



# THE PRICE GROUP

SELL • BUY • BUILD • INVEST • CAREER

MEET YOUR

*Real Estate Experts*

THE PRICE GROUP  
AT KELLER WILLIAMS

PERSEVERANCE, CUTTING-EDGE MARKETING, CREATIVE FORWARD THINKING,  
RELENTLESS ATTENTION TO DETAIL, AND AN UNWAVERING COMMITMENT  
TO AN EXCEPTIONAL CUSTOMER SERVICE EXPERIENCE

- We are a **full time, full service** REALTOR TEAM.
- We provide a **100% Satisfaction Guarantee** – If you're not happy, you reserve the right to cancel your listing agreement, no penalty. We believe in EARNING your business EVERY DAY.
- How do you know you've hired the right Real Estate Agent? Request the agent's written Marketing Plan – everything they are going to do to sell your property. Then, compare theirs with ours – **The Price Group's 99+ Point Marketing Plan** - side by side, apples to apples. We think you'll like what you see.

# OVERVIEW OF THE PRICE GROUP'S 99+ POINT MARKETING PLAN

**Perseverance, Cutting Edge Marketing, Creative Forward Thinking, Relentless Attention to Detail, and Unwavering Commitment to an Exceptional Customer Service Experience.**

We get it. You need to sell your property. It's important to you that you do so for the highest profit possible, in the quickest time possible, with minimal inconvenience to you.

## WHY CHOOSE THE PRICE GROUP?

### **Because of our 100% Sales Commitment.**

- Every listing we take, we sell.

### **Because of our Unyielding Commitments to You, Including:**

- Superior, personal, and direct service, resulting in an exceptional client experience.
- Our impressive Marketing Plan that demonstrates our passion to bring to you the most innovative, technologically driven Marketing Plan in our local real estate market!

### **We are Your Megaphone.**

- The Marketing Plan powering the sale of your property – is your megaphone. It must be captivating and dominating so that the entire market can “hear” the message that your property is the opportunity the Buyers have been searching for!

### **Our Two Priorities:**

- Getting you under contract
- Getting your property closed

### **We are not For Sale Sign and a Business Card**

- We are your community real estate experts – Your ultimate real estate resource. We are a full-service real estate team who wants to do the job for you so well that you recommend us to your friends and family. From the first moment you give us the opportunity to sell your property, we will immediately work tirelessly to implement our 99+ Point Marketing Plan.

### **Full Service in Preparing Property for Sale**

- Assistance with staging of your home to maximize appeal and presentation

### **Professional Staging Services Available through our Network of Colleagues**

- Custom-designed “Feature Cards” for display – Seeing that no detail is missed!
- We can enroll you in a Home Warranty Program for FREE to protect you and provide peace of mind through the entire listing period

### **Signage Infused with Technology, Power at the Curb**

- Designer KW Price Group yard signage
- “For Sale” directional pointer signs
- “Text For More Info” options for buyer interaction
- Your home’s personal web presence—address-based
- \*Our Hotline System, 24/7 line of communication for prospective Buyers
- Use of full-color distribution packets at the curb — never, ever a black and white MLS copy

## Flyers, Comprehensive Marketing Packets

- Exterior information box with color marketing packets — and the service from our team to keep it stocked!
- Visual Tour, accessible from curb and throughout all marketing pieces
- Provide “Payment Scenario” flyer, showing Buyers various lending options for your list price (as needed)
- Help Buyers overcome the hurdle of having to sell their home first, through being a full-service real estate services provider

## Massive Online Presence — Over 90% of All Buyers Search Online

- Comprehensive MLS listing with an abundance of professional photos
- Professional Video Tours/videography
- Tracking of online visitors previewing your property
- Your property featured on our company’s website
- Your property showcased on 70+ major real estate search sites
- Your property presented to Buyers through many different real estate search apps

## Exquisite Presentation of Your Property

- Professional photography

- Drone (aerial) photography, as needed
- Measurement by the ANSI Standards (both complete square footage and room by room dimensions)
- Easy access for Buyers to the answer to the questions they have — seller’s disclosure, special features sheet, utility history
- Videography and visual tours with smart, high-level, organic placement through YouTube searches

## Innovative Advertising Campaigns

- Implementation of geocoding to increase the repeatable exposure of your property to matching online consumers
- Strategic, targeted social media as campaigns for maximum exposure for your listing

## Prospecting For Your Buyer

- Upcoming Open Houses and Open House marketing strategies

## Professional Open Houses

- Open House services
- Advance Open House signage
- Strategic signage with balloons
- Comprehensive take-home material for prospective Buyers
- Sign-in sheets used — Security measure and great follow-up marketing tool
- Combined Open Houses with yard/moving sales — if you’d like!
- “LIVE” Open Houses!
- Implementation of our Strategic Open House Success Model

## Our Network Works For You

- Our colleagues and their Buyers — Through our “Match Buyers with Sellers” system

- Continual networking with all agents in our Board of Realtors
- The world's largest relocation network through the global size and strength of KW! We are the world's largest real estate company by agent count!
- Feedback on previous showings
- Visual tour weekly reports

### Extra Perks

- Partnering with local lenders to strengthen your buyer base
- "Just Listed" announcement campaign through both mail and telephone canvassing
- Our team's ability to execute virtual showings for our out-of-town Buyers
- We'll go beyond marketing your home – We'll market your neighborhood and community – We understand it's often the lifestyle of your home that the buyer falls in love with!

### Pricing and CMAs

- We'll continually evaluate the competition and keep your listing current
- We'll make certain your home is priced correctly by keeping a steady eye on our ever-changing market
- Instant notifications to you when there is a market change that affects your property

### Showings and Feedback

- Electronic lockboxes for secure and safe showings
- "EZ Show Program" gains maximum amount of buyer traffic
- Personal and direct feedback requests to substantially increase response rates
- Immediate follow-up to prospective Buyers
- Comprehensive preview packet sent to prospective Buyers and/or Buyers' agents in advance of their scheduled showing

### Weekly Updates

- Upcoming Open Houses and Open House marketing strategies

## OUR 99+ POINT MARKETING PLAN WORKS TO GET YOU AN ACCEPTABLE OFFER...

### AND OUR WORK FOR YOU STILL CONTINUES!

- Getting you under contract
- We'll present all offers immediately
- Your counters accompanied with strategic cover letters to help ensure their acceptance, as needed
- Our knowledge and expertise of our board contract works hard for you!
- We'll require lender pre-approval letters from your buyer up front – We won't waste your time!
- From contract to closing
- Key dates tracked to stay on schedule
- Proactive thinking during inspection process
- Careful monitoring of any needed repairs
- Closing statement in advance for your review, promoting a smooth and timely closing
- Our commitment to our role or orchestrating the team of third parties (title companies, inspectors, lenders, etc.) to ensure a successful closing process