

# Listing Presentation Template



# Instructions ◀ ◀ ◀

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This listing presentation template is designed for you to customize in any way that best serves your business and the specific needs of your client.

Every section has been written and designed so as to highlight the intended purpose of each page. This content is meant to be **customized** based on your business, unique value proposition, specific market, and other factors. Feel free to delete pages that are not relevant to your client or business.

**Carefully review all the written content so that you are aware of which sections require your customization. If you neglect to update and personalize the content included, your listing presentation will not be accurate.**

In sections where numbers such as units sold or closed volume are included, feel free to choose your best value story – either your business, your market center's, or Keller Williams Realty International. If you need assistance obtaining any of these numbers, please contact your market center leadership. If you need additional guidance, please email [support@kw.com](mailto:support@kw.com).



kw

A custom  
consultation  
exclusively  
prepared for

**MARIA AND  
CHRIS ROBERTS**



**Compliments of**

**FIRSTNAME LASTNAME**

yourwebsite.com

youremail@kw.com

www.kw.com

(555) 555-5555

Download my app: app.kw.com/xxxxx

**kw DBA NAME**  
**KELLERWILLIAMS.**

Keller Williams Realty Market Center  
123 Loren Lane | Spokane, WA 98001

Each Keller Williams Realty Office Is Independently Owned and Operated



- ▶ **Your Property**
- ▶ **Your Guide**
- ▶ **Your Custom Marketing Plan**
- ▶ **Representing Your Home**

# 1050 Heather Lane



**3  
Bedrooms**  
**3  
Baths**  
**2,000 Sq. Ft.**

Last Sold For  
**\$310,500 in  
2010**

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

Your home has the AVERAGE number of bedrooms compared to 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.

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What's  
happening in

# Barton Hills

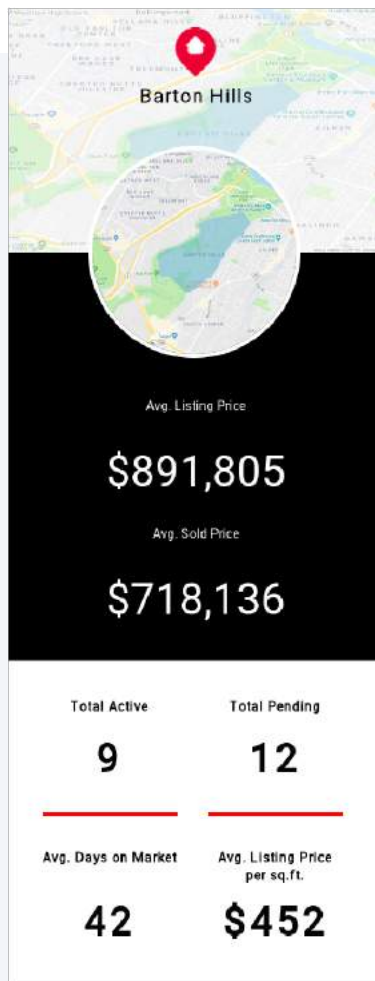
Barton Hills is an extremely desirable neighborhood and is attractive to young professionals and families moving to the area.

**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!



kw

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**

Compare Barton Hills to surrounding neighborhoods by downloading my app:

[app.kw.com/xxxxx](http://app.kw.com/xxxxx)



# Comparable Properties



1678 Barrington Circle  
**3 Bed, 3 Bath, 2,000 Sq. Ft.**  
**List Price \$403,500**  
**Sold for \$415,100**  
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**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 I 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?**



**Your  
Needs  
Come  
First**





# 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!

# My App: The Seamless Way To Sell

## Guide

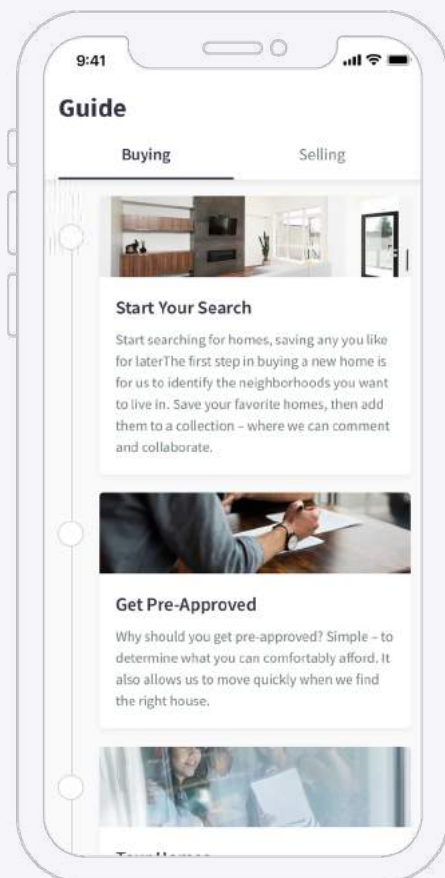
When middle-of-the-night questions come up and you want real-time information about the status of your transaction, Guide is your go-to. Guide informs you on the action plan for every step of the selling process. Paired with my expertise, you'll know where we're at, what to do and what's ahead.

## Neighborhoods

Get real-time stats on your neighborhood and understand at a glance which nearby homes are selling and for how much. Then, take a peek at any neighborhood across the country to view lifestyle and market trends, local restaurants and more.

## Feed

Even after close, keep tabs on all things real estate with Feed - your source for neighborhood updates, emerging market trends and more. And, when you're ready to buy or sell in the future, I'll be ready to help.



**Now, selling your property and keeping in sync with me has never been simpler.**

My app makes achieving your real estate goals more accessible than ever before. Get to know my favorite features before you take it for a spin.



Ready to download my app?

**Head to [app.kw.com/XXXXXX](https://app.kw.com/XXXXXX)**

# Your Custom Marketing Plan

With 95% of buyers looking online at some point in their home search, 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.

## Digital Marketing That Drives Results



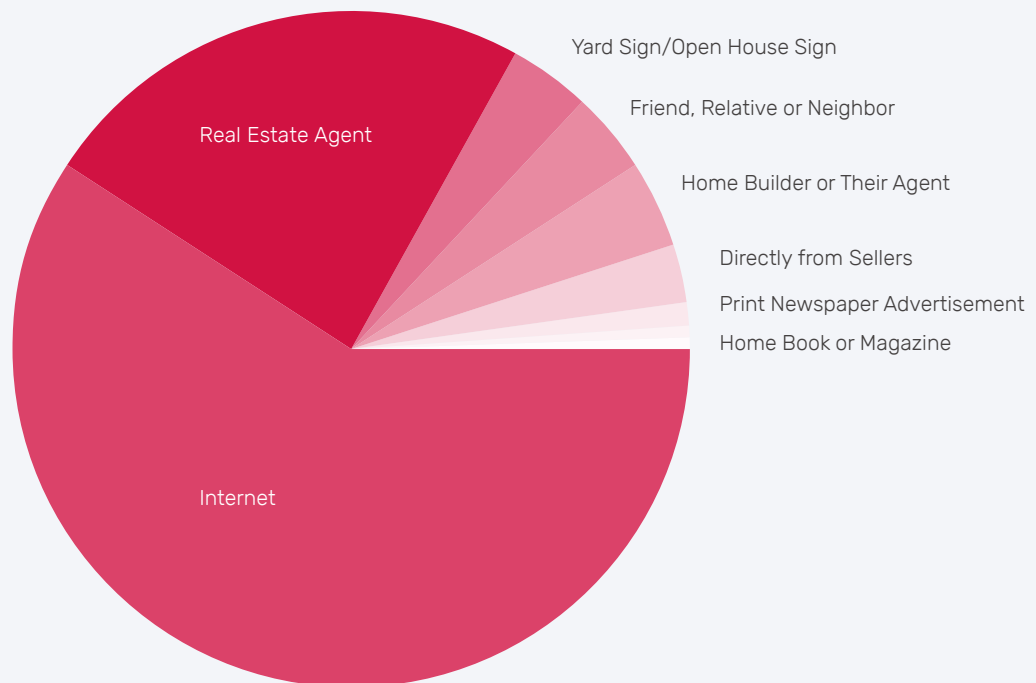
# Finding Your Buyer

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.

## HOW HOME BUYERS FIND THEIR HOME

National Association of REALTORS®

Profile of Home Buyers and Sellers 2018



# Best- in-Class Promotional Assets

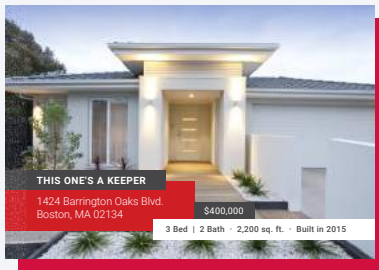


## Smart, Targeted Networking

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.

# Your Media Plan



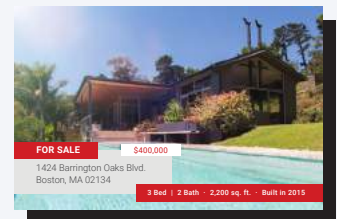
## Property Brochure

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 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 video on Twitter, Instagram and Facebook
- ☐ "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.

- ☐ 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 number 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.

## **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.

## **HIGH-QUALITY PROFESSIONAL PHOTOGRAPHY**

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.

## **ENGAGING VIDEOGRAPHY**

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

## **MASS MOBILE MARKETING**

When you choose to work with me, your home will be listed on my mobile app and will be put in the hands of millions of buyers!

# Real Experience Real Expertise



FirstName LastName  
**CEO and Founder of  
Your Name  
Properties**  
**CREDENTIALS**

BA History  
**Univ. of Springfield**

Board Member  
**Springfield Giving Trust**

Founder  
**Keys of Caring  
Springfield**

**kw** DBA NAME  
KELLERWILLIAMS.

Keller Williams Realty Market Center  
123 Loren Lane | Spokane, WA 98001

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.

## 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 number of interested buyers, your property will sell for the highest marketable price possible.

# 15

YEARS IN  
BUSINESS

# 268

TOTAL CLIENTS  
SERVED

# 61

REPEAT CLIENTS  
(23%)

# 40

CLIENTS SERVED  
IN 2019

# The Proof Is in My Numbers

These numbers depict not only the trajectory of my business, but the expertise, dedication and commitment that you will receive.

## MEDIAN SALES PRICE

**\$315,879**

MARKET AVERAGE \$267,775

▲ **18%**  
HIGHER

## DAYS ON MARKET

**27 DAYS**

MARKET AVERAGE 32 DAYS

▲ **15%**  
FASTER

## LIST-TO-SALES

**98.3%**

MARKET AVERAGE 93.5%

▲ **4.8%**  
HIGHER

## Outpacing the Market

**85%**

The **number of contracts**

I've written outpaced the market by 85%.

**77%**

The **total dollar value of contracts** I've written grew 77% more than the market.

**56%**

I've outpaced the market in **listings sold** by 56%.

**35%**

The **dollar value** of all of my **listings sold** grew 35% more than the market.

# Credentials & Awards

- 2013** KW becomes the largest real estate franchise in North America
- 2014** KW tops 100,000 in associate count
- 2015** KW named world's largest real estate franchise by agent count
- 2017** KW Labs, the innovation hub of KW, launches
- 2018** KW releases Kelle, a proprietary AI-based personal assistant for agents
- 2019** KW releases Command, a CRM-plus solution with a suite of apps hosted on the Keller Cloud
- 2019** Named #1 Most Innovative Real Estate Company by Fast Company





# Leading the Industry



When you work with me, 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 me 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  
**SUCCESS** results through people



# A Portfolio of Excellence



1678 Barrington Circle  
**3 Bed, 3 Bath, 2,000 Sq. Ft.**  
**List Price \$403,500**

Sold for \$415,100 **20**  
in **X** **DAYS** over list price  
Sold for **percent**



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# Featured Listings



1678 Barrington Circle

**List Price \$403,500**

This spacious and welcoming home in the pastoral South Hills neighborhood is waiting for you. Nestled among the oak trees, 1678 Barrington Circle is an outdoor lover's dream. Swim laps in the elegant and well-maintained pool or stroll through the adjacent gardens. All that's missing is you.

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**List Price \$403,500**

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**"Your Name sold my condo in just 12 days. They went above and beyond to make sure all of my questions were answered and was in constant communication with me throughout the entire process. I would highly recommend Your Name to anyone looking for a world-class real estate agent!"**

Lonnie, Client since 2008

**"Your Name is a professional, hands down. Not only do they know real estate, they know Springfield like the back of their hand. Before we even met to discuss Your Name selling my home, they had compiled a list of 15 interested buyers looking at our neighborhood. Our house sold in just 10 days. I am beyond satisfied with my experience with Your Name."**

Lucy, Client since 2014

**"It was a joy to work with Your Name at Keller Williams. They made me feel at ease about the entire transaction. I've already recommended them to two of my friends, and they've had similar experiences as well! Your Name is simply the best."**

Bob and Marcia, Clients since 2010

# 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





Real estate is complicated.

That's where I 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 – I will 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.

# The Bottom Line



kw

**Here's how you can  
get in touch with me**

123 Street Drive  
City, ST 000000

(555) 555-1234 (O)  
(555) 555-0000 (C)  
(555) 555-1111 (F)

youremail@kw.com  
www.yourwebsite.com  
My app: app.kw.com/xxxxxx

**kw** DBA NAME  
KELLERWILLIAMS.

Keller Williams Realty Market Center  
123 Loren Lane | Spokane, WA 98001

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