



**MELISSA DUNLAP**

REALTOR® | Kansas City Metro

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**THE BEST CHOICE  
FOR YOUR HOME SALE**

A decorative horizontal bar in a solid blue color, starting with a small square on the left and extending across the width of the page.



- Get to know you better
- Answer all of your questions
- Ask you important information
- Determine if I am the agent for you
- Ask questions related to your home
- How involved to you want to be in the sale?
- What are your concerns or challenges?

# ABOUT ME

- I am a skilled communicator. I am also extremely responsive. You will not wait on me for a reply! That is my promise to you!
- My market knowledge is extensive. I grew up in the KC Metro and like to joke that I am Waze (the navigation app). 😊
- I am a very competitive negotiator. I am fair, but stand my ground. I will always work hard for the best outcome for you.
- My professional experience extends from MO, KS to TX.
- Member of the KC Regional Association of REALTORS® and The National Association of REALTORS®



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# ABOUT MY BUSINESS

**2018**

Sold my first home within 30 days of becoming licensed in Marble Falls, Texas.

**2019**

Sold my second home a few months later. Negotiated a Home Warranty to replace an a/c that went out 6 mo later!

**2021**

Successfully closed a deal on an Open House I was holding THAT day. We continue to work together on misc. projects.

**2022**

Worked w/ seller & rcvd full price offer day 1; negotiated \$15k more & donated \$12k because seller had reverse mort.

I care about my clients and build friendships. Real estate is not just a transaction. I genuinely love to help people and see them happy!





# TELL ME ABOUT YOUR HOUSE

- What drew you to this home when you bought it?
- What is your favorite feature of this house?
- What do you like about your neighborhood?
- What are some nearby attractions and amenities?
- What don't you like about it?

# IMPORTANT QUESTIONS

- Why are you moving?
- How soon do you need to move?
- What are you looking for from your agent?
- Do you anticipate any major challenges with selling your home?
- What will you do if your home doesn't sell?

This information will help me determine the best course of action as we go through the process of selling your home.





# WHY I'M THE BEST REALTOR FOR YOU

What really sets me apart from other agents is my honesty with you and buyers, extensive local market knowledge, my ability to communicate, my technologic advantage. I have a great personality and can be funny, but know when to be serious. I have a lot of resources in the area. I'm a super great REALTOR®, and you will never have trouble reaching me! Win-win!

# MY SIGNATURE APPROACH

- I believe in an upfront no-nonsense approach to selling real estate
- I will tell you if we are not the best fit for your situation
- I will be honest about the pricing of your property
- I will always be in touch with you--on every decision or with updates
- I am extremely organized and will have a schedule of all important dates
- I will keep track of everything so you don't have to, you can count on me

## STAYING ON TOP

I am always learning to stay current with my industry...  
If I do not know the answer, I know someone who does!



# WHY I'M DIFFERENT



I help people go beyond an Internet search!



Excellent communicator, honest, ethical. I don't take the easy route, I take the best route.



You never know what you don't know. Learning.



# CLIENT TESTIMONIALS



"Had the pleasure of having Melissa Dunlap as my personal realtor! Ten out of ten she hit it out of the park! Going to be keeping her as my realtor for all future purchases!"

– KELLY MINTER ARANDA



"Gail and I want to again express appreciation for the excellent service you provided on the purchase of our new home. You were a fierce negotiator on the final price. It was a total pleasure working with you."

– RAY & GAIL VANNOY



# WHAT DOES REALTOR® MEAN?



- Only Real Estate Agents who are members of the National Association of REALTORS® can use this term.
- REALTORS® subscribe to a higher code of ethics.
- REALTORS® are required to have additional education.
- I'm a member of the Local, State, and National Association.

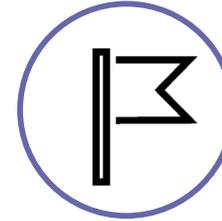
# ABOUT REECENICHOLS



We are the largest RE company in MO & KS



We were established in 2001



Our headquarters are located In Leawood, KS



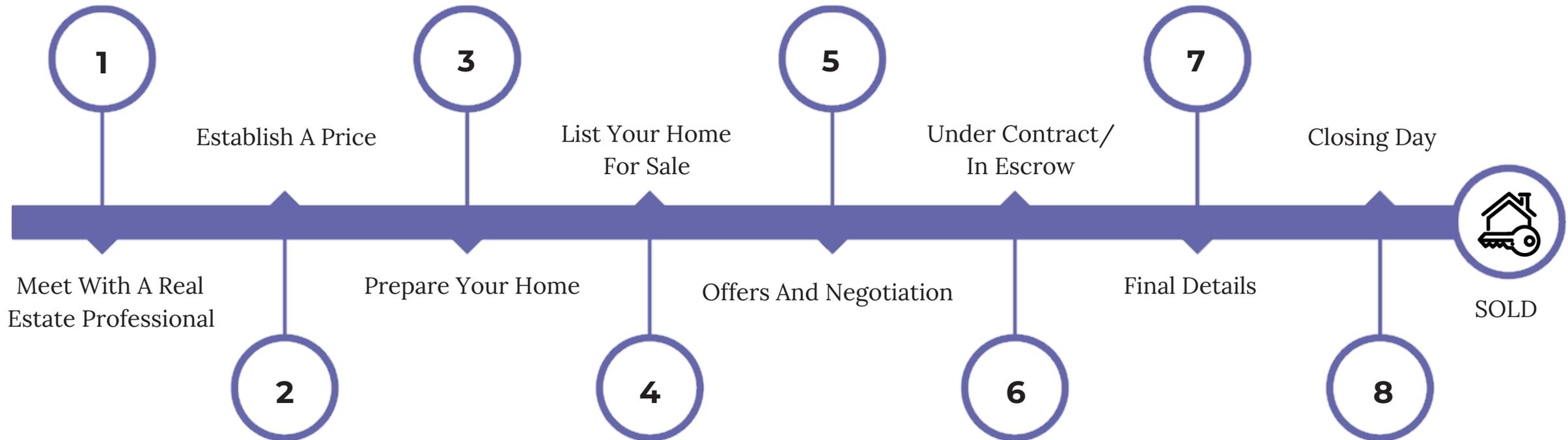
**ReeceNichols**  
REAL ESTATE



# NOW, I WANT YOU TO IMAGINE...

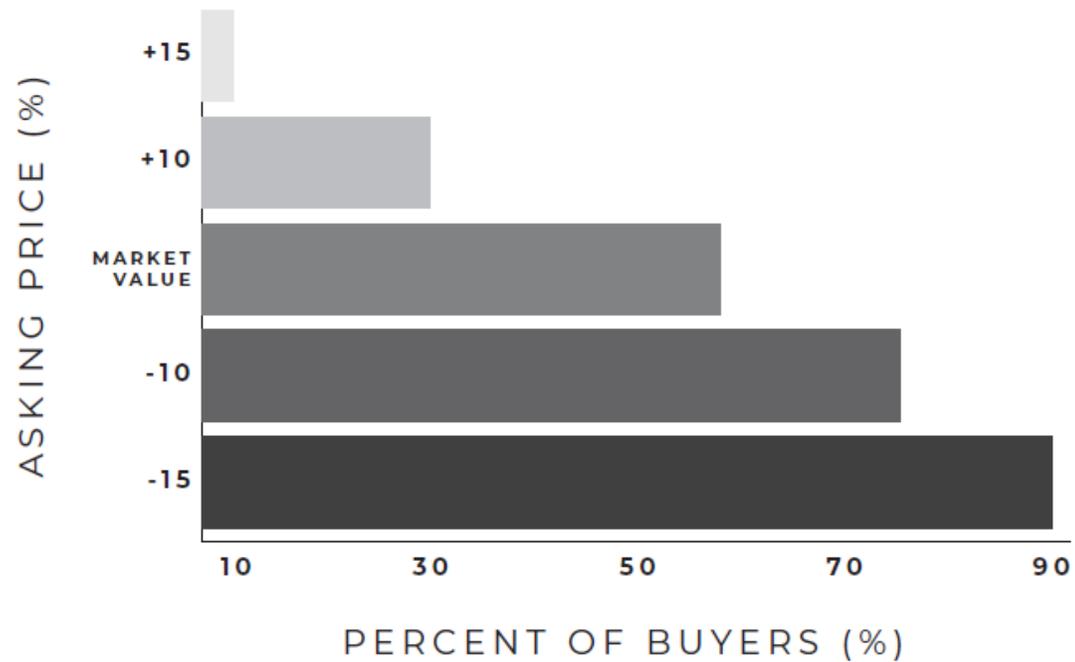
...That this is no longer your home. You have jumped forward in time and you now live in the home and the neighborhood where you plan on moving to next.

# THE SELLER'S ROAD MAP



# THE PRICE DERIVATIVE

Every property will sell and has the potential to sell quickly, and the price is the No. 1 factor controlling this outcome.





# COMPETITIVE MARKET ANALYSIS

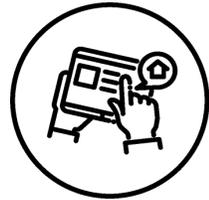
- Comparables include sales from all real estate agents and companies
- I check public records in addition to MLS
- The best measure of value is sold listings
- Active listings demonstrate supply and competition
- Withdrawn/expired listings usually demonstrate an overpriced listing.

# MARKETING YOUR PROPERTY

Much of my marketing starts today, when we agree on a price for your home. The best marketing in the world will never sell an overpriced home.



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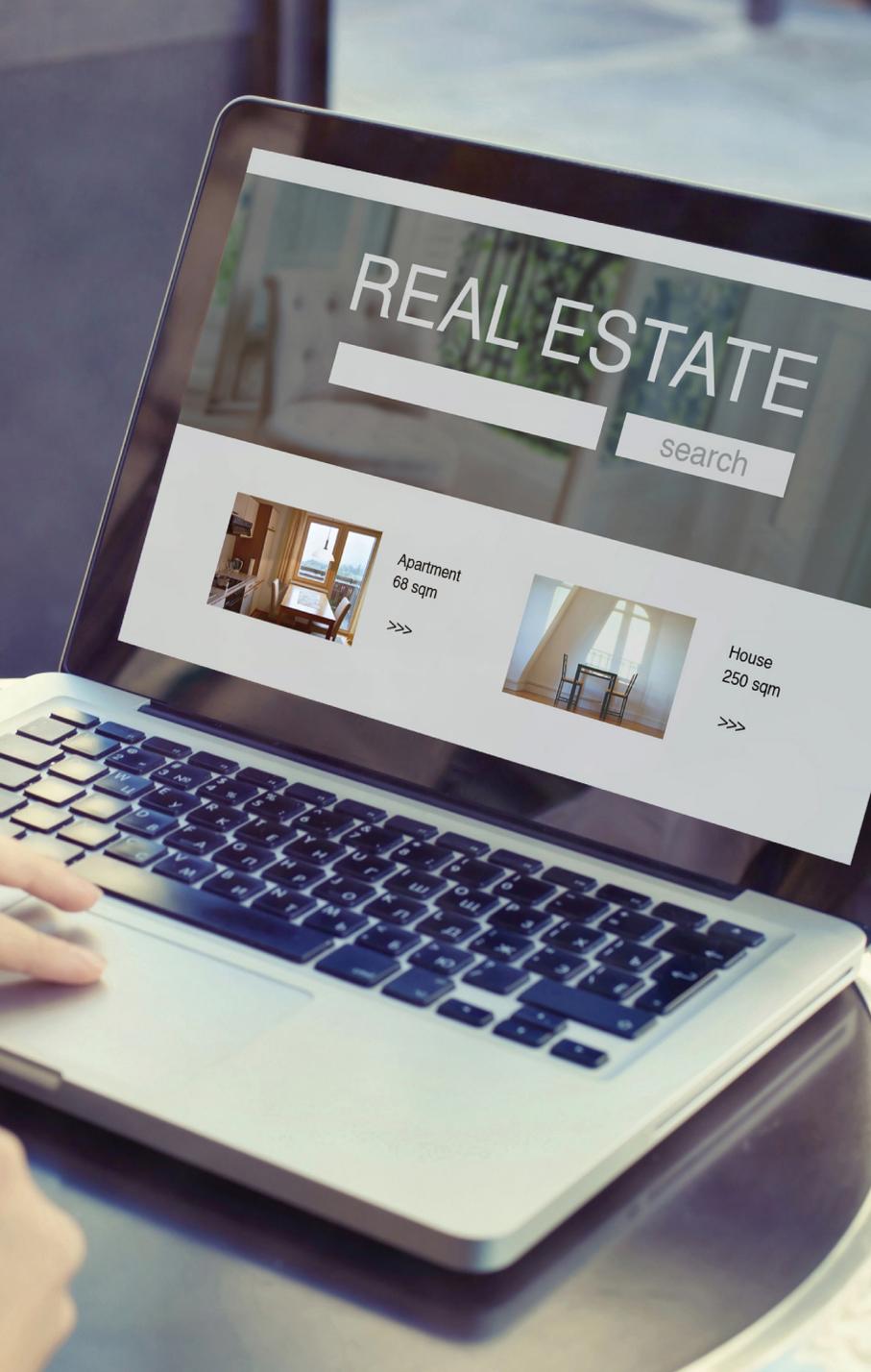


The right price

Great marketing

Sold





# FACT VS. FICTION

- When it comes to online marketing, many agents will try to convince you they have the “secret sauce.”
- The fact is, every agent’s listing is syndicated out by the MLS to hundreds, if not thousands, of web sites.
- The truth: If a buyer is house shopping online and your home matches their criteria, it would be almost impossible for them not to find your home.

# MARKETING CHANNELS

- My brand has the following unique online marketing methods:

- Brand Website
- Brand Advertising

- I offer the following unique marketing methods:

- Virtual Tours
- Professional Photos
- Yard Signs
- Personal Website
- Flyers
- Social Media
- Co Resources/Networking





# GETTING STARTED

Getting started is easy. Once we have agreed on a price and I have answered all of your questions, we have a little paperwork to complete. Then I can have your home on the market in as little as 48 hours.



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# THANK YOU!

Selling your home is a big deal and I take the task very seriously. The fact that you have considered me to help you accomplish this means the world to me!

ReeceNichols | 6340 N Lucerne Avenue | Kansas City,MO 64151