



THE **GROUP** INC.
Real Estate

PRE-LISTING PRESENTATION: KATHY BECK



THE STRENGTH OF SOUND ADVICE...EARNING CLIENTS FOR *Life*

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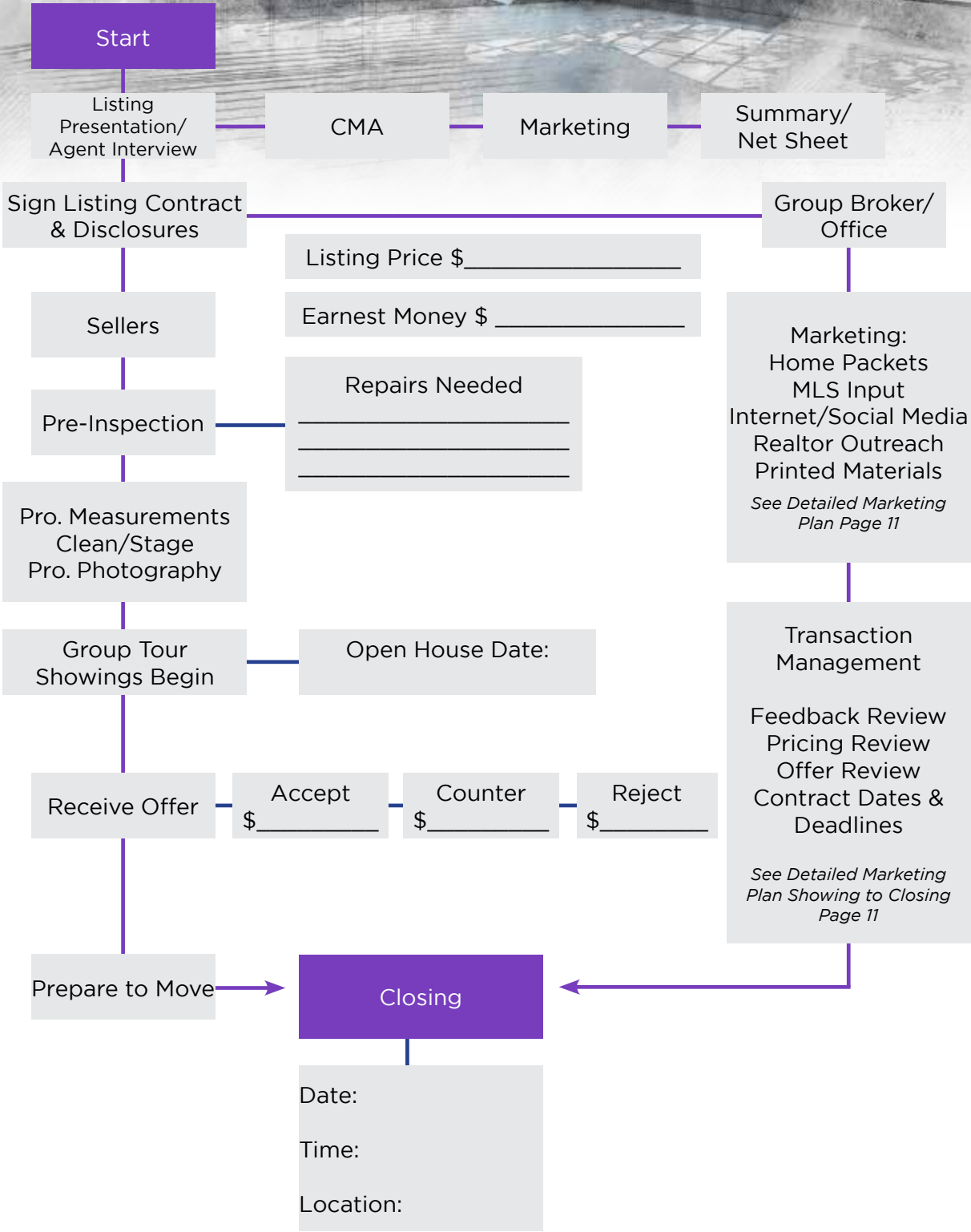
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REALTOR® - Abiding by the REALTOR® Code of Ethics

National Association of REALTORS® Member

Colorado Association of REALTORS® Member

Fort Collins Board of REALTORS® Member

CSP - Certified New Home Sales Professional

EcoBroker - Assistance with environmental issues and concerns

Full team of experienced lenders, inspectors and escrow officers

PROFESSIONAL ASSISTANCE IS PROVIDED EVERY STEP OF THE WAY

Buying a home...

can be a daunting process in today's market where purchase contracts are lengthy and there are numerous homes on the market. My goal, as your advisor through the process, is to educate you about the current local market and alleviate your fears of paying too much, missing an available home that might suit your needs, or purchasing a home with major defects. I will assist you throughout the buying process along with an excellent team of lenders, reputable inspectors, professional escrow officers and title companies to insure you have an unbeatable experience! I'm committed to being available for you in person, by phone or email throughout your buying process.

Selling a home...

usually represents a lifetime investment coupled with strong personal ties and can rank among one of your most important life experiences. With that in mind, my goal is to maximize your "walking away money", get you where you want to go on time, and make your transaction as risk free and smooth as possible. I will provide a comprehensive listing package including a written marketing plan and a diligently prepared market analysis. We will work together to increase your odds of selling, put you in the strongest negotiating position possible, and reduce the risks of losing a potential buyer. I will assist you throughout the selling process with consistent communication and information so you can make informed decisions regarding your home sale.



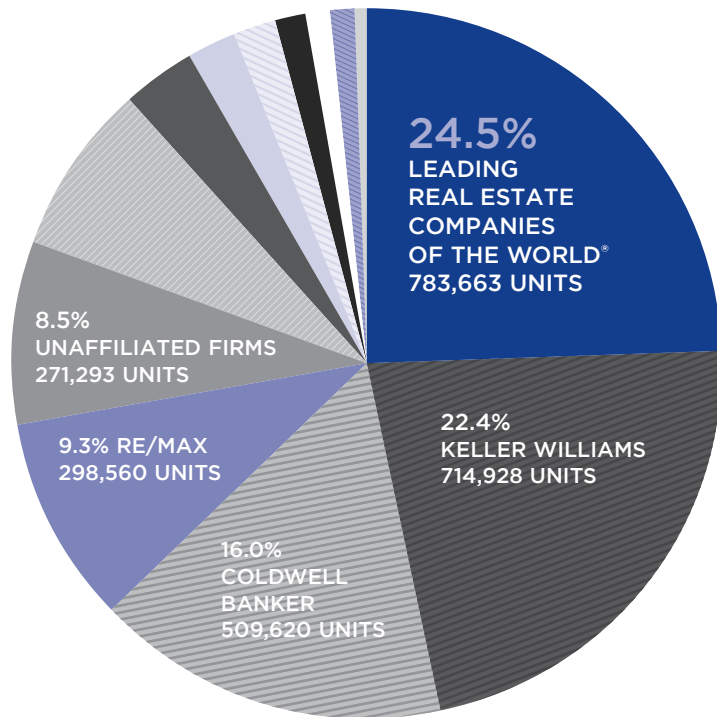


LEADING
THE INDUSTRY'S
LEADERS

1.1 MILLION TRANSACTIONS
\$372 BILLION IN HOME SALES
565 COMPANIES
4,300 OFFICES
130,000 SALES ASSOCIATES
OVER 70 COUNTRIES

Leading
REAL ESTATE COMPANIES
OF THE WORLD

WE'VE BEEN SELLING MORE HOMES THAN ANY OTHER
COMPETITOR AMONG THE TOP 500 U.S. REAL ESTATE
FIRMS FOR OVER 10 YEARS.



Our network dominates in home sales units among the top 500 U.S. real estate firms and overall was responsible for over 1.1 million sales units in 2017. We bring you the power of our worldwide invitation-only network, Leading Real Estate Companies of the World.® As a global organization, we connect tens of thousands of buyers and sellers every year.

- Leading Real Estate Companies of the World*
- Keller Williams
- Coldwell Banker
- RE/MAX
- Unaffiliated Firms
- Berkshire Hathaway Home Services
- Century 21
- Sotheby's International Realty
- ERA
- Better Homes & Gardens
- HomeSmart
- Realty Executives
- Other

Source: REAL Trends Top 500 for 2017 production, sales units.



CONGRATULATIONS KATHY BECK

For Recognition In The 2018 Real Trends:
America's Best

There are more than 1.3 million licensed Realtors® in the United States.

There are just 13,800 who are listed as America's Best Real Estate Agents.

Mark A.

"Kathy was excellent in helping me get my house sold from getting it ready - to completion of sale."

Walter and Mary M.

Kathy is very professional, helpful and focused on the customer. Will definitely recommend her."

Christie W.

Kathy was absolutely wonderful! She met with me before I had even moved up to Loveland, set me up with a website to view houses online and was always available to show me the ones I wanted to see. She created a great timeline chart for me to follow and referred me to a lender in her office which was so easy to coordinate. She also had excellent suggestions during the inspection phase as to what repairs to include in the contract. I highly recommend Kathy."

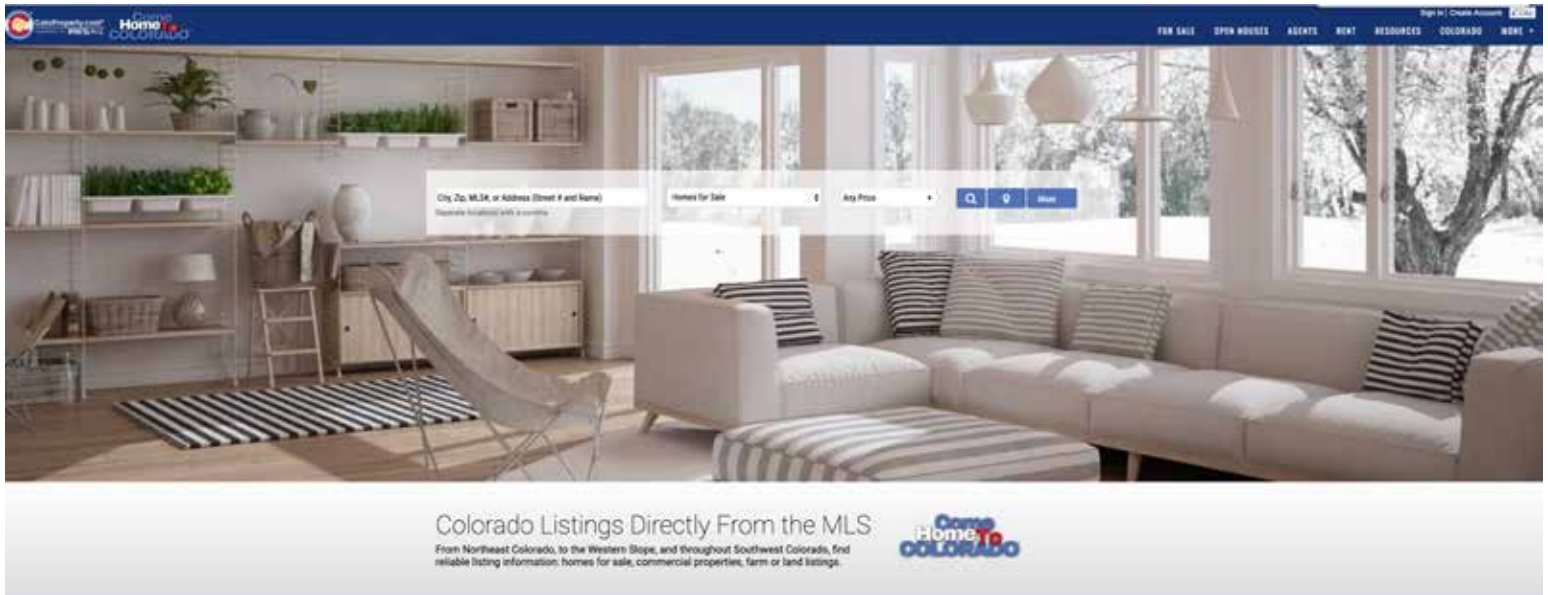
Wanda D.

"We had a wonderful experience in working with Kathy. She was very professional, helpful, knowledgeable in her job and able to answer all of our questions. We felt very supported and in good hands throughout the entire process and would hands down recommend Kathy to anyone - we were very fortunate to have her recommended to us! The Group, Inc. is very fortunate to have someone like Kathy represent them and we hope that all of the other employees look to her to see how it's done right in the real estate industry."

Jaime and Lorena C.

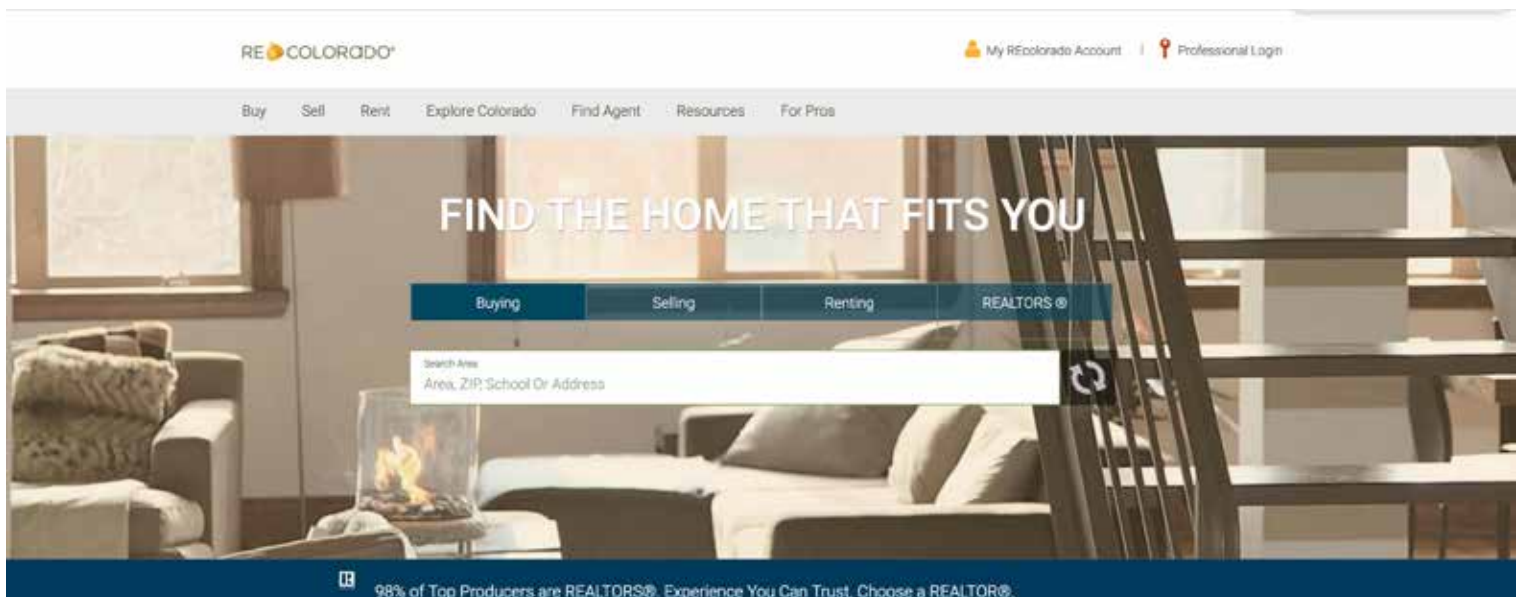
"We've had the privilege of working with Kathy on multiple occasions over the past 10 years. She is organized, personable, detailed-oriented, and just an overall wonderful person. We always felt she had our interest at heart!"





IRES & METROLIST NO LONGER SHARE DATA AS OF 3/2/17.

MAKE SURE YOUR PROPERTY IS LISTED WITH AN AGENT ADVERTISING YOUR HOME IN BOTH NORTHERN COLORADO AND THE DENVER METRO AREA FOR REALTORS AND THE PUBLIC!



Exclusive to homes listed over \$1,000,000 -
marketing is included on
www.LuxuryPortfolio.com and on the
following upscale partner websites:
Wall Street Journal, Country Life (UK),
Juwai (China), Mansion Global,
YouTube Luxe Tours and
Leading Real Estate Companies of the World.



Report Summary

Time Period: April 1, 2018 to December 31, 2018

PROPERTIES
1

COUNTRIES
8

REGIONS/STATES
28

CITIES
56

LANGUAGES
1

CURRENCIES
1

TOTAL VISITS
304



Buyers are fearful of 3 major items:

1. Paying too much for a home
2. Purchasing a home that has major defects, and
3. Missing a home that meets all their criteria

A Successful Marketing Plan Addresses Buyer Fears and is Built Around:

1. Maximizing your potential sales price
2. Taking into consideration how buyers will find your home
3. Alleviating concerns of paying too much and purchasing a home with defects, and
4. Creating value for your home to entice a buyer to act quickly

I recommend following a definite process based on the above considerations when selling a home. Just as you would not go to work without taking a shower, getting dressed, and eating breakfast; I believe you should not forgo any essential steps in the home selling process (Marketing Plan).

My Marketing Plan is designed to maximize perceived value for your home and will help insure you will receive the highest offer possible in the time frame you desire.



Pre-Market Steps - Maximize Condition & Minimize Concern

1. Market review with up-to-date statistics relevant to your home sale.
2. Pricing consultation and net proceeds review.
3. Review and sign all listing contracts and disclosures; make a final decision on pricing.
4. Obtain a key and decide on lockbox placement and showing parameters.
5. Blue Ribbon Home Warranty pre-inspection for knowledge of property condition.
6. Review details on how to prepare your home for photos and showings.
7. Schedule professional home measurement and professional photography to include aerial photography as applicable.
8. Virtual staging (if home is vacant) completed on 1-4 rooms.
9. "Coming Soon" sign to attract drive-bys considering the neighborhood.

On the Market - Maximize Exposure to Buyers & Demonstrate the Home's Value

1. Home is advertised on Tuesday morning tour sheet for all 200+ Group agents. Agent office tour is held on Wednesday mornings from 9-12.
2. Sign and lockbox are installed the same day the home is put on the local MLS system
3. Counter packets with disclosures, preinspection, warranty information & contract writing instructions are prepared and available at the house.
4. Full color brochures and virtual tour are complete.
5. Home is uploaded to IRES & www.ColoProperties.com (northern Colorado Realtor & public website as well as www.REColorado.com (metro Denver Realtor & public website). Uploads continue to all IDX sites such as Zillow, Trulia, Prudential, ReMax, etc.
6. If home qualifies based on listing price, home is submitted to Luxury Portfolio International and is advertised on their site.
7. Individual website for home becomes available.
8. Email blast to all agents in database (1300+) & personal calls to agents showing in the price range and area.
9. "Reverse Prospecting" with REColorado allows us to contact agents in the Denver metro area who have clients searching for properties that match your home's parameters.
10. Schedule home for weekly "Featured Home" on www.thegroupinc.com.
11. Schedule open houses as applicable; properties are advertised as "open" both on-line and in print.
12. Local Facebook advertising of home in surrounding areas.
13. Schedule Homes & Land advertising (internet component)
14. "Just Listed" postcards to potential move-up neighborhoods dependent on home and to client sphere.
15. Reserve "Hot Property" ad in the Coloradoan or other paper as applicable.
16. Reserve monthly downtown Fort Collins window ad as applicable.
17. Schedule NoCo FTC Homes Tour (Thursday afternoon) as applicable.

Showing to Closing—Manage the Transaction for a Smooth Selling Experience

1. Feedback discussions as received—correct anything noted as a negative if possible.
2. Home placement in the market discussed as other homes enter the market, receive contracts and close.
3. Review of all offers received. Negotiate contract agreement, inspection objections and appraisal issues.
4. Provide a list of Contract Dates & Deadlines once under contract so you can easily follow the contract steps.
5. Provide assistance to Realtors, lenders, inspectors, appraisers & title company involved in the transaction.
6. Contact appraiser to make sure they have all pertinent information on the home's value.
7. Review settlement statement and closing documents.
8. Attend closing.
9. Follow-up after closing and provide you with the opportunity to evaluate my service

First Impressions

Most buyers form their first impression of your home before they even get out of their cars. This is “curb appeal”, or the view from the curb that tells the buyer how attractive and well maintained your home is compared to other homes. In a competitive market, it takes more than trimming the hedges and planting a few flowers to create curb appeal.

The exterior of your home must be in pristine condition - freshly painted, cleared of clutter, with no visible repairs needed. A broken step, overgrown bush, or abandoned toys in the yard can spoil the appearance and your buyer’s first impression.

Curb Appeal

Curb appeal is important because it sets the tone for what the buyer is going to see inside. If the buyer likes the exterior, he or she will be predisposed to also like the interior and you’re that much closer to selling your home. To see what needs to be done to sell your home faster and for a higher price, go outside, stand on the curb and try to look at your home the way the buyer will.

Walkways/driveways - Make sure walkways are clear of snow, weeds, or debris. Repair or replace cracked steps or pavers. Driveways should also be clear of vehicles, toys and debris. Park cars in the garage.

Landscaping - Keep your lawn mowed, edged and watered. Prune dead branches and plants. Weed flower beds and replace leggy, thin landscaping with fresh plants and flowers.

Exterior - Replace loose or damaged roof shingles, clean the gutters, and paint and caulk window trim and doors. Repaint the front door an eye-catching color that complements the rest of the exterior. Replace broken windows.

Entry - Power wash siding, brick, windows, and porches. Paint or replace furniture such as rocking chairs or porch swings. Replace mailboxes, light fixtures, door knobs or any other fixture that looks less than fresh. Put out a welcoming new door mat.

Some parts of your home may require more work than others, but it’s well worth it to get buyers eager to see what’s inside.



KATHY BECK, BROKER ASSOCIATE | PARTNER



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