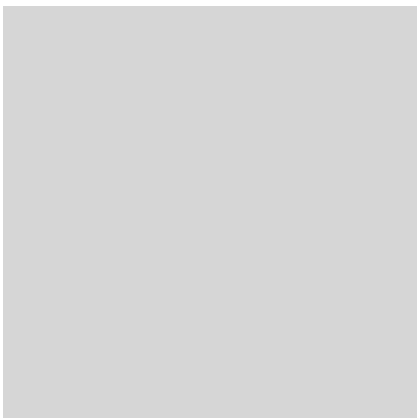


REAL SIMPLE

Simply put, our objectives are to get you the most money in the least time, and with the fewest hassles.

Team Wiley
www.TeamWiley.com





REAL



SIMPLE



NO

HASSLE

Our REAL SIMPLE, NO HASSLE Home Marketing System

For most folks, selling your house is a huge decision. The process can be insane, with many important questions that need to be answered. Choosing the best real estate company & strategy to market & sell your home can make all the difference, turning an otherwise confusing, stressful process into a comfortable, informed experience that you are in control of. Our team will make sure that you get the best price for your home, in the least amount of time – No Hassles!

We want to provide the best service in the industry. Period. We want to make you so satisfied that you listed your home with us that you will gladly refer us to your friends.

How to choose an agent to represent **you**

yes

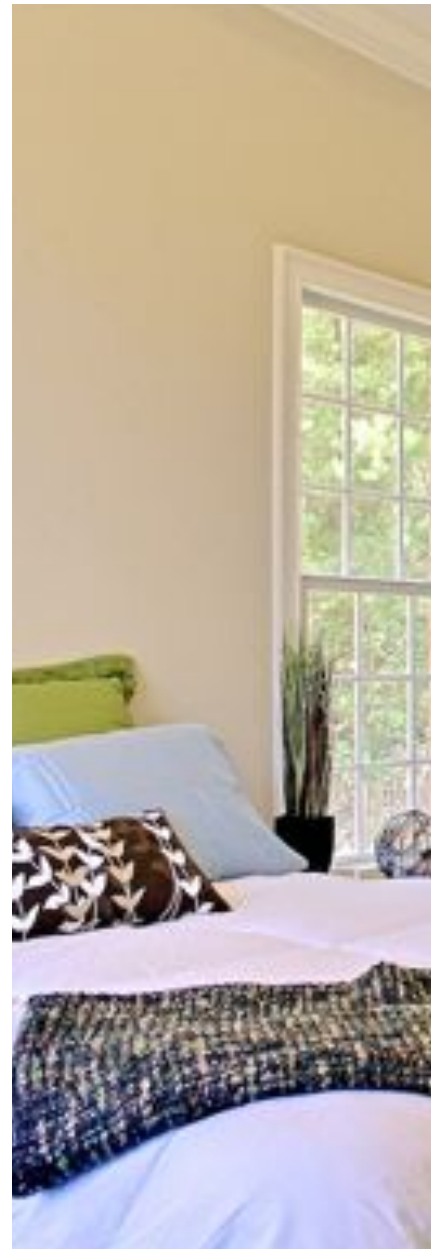
Select a professional agent who you feel has the skill set, personality and work ethic to provide you with first class service.

no

Do not base your decision on the agent who suggests the highest listing price. Real estate agents cannot control the market or the market's reaction to your home. Overpricing will simply allow excellent buying prospects to pass through your agent's hands. The most sophisticated and elaborate marketing campaign will not make up for a home which is not priced in accordance with the market and is not presented in a way which highlights the strengths of a property.

Be skeptical of agents who promise first class service at discounted fees. Remember the old business axiom of "you get what you pay for."

And always consult with a licensed, full-time REALTOR®. Many agents have a "real job" which prevents them from being available when you really need them and from marketing your home for all it's worth.



*"I highly
recommend
TeamWiley to
anyone
looking for a
home to
purchase!"*

~ Kathy Sanders



Our REAL SIMPLE Home Marketing System

*Sell the property
yourself, while it
is listed, and
pay no
commission.*

(this does not apply to a buyer exposed to the property by our office or another agent. You find the buyer and there is no other agent involved. You don't want our assistance. You pay only for services rendered to date.)

*Cancel the
listing at
anytime.*

(Either of us can cancel by emailing and saying "I want to cancel the listing." It's that simple. The cancellation becomes effective immediately. Please allow 48 hours to have the sign removed and the listing withdrawn from the MLS.)

*No advance
fees of any kind.*

(You only pay if we procure an offer that is acceptable to you.)

*I'm grateful for
your help and
education
throughout this
process*

- Brent Greene

*"No Pressure"
offer
presentation.*

(We will never allow you to be "pressured" by the buyer's agent. All offers will be delivered to our office and presented to you with our recommendations, so you can make your decisions privately.)



We Are Still Selling
Most of Our Homes
in 60 Days or Less

— VERSUS —

Other agent's average time to sell
a house is 120 days

What's the Likelihood of **YOUR** Home Selling?

According to the Triad Multiple Listing Service, in the zip codes we serve there were 9105 homes listed for sale in the past 12 months but only 3984 sold. This means that only 43.8% of all homes listed for sale actually sold. In contrast, TeamWiley sold 68.6% of all the homes we listed, which means ...

... **YOUR** home is 24.8% MORE LIKELY TO SELL with our Team!



Market Share by Listings Sold

According to the Triad Multiple Listing Service, the BIG FOUR realty firms located in Kernersville sold 740 homes combined. TeamWiley sold 89 of these or **12%**. Keller Williams dominated the market with 277 homes sold and our team sold **32%** of those homes, which means ...

... YOUR home will have MORE EXPOSURE with our Team!



Bottom Line ...

... Our Homes Sell:

- ✓ For 96% of List Price
- ✓ 20% Faster
- ✓ 25% More Often

How Much Will
This Add To
YOUR Bottom
Line?



Why TeamWiley Has So Many Buyers

▶ Full-Time Buyer Specialists.

Our buyer specialists only show property, write offers and negotiate contracts. Period. They know the inventory, the ins and outs of financing, and which lenders may save you money. They will show you what you want to see, when you want to see it.

▶ Our loyal clients.

We have been selling real estate in the Triad since 1999 and have hundreds of satisfied customers who call on us for all their real estate needs.

▶ Our huge inventory of homes for sale.

We are fortunate to market many desirable homes, in a variety of areas and price ranges. This large inventory prompts calls from old and new customers every day. Buyers know they will have a inside track to the freshest listings.

▶ High internet presence.

Our website address is promoted on all our marketing material as well as print and online advertising. Additionally, our listings are on every major real estate website and are prominently featured on the number one home selling site in the world, Realtor.com.

▶ Large database of buyers

We market our listings every month to a database of 44,255 *potential buyers - People who have registered through a real estate agent to search for properties. (*current on 1/16/11)

▶ Consistent and extensive mailings.

TeamWiley sends out more than 4200 pieces of mail annually, to stay in touch with past clients. Many of these are subsequently shared with potential new clients!

Unsurpassed Internet Exposure

Our proprietary listing database, the Keller Williams Listing System, or KWLS, markets your listings online – 24/7. Through our partnership with ListHub, Keller Williams Listings are automatically sent to THE TOP real estate marketing websites.

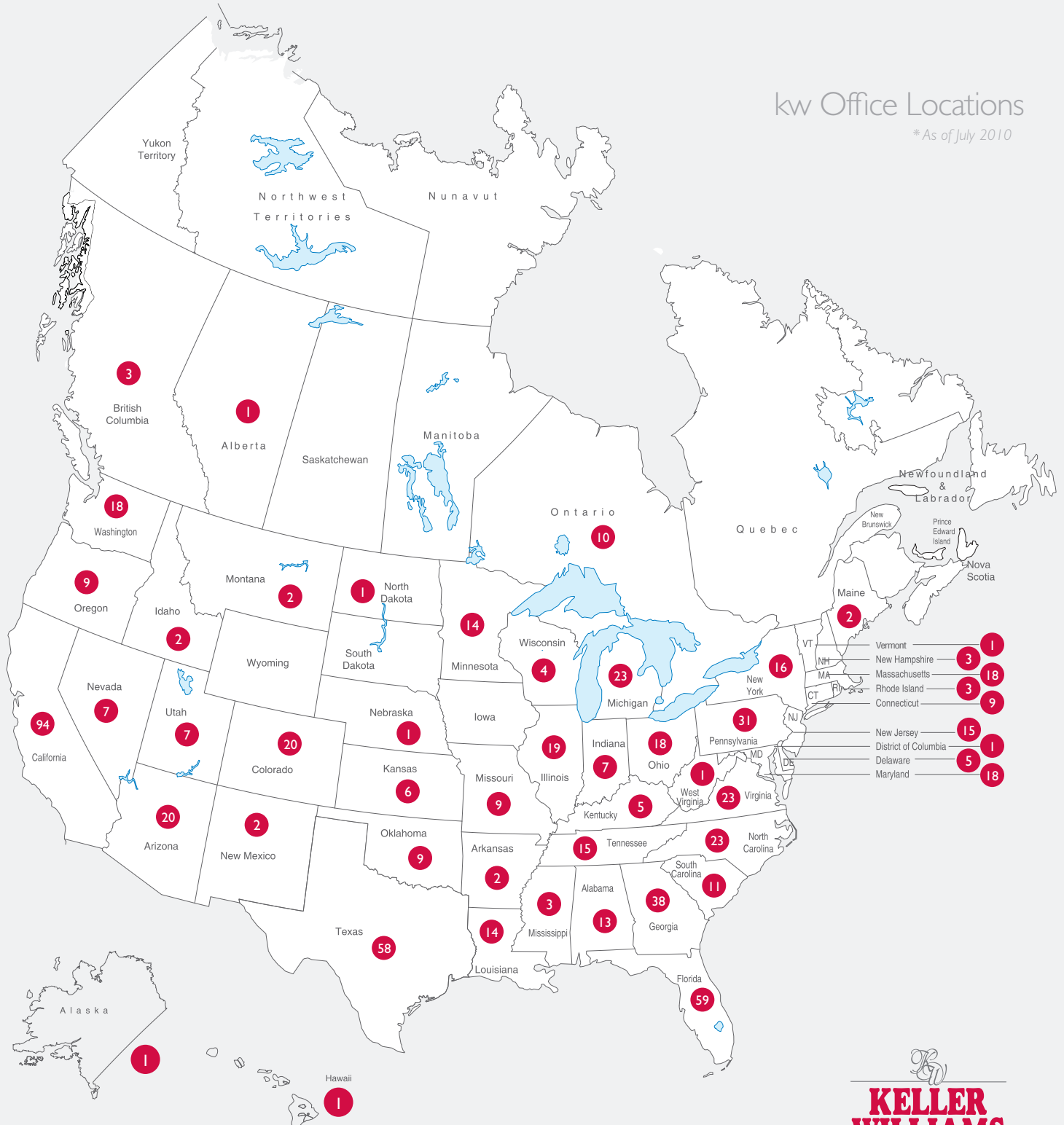


Keller Williams Realty

is the 2nd Largest Real Estate Company in the United States.

kw Office Locations

*As of July 2010





Our Team

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Simply put, our objectives are to get you the most money in the least time, and with the fewest hassles.

We want to provide the best service in the industry. Period. We want to make you so satisfied that you listed your home with us that you will gladly refer us to your friends.

Visit our website www.teamwiley.com to learn more or use this shortcut <http://goo.gl/U2MmU> to download our 15-page overview of our marketing plan and listing promises.

ROBERT WILEY, REALTOR® LISTING SPECIALIST

Robert has been successfully selling homes now for almost a decade and has earned and maintained the top spot at Keller Williams for several years in a row. The keys to his success can be found in his background in restaurant and resort management where he learned that customer service is THE most important part of the job. Robert believes that great communication is central to creating the win-win partnership that results in getting homes sold.

MICHELE WILSON, REALTOR® BUYER SPECIALIST

Michele only assists buyers, avoiding the conflicts of interest inherent in the traditional seller-oriented purchase transactions. This unique relationship of committed trust and care assures buyers the best possible home buying experience. She has successfully completed specialized training in contract negotiations earning the designation of Certified Negotiation Specialist (CNS). Michele is active in the Kernersville Chamber and the Triad Ladies Civitan Club.

GINA MOUNCE, REALTOR® BUYER SPECIALIST

Gina has been a REALTOR® since 1997 and earned the designations of Accredited Buyer Representative, Certified Residential Specialist, and Graduate of the Realtor Institute. Gina is a lifetime resident of the Triad, and attended UNC-G with a Bachelor's degree in Business and Economics. She is an active member of the community and a part of the fellowship at The Bridge in Kernersville.

JEFF WEIR, REALTOR® PHOTOGRAPHY & MARKETING

With Jeff's background in photography and design TeamWiley can offer quality real estate photography that buyers want and sellers expect from the agent marketing their property.

MELISSA LOCKLEAR, REALTOR® TEAM ADMINISTRATOR

Melissa is the glue that holds our team together! She provides unsurpassed customer service to our clients by making sure our systems are followed from start to finish and by keeping everyone's calendars synchronized.

Frequently Asked Questions

Q: Why should we list our home for sale with you?

A: You should hire us for the same reason hundreds of sellers have used us over and over again since 1999. They know they can depend on us to get them the most money, in the shortest amount of time, with the fewest hassle.

Our Real Simple, No Hassle Home Marketing System offers benefits that the ordinary agent cannot. Every year we help over 75 people buy and sell. The average agent handles around eight sales a year. When hiring anyone to perform a job for you, experience should weigh heavily in that decision. Who really wants to be a surgeon's first patient?

Let's examine one of program our benefits: we allow you to cancel the listing at anytime. Most agents will not give the consumer this right. You might ask yourself why agents need to "lock you up" for four to six months. Why would they be afraid to give you the right to cancel? Our philosophy is that we would rather strive to earn you business every day. We are confident that we can provide a superior level of service and care. If we don't, we don't deserve your business. It is that simple.

Q: I heard that there are limited service agents who charge less. Why shouldn't I hire the cheapest agent?

A: Sellers don't need an agent just to sell their house. They need an agent to sell their house for more! If your property would sell for the same price no matter who sells it – it probably would be in your best interest to sell the home yourself. In that case, why pay any agent?

The fact of the matter is we can sell your home for more. We have the track record we do because we are experts at pricing the property (using a specific supply-demand analysis prior to even looking for "comps") and experts at creating the greatest amount of exposure for your property.

Frequently Asked Questions

Even at contract presentation, we do not follow the pack. We do not permit other agents to pressure you into a rash decision. The contract will be presented to you by us alone. This specific action (especially when there are multiple offers) gets significantly more dollars for our sellers. It is very difficult for a seller not to transmit emotions and reactions to another agent. That can cost a seller money.

Sadly, there are many agents who need the deal (sometimes more than you do). The weakest negotiator in any transaction is the one who has to have the deal. We are in the fortunate position of having enough clients that any one deal won't make us or break us. Therefore the negotiations are really about getting you the most money for your home. Period. If the offer doesn't make sense, you can count on us to tell you so.

Q: Why do you sell so many homes?

A: There are many reasons ... here are a few we think make the difference: our extensive marketing campaigns, years of full-time experience, product knowledge, doing the little things right, professional photography, and our skilled team all add up to positive results. Every field has people who, through their drive and passion, manage to excel.

Q: Why do your homes sell so fast? Do you price them too low?

A: Absolutely not. Most of our listings sell at full price or above. We make it our business to know the market, so we can ensure we get the highest possible price for our sellers. Our homes typically sell 20% faster than the average agent because of the effective marketing we do. We accomplish this by first doing a supply/demand analysis in the immediate area for any home we consider marketing. All agents have access to the same market information. It is the evaluation of what that information means to the marketing of a home that matters. X-rays mean nothing until they are evaluated by a competent doctor. Similarly, knowing what the market is doing in any area affects both

Frequently Asked Questions

the marketing time and value. Factors like area, demand, condition, pricing, accessibility, and agent choice all affect a home's time on market.

Q: Tell me about your marketing plan.

A: The exposure your home gets while listed with us is second to none. We advertise monthly in both the Winston-Salem and Greensboro Real Estate Book. These prominent ads create a high volume of contact both from buyers and sellers. Additionally, our signs throughout the Triad connect us with buyers in all price ranges and areas. Our ads and signs also reference our website, resulting in additional contact. Here buyers can view our "featured homes" in addition to shopping the broader market. Our presence on Realtor.com insures maximum property exposure to buyers throughout the country. Even small details, like professional photography and virtual tours of homes, increase the attention we attract to our homes. Additionally, we do mailings in excess of 4,200 per year to past and potential clients. Another important link is our marketing to the agent community. Remember there are over 4,000 agents whom we want to think of us first when preparing to show properties to their buyers.

Q: If we list with you, will my home be on the internet?

A: Absolutely! All of our yard signs, as well as our TV and radio ads prominently feature our website address. No other local agent offers that benefit. Our media promotion drives thousands of buyers to view homes on our website. Your home will also be prominently featured on Realtor.com, the number one real estate website in the world, as well as on Yahoo Real Estate, Zillow, Trulia, and many more. Our listings are viewed twenty times as often as a regular listing on Realtor.com. According to the National Association of Realtors "Profile of Home Buyers and Sellers", over 70% of home buyers used the internet when starting their home search process.

Frequently Asked Questions

Q: If we list with you, will we be on the Multiple Listing Service (MLS)?

A: Again, absolutely! Any agent who does not place your home on MLS is doing you a huge disservice. With over 4,000 agents in the Triad, it is important to tap in to that agent base of buyers. Also, if you are not on MLS you cannot appear on Realtor.com, the number one real estate site on the internet.

Q: Why should I use a team vs. a single agent?

A: Because times have changed. No one agent can be everywhere at the same time. Let's suppose an agent has a relocation buyer in town. For three or four days they have to be with just that one buyer, a dream scenario for the agent, but not so for you. They are unavailable to show your home, they are unavailable to get feedback on showings, they are unavailable to negotiate contracts or inspection reports, and so on. Also, most agents are either great at people skills or great at paperwork. Rarely will they excel at both. Unfortunately, today's real estate marketplace demands that the agent possess all of these skills.

Under a team scenario such as ours, we have specialists. We have a Buyer Agent who only shows property. We have a full-time Team Administrator and Listings Manager whose main job is to keep you informed of activity and feedback on showings. Additionally, we have a full-time Marketing Specialist who is a professional photographer. Each is an expert in a specific job. Therefore, we can and do provide a higher level of service to our clients than most agents can even conceive of providing.

Q: Shouldn't I pick an "area specialist" to sell my home?

A: There are agents who focus primarily on one geographic area or neighborhood. But buyers come from all over the Triad and country, not just from that small neighborhood. So an area specialist usually really means "listing agent" in the area. Many years ago the

Frequently Asked Questions

real estate business was successfully composed of lots of small "boutique" offices - where companies did specialize in a certain area or part of town. But computers, the Internet, and cell phones have changed that aspect of the real estate business. Now the important points in selecting an agent are experience, track record, and marketing skills.

Q: Once I have reviewed this information about the Real Simple, No Hassle system, then what?

A: Contact our office by email or phone, and we will set up an appointment to have our listing specialist meet with you. We will tour the home, go over recent market activity in your area to educate you on values, and make recommendations for maximizing your profit and increasing your speed of sale.

Q: How long does it take to get my home on the market?

A: Once we have a signed listing agreement and a spare key, we can have your home on the market within 48 hours.

For additional questions and answers, please visit our website.

(336) 682-1281 or TeamWiley.com