

The logo features a stylized red 'K' shape composed of three curved lines. The text 'Kudos Real Estate Services' is centered within the 'K' shape. The word 'Kudos' is in a bold, yellow font, while 'Real Estate Services' is in a smaller, yellow font. The logo is set against a white background, which is itself within a yellow rectangular frame. A blue L-shaped graphic is in the top-left corner, and a grey vertical bar is on the right side.

Kudos Real Estate Services

Listing and Selling

Compliments of
Hanaa Youssef





Selling with Hanaa

Mission Statement

Provide clients with unfiltered information and use the highest professional standards to execute their real estate goals to achieve maximum returns.

Hanaa Youssef, REALTOR®

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9430 Research Blvd., Echelon IV—Suite 180, Austin, TX 78759

Objective

To provide outstanding real estate advice, services, and results.

Education

May '87, Bachelor's Degree in Electrical Engineering, University of Maryland, College Park, MD

May '89, Master's Degree in Electrical Engineering, University of Maryland, College Park, MD

October '95, Master's Certificate in Technology & Project Management, George Washington University, DC

November '04, Texas Real Estate License Requirements, Austin Institute of Real Estate, TX

October '05, Graduate REALTOR Institute (GRI), Austin Board of Realtors, TX

Positions Held

July 1989 to November 1992, Test and Reliability Engineer
IBM, East Fishkill, NY

December 1992 to December 1993, Chip Designer
IBM, Austin, TX

January 1994 to August 1995, Research Assistant
Carnegie Mellon University, Pittsburgh, PA

September 1995 to March 2000, Advisory Engineer
IBM, Austin, TX

April 2000 to October 2003, Senior Engineer
Analog Devices, Austin, TX

November 2003 to December 2004, Family Manager
Elnozahy Residence, Austin, TX

January 2005 to Present, REALTOR®

Kudos Real Estate Services under Keller Williams Realty, Austin, TX

Real Estate Designations

Licensed Texas Real Estate Sales Agent

Active Member of the National Association of Realtors

Active Member of the Texas Association of Realtors

Active Member of the Austin Board of Realtors

Personal Data

Married to husband, Mootaz with two daughters, Mariam and Sarah

Enjoys cooking, reading, walking, and traveling

Born in Cairo, Egypt, lives in the U.S.A. since 1982, Austinite since 1992.

Business Creed

Kudos Real Estate Services was founded with the specific premise that property buyers and sellers will be well informed about the real estate market that interests them. Hence; our full disclosure policy.

Our best service promise starts with understanding our clients' goals, educating them at all levels about the market offerings and statistics in connection with these goals, explaining the transaction processing variables, and providing unfiltered gateway access to the market listings for their buying or pricing purposes.

To earn the sellers' and buyers' real estate advisor position, we provide creative opportunities and solutions for them to consider and we provide all supportive data to help focus the decision making process. Without exception, we respect the client's time and privacy.

With these fundamental principles, Hanaa continues to gain the confidence of reliance by clients not only in achieving their real estate goals but also in endorsing her business to others.

We look forward to advancing your real estate objectives.

Kudos Benefits

- ◆ We have access to the largest property inventory through the Multiple Listing Service and Keller Williams Realty network, the largest real estate broker in Austin.
- ◆ We are skilled in both the art and science of real estate. The science aspect is covered through factual information that we search and compile. The art aspect is reflected in objective observations and effective negotiations.
- ◆ We have established alliance with successful professionals in financing, accounting, inspection, maintenance, and most importantly other top producers in real estate through membership in the Austin Board Of Realtors.
- ◆ We utilize the highest professional standards and systems to maximize client returns at closing and beyond.
- ◆ We have time to serve you well since we do not operate as a volume producer and work mostly through referrals.
- ◆ We have been in Austin for over 13 years and we will provide knowledgeable guidance on housing, schools, childcare, employment, healthcare, shopping, and dining.

SELLING SERVICES

Pre listing Services

- 1) Decision-making consultation
- 2) Property condition assessment
- 3) Staging-to-sell advice
- 4) Comparative Market Analysis
- 5) Pricing recommendation
- 6) Net sheet approximation
- 7) Property sale process education
- 8) CMA Report

Marketing Preparations

- 1) Multiple Listing Service (MLS) posting
- 2) Signs & lockbox placements
- 3) Photos and virtual tour orders
- 4) E-flyers for internet exposure
- 5) Websites postings
- 6) Paper brochures & flyers
- 7) Direct email/mail
- 8) Open house announcements
- 9) Scheduling tours (city-wide and Keller Williams realtors)

Post listing Services

- 1) Track lock box accesses and contact visitors
- 2) Collect business cards at property and follow-up
- 3) Summarize feedback for sellers and discuss reactions
- 4) Gauge internet access traffic and respond
- 5) Property showings
- 6) Open houses
- 7) Re-evaluate market listings
- 8) Execute marketing plan according to market response
- 9) Adjust pricing as needed

Receiving and Processing Offers to Closing

- 1) Analyze contracts and make recommendations
- 2) Verify prospective buyers' financial qualification
- 3) Negotiate offer (Negotiate offer (price, terms, inclusions, possession, contingencies)
- 4) Communicate back to sellers
- 5) Process contract with title company
- 6) Follow-up on the lending status
- 7) Attend Inspection and review with sellers

Pricing: Science and Art

Estimating property value and pricing it right are at the heart of getting the property sold. Buyers rely on market analysis for help in making an offer price and this is what drives the sale in most cases. Lenders' appraisers use three methods to estimate the property value (cost of reproduction, market data comparison, and income potential). Appraisal for tax purposes is yet a different approach but generally will not factor in the sale price.

As your realtor, I provide an opinion on the value of the property that is based on the dynamics of the marketplace taking into consideration numerical facts and interpretive assessments. I also observe the owners' level of motivation to sell. Then, I present you with a price range and a specific price recommendation. You will set the price and we will agree on a plan to adjust that price if needed.

Indirect influences such as a group move by a local corporation (layoffs or incoming businesses), fluctuations in mortgage interest rates, environmental changes (pollution, new construction), property tax rates, etc. will shift the effective demand by buyers. Direct influences relate to recently sold comparables, current listed properties (competing for same buyers), attractive features in property, etc.

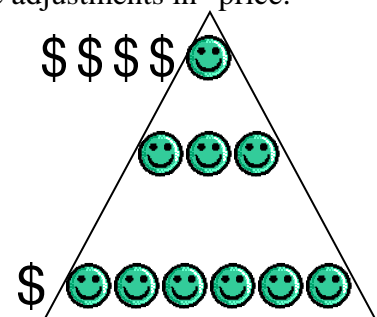
Higher pricing is likely to bring less buyers and will take longer to sell. The time it takes to sell a property is directly proportional to the price. However, the number of buyers that are willing to pay a given price is inversely proportional to the price.

In real estate, buyers determine the price, but sellers control a great deal of the sale transaction. For example, a property may not sell because the title has been encumbered by claims from relatives or contractors.

With Austin builders offering a spectrum of newly built homes, the existing home owners are driven to showcase their homes in the best condition. Foreclosed properties is another competing element for resale homes.

The pricing process involves several steps:

- 1) Assessing the property features and highlighting specific interior and exterior attractions.
- 2) Verifying critical factors such as lot size and square footage.
- 3) Evaluating the seller's disclosure list for possible positive or negative adjustments in price.
- 4) Selecting similar properties for comparison.
- 5) Reviewing latest market variations (layoffs, new hiring, new construction, foreclosures, etc.)
- 6) Gauging sellers' motivation and goals.



Hanaa's Support Team

At Keller Williams

- 1) Debbie Fontanette (General)
- 2) Carolyn Williams (Administrative)
- 3) Molli Francis (Technology)
- 4) Linda Timmerman (accounting)

Marketing Material

- 1) Realtor Express

Mortgage Qualifications

- 1) Tom Rhodes, Milestone Mortgage

Inspection

- 1) Scott Leppin

Title Company

- 1) Leigh Kirby, Alamo Title

Home Warranty

- 1) Bill Johnson, First American

Repairs and Improvements

- 1) Sherif Ghaly, Men At Work

Survey & Engineering

- 1) Hafeez Subhani, SNS Engineering



Listing to Sell

Property Description

Address

Location

Overview

Interior Features

Exterior Features

Amenities

Schools

Condition

Distinguishing features

Amenities

1) .

2) .

3) .

4) .

5) .

6) .

7) .

8) .

9) .

10).

Comparable Property Selection

City, Zip Code on July 23rd, 2005

Total house listings (Active) = 459

Min: \$ (\$ / SF)

Avg: \$ (\$ / SF)

Max: \$ (\$ / SF)

Med: \$ (\$ / SF)

Total house listings (Pending) = 208

Min: \$ (\$ / SF)

Avg: \$ (\$ / SF)

Max: \$ (\$ / SF)

Med: \$ (\$ / SF)

Number of sold houses since May 1st, 2005 = 342

Min: \$ (86% of list price) or \$ / SF built in

Avg: \$ (98%) or \$ / SF built in

Max: \$ (114%) or \$ / SF built in

Med: \$ or \$ / SF

City, Zip Code, Subdivision, on July 23rd, 2005

Total house listings (Active) = 11

Min: \$ (\$ / SF)

Avg: \$ (\$ / SF)

Max: \$ (\$ / SF)

Total house listings (Pending) = 3

Min: \$ (\$ / SF)

Avg: \$ (\$ / SF)

Max: \$ (\$ / SF)

Number of sold houses since May 1st, 2005 = 7

Min: \$ (96% of list price) or \$ / SF

Avg: \$ (98%) or \$ / SF

Max: \$ (100%) or \$ / SF

Cumulative number of days on the market is 32 to 117 days.

To be inserted here:

**Property-by-property
feature comparisons
pricing per square foot**

**Using the Tempo system , CMA Wizard,
Austin Board of Realtors**

The Bottom Line Price Range

Low - High

Pricing Considerations:

- 1) June, July, and August are the best months to sell a home, the market slows down after that. You want to position the price so it would sell in the next 60 days.
- 2) Cost of keeping the house is critical. Evaluate your financial obligations towards the house.
- 3) Decide based on your prediction insight of the interest rate fluctuations.
- 4) Sellers' Net— dollars credited to sellers minus transaction cost (real estate brokers' fees and ownership transfer charges).

Sellers Estimated Net Sheet

This is an approximation that is based on the following:

1) Sold price	Assume \$360K
2) Outstanding loan amount	Assume \$275K
3) Outstanding mortgage interest rate	Assume 5.3%
4) Sold date	Assume August 1st
5) Annual property taxes	Assume \$8500 (prorated \$4960)
6) Brokers' fees	Estimate \$16,200
7) Title policy (based on sold price)	Estimate \$2306 (may vary)
8) Settlement charges	Estimate \$500 (may vary)
9) Home warranty policy	Estimate \$350 (may vary)

Estimated Sellers' Net Proceedings is \$60,480.

Marketing Plan

Phase I

- 1) For-Sale Signs
- 2) Professional photos & Virtual tours
- 3) Brochure box
- 4) 150 flyers at a time (in case price reduction is needed)
- 5) MLS Listing
- 6) Websites postings
- 7) Lock box for anytime showings by realtors
- 8) Open houses

Phase II


- 1) City-wide and Keller Williams realtor tours
- 2) Direct email/mail
- 3) Contacting and tracking visitors
- 4) Keller Williams Home Premier Magazine (25,000 in circulation monthly)
- 5) Open houses

Phase III


- 1) Newspaper advertisement
- 2) Widen direct advertising circle to out-of-state
- 3) Re-evaluate market listings
- 4) Adjust pricing as needed
- 5) Open houses


We are a team, you can help me sell your home by doing the following:

- Completing all the repairs and improvements
- Keeping the house maintained and ready to show
- Put away valuables
- Keep marketing literature available for buyers
- Leave premises for showings
- Market your home to friends and acquaintances.

 Be patient

 Let me know if information is depleted

 Keep me advised where to reach you or give permission to show if you are unavailable.

 Communicate with me regularly

- Sample Flyer -
Other flyer templates
may be selected

Realtor Express Printing



Plantation Pleasure



Hanaa Youssef, REALTOR®

www.kudos_realestate_services.com



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(512) 346 9634 (Fax)

reachme@kw.com

- Great location minutes from I35, Dell, and Hospitals
- Round Rock Schools
- 5 bedrooms / 4.5 bathrooms
- 3-car side-entry garage
- Wood floors
- Marble fireplace
- Approx. 0.45 acre lot
- Approx. 3174 SF
- Built in '95 w/ over \$50K in upgrades and 2005 improvements
- High-coffered ceilings
- Master & Guest rooms down
- Canned recess lighting
- Solar screens
- Extensive crown molding
- Covered patio/roll-up blinds
- Wood play set/safety gravel
- Professional landscaping w/ large oak & fruit trees
- Sprinkler & Security
- MLS #



\$380,000

1927 Tarleton Lane | Round Rock | TX | 78681 | A Plantation Subdivision Home



Enhance your family's comfort in this custom quality on almost half acre lot with large oak and fruit trees. Enjoy grilling on covered patio that is surrounded by professionally landscaped yard. Children and adults will love the wood play set with safety gravel. Elegance shows in the warm and timeless appeal of wood floors and stucco exterior. High-coffered ceilings with ceiling fans and crown molding throughout. Walls of windows and all sides masonry. Master and guest suites are downstairs with backyard access from both. Great room upstairs with built-ins, 3 bedrooms, 2 full bathrooms, walk-in storage attic above a 3-car garage with side entry.