



**The difference between the ordinary
and the extraordinary
is the little *extra*.**

▪ **Jimmy Johnson**



OUR BIG IDEA

Option One in a nutshell is “others first.” Our team emphasizes the importance of providing superior customer service and the attention to detail necessary for a seamless transaction- and we have the professional skills, credentials, and passion to make the process fun! Our goal is to offer you a different kind of real estate: old-school work ethic combined with cutting-edge innovation. We are deeply committed to making sure your experience with us is a positive one!



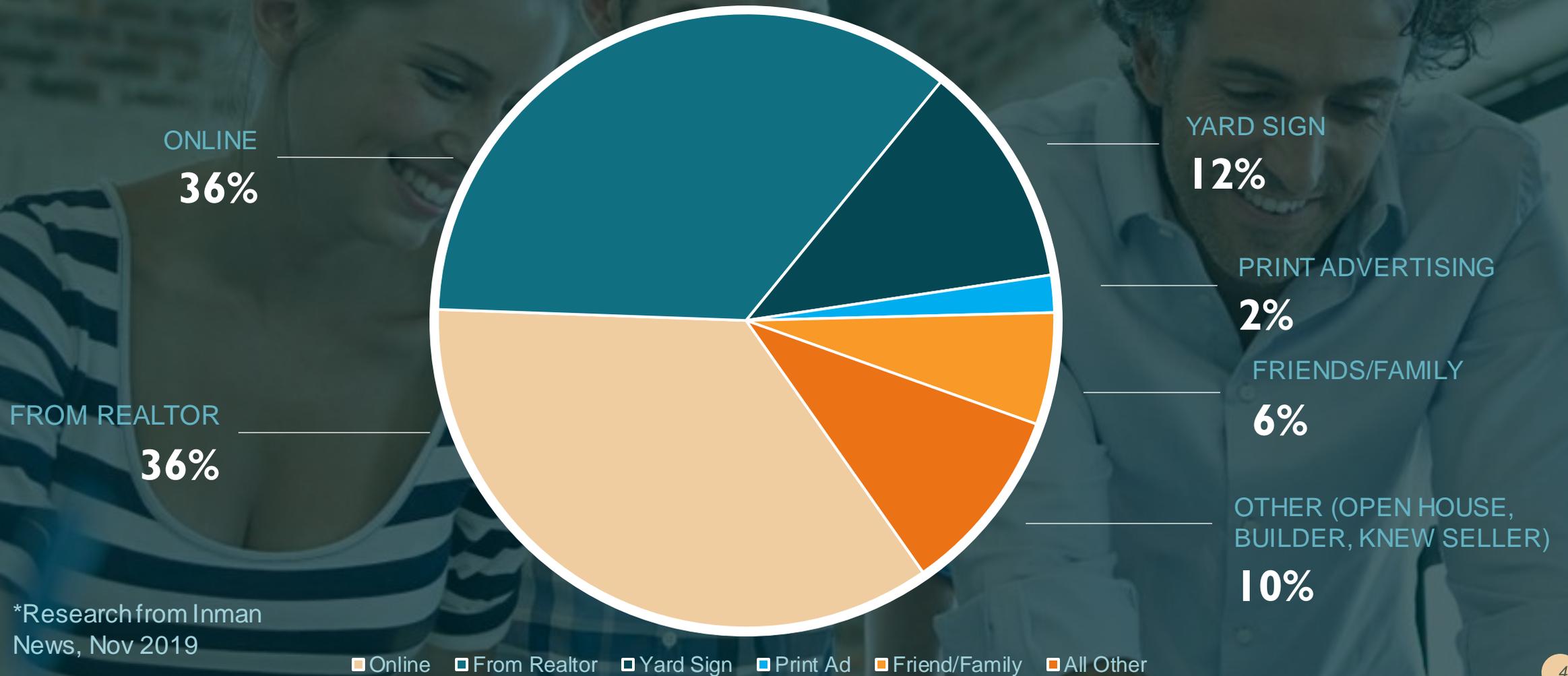
and a little about me...

I'm originally from Houston and have called San Antonio home since 2006. I've traveled all over the world as a military spouse and transformed 16 different houses into our family's home over the course of 20 years. My husband is now retired. He loves his second career as a helicopter pilot in Hawaii, and our son is currently in school to get his pilot's license as well.

What began for me as an interest in real estate investing has turned into a deeply satisfying opportunity to help others navigate landmark life decisions, and to go the extra mile to make their path smooth. I truly love what I do, and I'm honored to work with you to meet your goals.



HOW BUYERS FIND THEIR HOME



*Research from Inman News, Nov 2019

■ Online ■ From Realtor ■ Yard Sign ■ Print Ad ■ Friend/Family ■ All Other

SERVICES EVERYONE OFFERS

- ✓ A comprehensive comparative market analysis
- ✓ Your property listed on local MLS, which automatically syndicates to over 6000 home search websites worldwide
- ✓ Sign in yard, advertise through brokerage

But that's not good enough for us...Nearly all agents do this!!!



OUR SPECIALIZED OFFERINGS

- ✓ A full administrative team **dedicated** to your success
- ✓ Professional photography, Matterport tour, video, and drone footage to help your home put its **best foot forward**
- ✓ Strategic marketing campaign targeted to **maximize** exposure to your specific property, across all major social media platforms
- ✓ A **genuine** relationship that we expect to continue long past the transaction

MY MARKETING MODEL



Make it easy for buyers.

- Professional MLS layout
- Creative descriptive wording
- Inviting, bright photos
- Live video, not a slideshow
- Additional documents if available, to help potential buyers in advance (floor plan, survey, seller disclosures)
- Advance vetting for lender information

Get the word out.

- Strategically list on local San Antonio MLS, plus 3 others
- Syndication to over 6000 real estate websites nationwide
- Dedicated property website
- Targeted social media campaign
- Listing on strategically chosen national online marketplaces

Go the extra mile.

- Call agents nationwide to bring your property to their attention
- Reverse prospect MLS- contact agents whose clients show interest in the listing
- Let neighbors know that your property is for sale
- Reach out to my investor network when appropriate
- Hold broker open houses, public open houses when appropriate

AND THE **BIGGEST DIFFERENCE OF ALL:**
I ANSWER MY PHONE...EVERY DAY.

Let's get down to your big question.

WHAT DOES **NOT** DETERMINE YOUR PROPERTY'S VALUE?

X	X	X	X	X
The price you paid	The profit you want	What your neighbor says it's worth	What an agent tells you it's worth	What it would cost to rebuild

Then what **DOES** determine your property's value?

BUYERS will always determine value. The value is based on what a buyer is willing to pay in **today's market**, based on comparing your property to others that have **sold** recently in the area.

It's not magic; you just need the right information!

To attract the right buyers, we need to

STRATEGICALLY PACKAGE YOUR HOME.



1. Right price.
2. Detailed listing report.
3. Professional description.
4. Accurate floor plan.
5. Professional photo/video.
6. Tracking interest.



IF you price **above** market value,

You could potentially maximize your profits, but you'll dramatically reduce the number of interested buyers and increase the time it takes to sell.



WHEN you price **at** market value,

You increase the opportunity for a faster sale without sacrificing profits.



IF you price **below** market value,

especially in a seller's market, this strategy can *sometimes* entice a bidding war. You'll get more interest, but you'll also potentially be risking maximum profit.

SELLING PROCESS

One of the most important facets of my job is to **protect your equity** during negotiations and keep the most money possible in your pocket.

- »»» Sale Price
- »»» Closing Date
- »»» Concessions
- »»» Option Terms
- »»» Earnest Money
- »»» Repair Requests

*In case you're
curious...*



HOME IMPROVEMENTS: Updates That Sell

The right combination of updates can increase your home's anticipated sale price by as much as 10%

Small Investment, Great Return

Outdoor spruce-up/outdoor space	5%
Cosmetic kitchen remodel	5%
Interior paint/flooring	2-3%
Smart features	5%

- Outdoors: Freshen landscaping, back yard patio/deck
- Kitchen: New appliances, countertops, and coordinating floors
- Interior paint: Interior walls, average cost
- Smart features: Thermostat, doorbell, lock, camera, speakers

- \$5K-7K
- \$3K-40K
- \$3-5 per SF
- \$200-\$2K

79% of sellers make at least one improvement before a sale.

THE TEAM



Gina Campbell
*Listing Coordinator,
Option One Owner*



Sharon Powell
Your Favorite Realtor!



Daniel Eagle Contreras
Video/Matterport Specialist



Randy Rouse
Photography/Drone Specialist



LET'S GET STARTED!



Sharon Powell, REALTOR®



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