

Listing Presentation Template



NINE ARCHES
REALTY GROUP

A CUSTOM CONSULTATION EXCLUSIVELY PREPARED FOR

Client Name



COMPLIMENTS OF

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kw THE WOODLANDS
& MAGNOLIA
KELLERWILLIAMS. REALTY

- ▶ Your Property
- ▶ Your Transaction Timeline
- ▶ Your Custom Marketing Plan
- ▶ Representing Your Home



YOUR PROPERTY

Your Address Here



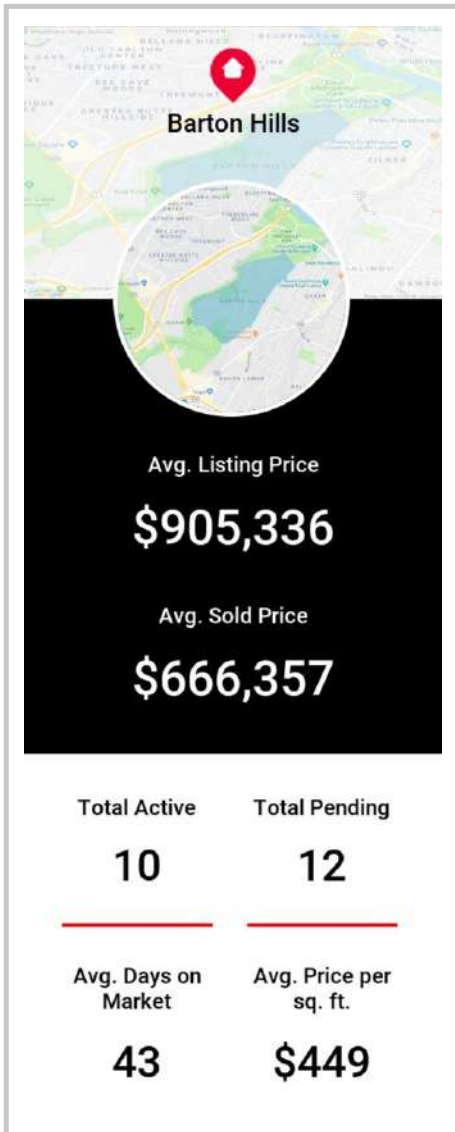
Your home is 10% larger than the average property sold in BARTON HILLS

Your home has the AVERAGE number of bedrooms than the average property sold in BARTON HILLS

Your home has ONE more bathroom compared to the average property sold in BARTON HILLS

Based on this information and the condition of your property, your home should command a slightly higher list price than the average property in BARTON HILLS.

3 Bedrooms • 3 Baths • 2,000 Sq. Ft. • Last Sold for \$310,500 in 2010



WHAT'S HAPPENING IN

Your Neighborhood

Barton Hills is an extremely desirable neighborhood and is attractive to young professionals and families moving to the area.

OVER XXX TIME PERIOD

Average list prices have increased by 25%

Days on market have decreased by 20%

The average price that homes in this area sell for is higher than the average list price. That means many buyers are willing to pay more than the asking price to live in your neighborhood!

What else are buyers looking for? Based on my analysis of recent successful sales, they're most interested in:

- Hardwood flooring
- Open-concept layouts
- Bright kitchens
- Flexible outdoor spaces
- Modern architectural details

YOUR PROPERTY

Your Needs Come First



Visualize your dream scenario for selling your home.

What's the one thing that has to happen to make that dream scenario a reality?

How can we make that happen for you?

Why is that important to you?

If we could add just one more thing to make this process even better, what would it be?

Why is that important to you?

The Process

The real estate transaction is complex - and navigating you through every step of the sale is my expertise.

- Initial meeting, walk-through and needs analysis
- Sign listing agreement
- Prepare your property for sale: staging, photography, etc.
- Launch “coming soon” marketing campaign
- Establish a competitive price
- Officially list your property
- Launch “just listed” marketing campaign
- Start showing your house and hold open house
- Receive and present offers
- Begin attorney review
- Negotiate contract
- Go under contract
- Facilitate inspection process
- Negotiate any issues
- Oversee appraisal
- Coordinate and prepare for further inspections
- Final walk-through
- Close!

Best-in-Class Promotional Assets

SMART, TARGETED NETWORKING

From dynamic fliers, to lead-optimized landing pages, to beautiful postcards, to custom lookbooks, we'll determine what professionally printed or digital marketing pieces will move the needle to maximize the sale of your property.

As an active member in the real estate community and our community at large, we will market your listing to top agents and buyer specialists in the area, generating excitement and ensuring maximum exposure.



Strategic Promotion

COMING-SOON CAMPAIGN

- Walk-through and needs analysis
- Professional photography and videography
- Professional yard signage
- “Coming soon” email blast to database
- “Coming soon” social media touch on Twitter, Instagram, and Facebook
- “Coming soon” callout campaign to highly qualified buyers

JUST-LISTED CAMPAIGN

- Launch listing on KWLS, MLS, and other syndication websites
- Professional yard signage and takeaway fliers
- “Just listed” email blast to database
- Custom landing webpage and funnel campaign promoting open house
- “Just listed” social media posts
- “Just listed” callout campaign to highly qualified buyers
- Open house three days after listing

Open House Strategy

Whether or not an open house is where your buyer comes from, they serve a strategic purpose - aggregating interested buyers in a specific geographic area. By showcasing your property with an open house, or simply leveraging the leads generated at another nearby open house, we will create and target a highly-qualified, localized group of buyers.

CAPTIVATING STAGING

Staging is what creates a “wow factor” when a buyer walks through the door of your property. It's what creates an emotional response and can often influence whether or not an offer is made.

- Placing a yard sign and directional signs on key corners, all with balloons and riders
- Getting on the phone the morning of the open house to remind everyone about attending
- Scheduling other open houses in the area in various price ranges to attract the maximum amount of interested buyers
- Distributing fliers, dynamic emails, and a lead-optimized landing page to actively drive buyers to your open house
- Personally knocking on your neighbors' doors to invite them to attend and tell their friends



It's in the Details

EYE-CATCHING YARD SIGNS

Coming soon. For sale. Just sold. You have certainly seen these signs throughout your neighborhood - and their purpose is clear: to create excitement and interest around a listing.

While much emphasis is placed on online advertisement these days, many buyers still look for their next home the old-fashioned way - by simply driving around their desired neighborhood. Professionally designed signage and property fliers will market your home 24/7 and capture attention from highly qualified buyers looking specifically in your area.

YOUR LISTING, AMPLIFIED

When you list with us, we'll have access to the Keller Williams Listing System, or KWLS. This proprietary, exclusive system ensures your property is marketed online 24/7 through hundreds of the most popular search sites.

DOOR-KNOCKING

While online marketing is critical in today's business environment, sometimes nothing beats

grabbing a pair of comfortable shoes, some fliers, and pounding the pavement. You can rest assured that if selling your property quickly and for the best price possible requires knocking on a hundred doors, I'll do it.

HIGH-QUALITY PROFESSIONAL PHOTOGRAPHY

Crisp, clear photos will make your property pop online and maximize visual appeal. We work with highly qualified, professionally trained real estate photographers who specialize in making your house look its absolute best.

MASS MOBILE MARKETING

When you choose to work with us, your home will be listed on our website and will be put in the hands of millions of buyers!

REPRESENTING YOUR HOME

Real Experience Real Expertise

Having lived and worked in Springfield for more than 15 years, I understand what makes our community and the people who call it home so special. From the summer watermelon festival at Pavilion Park to the local bookstores and coffee shops on Mulberry Avenue to the New Year's parade in the city square, Springfield is a special place that I am proud to call home.

That's what it takes to truly be a local real estate expert. Not just expertise in negotiation and marketing and access to real-time market data, but a love and understanding of our community and the people who live here.

That's just one reason to choose me to stand by your side – and it's the foundation of everything I do.



MARK JOHNSON

FOUNDER & TEAM LEADER, NINE ARCHES REALTY GROUP

CREDENTIALS

BA Psychology | Olivet University

Former Global Logistics Executive | Relocated "Much More Than Most"

Son of a Residential Builder

20+ year resident of North Houston Metro Area



A SIMPLE VALUE PROPOSITION

LESS TIME

My marketing firepower and exclusive tech tools will maximize your property's exposure to active buyers who want to know about your home.

LEAST AMOUNT OF HASSLE

I'll put my experience to work while navigating the complexities of the real estate transaction, making it a seamless experience for you.

MORE MONEY

By attracting the maximum amount of interested buyers, your property will sell for the highest marketable price possible.



Leading the Industry

When you work with us, you work with a trained agent that has the backing of the world's largest real estate company, consisting of 180,000+ associates around the globe. That puts your listing within the largest real estate network with the furthest reach.

And, by choosing to partner with us and the Keller Williams family, you gain access to a suite of technology that keeps you informed and engaged in what's happening in your neighborhood.

Keller Williams was built on a simple-yet-revolutionary principle: people are what matter most. To help cement this understanding, we've formalized a belief system that guides how we treat each other and how we do business.

WIN-WIN

or no deal

INTEGRITY

do the right thing

CUSTOMERS

always come first

COMMITMENT

in all things

COMMUNICATION

seek first to understand

CREATIVITY

ideas before results

TEAMWORK

together everyone achieves more

TRUST

starts with honesty

EQUITY

opportunities for all

SUCCESS

results through people

A Promise



To serve the community as a leader in the real estate industry and as a friend and neighbor

To always do the right thing, even if it isn't what is easiest

To take care of your needs at the highest level through unparalleled professionalism and attention to detail. No request is too small

To serve as a trusted local expert and adviser by your side

To consistently and clearly communicate with you in the manner and frequency that you prefer

To treat you and your family with straightforwardness, integrity, and respect at all times

To answer your questions, ease your concerns, reduce your stress, and expertly handle the entire real estate transaction from listing to closing and beyond

To hold myself accountable to selling your home for top dollar – after all, that is what my business is built on

The Bottom Line



Real estate is complicated.

That's where we come in.

At the closing table, my goal is for you to feel that the experience of selling your home exceeded all your expectations, so throughout all of our interactions – from listing to closing – we will work hard to achieve that goal.

When you choose us as your partner, you are not just getting a trusted, respected agent – you are getting a local expert who is passionate about serving our community and those who call it home.

Let's get started.

kw

Here's how you can get in touch with me

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