

A CUSTOM CONSULTATION PREPARED FOR

Lorrie & Christopher

Listing Presentation

Everything you need to
know about buying a home.



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Each Office Is Independently
Owned and Operated

Initial Consultation

Let's begin with your goals.

Gaining perspective on your priorities helps us know where to direct our efforts. Which of these motivating factors resonates with you the most?



Profit

More money means more patience. If you want to maximize your profits, you have to be willing to build in extra time to every part of the process.

Speed

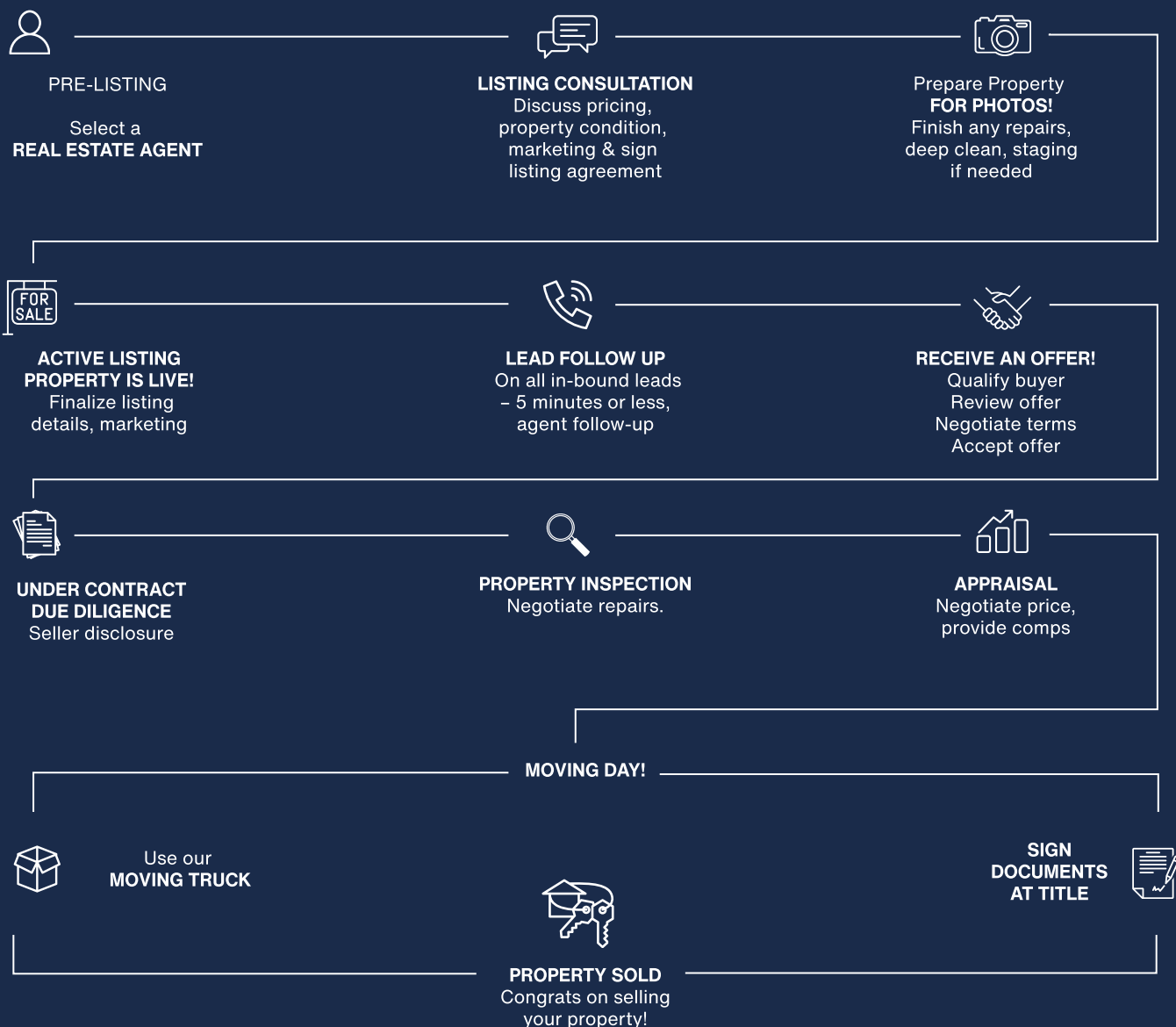
To sell your home quickly, you'll need to be open to a lot of showings (including nights and weekends) and remain flexible on pricing.

Convenience

There's something to be said for keeping showings and other aspects of the listing process from disrupting your day-to-day life.

Mapping your Journey

A look at where we are in the process, where we're going, and when we'll celebrate!



Home Preparation

Prepping your property.

How to make sure your property appeals to a broad audience:

- Deep clean every nook and cranny.
- Prospective buyers are sticklers for imperfections.
- Turn your property into a blank canvas.
- Remove personal effects so buyers can picture themselves in your space.
- Minimalism makes a big difference.
- The more “lived in” your space looks, the less interest you’ll garner.



Love at first sight



When it comes to real estate, never underestimate the power of a first impression. Having professional photographers and videographers capture the essence of your property is paramount to catching people's eyes.

Our trusted partners offer the following services:

- Standard High Quality Photos
- Custom Videography
- Aerial Photography
- Fast Turnaround (within 24 hours)
- Cinematic Online Walkthrough Experiences

Set the scene. Seal the deal.

From professional photo shoots to open houses, our staging and interior design experts give your property the glow-up it needs to be red-carpet ready.



Decluttering and Styling



Complimentary Staging Consultation



Virtual Staging and Enhancement



Furniture and Décor Rentals



Pre-Listing Preparation Package



Occupied Home Staging Services

Your Custom Marketing Plan



With nearly half of buyers starting their search online — and over half ultimately finding their home there* — owning the digital space isn't optional, it's essential. mastering the digital space is a must. My award-winning suite of technology marketing tools in combination with my market expertise will deliver optimized search, social media and email campaigns to ensure your listing shines online. It is my goal to provide innovative digital marketing strategies to ensure the right buyers find your property and take action.

Finding Your Buyer



The savviest marketing plan is one that targets the channels buyers are already using to find homes. From optimized internet exposure to networking with local agents, I'll work diligently to find your buyer as fast and efficiently as possible.

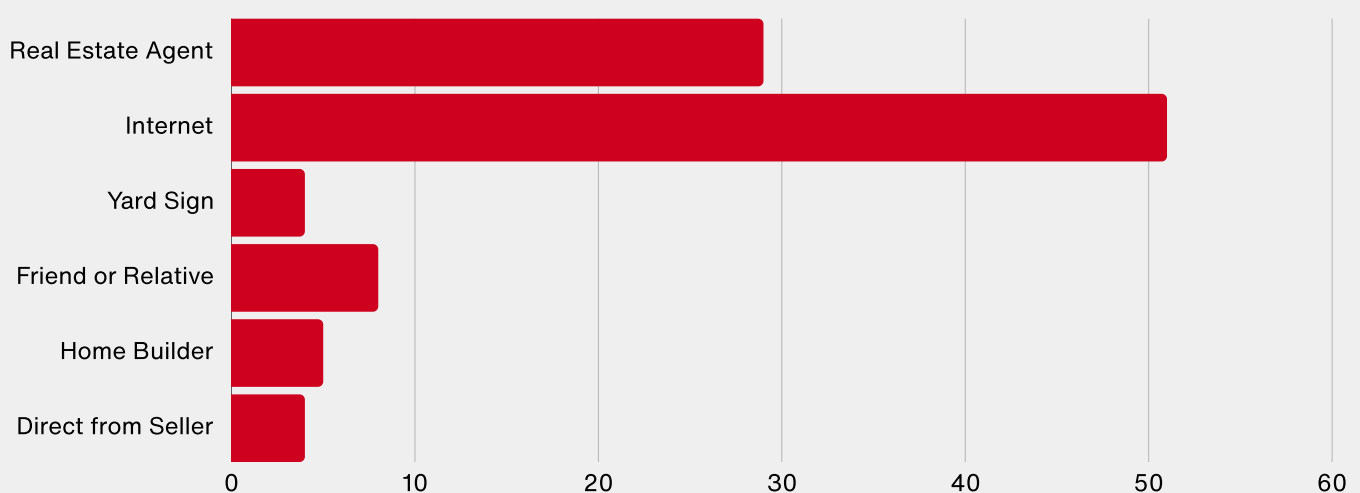
Best-in-Class Promotional Assets

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, I will market your listing to top agents and buyer specialists in the area, generating excitement and ensuring maximum exposure.

How Buyers find their home



*National Association of REALTORS® 2024 Profile of Home Buyers and Sellers

Your media plan



Property Brochure

Develop a property brochure to be distributed during property showings

Just-Listed Flier

Produce a just-listed flier to feature during property showings

Just-Listed Postcard

Send a direct mail just-listed postcard to the surrounding area, and similar neighborhoods

Coming Soon and Just-Listed Email

Send a targeted announcement to my personal database, as well as fellow agents with potential buyers

Open House Invitation Email

Send targeted emails to surrounding communities and prospective buyers

Custom Property Website

Create a dedicated website for your property to support highly targeted marketing efforts

Agent Website Property Feature

Showcase your property on my professional website

Facebook and Instagram Posts

Leverage Facebook and Instagram posts to highlight coming soon, just listed, property features, and upcoming open houses

Instagram Story

Leverage Instagram to capture the most compelling features of your home, from architectural photos to property walk-through videos

Paid, Boosted Facebook Ads

Leverage boosted ads to reach nearby active and passive buyers

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 X, 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 video on X, Instagram, and Facebook
“Just listed” callout campaign to highly qualified buyers
Open house three days after listing

Privacy has its Privileges

Unlike open houses, private showings give potential buyers (and their agent) a chance to fully admire your property without others looking over their shoulder. The good news is buyers who request private showings are seriously interested, and they likely have a clear understanding of their needs, wants, and affordability. However, they will also be viewing your property with extra scrutiny.

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.

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.

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.

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.

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

Your listing, Amplified

When you list with me, 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.

Engaging Videography

Video is at the heart of an effective digital marketing campaign and can provide a distinct advantage in a competitive market.

Global Reach

Your story is our story—and with the KW voice carried by 140,000+ branded agents worldwide, it's heard far and wide. In 2024 alone, KW.com welcomed over 10.7 million visitors and generated more than 7 million property views.

Communication strategy



We're in this together.

As your trusted listing agent, I will never leave you wondering what is going on with your property.

Weekly updates

From promotional executions to buyer interest to every step of the transaction, I will give you a full report of where we stand every week.

Feedback

If something's not going as planned, you'll be the first to know about it. Together, we will assess the situation and brainstorm solutions to ensure we keep heading toward your goals.

24/7 Access

You are welcome to call, email, or text me any time, day or night. I may not answer immediately, but I guarantee I will respond within 24 hours or less.

Comparative market analysis

Know your worth.

The first step to choosing your pricing strategy is understanding what's going on in your market. Below is a breakdown of the real estate activity in your area.

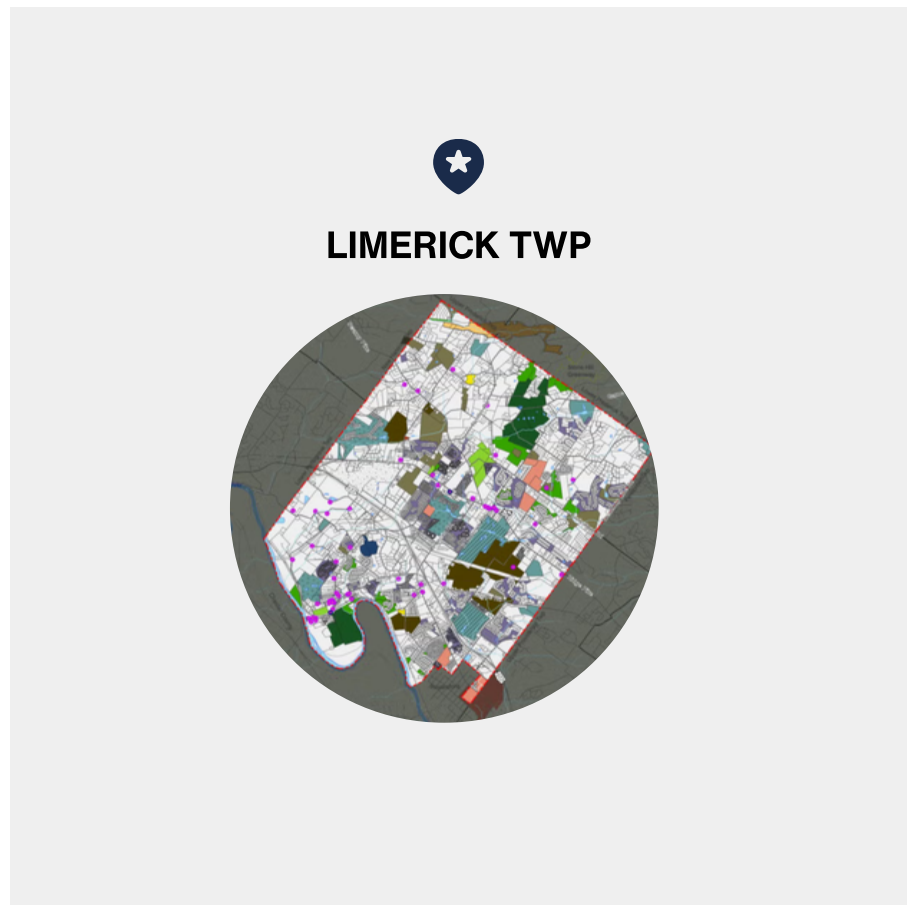
What's Happening in Limerick Township

Nestled in the heart of Montgomery County, Limerick Township offers the perfect blend of suburban comfort and modern convenience. Residents enjoy highly rated schools, beautiful parks and trails, a variety of shopping and dining options, and easy access to major routes including Route 422 for commuting to Philadelphia and surrounding areas. With its welcoming neighborhoods, strong sense of community, and abundant recreational opportunities, Limerick Township is a desirable place to call home for those seeking both convenience and quality of life.

Within the past year:

Average list prices have increased by 2.5%
Average days on market is about 27

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!



Make sure the price is right.

Pick the pricing strategy that fits your goals.

Start a war

List your property below market value and let the potential buyers duke it out. This is also a good strategy if you need to move ASAP.

Set it and forget it

List your property at the market value and let nature run its course. This is a great way to go if convenience is your main objective.

Shoot for the moon

List your property for above market value and aim for a very specific buyer with money to burn. This is your pick if profit is most important.



Smart Pricing

Setting the right price for your home from the beginning is essential to maximize its sale potential.

Overpricing can lead to various drawbacks such as:

1. Repelling Potential Buyers

In markets experiencing appreciation, buyers are already cautious about overpaying. Setting an excessively high price can discourage potential buyers, resulting in your home lingering on the market and diminishing its perceived value.

2. Attracting Unfavorable Attention

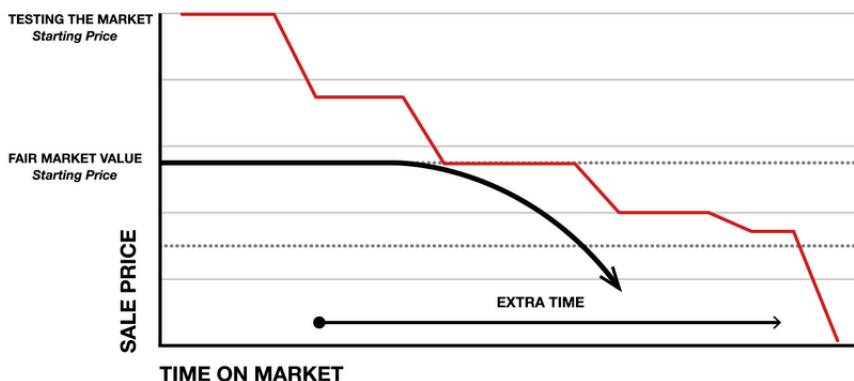
Homes with extended days on the market often attract opportunistic buyers seeking to capitalize on the situation. To secure a fair market value or higher, it's crucial to make a strong impression when your property first enters the market.

3. Appraisal Challenges

If your buyer is securing a loan, the property must meet the lender's appraisal requirements. Failing to do so may empower the buyer to legally withdraw from the deal, risking only their option fee and inspection expenses.

4. Exhausting Efforts

Keeping your home in a presentable condition for showings demands considerable time and energy. Investing excessive effort into this aspect could be better utilized elsewhere, making the selling process smoother and more efficient.



Factors affecting home value

Maximize your value.

The key to hitting your listing goals is understanding what drives property values in your area. Below are what buyers are and are not looking for in your zip code.

Value boosters

- Updated Kitchens
- Neutral Color Schemes
- Updated Mechanicals
- Strong Curb Appeal

Value reducers

- Deferred Maintenance
- Mismatched Color Schemes
- Outdated Finishes
- Busy Roads or Limited Amenities



Inspection and Appraisal

Boost confidence with an inspection

Once we are under contract, the buyer will likely send over a professional to inspect and appraise your property.

A comprehensive home inspection includes the following:

- General Home Inspection
- Radon Testing
(basement home only)
- Wood-Destroying Organism (WDO) Inspection
- Foundation Inspection
- HVAC Inspection

The typical inspection period is between 10-15 days after the contract period begins.



A woman with shoulder-length brown hair, wearing a bright green sweater, is seen from behind, looking out a large window in a bright, modern interior. Her right hand is resting on the white frame of the window.

Final walk through, one last look

Before the deal is done, the buyer is entitled to take one last walkthrough of the property. I'll do everything in my power to ensure we've addressed any potential concerns, but people tend to get anxious when making such a significant purchase.

Below are some common requests that come out of a final walkthrough.

- Broom Swept Home
- Additional Repairs
- Freshly Mowed Lawn
- Receipts or proof of completed repairs

Closing process

Dot all the i's, cross all the t's, hand over the keys, count your winnings!

Once all the paperwork has been filed and the deal is complete, you can calculate your profits with the following sheet.

Purchase Price:

Listing Agent Commission:

Title Insurance:

Warranty:

Concessions (if any):

Current Mortgage:

Net Proceeds:

Our commitment to you continues

At [insert company], we're not interested in one-time transactions. We're in it for lifelong relationships. Here's how we show up for you after the sale and beyond.



Moving services

Our trusted movers will ensure your belongings get to your next property with the greatest of ease, speed, and delicacy.



Client appreciation events

Our gratitude for our clients is endless, and so are the client appreciation events we sprinkle throughout the year. We take party planning as seriously as our listings.



VIP Program

Send us a referral, and once they complete the selling or buying process, you'll be rewarded with gifts ranging from goody boxes to access to exclusive events!

The bottom line? Real estate is complicated

That's where I come in.

At the closing table, my goal is for you to feel that the purchase of your home exceeded all of your expectations, so throughout our interactions – from search to close – I'll work hard to achieve that goal.

When you choose me 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.

Here's How You Can Get in Touch With Me



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