

# LISTING CONSULTATION



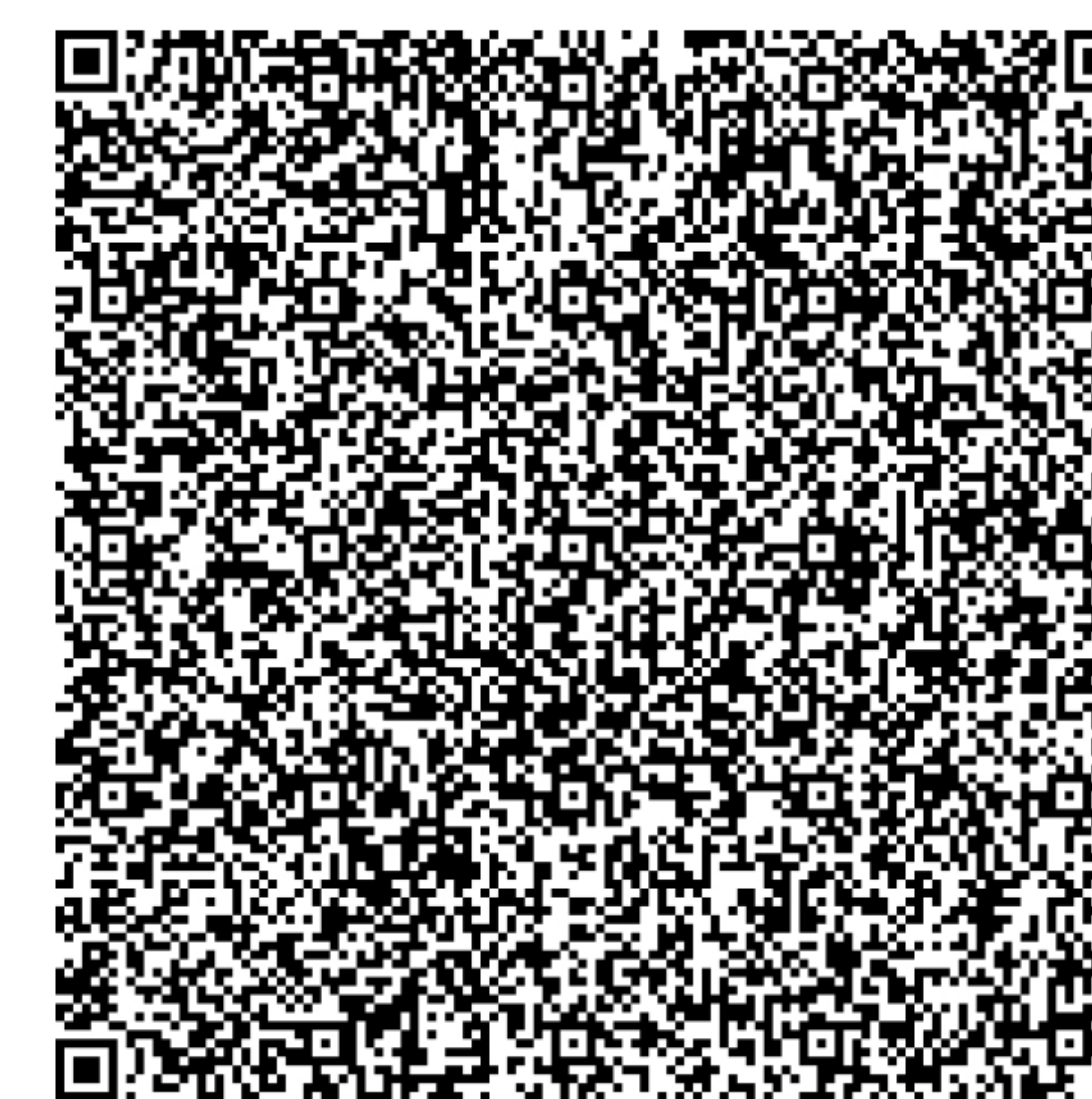
**Supriya Waza**

**REALTOR®**

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**kw**  
KELLERWILLIAMS®





## SUPRIYA WAZA

I'm thrilled to present myself as a realtor committed to guiding clients through their home-buying and selling journeys. My passion for real estate and dedication to excellence propel me forward.

My fresh perspective and enthusiasm infuse every client interaction with energy. I offer valuable insights through continuous learning.

I prioritize building lasting relationships based on trust, transparency, and integrity. My strong work ethic and attention to detail ensure exceptional results, exceeding expectations.

Ultimately, I aim to make the buying or selling process as smooth as possible for my clients. My passion and commitment make me a valuable asset.

In conclusion, my dedication to excellence and client satisfaction sets me apart. I eagerly anticipate the opportunities ahead to positively impact the lives of those I serve.

REALTOR®

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## Why Work With A Keller Williams Agent?

Looking to sell your home? As a real estate associate of Keller Williams Realty, you will now have access to over 170,000 associates across the country to help you sell your property. With our technology, we are leading the way in how homes are sold and purchased through online

marketing. Through our KWLS, your listing will display on top name sites like Zillow and Trulia to get you the most brand exposure to your home.



# PRICING STRATEGY

TO EFFECTIVELY PRICE AND  
ULTIMATELY SELL YOUR HOME:



I will research and create a pricing strategy to maximize the excitement and momentum of your property as soon as it goes live.



Conduct a detailed, custom market analysis.



Understand and consider the unique characteristics and amenities of your home and its location.



Meld my expertise in the real estate market and your expectations around timing and outcomes.



**A home priced at market value will attract more buyers than a home priced above market value.**

**Additionally, a home priced competitively will attract a greater number of potential buyers and increase your chances for an expedited sale!**



# MARKETING STRATEGY



## STAGING

To ensure a positive first impression, I will guide you through preparing your home to go live. Exterior features, in tandem with interior staging will be well thought out, creating an experience that will appeal to prospective buyers.



## PHOTOGRAPHY

I have created strategic partnerships with the area's best, professionally trained real estate photographers who will capture stunning, high quality images of your home for both online and print broadcast.



## PRINT/DIGITAL MEDIA & NETWORKS

I will determine the best print and digital media strategy for your home, based on the current market, location, features etc. I believe this is not a one-size fits all process, but will ensure that your home is broadcasted via brilliant marketing collateral, individual property landing pages when applicable and via social media platforms. Additionally, I will market your listing to the area's top real estate professionals, affiliate networks, and our personal spheres of influence.



# MARKETING STRATEGY



## OPEN HOUSES

High profile open house events will be coordinated to generate optimal traffic and attract highly qualified buyers. We will leverage this effort and generate interest with strategic advertising campaigns, door knocking, press releases, newspaper ads, social media broadcasts and website promotion.



## CUSTOM PROPERTY WEBSITE

We will create a dedicated individual property website exclusively for your home that will enhance and support our highly targeted marketing strategy.



## WEBSITE EXPOSURE

Your home will be featured on my personal website.





# DIGITAL MARKETING THAT DRIVES RESULTS



## WORLD-CLASS MARKETING MATERIALS

- Open House Flyer
- For Sale Flyer Created for All In-Home Visitors
- Just Listed Postcard
- Just Sold Postcard
- Professional Yard Signage



## DIGITAL MARKETING THAT DRIVES RESULTS

- Open House Flyer email blasted to real estate communities, affiliate networks and personal sphere of influence
- For Sale social media broadcast on Twitter, Instagram and Facebook
- For Sale campaign targeted to highly qualified buyers
- Launch listing on KWLS, MLS and other syndication websites
- Custom landing webpage and funnel campaign promoting open house
- 4 -page digital brochure to attract international buyers



# WHY KELLER WILLIAMS



## TECHNOLOGY

In August 2017, Keller Williams announced a \$1 billion fund to fuel all the R&D and M&A required to build the real estate industry's preferred platform. With resources in place, KW remains focused on building technology that empowers agents to provide the best CONSUMER EXPERIENCE. This new home search experience will empower agents and consumers alike, uniting them inside one central point for communication, on-demand information and collaboration.

## TEAMWORK

Keller Williams Realty was designed to reward agents for working together. Based on the belief that we are all more successful if we strive toward a common goal rather than our individual interests, I'm confident that every Keller Williams professional shares the common goal of serving you, my client, in the best way possible.

## KNOWLEDGE

Keller Williams Realty helps me stay ahead of trends in the real estate industry through its comprehensive, industry-leading training curriculum and research resources. It's what prepares me to provide you with unparalleled service.

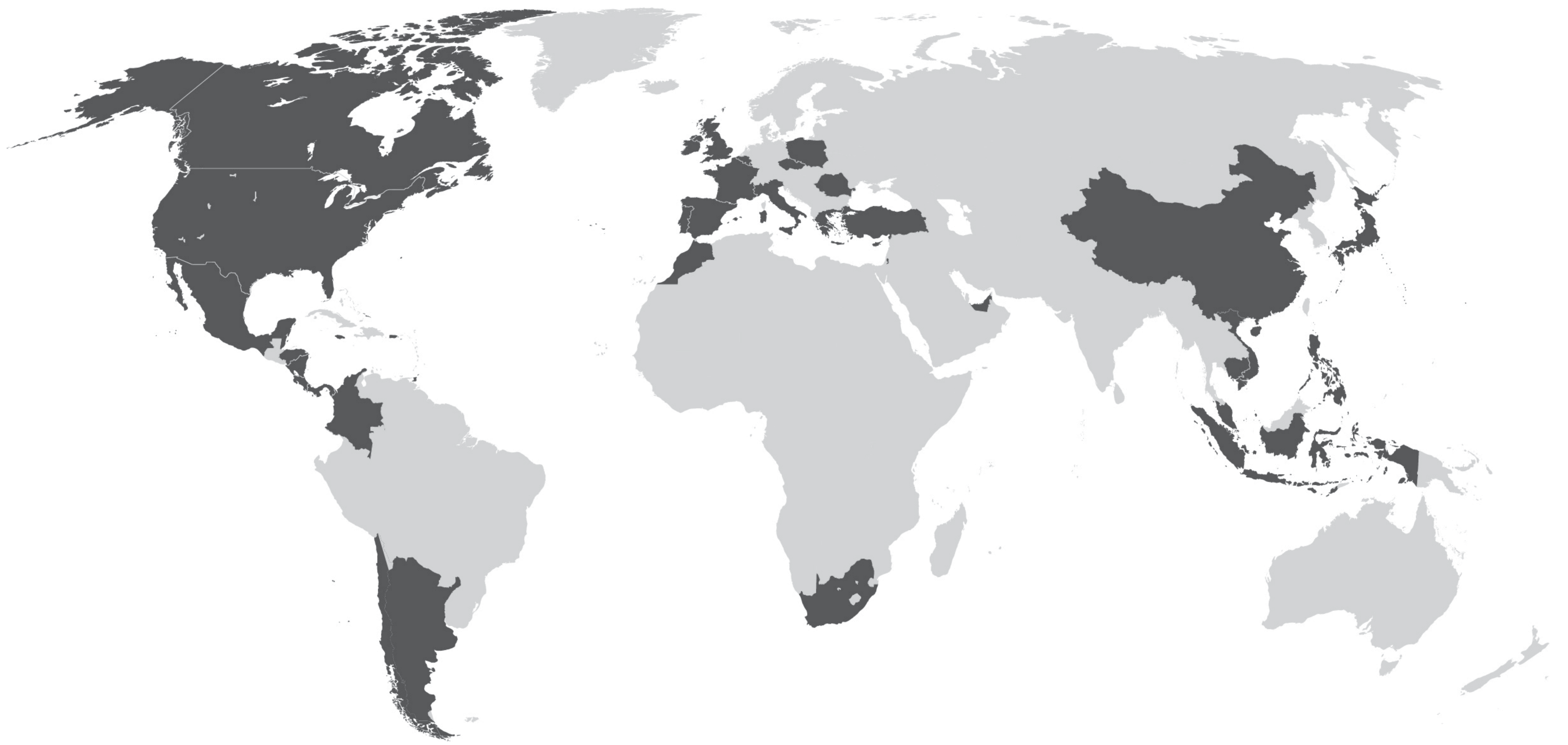
## RELIABILITY

Founded on the principles of trust and honesty, Keller Williams Realty emphasizes the importance of having the integrity to do the right thing, always putting your needs first. It reinforces my belief that my success is ultimately determined by the legacy I leave with each client I serve.

## TRACK RECORD

I'm proud to work with the largest real estate franchise in the World by agent count. It's proof that when you offer a superior level service, the word spreads fast.





## KELLER WILLIAMS WORLDWIDE

Albania; Argentina; Aruba; Belgium; Belize; Bermuda; Cambodia; \*Canada; Chile; Colombia; Costa Rica; Cyprus; Czech Republic; Dominican Republic; Dubai, UAE; France; Greece; Germany; Honduras; Indonesia; Ireland; Israel; Italy; Jamaica; Japan; Luxembourg; Malaysia; Mexico; Monaco; Mongolia; Morocco; Nicaragua; Northern Cyprus; Panama; Paraguay; Peru; Philippines; Poland; Portugal; Puerto Rico; Romania; Saint Martin; Sao Paulo; Serbia; Slovenia; Southern Africa; Southern Cyprus; Spain; Suriname; Thailand; Turkey; Turks and Caicos; United Kingdom; \*United States; Uruguay; and Vietnam.

**Keller Williams Realty is the largest real estate franchise in the world – home to more real estate professionals than any other company, providing a powerful global network for agents and consumers.**

**5 CONTINENTS**

**50 REGIONS**

**300+ MARKET CENTER LOCATIONS**

As of March 2023



**KW has a global reach that allows your property to be broadcast to interested buyers around the world. My global network allows me to strategically market your property to the largest audience possible.**







# THANK YOU

for the privilege and opportunity to work with you. As always, feel free to call if you have any questions. Looking forward to assisting you with selling your home.



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**KELLERWILLIAMS®**

Each Office is Independently Owned and Operated