



**YOUR LOGO**

- Goes Here -

**WHAT MAKES YOUR HOME SELL**



**We Know What Makes  
Your Home **SELL** for Top Dollar**

# WHAT DETERMINES A SALE FOR THE HIGHEST PRICE



01 **How It Is Priced**

02 **How It Shows**

03 **How It Is Marketed**

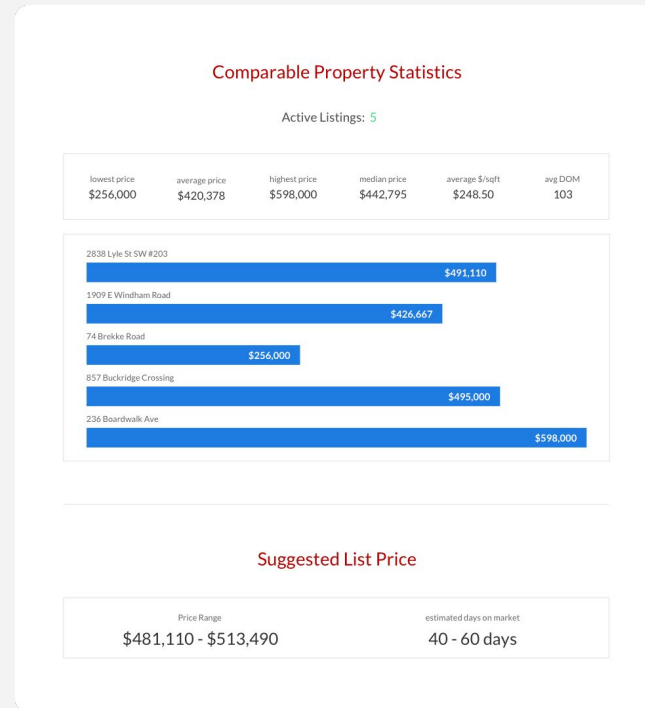
04 **Communication**

## 5-5-5 Pricing Strategy

**OUR REAL ESTATE TEAM USES THE MOST ACCURATE METHOD AVAILABLE TO PRICE YOUR PROPERTY**

The right price for your property is not determined by any one agent or seller - it's determined only by current market conditions.

We access accurate, up-to-date MLS data to select up to 5 active, 5 pending, and 5 sold properties that are the most comparable in features and amenities to your property. Combined with our in-depth knowledge of market statistics, this method assures we price your property correctly, so it sells for the price you deserve.



# WHAT MAKES YOUR HOME SELL - How It Shows



## We Make Listings **SHINE**

Today's property buyers are armed with more information than ever. They tell their agents which properties they want to see—and they've already rejected listings with too few or poor quality photos. It is absolutely vital that your online listing has high-impact photos, videos, and tours to make a lasting first impression that will motivate buyers to come see your property for themselves. This could include:



**Photography**



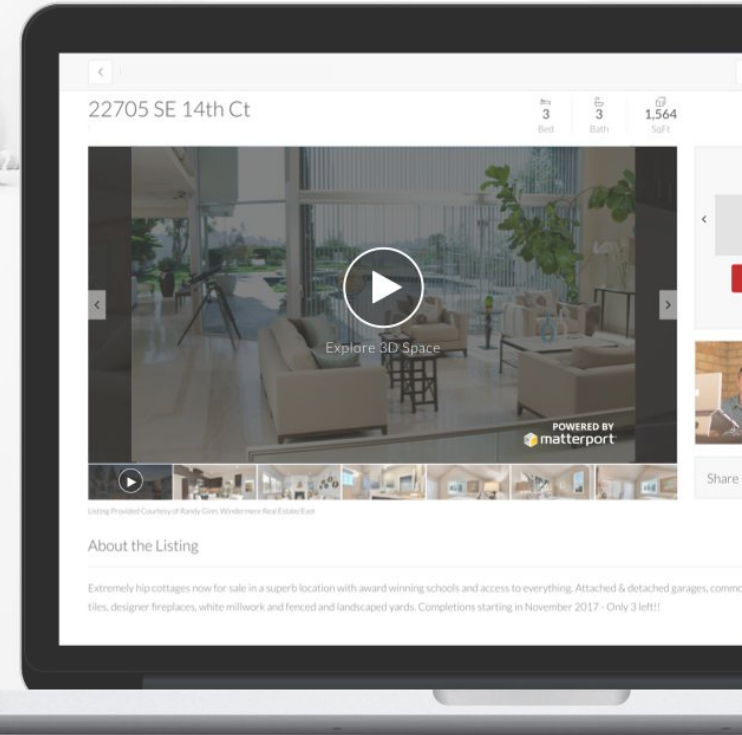
**Photo Editing**



**Staging & Repair**



**Virtual Tours**



# WHAT MAKES YOUR HOME SELL - How It's Marketed



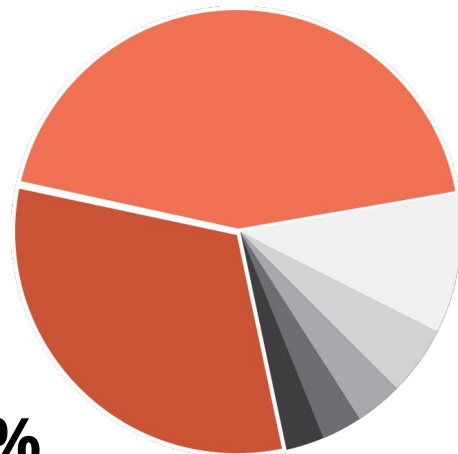
## We'll Sell It **FASTER** & for **MORE MONEY**

We annually review data from the NAR's profile of buyers and sellers that tells us exactly where buyers first found the actual property they purchased.

With that data, we adapt our marketing strategy and resources to match where the **MOST** buyers are finding properties just like yours, so that we can sell it faster and for more money.

**44%**  
Online

**WHERE BUYERS  
FOUND THE HOME  
THEY PURCHASED**



**30%**  
Real Estate  
Agent

Yard/open house sign  
Friend, relative, neighbor  
Builder/builder's agent  
Knew the seller  
Print advertising

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# We Market Your Property to the **TOP AGENTS**

**30% OF BUYERS FIRST FOUND THEIR HOME THROUGH A REAL ESTATE AGENT SENDING, SHOWING, OR NOTIFYING THEM ABOUT IT**

Although we promote your property to local agents, we focus our marketing efforts on the 20% of agents locally, statewide, nationally, and internationally that sell 80% of all homes.

## 5 WAYS TO MAKE SURE ALL AGENTS KNOW ABOUT YOUR HOME:



Electronic Fliers



Paper Fliers



Virtual Tours



Realtor Office  
Meetings



Communication

## Our System YOUR EDGE

**ALMOST 50% OF BUYERS  
FIRST FOUND THE HOME  
THEY PURCHASED ONLINE**

We have the resources to advertise more, post more often and perform the extra steps that ensure your listing comes up faster than the competition.



### Classified Services

Craigslist, Oodle, and many more. Most agents overlook this powerful tool or they just do the bare minimum.



### Social Media

Facebook, Instagram, and Twitter, to just name a few of the places we share, promote, and pay to showcase your property.



### Brokerage Websites

Our technology allows us to showcase your property on all major brokerage websites like Redfin, KW.com, Sothebys.com, Century21.com, Better Homes and Gardens, ReMax.com and more.



### Listing Portals

We get your property featured more often on the most popular sites like Zillow, Trulia, Realestate.com, Realtor.com, and hundreds more.



### Search Engines

Google. Bing. Yahoo. Nobody knows search engines better! We are experts in both organic and paid results.





# BROKERAGE WEBSITES - Online Advertising



**RE/MAX**<sup>®</sup>

**COLDWELL  
BANKER** 

**kw**  
KELLERWILLIAMS.

Sotheby's

**Better  
Homes**  
and Gardens.  
REAL ESTATE

**REDFIN**

**Century**  
 **21**<sup>®</sup>




**ONE** | REALTY**ONE**GROUP

# LISTING PORTALS - Online Advertising



CONTACT AGENT SAVE SHARE HIDE MORE EXPAND CLOSE

Public View Owner View Washington - Issaquah - 98027 - 304 10th Place Northwest - # 1



**11 Mekhi Route**  
Bellingham, WA 98226

**FOR SALE**  
**\$785,000**

Calculate Payment Get Pre-Qualified

Home  
Email  
Phone  
I am interested in this project  
I need financing information  
**Request Info**

**11 Mekhi Route**  
Bellingham, WA 98226

**4 beds · 4 baths · 3,654 sqft**

**FOR SALE**  
**\$1,404,990**  
Zestimate: \$1,278,435

**EST. MORTGAGE**  
**\$5,481/mo**  
Get pre-qualified

Pickering Estates - in Issaquah! Beautiful spacious homes on huge lots - traditional comfort with modern touches. High ceilings, trimmed throughout open floorplans! Elegant outdoor living space! Located in historically hip downtown Issaquah - award winning schools, easy commute, great walkability and lots to do! Minutes from freeways, mountains, shopping, parks and trails.



trulia Buy Rent Mortgage Sell Local Scoop More Saved Homes Saved Searches Sign In

Back to Search / For Sale / Seattle / 98128 / 3002 20th Ave SW





FOR SALE  
**\$785,000**

Calculate Payment Get Pre-Qualified

Home  
Email  
Phone  
I am interested in this project  
I need financing information  
**Request Info**

**11 Mekhi Route**  
Bellingham, WA 98226

3 beds · 3 baths · 2,220 sqft · 9583 sqft lot size · Single-Family Home



Map View: See the local terrain and how close this home is to parks and main streets.

Street View: Take a virtual walk around the neighborhood.

Schools: 1 Elementary School 1 Middle School 1 High School



Crime: Latest crime relative to the rest of King County.

See 35 photos

realtor.com BUY SELL RENT MORTGAGE Find REALTOR® MY HOME NEWS & INSIGHTS LOG IN SIGN UP

Back Seattle, WA Washington - King County - Seattle - 98108 Ave 30

Presented by: Gold Award Broker with Windermere Real Estate/Well St. Inc.



**11 Mekhi Route**  
Bellingham, WA 98226

**FOR SALE**  
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Calculate Payment Get Pre-Qualified

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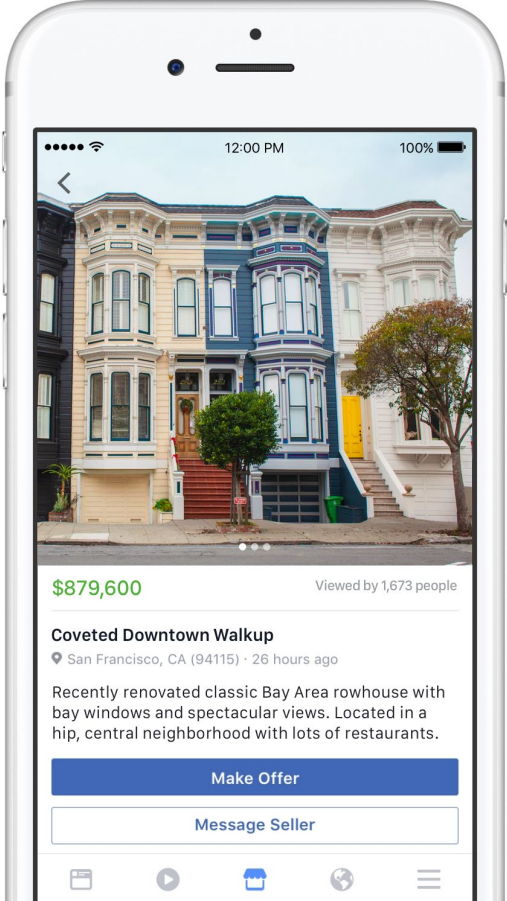
Pickering Estates - in Issaquah! Beautiful spacious homes on huge lots - traditional comfort with modern touches. High ceilings, trimmed throughout open floorplans! Elegant outdoor living space! Located in historically hip downtown Issaquah - award winning schools, easy commute, great walkability and lots to do! Minutes from freeways, mountains, shopping, parks and trails.

# SEARCH ENGINES - Online Advertising

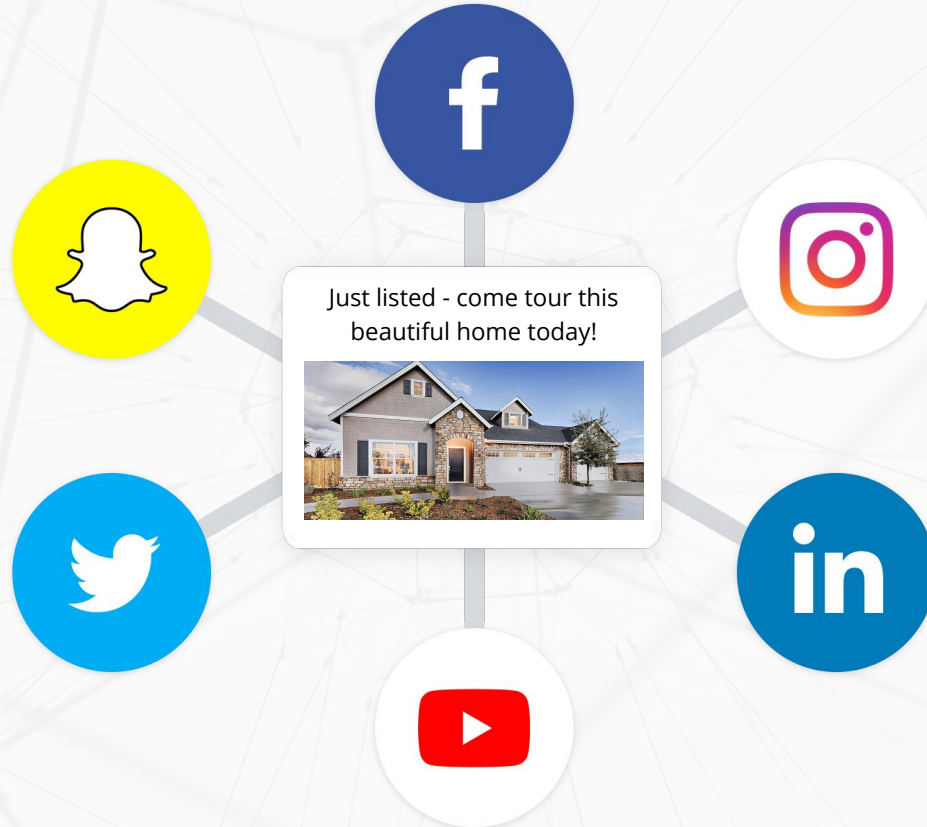


The screenshot shows a Google search interface. The search bar contains the text "homes for sale near me". Below the search bar are tabs for "All", "Maps", "Shopping", "News", "Images", and "More". The "All" tab is selected. Below the tabs, it says "About 91,700,000 results (0.53 seconds)". The first search result is an advertisement titled "Homes For Sale Near Me - Save and Share All Listings" with a URL "http://benkinney.com/search". Below the ad is the text "View All Local Houses For Sale. Search Our Listings to Find a House" and a location pin "2211 Rimland Dr Suite 124". The second search result is titled "14,833 Homes For Sale | Real Estate" with a URL "https://www.home4investment.com/". Below this result is the text "Home4Investment has 14833 homes for sale near you. Check out listing photo in the area, and search to find the perfect home." and "Sat, Dec 2 · Open House - 1:00 - 4:00 PM". The third search result is titled "Local Real Estate Property Search - Homes For Sale".

# CLASSIFIED SERVICES - Online Advertising



# SOCIAL MEDIA - Online Advertising

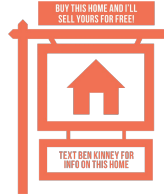


# TRADITIONAL MARKETING - Overview



## REACHING BUYERS at Every Opportunity

ROUGHLY 20% OF BUYERS FOUND THE HOME THEY ACTUALLY PURCHASED THROUGH ONE THESE FOUR TRADITIONAL MARKETING CHANNELS:



### 1. Yard Signs

Approximately 10% of buyers found the property they actually purchased from onsite advertising like signage



### 2. Open Houses

About 5% of buyers found their property through open houses.



### 3. Networking

A small percentage of buyers find the property they purchasing through word of mouth



### 4. Print

Only 1% of buyers found the property they purchase through print advertising..

# SIGNAGE - Traditional Marketing With a Twist



To Get The Current Price and See All The Pictures

**TEXT  
REALESTATEINFO  
TO 59559**



9420 Sunnyvale Court

Status: Pending Sale

3 Beds	2.5 Baths	\$750,000 Listing Price	3,529 SqFt
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Listing Courtesy of Abjon Realty

**CALL AGENT**

**DETAILS**

9511 South Sunnyvale Court

Status: Active

2 Beds	2 Baths	\$479,000 Listing Price	1,680 SqFt
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Listing Courtesy of Grand Avenue Realty & Lending

**CALL AGENT**

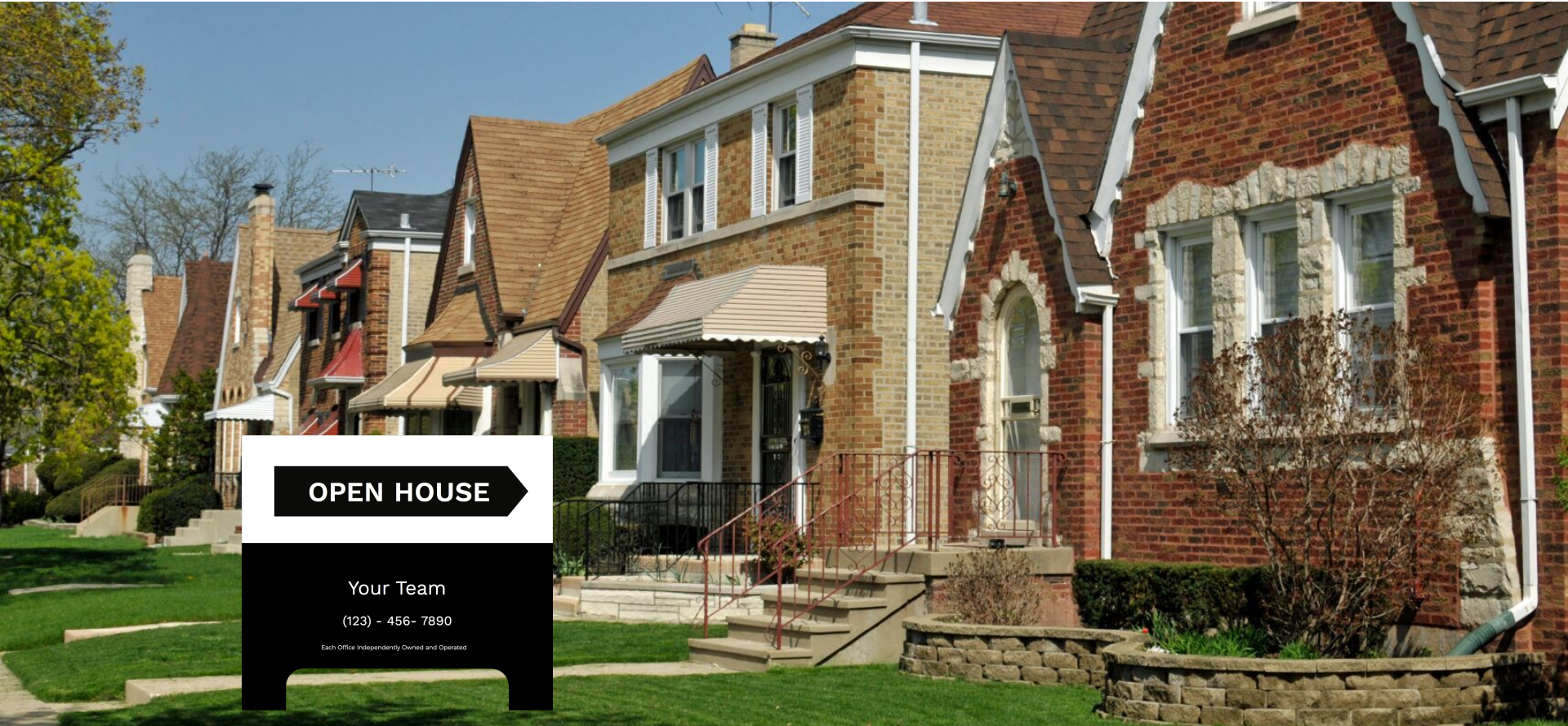
**DETAILS**

9210 South Budlong Avenue

Status: Active

3 Beds	2 Baths	\$329,900 Listing Price	1038 SqFt
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# OPEN HOUSES - Traditional Marketing



**OPEN HOUSE**

Your Team

(123) - 456- 7890

Each Office Independently Owned and Operated





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# Networking

## WE KNOW THE SECRETS OF EFFECTIVE NETWORKING

Our agents excel at the essential skills of networking, which means we can find you buyers that other agents might miss out on. We host and attend events often to constantly widen our network.



# PRINTED ADVERTISING - Traditional Advertising



# WHAT MAKES YOUR HOME SELL - Our Database



## BUYER Database

OUR DATABASES CONTAINS  
**THOUSANDS** OF ACTIVE  
POTENTIAL BUYERS LOOKING  
FOR PROPERTIES RIGHT NOW

The screenshot shows the BRIVITY database interface. On the left is a sidebar menu with categories: Leads (+), All Leads (92513), Valuations (3431), Brivity IDX (4879), Kwkly (1269), Zillow (486), People (+), Transactions (+), and Tasks (+). The main content area is titled "Leads 4879 people" and features a search bar "Search by name or listing address". Below the search bar is a table with columns for "Select", "Name", "Intent", and "Status". The table lists five leads: James Waverly, Jarad Washington, Fred Lawson, Edward Thomas, and Sarah Shoemaker. Each lead has a checkbox, a name, an intent of "B", and a "New" status with a dropdown arrow.

Select	Name	Intent	Status
<input type="checkbox"/>	James Waverly	B	New
<input type="checkbox"/>	Jarad Washington	B	New
<input type="checkbox"/>	Fred Lawson	B	New
<input type="checkbox"/>	Edward Thomas	B	New
<input type="checkbox"/>	Sarah Shoemaker	B	New

# COMMUNICATION - Transparency

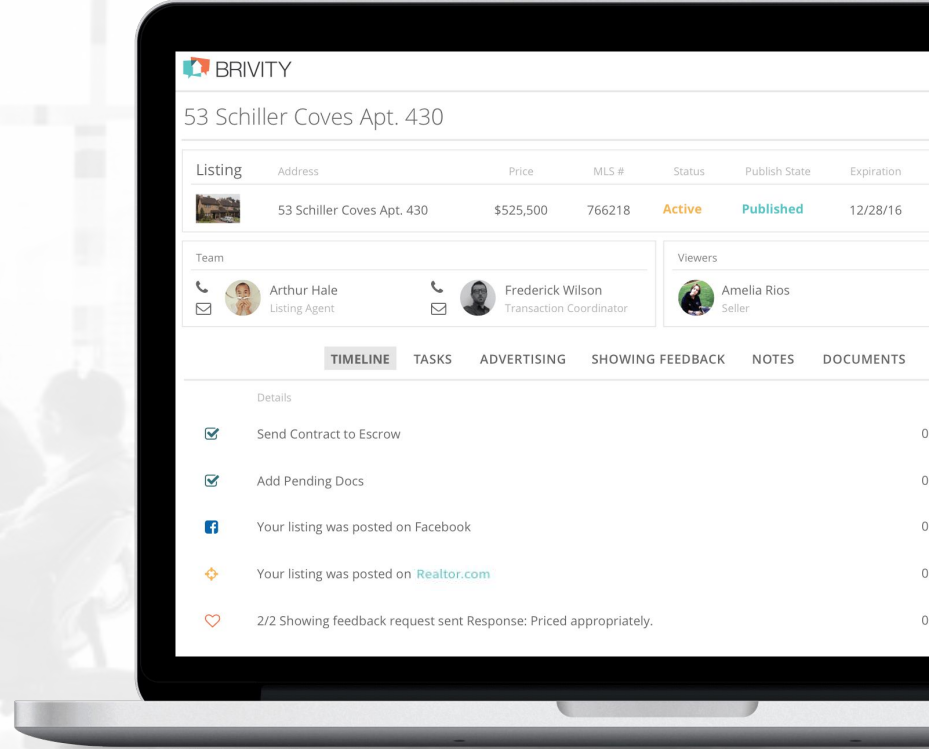


## See EVERYTHING

### COMPLETE TRANSACTION TRANSPARENCY

Get twenty-four hour access to our client portal that shows you all the tasks we have completed, the places your property is being marketed, and the feedback we have gotten on your property from agents and from buyers.

For the first time in real estate, you'll know what services you are getting from your listing team for the fees you are charged.



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# Crystal Clear COMMUNICATION

**BECAUSE TRANSPARENCY THROUGHOUT  
THE TRANSACTION MATTERS DEEPLY TO US**

We know no one likes to be left in the dark, so we use technology that keeps everyone in the transaction process well-informed with the most important information - from buyers and sellers to other agents.

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**Buyer Feedback**

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**Agent Feedback**

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**Marketing Feedback**

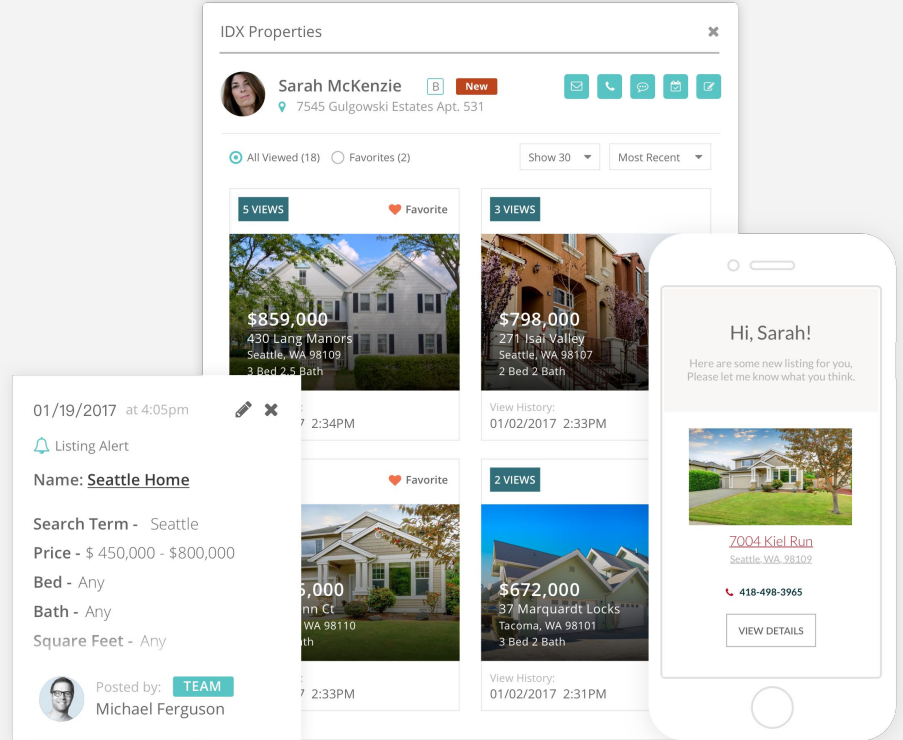
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**Market Updates**

## We Make It Easy for **BUYERS** to Find Your House

### OUR CUTTING EDGE TECH GETS YOUR LISTING IN FRONT OF THE RIGHT BUYERS

When a buyer visits our website, we can see exactly what they are looking for, and they'll automatically get emailed new listings that match their searches. We'll know when they view your listing, favorite your home or request a showing.

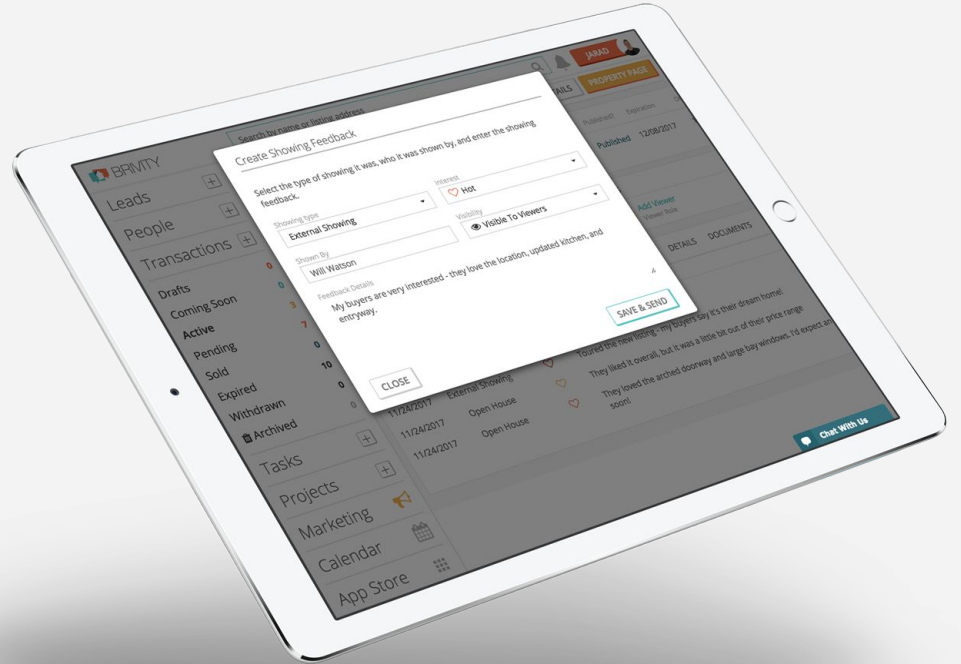


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## Showing FEEDBACK

**SEE WHO HAS SHOWN YOUR  
PROPERTY WITH FEEDBACK  
FROM LOCAL AGENTS**

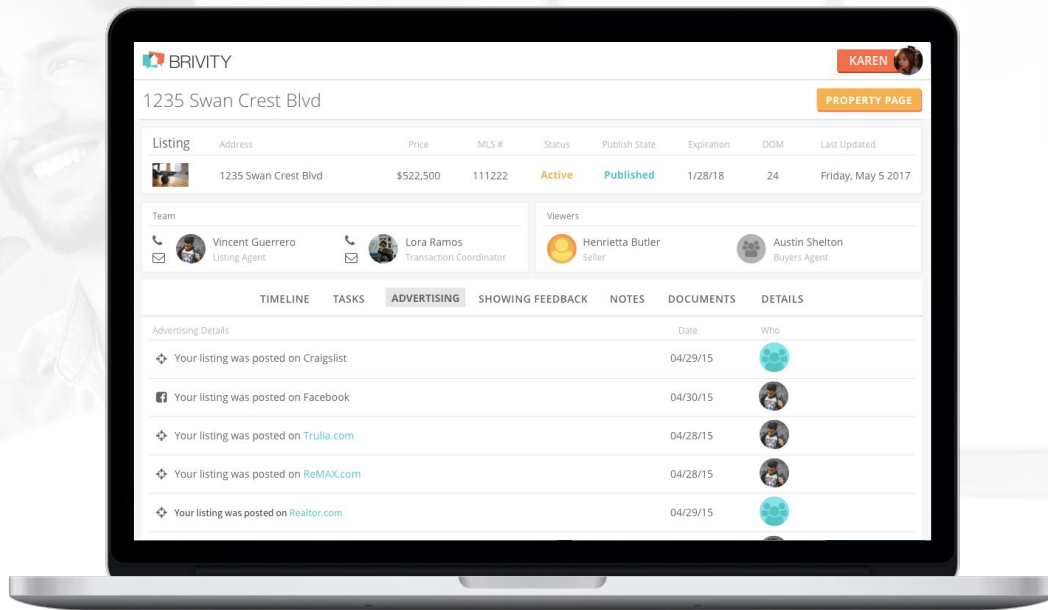
Whenever an agent shows your listing, we aggressively attempt to reach them to provide you the unfiltered feedback you need to compete in this market.



## Marketing FEEDBACK


**ASKING GREAT QUESTIONS TO  
INQUIRIES ON YOUR HOME CAN  
TURN A LEAD INTO A BUYER**

Log into your private seller portal to see all the places we are marketing your home. Click the links and see your home showcased everywhere that matters.



**BRIVITY** KAREN PROPERTY PAGE

1235 Swan Crest Blvd

Listing	Address	Price	MLS #	Status	Publish State	Expiration	DOM	Last Updated
	1235 Swan Crest Blvd	\$522,500	111222	Active	Published	1/28/18	24	Friday, May 5 2017

**Team**







- Vincent Guerrero - Listing Agent
- Lora Ramos - Transaction Coordinator

**Viewers**

- Henrietta Butler - Seller
- Austin Shelton - Buyers Agent

**TIMELINE** | TASKS | **ADVERTISING** | SHOWING FEEDBACK | NOTES | DOCUMENTS | DETAILS

Advertising Details

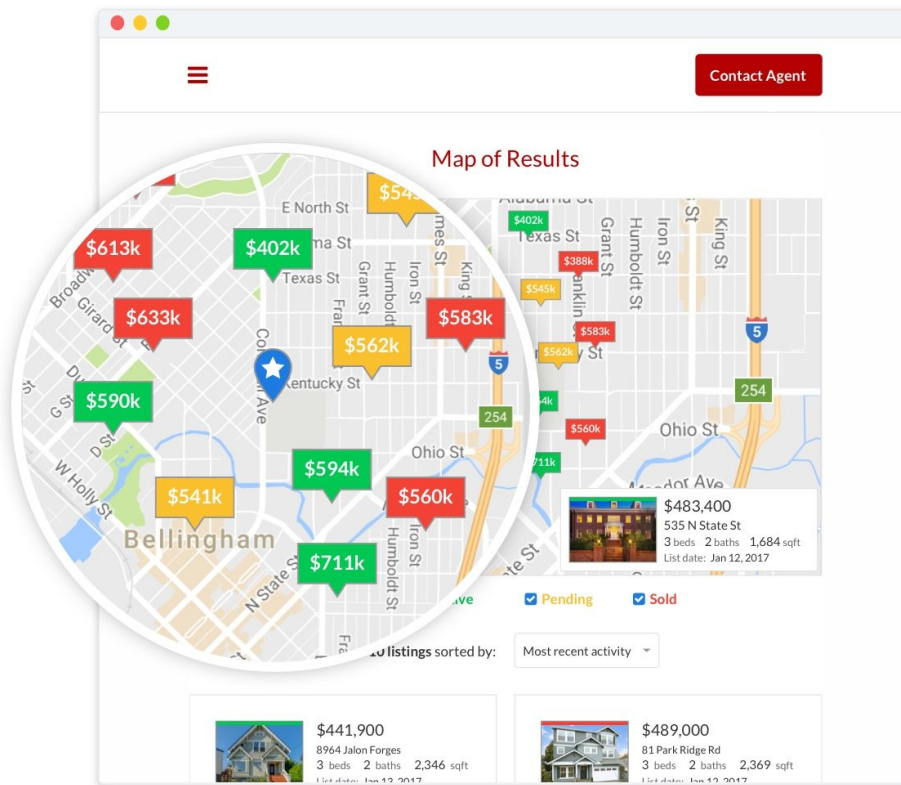
	Date	Who
✦ Your listing was posted on <a href="#">Craigslist</a>	04/29/15	
 Your listing was posted on Facebook	04/30/15	
✦ Your listing was posted on <a href="#">Trulia.com</a>	04/28/15	
✦ Your listing was posted on <a href="#">REMAX.com</a>	04/28/15	
✦ Your listing was posted on <a href="#">Realtor.com</a>	04/29/15	



## Market UPDATES

SEE WHAT IS HAPPENING  
EVERY WEEK IN YOUR AREA

Whenever a new listing comes on or off the market you will know. Together, we will use this information to make marketing, pricing, and showing alterations to help your home sell faster.



# NEXT Steps



HERE'S WHAT WILL HAPPEN NOW:

**1.** Choose Your Price  
& Review CMA

**2.** Complete the  
Agreement

**3.** Choose Start  
Date

**4.** Marketing Takes  
Over