

Listing Presentation Template

kw[®]

Instructions

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.

A CUSTOM CONSULTATION EXCLUSIVELY PREPARED FOR

Client Name



COMPLIMENTS OF
Firstname
Lastname



yourwebsite.com
youremail@kw.com
www.kw.com
(555) 555-5555

kw DBA NAME
KELLERWILLIAMS.

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

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



YOUR PROPERTY

1050 Heather Lane



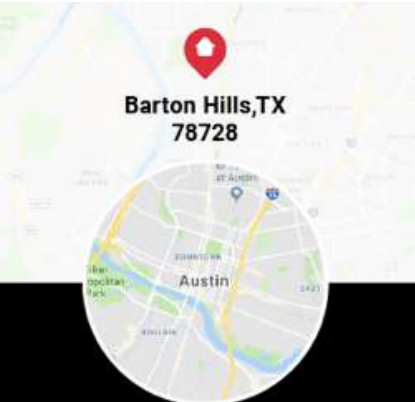
Your home is 10% larger than the average property sold in BARTON HILLS

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



**Barton Hills, TX
78728**

Austin

Avg. Listing Price
\$977,567

Avg. Sold Price
\$1,222,012

Total Active 139	Total Pending 220
Avg. Days on Market 100	Avg. Listing Price per sq. ft. \$607

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!

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

Comparable Properties



1678 Barrington Circle

3 Bed, 3 Bath, 2,000 Sq. Ft.

List Price \$403,500

Sold for \$415,100 in 20 DAYS



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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 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?

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!

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

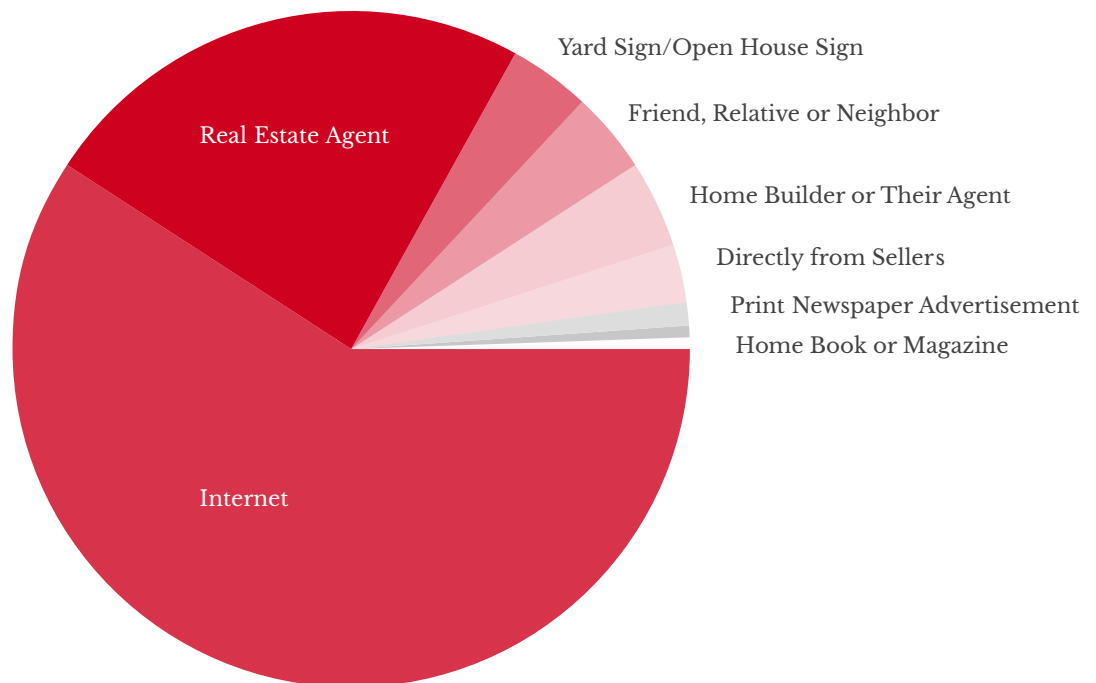


Finding Your Buyer

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 BUYERS FIND THEIR HOME

National Association of REALTORS®
Profile of Home Buyers and Sellers 2018



Best-in-Class Promotional Assets

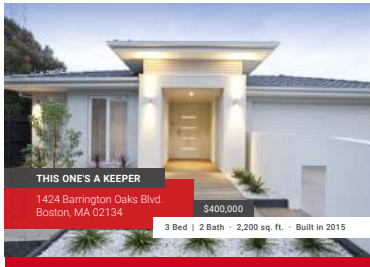
SMART, TARGETED NETWORKING

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.

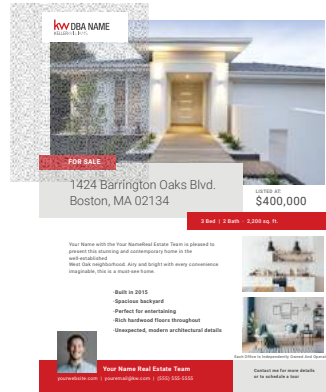


Your Media Plan



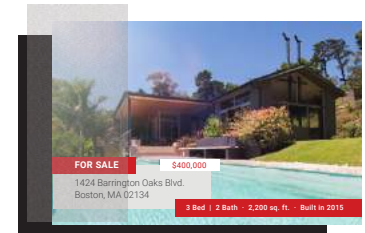
Property Brochure

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.

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 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!

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.



FIRSTNAME LAST NAME

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

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.

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

▲ 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

EQUITY

opportunities for all

SUCCESS

results through people

REPRESENTING YOUR HOME

A Portfolio of Excellence



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

Sold for \$415,100 in **20**
DAYS

Sold for **X percent** over list
price



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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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REPRESENTING YOUR HOME

“

“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

Selling Safely

As committed as I am to getting you the best possible offers on your home, I'm even more dedicated to keeping you and your property safe in the process. Below are some of the precautions I am taking to maximize the safety of your living space.



VIRTUAL SHOWINGS

During the initial phase of the listing process, I will minimize the number of people entering your property by hosting virtual open houses via either a live streaming service or a prerecorded video uploaded to my website and social media pages. If you choose to hold a more traditional open house, we can work together on specifics to make it as safe as possible.

SOCIALLY DISTANT TOURS

Serious potential buyers who show proof of prequalification and agree to follow safety guidelines can schedule an in-person tour. The safety guidelines include:

- Maximum of four people per appointment (five including myself)
- General symptoms assessment upon arrival (including temperature check)
- Masks to be worn over the nose and mouth at all times while on property
- Disposable shoe coverings to be worn at all times while inside the house
- Appointments will last no more than an hour
- Majority of discussion will take place in well-ventilated areas
- High-touch surfaces will be disinfected after showing
- All follow-up paperwork will be conducted digitally

CONTACTLESS TRANSACTIONS

All showing requests, offers, and as much of the closing process as possible will be handled digitally. Any necessary in-person interactions will take place in well-ventilated areas following social distancing guidelines.

These safety measures are standard for all transactions, but I am more than happy to honor any additional precautions you have in mind.

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 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.

REPRESENTING YOUR HOME

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

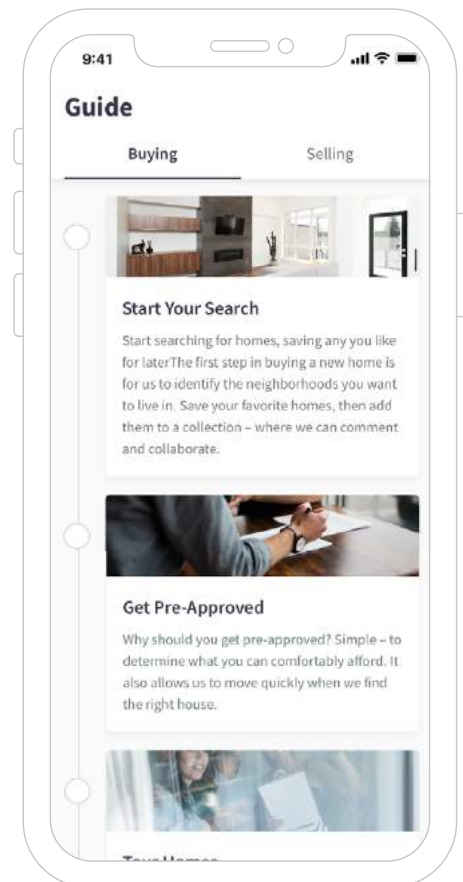
Get real-time stats on your neighborhood and understand at a glance which nearby homes are selling and for how much. Then, take a peek at any neighborhood across the country to view lifestyle and market trends, local restaurants and more.

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

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
yourwebsite.com

MY APP: APP.KW.COM/XXXXX

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