first impressions.

Below is a checklist to help you maximize your home's appeal:

EXTERIOR

- ☐ Keep the grass freshly cut
- ☐ Invest in fresh flowers, potted or planted
- ☐ Remove all yard clutter
- ☐ Apply fresh paint to wooden fences
- ☐ Paint the front door (we recommend red!) Ask us for our complementary door painting kit!
- ☐ Weed and rake gravel yards
- ☐ Clean windows inside and out
- ☐ Wash or paint homes exterior
- ☐ Tighten and clean all door handles
- ☐ Remove window screens

INTERIOR

- ☐ Remove excessive wall hangings, furniture and knick knacks to ensure an open & spacious appeal (consider temporary storage)
- ☐ Clean or paint walls and ceilings
- ☐ Shampoo carpets
- ☐ Clean and organize cabinets and closets
- ☐ Repair all plumbing leaks, including faucets and drain traps
- ☐ Clean all light fixtures & replace any burnt out bulbs.
- ☐ Remove any collections, firearms or valuables prior to showings
- ☐ Replace batteries in smoke detectors to ensure no chirping during showings

FOR SHOWINGS

- ☐ Turn on all the lights
- ☐ Open drapes in the daytime
- ☐ Take pets with you during showings
- ☐ Play quiet background music
- ☐ Vacate the property while it is being shown
- ☐ Take all prescription medications & valuable jewelry with you during showing



Potential buyers will form an opinion about a home within the first 10 seconds of viewing it.

**CLEAN &
CLUTTER FREE**
*is by far your
best return on
investment
when selling
your home.*

CUSTOM MARKETING PLANS

Our marketing plan is designed to get your home the maximum amount of exposure locally, nationally and internationally in the shortest period of time to generate real buyers for showings for our listings. Each step involves proven techniques that leverage the opportunities to showcase your home to key people that can either buy your home or help us find the right buyer.

CHOOSE YOUR OWN COMMISSION SCALE

4% on a listing where you or I bring the buyer and before marketing activities have been performed.



5% on a listing where another agent represents the buyer, but before the marketing activities have been completed.



5% on a listing where I bring the buyer, but the marketing activities have already been started.



6% - on all regular listings



7% - on all luxury listings utilizing the Platinum Marketing Plan



COMPREHENSIVE

General Marketing Services

- ✓ Conduct marketing consultation to include pricing recommendation and marketing recommendations
- ✓ Create a "property positioning statement" to help identify target prospects and groups
- ✓ Provide professional staging consultation and recommendations, if appropriate
- ✓ Place the home in the local/regional multiple listing service (MLS) with multiple professional photographs
- ✓ Install a lockbox, if appropriate
- ✓ Install a professional For Sale sign in the yard if allowed and if appropriate
- ✓ Place a brochure box on property, if appropriate, stuffed with professional information sheets
- ✓ Professional photography of exterior views, key rooms and special features
- ✓ HD video tour, if appropriate
- ✓ Create a virtual tour of your home and place it on multiple websites
- ✓ Place text rider on the sign for immediate access to information for interested buyers
- ✓ Strong internet presence
 - featured home on our website
 - featured home on KW.com
 - single property website page
 - listings on Realtor.com, Trulia, Zillow, Redfin & more
- ✓ Social media marketing
 - Facebook, Google, YouTube, LinkedIn, Twitter, Vimeo, Blogger, Instagram, Pinterest & more
- ✓ Mobile marketing
- ✓ Customized three, six and twelve month marketing calendar for marketing activities
- ✓ Professionally printed full color "in home" brochures
- ✓ Professional blogs written specifically for your home
- ✓ Email color digital flyer to a select group of active agents
- ✓ Offer twice monthly reports on market activity in the relevant area and price point
- ✓ Complete follow-up reports for showings
- ✓ Host "Broker Open" event for area agents, if appropriate
- ✓ Schedule and hold open houses, if appropriate
- ✓ Create a digital property brochure on our website
- ✓ Implement additional customized marketing initiatives for the home, if appropriate
- ✓ Professionally printed "Just Listed" print marketing to your neighborhood & other targeted areas
- ✓ Notify our potential buyer database with details of listing
- ✓ Arrange showings for other agents
- ✓ Provide a press release to local media avenues
- ✓ Chilled, bottled water available for private buyer home tours

COMPREHENSIVE Marketing Services

2.5% professional fee paid to
buyer's brokerage firm/agent

3.5% professional fee
allocated to marketing costs
& for time & professional
services delivered by listing
brokerage firm/agent.

No retainer fee or other
upfront costs

PLATINUM

Luxury Marketing Services

In addition to General services...

- ✓ Provide a one hour consultation with a professional stager or interior decorator
- ✓ Have professional elevation and twilight photography done for the home
- ✓ Floor plan rendering to be placed in marketing materials, if appropriate
- ✓ Schedule and prepare your home for the local luxury tour, if appropriate & over \$750,000
- ✓ Advertise in local publications - area specific newspapers or reports
- ✓ For homes priced at \$750,000 and above, advertise your home in Domain Luxury Home Magazine
- ✓ Coordination for "Quick Closing Ready" seller-paid initiative to maximize property marketability and speed the closing process (to include - pre-appraisal, pre-marketing home inspection, complete needed repairs, offer two hour consultation with interior decoration for buyer)
- ✓ Provide buyer's home warranty
- ✓ Listing Realtor® present for all home tours
- ✓ For qualified buyer prospects, provide a password protected area of our website which contains all the information about the home the buyer will need to make a decision to buy that home
 - Mail or deliver the qualified buyer a beautiful box with the same printed materials
- ✓ For homes priced at \$750,000 and above, advertise your home
- ✓ Sparkling wine or champagne provided to buyer for private property tours
- ✓ Schedule, coordinate and host VIP Soiree
- ✓ Implement additional, unique marketing budget for customized print, PR, video, event or online promotion
 - Specialized publications based on lifestyle attractions for your home.



PLATINUM Marketing Services

3% professional fee paid to
buyer's brokerage firm/agent.

4% professional fee
allocated to marketing costs
& for time & professional
services delivered by listing
brokerage firm/agent.

1.5% payable to listing
Realtor® as a retainer fee
for marketing costs within
two days of signed listing
agreement. 25% of that
retainer fee to be reimbursed
towards the sellers closing
costs at successful close of
escrow/sale of home.

HOME WARRANTIES

There are many advantages to a home warranty protection. This policy protects the Seller by reducing repair costs required as part of the sale. It protects the Buyer by paying for certain repairs and costs of major mechanical systems. There are a variety of plans available in the marketplace.



BENEFITS TO SELLER

- ✓ Home may sell faster and at a higher price.
- ✓ Optional coverage during the listing period of the home sale paid for on successful completion of sale.
- ✓ Protection from legal disputes that occur after the sale.
- ✓ Increases the marketability of your home.

BENEFITS TO BUYER

- ✓ Warranty coverage for major systems and built-in appliances.
- ✓ Protects cash flow.
- ✓ Puts a complete network of qualified technicians at your service.
- ✓ Low deductible for each occurrence saves more than cost of the policy over its life.

Home warranties are policies designed to protect the buyer against repair costs of mechanical systems and major appliances. They consist of an origination fee and a small deductible. There are a variety of plans covering items such as; air-conditioning, dishwashers, garbage-disposals, etc.

THE CLOSING PROCESS & CHECKLIST

The closing process finalizes the sale of your home and transfers ownership between you and the new buyer. Also called the settlement, the closing is when you get paid and the buyer receives the deed to the property.

What can you expect from the Escrow & Title companies? The title company is the neutral independent party that protects the interest of all parties involved by handling the money and paperwork transferring ownership between the buyer and seller. The escrow agent will look over the purchase contract and identify what payments are owed and by whom, prepare documents for the closing, facilitate the signings, verify taxes, perform title searches, pay professional real estate fees and other closing costs, ensure that the buyer's title is recorded and ensure that you receive the proceeds due to you.

STEP 1: YOUR COSTS: *what sellers commonly pay at closing*

- ☐ Real estate professional fees
- ☐ Mortgage balance, if applicable
- ☐ Other claims or special assessments against your property
- ☐ Document stamps (or taxes) on the deed
- ☐ Owner's title insurance policy

STEP 2: THINGS TO BRING TO THE CLOSING:

- ☐ House, mail & neighborhood amenity keys
- ☐ Garage door opener(s)
- ☐ A photo ID
- ☐ Receipts or warranties from any repairs made from the Buyer's inspection request

STEP 3: AFTER THE CLOSING: *documents to keep for tax purposes.*

- ☐ Copies of all closing documents, especially the final settlement statement
- ☐ All home improvement receipts on the home you sold²

SO YOU'VE CHOSEN LIVING 48 TEAM...

What's next?

Our Team...

- ☐ Prepares your market analysis
- ☐ Review neighbor competition
- ☐ Makes suggestions on what to do to get your home SOLD!
- ☐ Review Listing Paperwork
- ☐ Leave you with disclosure homework

Step 1

According to the National Association of Realtors: if 2 weeks go by with no showings or you have 10 showings with no offers, you are priced too high.

At your home, we will...

- ☐ Take pictures, measurements & note any special features.
- ☐ Review showing instructions
- ☐ Pick up disclosure homework that has been completed (We must have your Sellers Property Disclosure & HOA addendum at this time)

Step 2

At the office, we will...

- ☐ Inputs your property into the Multiple Listing Service (MLS).
- ☐ Send the Keller Williams office an email and a post describing the new listing.

Before the home goes active on the MLS, we...

- ☐ Prepare the Home Book which is displayed in your house for buyers to see.
- ☐ "Reverse prospect" the property which sends an email to prospective buyers that have a search set up with criteria that matches your property.
- ☐ Put a sign in your yard & an electronic lockbox on your door which immediately notifies us of the showing.

Step 3

Once a contract is accepted, we will....

- ☐ Coordinate home inspections.
- ☐ Help arrange repairs.
- ☐ Keep in contact with the title company to make sure they have all the documents they need.
- ☐ Keep in contact with the cooperating buyer's agent & lender to make sure everyone is kept up to date.
- ☐ Review title searches.
- ☐ Review the final settlement statement.
- ☐ Notify you of recordation.
- ☐ Verify proceeds check has been received.

FREQUENTLY ASKED QUESTIONS

Are there things we should do to our home to help ensure the maximum price? Yes! There is a benefit to making sure your home looks its best prior to offering it for sale. There are also small remodeling jobs that will pay off at resale. We can advise you about specific improvements that will increase your home's marketability and value.

How often will you advertise our property? We don't just list homes; we market them. We will make sure your home is marketed to real buyers around the clock. 24 hours a day, 7 days a week. We will customize a marketing plan to reach the types of buyers most likely to purchase your home. We know how to maximize the power of the internet for our clients, photography, video, all while also using traditional methods including brochures, yard signs and direct mail.

Will you be present at all showings? At open houses, myself, or a member of my team, will be there. For showings, potential buyers will bring their own agents to see your home. Most buyers prefer only their own agents be present when evaluating a prospective new home.

What if another agent tells us they can get us more for the house? Some agents will quote a higher listing price just to get your business, but an overpriced house will not sell. If you choose to work with us, we will conduct a comparative market analysis prior to recommending an asking price for your home. We will offer our professional opinion on how the market will value your home.



Do we have any responsibilities during the marketing of our home? Your primary job during the sale of your home is to keep it neat and clean for showings and open houses. A large part of a home's appeal involves staging, which is everything from furniture placement to home fragrance. We will advise you on how to stage your home well, giving you easy tips and quick fixes to maximize your home's appeal.

What happens once we get an offer? We will help you consider each offer and negotiate the best deal for you. Once you've accepted an offer, we will guide you through the entire closing process and ensure everything proceeds smoothly.

CLIENT TESTIMONIALS

I was introduced to Katie by a friend of the family who works closely with Katie in properties regarding pool service. He approached me and commented how he knew Katie and her approach to selling properties was refreshing and productive. I contacted Katie and began the process to make the house ready to sell. My previous realtor had not been able to even get an offer after investing over \$20k in remodeling and upgrades. Katie appraised the house and made recommendations to fix the obvious aesthetics that were not letting the house sell. After finishing the recommendations, the house was put on the market and sold shortly thereafter. Though the price was lower than expected, the reality of where the home was going to sell was revealed by a huge effort on Katie's part through open houses and showings. She worked hard and kept me informed throughout the process. I obviously think she did a great job and it was obvious that she was working hard to sell the home.

-Brett Parmenter

Katie Evans is an amazing Realtor! She really helped us choose the right home for us. She went out of her way to help us look at multiple locations and worked around our busy schedules. We highly recommend her to anyone in need of a Realtor. Her knowledge of the real estate market is invaluable to anyone looking for a home or trying to sell their home. **- Bryce & Britny Hardy**

Wow!! When we met Katie she was totally organized and ready to go. Every property that she showed us she marked on a scale from one to five and that helped us decide which property we would pick. Every property was of quality and we had a tough time picking one from another. I have been a home owner in Maryland and owned many properties and dealt with more than a dozen Realtors, I can tell you this that Katie was the first ever "human" Realtor that I ever met. The experience, skill and negotiating skills that she possesses is second to none. My wife and me have already decided that she will be the one to help us when we are ready to buy. **- Shahid & Dinah Munir**

The process of purchasing our first home was both exciting and overwhelming. Calling Katie for help was the best thing we could have done! We spoke thoroughly with her about our needs and desires. She was patient and took time to understand everything we wanted in our home. She was extremely flexible and accommodating with all appointments. She was very prompt in relaying information and was impressively organized. Her advice was always helpful and honest. Often Katie would point things out about properties that we hadn't noticed prior. She made looking at properties educational, fun and enjoyable. We loved working with her! We recommend Katie to anyone we know who is planning to buy or sell a home! She is amazing! **- Dr. Lafe and Bryndee Harris**

