



Re: Your guide to selling your home

Greetings!

We are different from most real estate professionals. We have built Our business on results, and we are confident we can deliver for you.

We have the experience and know-how to put a sold sign on your property.

We know you're thinking about selling your home, and We want to be the real estate professional to help you. We commit to working with you individually and taking the time to understand the unique selling points of your home and neighborhood.

Most agents simply list homes. We market them.

From listing to closing, We are committed to navigating the entire sale process for you, using our expertise to sell your home smoothly, for top price. We will actively target the types of buyers most likely to want your home. We will advise you about the home repairs and improvements that will maximize your asking price. And we will advertise your home 24 hours a day, 7 days a week.

This package contains helpful information for you, including an overview of the home selling process, answers to frequently asked questions, our 14-step marketing plan and return on investment statistics for home remodeling projects.

After you've had the chance to review this information, please contact us. We'd like to prepare an in-depth analysis of your unique home, compare it to other homes in the market, and recommend a personalized marketing program and pricing strategy for you.

We appreciate the opportunity to earn your business.

Sincerely,
Stan and Jayme McLaughlin



prepared for:
YOU

compliments of:

**The McLaughlin Team
Jayme and Stan McLaughlin
Keller Williams Realty
Norman, OK**



**A GUIDE
TO SELLING
YOUR HOME**

Service Speed

Results

selling your home

- It's all about you
- The home selling process
- Frequently asked questions
- What we do for you
- 14-step marketing plan
- Maximizing your home's value
- Why Keller Williams Realty
- About our Team
- What our clients say

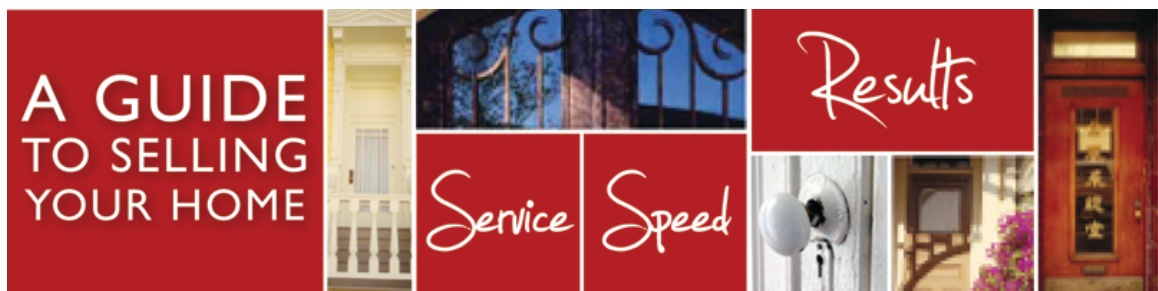
pricing your home

- What's ahead
- Your home
- Comparable homes in your area
- Map of comparable homes in your area
- Current listings in your area
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- Expired listings in your area home value adjustments
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- Pricing your home
- Preparing your home for sale
- Closing 101
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- Above and beyond



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it's all about you

Our real estate business has been built around one guiding principle: *It's all about you.*

Your needs

Your dreams

Your concerns

Your questions

Your finances

Your time

Your life

Our entire focus is on your complete satisfaction. In fact, we work to get the job done so well, you will want to tell your friends and associates about it. Maybe that's why over 50% of our business comes from repeat customers and referrals.

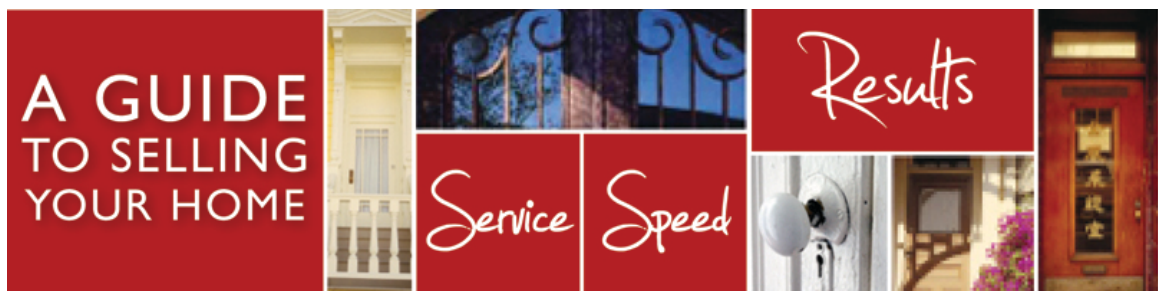
Good service speaks for itself.

We look forward to the opportunity to earn your business too.



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the home selling process

There are a lot of details to be handled when selling a home. It is our job to streamline the home sale process for you, ensuring everything is completed as quickly and efficiently as possible.

This overview was designed to help you understand the various steps along the way.

Preparing for Sale

- Conduct comparative market analysis to establish a fair market value of your home
- Prepare and complete the listing agreement
- Recommend improvements to maximize your home's value
- Place a lock box on your property, if needed

Marketing your Home

- Enter listing information into the MLS
- Place a For Sale sign on your property
- Notify top local agents of this new listing
- Schedule your home for office tour
- Schedule your home for MLS tour
- Distribute Just Listed flyers to your neighborhood
- Post your home information on the Internet
- Schedule and hold open houses
- Notify all potential buyers with details of listing
- Arrange showings for other agents

Communicating with You

- Contact you regularly with feedback
- Prepare and deliver regular progress reports to you
- Discuss all marketing activities with you

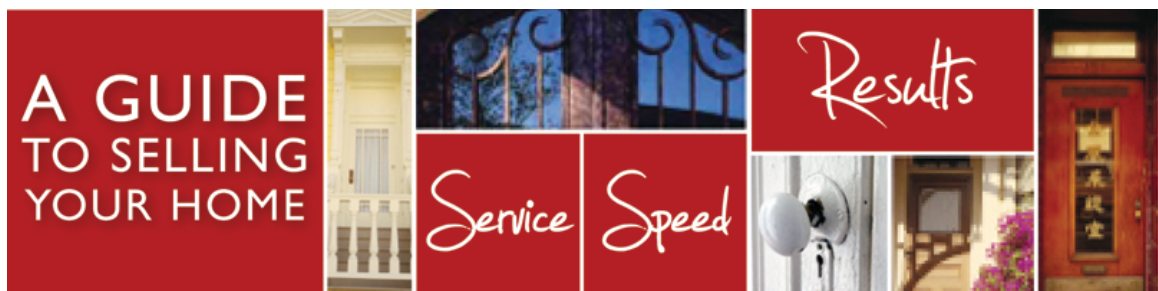
Coordinating the Sale

- Pre-qualify potential buyers
- Present and discuss all offers with you
- Negotiate your transaction with the other agent
- Prepare and finalize the closing



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the home selling process continued . . .

Other Ways we Can Help

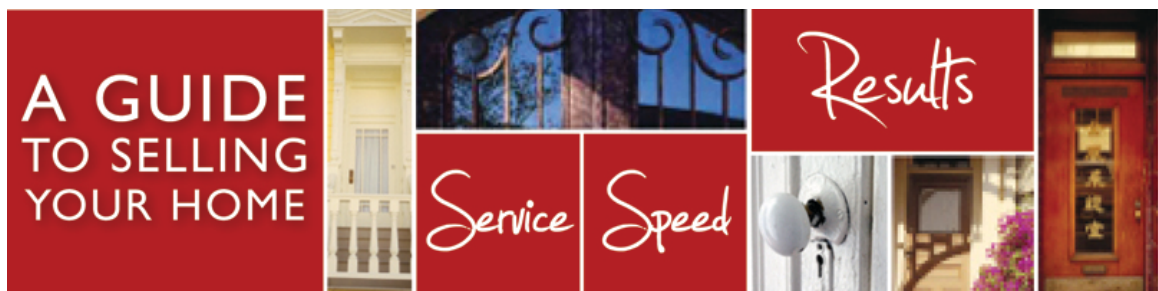
- Arrange for an agent to assist you in your relocation
- Recommend a moving company
- Provide you with a helpful moving checklist
- Recommend preferred companies for related services

We will work hard to make the sale of your home as smooth and stress-free as possible!



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frequently asked questions

Are there things we should do to our home to help ensure the maximum price?

Yes. There is a benefit to making sure your home looks its best prior to offering it for sale.

There are also small remodeling jobs that will pay off at resale. We can advise you about specific improvements that will increase your home's marketability and value.

How often will you advertise our property?

We don't just list homes; We market them. We will make sure your home is marketed to potential buyers around the clock, 24 hours a day, 7 days a week. We will customize a marketing plan to reach the types of buyers most likely to purchase your home. We know how to maximize the power of the Internet for our clients, while also using traditional methods including newspaper ads, brochures, yard signs and direct mail.

Will you be present at all showings?

At open houses one of our Team members will be there. For showings, potential buyers will bring their own agents to see your home. Most buyers prefer only their own agents be present when evaluating a prospective new home.

What if another agent tells us they can get us more for the house?

Some agents will quote a higher listing price just to get your business, but an overpriced house will not sell. If you choose to work with us, we will conduct a comparative market analysis prior to recommending an asking price for your home. We will explain how we arrived at the price, but ultimately the decision is up to you. We will offer our professional opinion on how the market will value your home.

Do we have any responsibilities during the marketing of our home?

Your primary job during the sale of your home is to keep it neat and clean for showings and open houses. A large part of a home's appeal involves staging, which is everything from furniture placement to home fragrance. We will advise you on how to stage your home well, giving you easy tips and quick fixes to maximize your home's appeal.

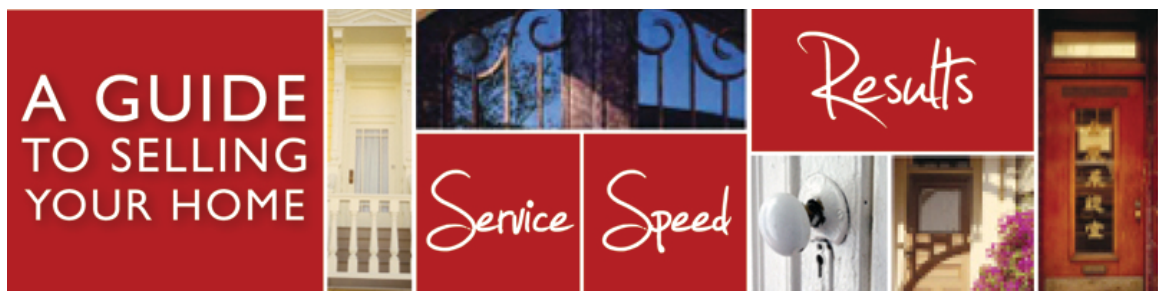
What happens once we get an offer?

We will help you consider each offer and negotiate the best deal for you. Once you've accepted an offer, we will guide you through the entire closing process and ensure everything proceeds smoothly.



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what we do for you

All real estate agents will claim they can sell your house...

We promise to sell your house at the maximum price, with minimum hassle.

Selling a home successfully requires experience, time and resources.

Experience

From pinpointing **an optimal asking price** to writing a purchase agreement and negotiating terms of sale, real estate transactions are a science.

Time

Selling a home involves hours of open houses, phone calls and paperwork that you shouldn't have to worry about. We will take care of it all for you.

Resources

Yard signs, brochures, ads, direct mail and Internet technology. Keeping your home in front of potential buyers requires marketing 24 hours a day, 7 days a week.

82% of home sales are the result of agent connections

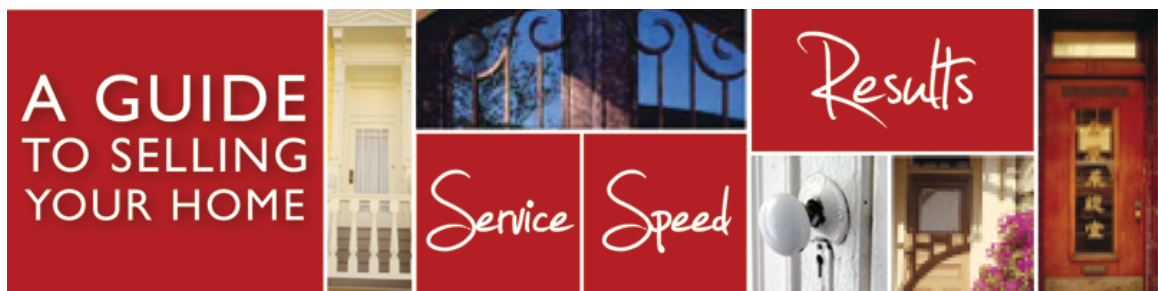
Source: National Association of REALTORS®

Selling your home can be a daunting task. We work hard so our clients can enjoy having their homes sold worry-free and profitably. We would love the opportunity to earn your business.



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our 14-step marketing plan

Our marketing plan is designed to get your home the maximum amount of exposure in the shortest period of time. Each step involves proven techniques that leverage the opportunities to showcase your home to key people that can either buy your home or help us find the right buyer:

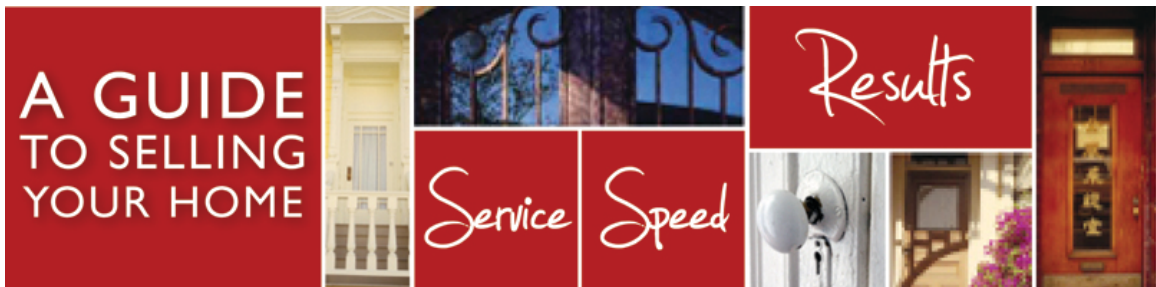
We will:

1. Price your home strategically to be competitive with the current market and current price trends.
2. Stage your home to showcase features that buyers are most interested in: uncluttered rooms and closets, fresh paint and pleasing drive-up appeal.
3. Place *For Sale* signage, Each inquiry will be followed-up with a personal phone call.
4. Distribute *Just Listed* marketing to neighbors, encouraging them to tell their family and friends about your home.
5. Optimize your home's Internet presence by posting it on local MLS systems and adding multiple photographs and creative descriptions. We will also feed your listing to more than 50 Internet sites on the Web to maximize your homes exposure.
6. Create a 360° virtual tour of your home and place it on multiple websites to attract local and out-of-town buyers.
7. Create comment cards and flyers for your property. Showcasing additional information and photos of your home and neighborhood will attract extra attention.
8. Target our marketing to active real estate agents that specialize in selling homes in your neighborhood.
9. Include your home in our company/MLS tour to allow other agents to see your home first hand.
10. Advertise your home in our direct mail campaigns.
11. Create an Open House schedule to promote your home to prospective buyers.
12. Target our marketing to active buyers and investors in our database that are looking for homes in your price range and area.
13. Provide you with weekly updates detailing our marketing efforts, including comments from prospective buyers and agents that have visited your home.



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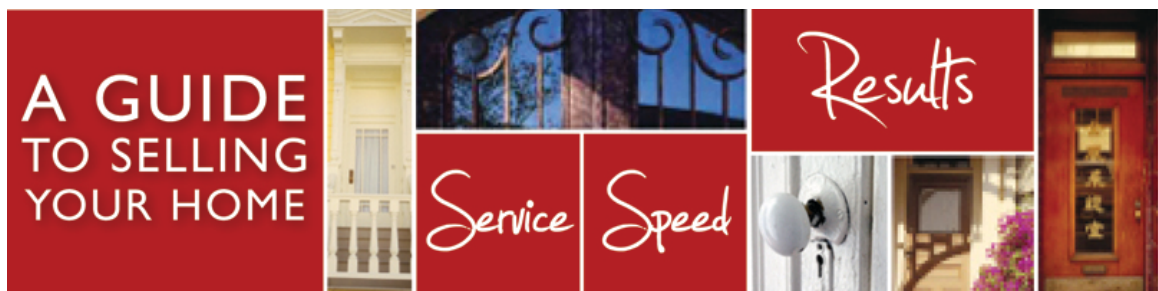
Extended Marketing Reach

We will market your home 24/7 through the most popular search Websites on the Web.



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maximizing your home's value

One of the benefits we offer our clients is advice on which remodeling projects bring the greatest added value at resale. While our years of experience have taught us which improvements are valued most in this local area, we weigh that against regional and national averages to draw the most accurate, statistically-sound recommendations.

For our region, here's the average return on investment for some common projects:

Bathroom remodel

Midwest 78.3%

Deck addition

Midwest 89.7%

Window replacement

Midwest 82.4%

Attic bedroom

Midwest 79.2%

Family room addition

Midwest 77.3%

Roofing replacement

Midwest 81.8%

Master suite addition

Midwest 72.2%

Major kitchen remodel

Midwest 72.6%

Basement remodel

Midwest 68.9%

Sunroom addition

Midwest 67.0%

Your specific return on investment will depend on the value of your home, value of similar homes in your neighborhood, the availability and pricing of new homes, and the rate at which property values are changing in surrounding neighborhoods.

Ultimately, a remodel can increase your equity when you sell.

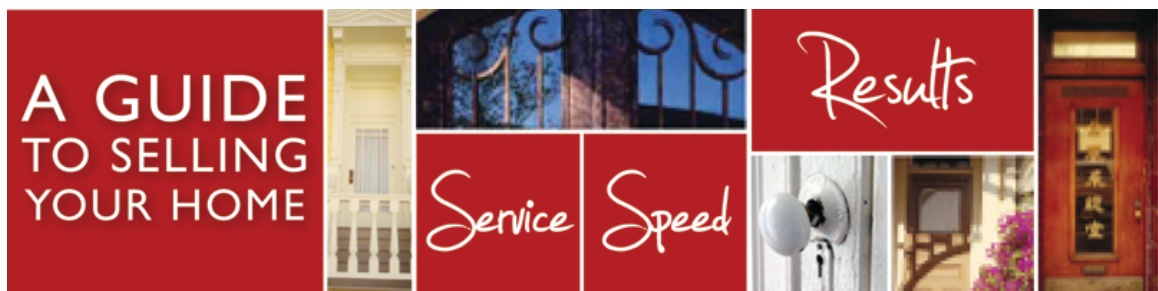
Our goal is to net you the most money possible.

We will help you decide which specific projects will maximize your home's sale price.



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why Keller Williams Realty

There is a reason more and more agents are making the change to Keller Williams Realty. Here's why it matters to you:

Knowledge

Powerful curriculum through Keller Williams University keeps us ahead of trends, tools and advancements in the real estate industry.

Speed

Leading-edge technology solutions accelerate our efficiency and productivity.

Teamwork

Contrary to other real estate companies, Keller Williams Realty was designed to reward agents for working together – to serve clients better.

Reliability

Keller Williams Realty was founded on the principles of trust and honesty, emphasizing the importance of having the integrity to do the right thing and always putting the customers needs first.

Success

Keller Williams Realty is the fastest growing real estate company in North America.

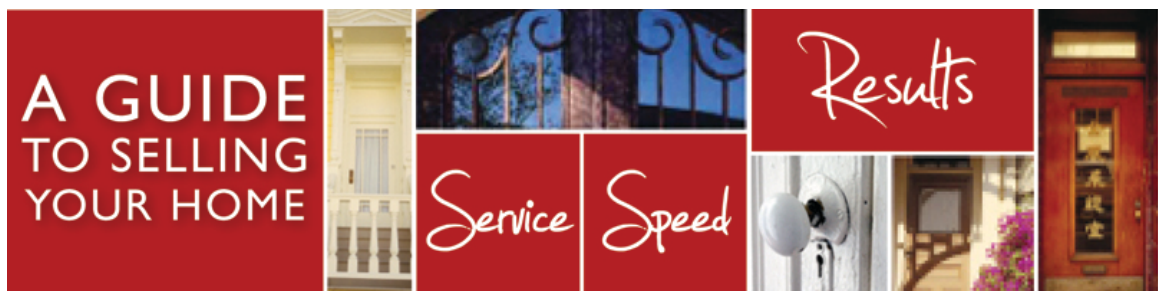
When you offer a superior level of service, the word spreads fast.

As part of the Keller Williams Realty team, we look forward to providing you with a phenomenal real estate experience!



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about us

How are we different from other real estate agents?

The McLaughlin Team at first glance is 2 REALTORS® for the price of one. We also have a full time assistant that helps keep you on top of everything that is going on with your property. We have a combined 29 years experience in Real Estate. Stan has his Broker's License and is a Graduate of the Real Estate Institute, GRI. Jayme is past President of the Norman Board of REALTORS® and is an E-Professional, E-pro designation. With over 650 sales under our belts we are well prepared for your listing. We have a 97% close ratio with the average Realtor only having a 78% close ratio. We take our profession seriously. We know it is our job to get you the most money, in the least amount of time, with the least amount of inconvenience to you.

Experience

Combined 29 years of experience, 650+ homes sold or clients served

Technology

We post our listings in 2 different Multiple listing services and 50+ sites on the web. We also take High Definition virtual tour pictures to post with the property and post a video on YouTube of the property. We email the new listing out to over 3,000 REALTORS® in the area and to over 500 people in our database to introduce your home to the market.

Expertise

We have lived in the area for over 37 years and enjoy marketing to both first time home buyers and to buyers desiring to change or enlarge their home.

Communication

Stan and Jayme have cell phones that they actually answer as well as a full time assistant that is available during office hours of 9:00 am to 5:00 pm Monday thru Friday. The office has after hours answering service that can contact the McLaughlin's as well.

Clients for Life

We have been in the business long enough to enjoy the fruits of our labor with over 50% of our business being repeat clients. We also have built relationships with our peers and they seek to show our properties because they know how professional we are and that our properties are priced well and look fabulous.

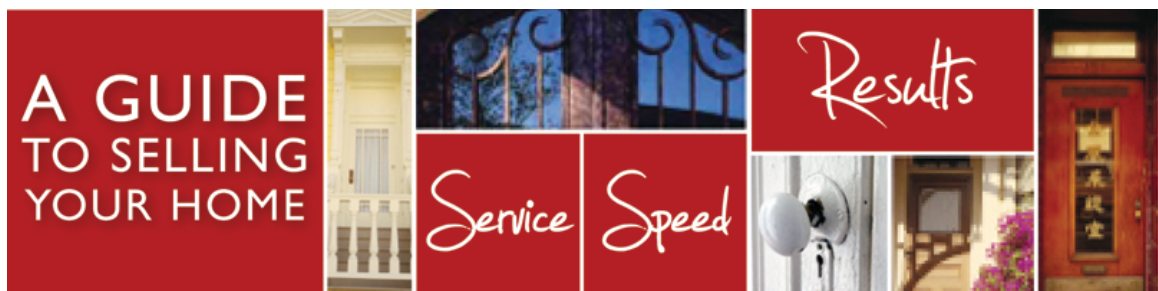
Awards/Recognition

The McLaughlin Team is in the upper 10% of REALTORS® Nationally. With numerous awards for production and leadership. Jayme and Stan are members of the Board of Directors for the Keller Williams Realty office in Norman as well as members of the Board of Directors for the Norman Board of REALTORS®.



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what our clients say

At the end of my first year of graduate school my fiancé, tired of paying rent, suggested that we buy a house. I felt panic immediately running through my veins, then a swarm of doubts stinging my brain, “realtors are vultures!” I cannot possibly deal with the stress a realtor, AND focus on school at the same time; it simply will not happen! I told him “yes,” despite my concerns. We were referred to Jayme and Stan for a number of good reasons. Despite this information I was still nervous on the way to their office. But as soon as we were introduced I realized they were not going to force us into a house just to make a sale. They sincerely wanted to help us find a home. As we discussed our plans my fears and doubts trickled away. The process of buying a house does not have to be difficult, and the patience and understanding that Jayme and Stan possess is remarkable. Their motto, “May the most you hope for be the least you receive,” describes them perfectly. Jayme and Stan helped us find the perfect house. One month after moving in we were married in the comfort and beauty of our backyard. We love it here. This is our home. Jayme & Stan, thank you!

Sharin & Eric

Norman, OK

I just love my new home. Jayme walked me through the whole process of buying my first home. Her help and advice were comforting. Whenever I had a question, Jayme was always available to provide the answer. I would recommend her to anyone who is thinking about purchasing a home.

Robert & Kelli

Norman, OK

We asked Jayme to help us find a home. It was our first time to buy and we felt a bit nervous about the transaction. Jayme suggested we get pre-approved before we shop. We did, with Jayme’s help. We began looking and right away found our dream home. Step by step Jayme walked us through the process explaining everything. This helped us feel good about the large sum of money we were spending. From the search to the closing Jayme was there for us. Thank you Stan and Jayme! You made buying our first home seem sooo easy! We really appreciate your hard work and humor through the entire process. It was educational and fun working with you and we love our home. It is a great place for us to raise our children in! Thank you again.

Steve & Hilary Grantham

Oklahoma City, OK



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Service Speed

Results

what our clients say

We contacted Jayme right after the Holidays and asked her to do a tough job. We needed a quick sell on our house because Yidi was taking a new position in Dallas and I was leaving for China in about 30 days. Jayme went right to work pricing our home and marketing it. We sold it and made it to Dallas to buy our new home, start a new job and I went to China on time. Jayme worked hard on all the details such as finding someone to repair the kitchen sink and a new roof due to hail damage. We left three weeks after listing the house and left it all up to Jayme. Thanks Jayme for taking such good care of us and our home.

Kedong & Yidi Liu
Dallas, Texas

Jayme was so helpful with the sale of our home. We had tried to sell it our selves with no success. She contacted us and was very professional in her approach. We allowed her to market our home and within days had a qualified buyer. It closed without a hitch and we were able to move to our new City on time. Jayme was prepared for everything, professional and pleasant from start to finish.

Morris & Dana Collie
Norman, OK

Thank you, Jayme & Stan! Wow, what a journey! It started about a year & a half ago...just thinking about buying a house. And then the past couple of months-intense! Thank you so much for the countless hours of looking at houses both online and in person. Thank you for going through the process of getting my heart ready, for dreaming, for risking. Thank you for helping me take very scary first steps. Thanks for countless phone calls, questions, and counsel. I'm so thankful that Jesus is our firm foundation. I do so much appreciate you both-Blessings to you!

Veronica White
Oklahoma City, OK

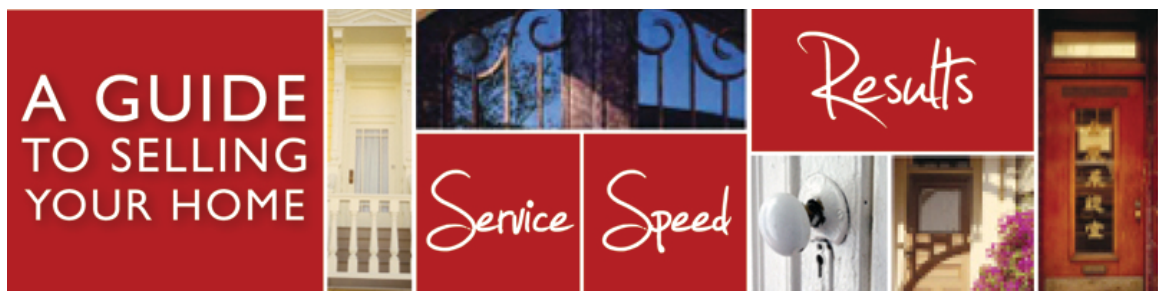
I contacted Jayme after being frustrated with other realtors. I had called several realtors in the Norman area because we planned to move there in a couple of months. Jayme is the only realtor that called me back in a timely fashion. In about 6 weeks we came to Norman and began our search. Jayme had kept in touch and listened to what we wanted. We found our new home on the first day we went looking. Thanks Jayme for caring about us.

Bob & Barbara Croy
Norman, OK



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what's ahead

We love putting the **sold** sign on our client's properties. That's why we work with clients individually, marketing and selling their homes:

- **At top price**
- **Quickly**
- **Hassle-free**

We have the systems in place to streamline the home selling process for you. In our consultation, we will begin by reviewing the current real estate market in your area. Our purpose is to position your home competitively with other homes on the market.

In addition, we will discuss strategies on staging your home, learn about the selling process, and help you prepare for your upcoming move.

Your customized guide includes:

- ***Your home overview***
- ***Comparable homes***
(homes that are similar to yours)
- ***Current home listings***
(to help you understand the competition)
- ***Recent sales***
(to review true selling prices)
- ***Pending sales***
(homes that are under contract to be sold)
- ***Expired listings***
(homes that may have been improperly priced)
- ***Pricing charts & graphs***
- ***Asking price recommendation***
- ***Preparing your home for sale***
- ***Closing 101***
- ***Moving checklist***
- ***Preferred service professionals***



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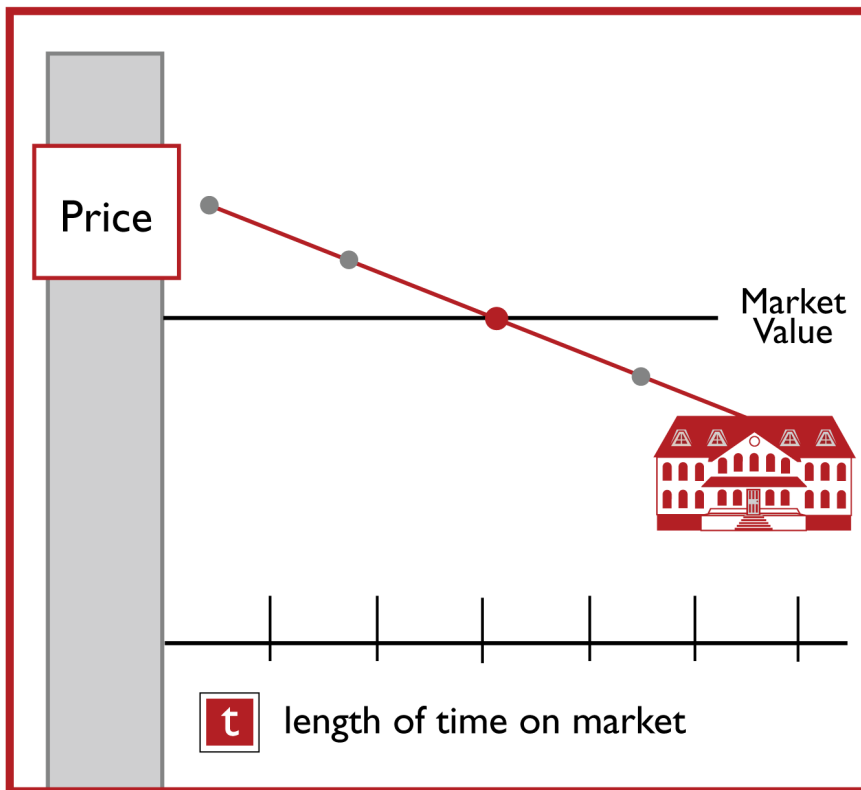
attracting buyers

The time it takes to sell a home in your neighborhood depends on three key factors.

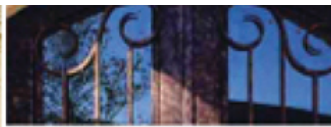
- The asking price
- The condition
- The location

You control two out of three of these factors. If you want to compete, be competitive.

- The buying market has a short attention span.
- Pricing your home right the first time is key.
- Proper pricing attracts buyers.
- An overpriced house will not sell.
- We want to generate offers before the market moves on to newer listings.



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Service

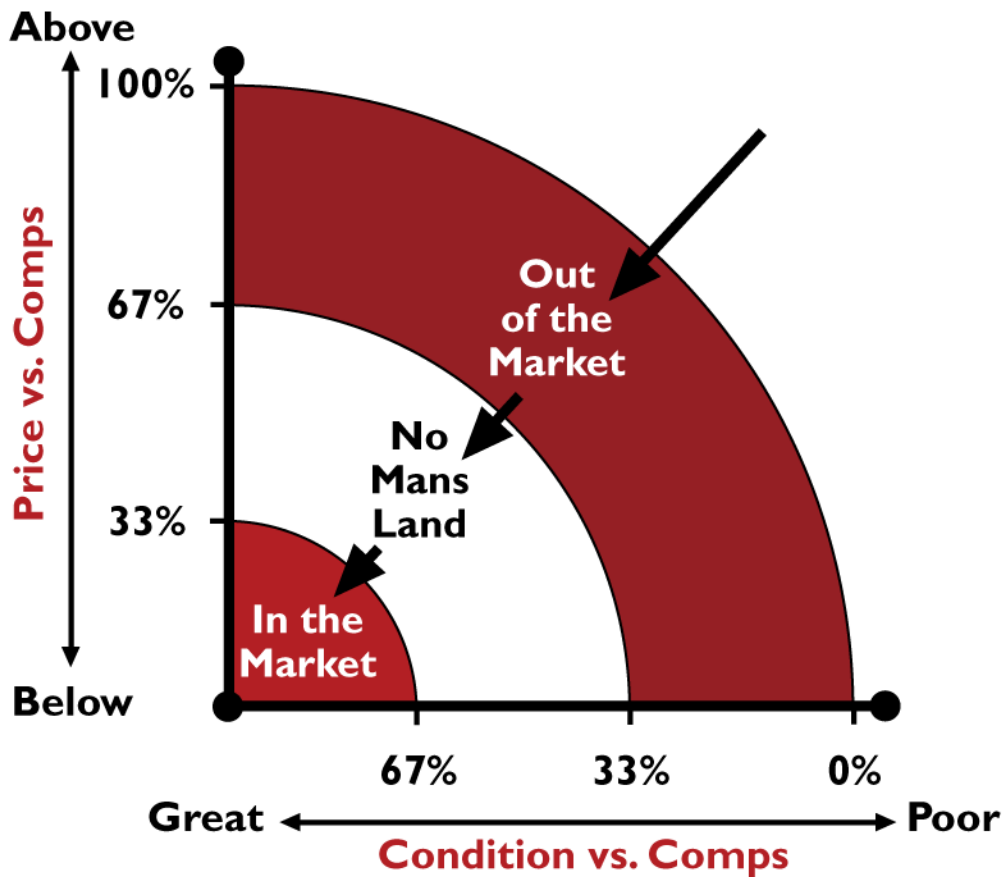
Speed

Results



the power of pricing

To get your home sold for the most money in the least time, we have to price it "in the market."



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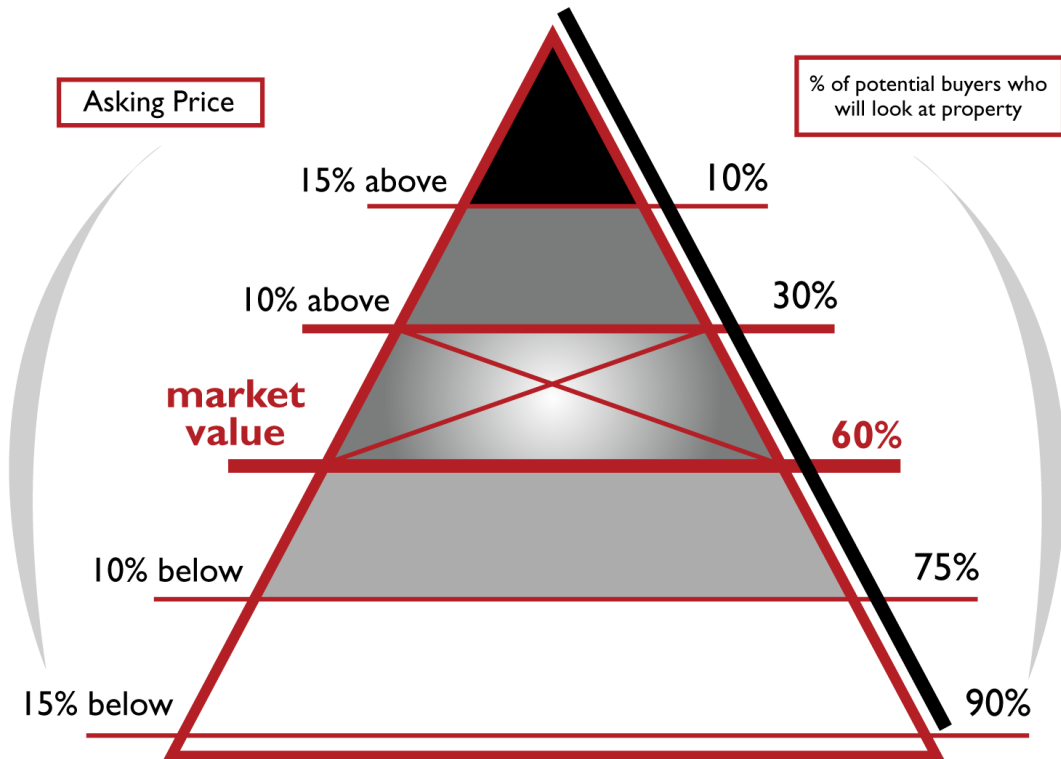
Service Speed

Results

the power of pricing

Pricing your property competitively will generate the most activity from agents and buyers.

Pricing your property too high may make it necessary to drop the price below market value to compete with new, well-priced listings.



A GUIDE TO SELLING YOUR HOME

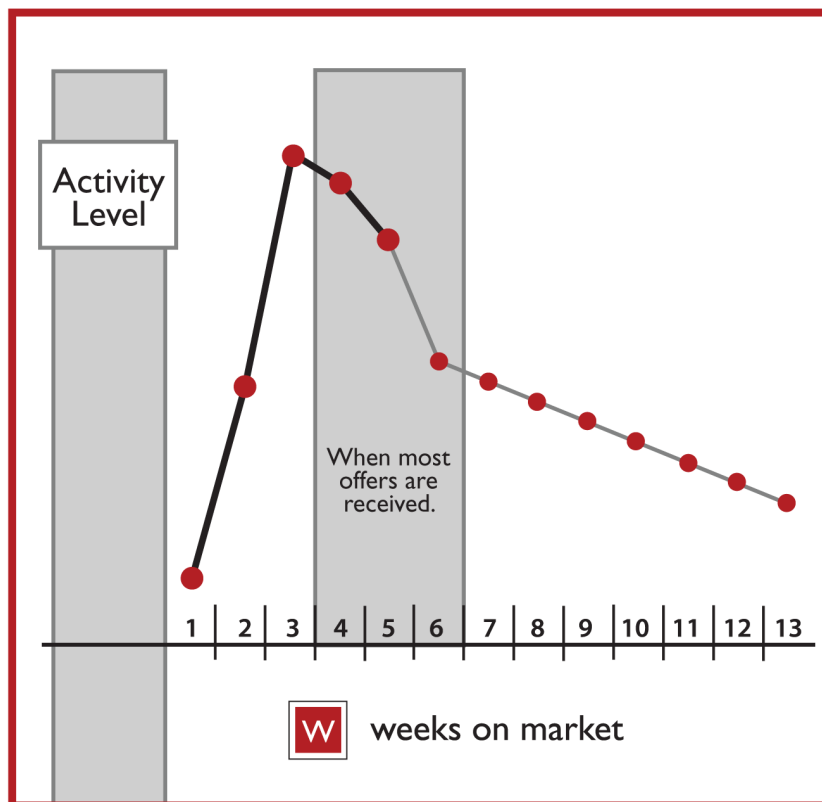
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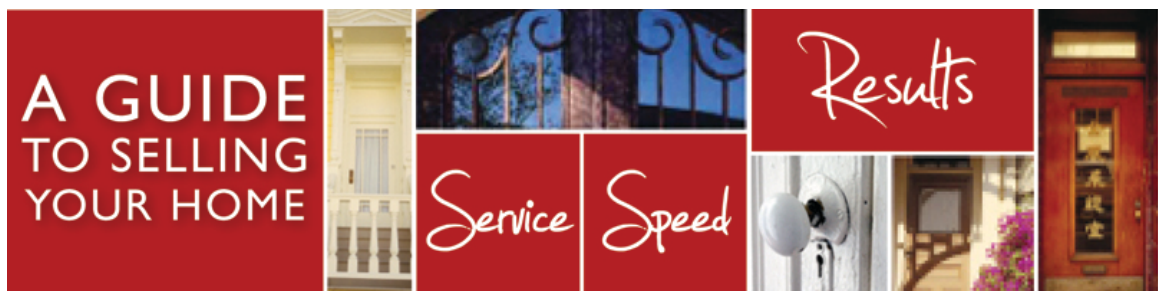
Results

pricing a home competitively

The right price is important.

- A property generates the most interest when it first hits the market.
- The number of showings is greatest during this time if it is priced at a realistic market value.
- Starting too high and dropping the price later misses the excitement and fails to generate strong activity.
- Many homes that start high end up selling below market value.





pricing your home

This is about strategy.

We have based your recommended price on:

- ***A detailed, custom market analysis***
- ***The unique characteristics of your home and its setting***
- ***Our expertise in the real estate market***

Our primary goal is to ***net you the most money possible.***

We believe this pricing plan, matched with our 14-step marketing plan, will draw agents and buyers to your home and position it as a ***highly appealing, highly competitive property.***

The recommended list price is based on comparable properties that have recently sold, have recently expired and those that are currently for sale in your market area.

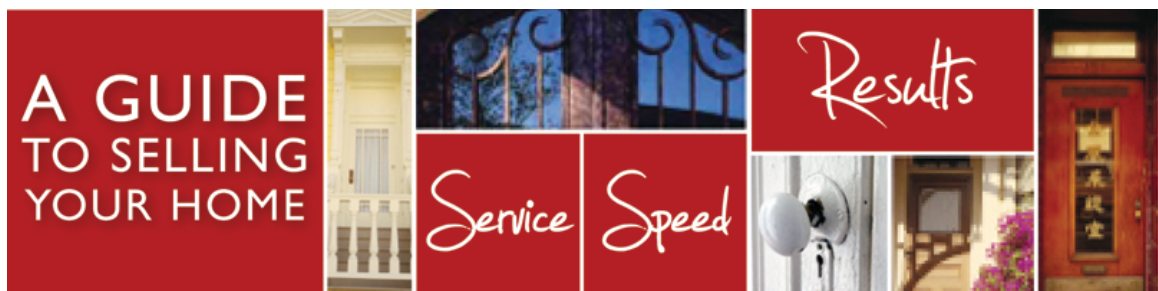
A home priced at market value will attract more buyers than a home priced above market value. Also consider that a home priced competitively will attract a greater number of potential buyers and increase your chances for a quick sale.

We look forward to working together with you to get your home sold as soon as possible.



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preparing your home for sale

Did you know well-placed furniture can open up a room and make rooms seem larger than they are?

Or that opening drapes and blinds and turning on all lights make a room seem bright and cheery?

Did you know the scent of your home can leave a lasting effect on a potential buyer? Baking bread, cookies or pie leaves an inviting fragrance.

It's a fact: acquiring the highest market value and elevating your home above others in the same price range often comes down to first impressions.

Here are some inexpensive ways to maximize your home's appeal:

Exterior

- Keep the grass freshly cut
- Remove all yard clutter
- Apply fresh paint to wooden fences
- Paint the front door
- Weed and apply fresh mulch to garden beds
- Clean windows inside and out
- Wash or paint homes exterior
- Tighten and clean all door handles
- Ensure gutters and downspouts are firmly attached

Interior

- Remove excessive wall hangings, furniture and knick knacks (consider a temporary self-storage unit)
- Clean or paint walls and ceilings
- Shampoo carpets
- Clean and organize cabinets and closets
- Repair all plumbing leaks, including faucets and drain traps
- Clean all light fixtures

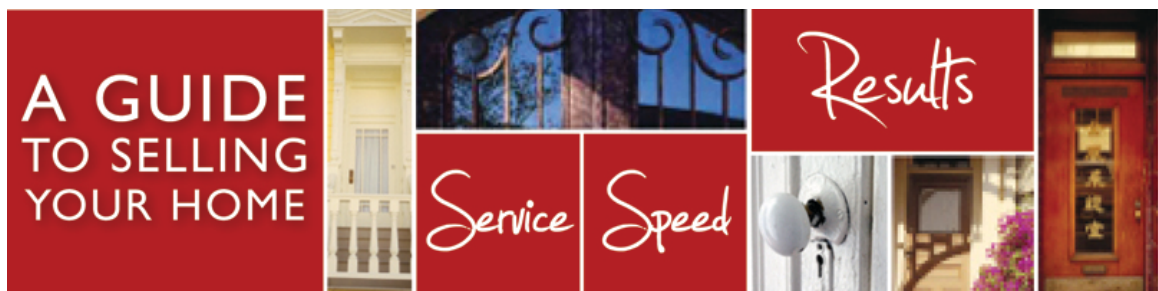
For showings

- Turn on all the lights
- Open drapes in the daytime
- Keep pets secured outdoors
- Play quiet background music
- Light the fireplace if seasonally appropriate
- Infuse home with a comforting scent like apple spice or vanilla
- Vacate the property while it is being shown



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closing 101

The closing process finalizes the sale of your home and makes everything official. Also known as settlement, the closing is when you get paid and the buyer receives the deed to your home.

Here are a few things to bring to the closing:

- House keys
- Garage door opener(s)
- A picture ID

What can you expect?

The closing agent will look over the purchase contract and identify what payments are owed and by whom; prepare documents for the closing; conduct the closing; make sure taxes, title searches, real estate commissions and other closing costs are paid; ensure that the buyer's title is recorded; and ensure that you receive any monies due to you.

What are your costs?

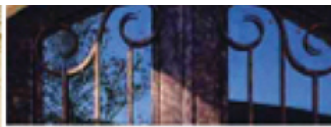
Sellers commonly pay the following at closing:

- Mortgage balance and prepayment penalties, if applicable
- Other claims against your property, such as unpaid property taxes
- Unpaid special assessments on your property
- Document stamps (or taxes) on the deed
- Real estate commission
- Legal fee and Abstracting charges

After the closing...make sure you keep the following for tax purposes:

- Copies of all closing documents
- All home improvement receipts on the home you sold

A GUIDE TO SELLING YOUR HOME



Service Speed

Results



moving checklist

New Telephone Number: _____

New Address: _____

Before you move, you should contact the following companies and service providers:

Utilities:

- _____ Electric
- _____ Telephone
- _____ Water
- _____ Cable
- _____ Gas

Professional Services:

- _____ Broker
- _____ Accountant
- _____ Doctor
- _____ Dentist
- _____ Lawyer

Government:

- _____ Internal Revenue Service
- _____ Post Office
- _____ Schools
- _____ State Licensing
- _____ Library
- _____ Veterans Administration

Clubs:

- _____ Health & Fitness
- _____ Country Club

Insurance Companies:

- _____ Accidental
- _____ Auto
- _____ Health
- _____ Home
- _____ Life
- _____ Renters

Business Accounts:

- _____ Banks
- _____ Cellular Phone
- _____ Department Stores
- _____ Finance Companies/Credit Cards

Subscriptions:

- _____ Magazines
- _____ Newspapers

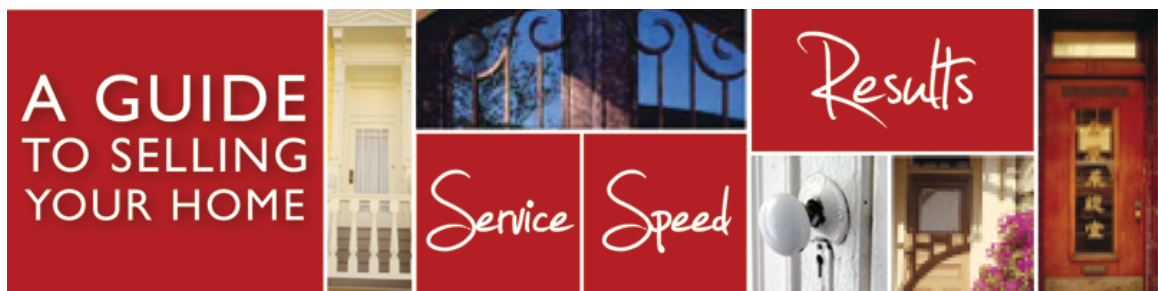
Miscellaneous:

- _____ Business Associates
- _____ House of Worship
- _____ Drug Store
- _____ Dry Cleaner
- _____ Hair Stylist



The McLaughlin Team • 405-417-7487

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above and beyond

To us, providing exceptional service involves more than just making your real estate dreams come true. It requires taking the next logical step helping you through the details after you officially own your home.

We have worked with the following service professionals and highly recommend them to our clients:

Electrician

Mr. Electric- Bob Kueny 405-447-4811

Contractor

Abello's Fine Homebuilding- Mark Abello 405-413-3148

Lender

Executive Lending Group- Don Spears 405-290-1424

Security Systems

TNT Security Services- Phil Langford 405-833-0848

Fences

A/M Fence- Manuel Avila 405-701-0399

Floor Cleaning

US Clean- Dorrie Giroux 405-360-0300

Home Staging

Staged by Susan- Susan Rutter 405-301-5117

Outdoor Design & Landscaping

Outdoor Escapes- Brian Scroggins 405-990-8944

Pools & Ponds

Spartan Pools & Ponds- Sam Stroud 405-360-2589

Heating & Air Conditioning

Comfort Inc.- Greg Christian 405-525-9575

Pest Control

Alpha Omega Pest Control 405-314-9579

Home Inspections

Vanguard Property Inspections- Phil Graham 405-570-4805

Lawn Care

Clean & Green Lawn Care- Mike Giroux 405-366-7410

Home Cleaning

H&H Concierge Service –Kim Torres 405-820-0268/364-1400



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