

A **GUIDE**
TO **SELLING**
YOUR **HOME**



kw
KELLERWILLIAMS®

EVERYTHING YOU
NEED TO KNOW
ABOUT SELLING
YOUR HOME WITH
THE
TOUCHSTONE
REAL ESTATE TEAM

touchstone (noun)
1. A standard or criterion by
which something is judged.
2. An excellent quality or
example that is used to test the excel-
lence or genuineness of others. [syn:
standard, criterion, measure]



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THE
TOUCHSTONE
REAL ESTATE TEAM



Dear Prospective Client,

You've made the decision to sell your house. And while you are looking forward to seeing the word "SOLD" posted from the curb, there is a lot to consider along the way. One of your first and most important decisions is to select the right real estate agent to guide you through the process.

There is nothing worse than having an inexperienced agent who simply does not know what to do when things become complicated and who costs you money or perhaps even a sale. You deserve much more than a sign in the yard, fliers in a box, open houses and the average agent who works at hours convenient to him or her. You also deserve agents who know what to do when the inevitable difficulties along the bumpy road of selling a property arise. You deserve a team of agents who will be at your side, from pre-listing all the way through closing, ensuring that the selling process goes as smoothly as possible and that you get the most money possible from the sale.

We are proud and excited to introduce you to our team, The Touchstone Team. We are different from most real estate professionals. We have built our business on results, and we are confident that we can deliver for you. The Touchstone Team has the experience and know-how to put a sold sign on your property at the highest possible price and with the least amount of hassle for you.

We have the experience and expertise to interpret data that will help us choose an optimum pricing strategy and to stage and market your property to effectively attract buyers. Our teamwork ensures that we can accommodate all showing requests and that you have a top-notch advisor always available to you, and ready to handle all negotiations. It's a formula for success.

We want to be the real estate professionals to help you. We are committed to working with you individually and taking the time to advertise the unique selling points of your home and neighborhood. We take the time to listen, understand your challenges and goals and answer any questions you have along the way. And we will keep you informed of our marketing progress and feedback from showings in a timely manner.

Please take a few moments to review the attached information as it will help you understand the selling process and how we can best assist you.

We appreciate the opportunity to earn your business!

Very truly yours,

Tracy Boehme

Principal & Team Leader



What We Deliver

Communication

You will always be kept in the loop from listing through closing. We'll agree on the communication method that works best for you, whether once a week or once a day, by phone, email or text message.

Experience and Expertise

The complexities of your real estate transaction will be well-handled. Smoothing the way for your listing and sale, we will anticipate and capably overcome many potential challenges before they have the opportunity to appear and we will effectively handle any that do arise.

Marketing

Your home will get the exposure it deserves. Our marketing systems maximize your property's exposure to buyers and to agents working with buyers who may be interested in your property.

Pricing Advice

We will provide you with a thorough overview of current market conditions in your "micro-market" and a comprehensive market analysis. These tools will help us interpret the market so that together we can choose the right price for your home. It is important that your home be priced right and adjusted as needed so it is most like to sell quickly thus getting you the highest price.

Staging

Your home needs to put its best foot forward to be competitive. Homes sell because of correct pricing and great presentation. We know what it takes to make the terrific first impression that will get your home sold and we will provide you with useful advice.

Negotiation and Advocacy

With decades of combined experience, you will benefit from our consummate negotiation skills. We take our fiduciary duty to our clients very seriously and work hard to achieve the best price and terms for you.

Satisfaction

We will guarantee your satisfaction with our services. Our relationship is dependent on meeting and exceeding your needs. We will review those needs together so we understand them clearly, and our cancellation guarantee protects your right to end our relationship if you're disappointed.

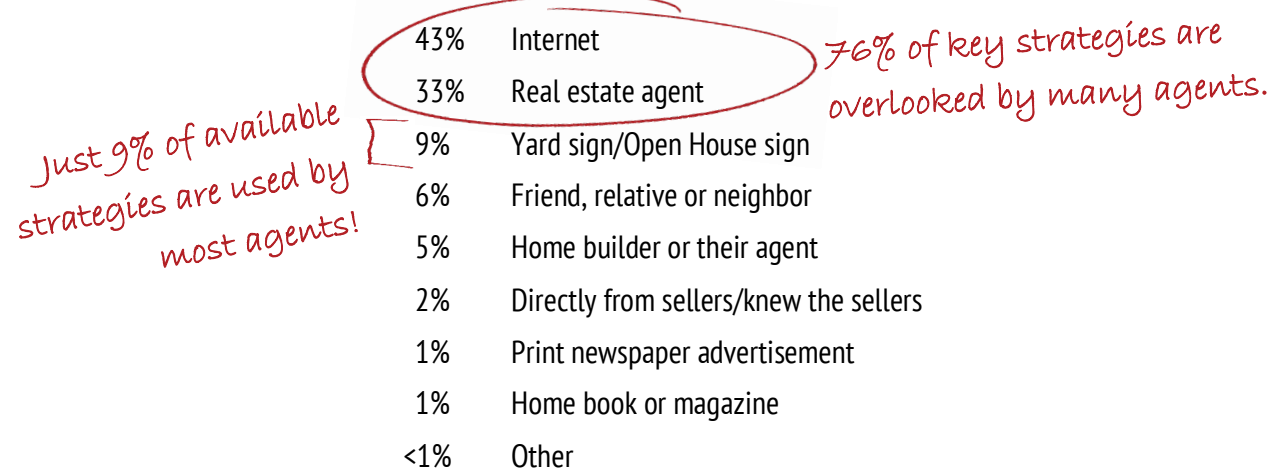




Listing in MLS is not Enough

Anyone can *list* your property for sale; that is, put the listing into the MLS and *wait* for something to happen. At The Touchstone Team, we *market* your property from Day 1, and actively work to get it the exposure it needs until it is SOLD.

According to research by the National Association of Realtors, buyers first learn about their new home through:



We too put a sign in the yard and host Sunday Open Houses like the average agent does. However, we also do the *important* things to target the often overlooked 76%.

Getting the Word Out to Other Agents with Potential Buyers. We target our marketing efforts toward making sure that other agents know your property is available and how it might be a match for their client's needs.

Ensuring Maximum Online Visibility & Marketing Appeal. We make sure that your home is well-represented on the internet, ensuring that it is shown in its best light in the Multiple Listing Service¹ (MLS) and on other websites. For example:

- **Professional Photographs.** We organize professional photography of every room in your home and of all the property's special features.
- **Detailed Floor Plans.** We commission accurate drawings of your property's floor plans.
- **Realtor.com Premium Listing.** We pay extra for REALTOR.com's² *Showcase Listings* which feature more photographs and property details than the free listings that feed automatically from the MLS.
- **Worldwide Reach Through KWLS.** We market your home through our proprietary Keller Williams Listing Service (KWLS) that distributes our listings to more than 350 real estate websites used by buyers to search for homes. (See page 8 for a partial listing of the websites on which your property would appear.)

¹ According to the National Association of Realtors, 59% of buyers used the MLS as a source for viewing properties.

² According to the National Association of Realtors, 45% of buyers used REALTOR.com as a source for viewing properties.



Our 8 Proven Steps to Getting Your Home SOLD

1. **Understand the Current Market** - We help you evaluate and understand what is happening in YOUR market and to know if you are entering a Buyer's Market, Seller's Market or a Balanced Market and what that means for you.
2. **Assess the Value of Your Property** - We complete a thorough Market Analysis, considering the value of recently sold properties and the properties currently for sale with which your home will be competing in order to arrive at the market value of your property in the current market.
3. **Set the Right Price** - It is important to price your property competitively so it is not rejected by buyers. We help you set the right price that will help you achieve the highest sale price for the property.
4. **Prepare the Property for Sale** - How a property shows is important to attracting buyers. We advise you about things that you can do so the property is most appealing to buyers.
5. **Advertise and Market Your Home** - This is an area in which we excel. We target our marketing and advertising efforts to the sources where National Association of Realtors' research shows buyers find their homes.



6. **Manage and Broker the Transaction** - We are by your side every step of the way, guiding you through the process, skillfully handling negotiations of Offers and of issues that may arise at home inspections. We are your fiduciary throughout the process.
7. **Coordinate a Successful Closing** - We oversee the inspections necessary for closing, any final readings, e.g., water/sewer, and any repairs you may agree to make, and help obtain any other documents needed.
8. **Help You Get Settled In Your New Home** - We will provide you with resources to help your move go as smoothly as possible.



Our Proven Marketing Plan

Our marketing plan is designed to get your property the maximum market exposure in the shortest period of time so we can find the buyer that is going to pay you the highest price on the best terms.

1. **Price your home strategically** to be competitive with the current market and current price trends.
2. **Help you stage your property** to showcase features that most interest buyers.
3. **Install eye-catching For Sale signage** to attract drive-by prospects.
4. **Distribute Just Listed marketing** to neighbors asking them to tell their friends & family about your property.
5. **Optimize your property's internet presence** by posting information in the local Multiple Listing Service (MLS), our proprietary Keller Williams Listing Service (KWLS) that feeds to 350+ additional websites, along with abundant photos and a description of your property, and post your property as an enhanced Showcase Listing on REALTOR.com, the No. 1 Website used by buyers in finding a home.
6. **Develop an attractive marketing package** for your property so the property's best features stand out in buyers' minds after they visit your property.
7. **Commission a floor plan** of your property. Place it in the MLS and on websites and include it in the marketing package so prospective buyers have this handy resource at their fingertips.
8. **Target marketing to active real estate agents** who may have a buyer client looking for property such as yours, including hosting a Broker's Open House to introduce agents to your property.
9. **Create an open house schedule** to promote your property to prospective buyers and market those open houses.
10. **Notify people within our database** about the property's availability asking them to share information with the



people in their network who may be in the market for such a property.

11. **Subscribe your property to MAPASS**, the Showing Scheduling Service we hire to set up showings at our listings so they are made even when we are on other appointments.
12. **Respond promptly to all inquiries** about the property and coordinate among Team members to accommodate requests to see the property.
13. **Provide you with feedback from buyers** and buyers' agents as we receive it. Set up an account for you on MAPASS so you can sign in and review all feedback 24 hours a day.
14. **Strategize as a team** to add additional marketing steps relevant to your property.
15. **Bring our reputation of integrity** and for being knowledgeable, helpful, professional and accessible to buyers and agents.
16. **Provide you with weekly updates** on our marketing efforts and on changes in the market relevant to your property.



Unsurpassed Marketing Reach

When you list with us, 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 more than **350** of the most popular search Websites, like Trulia, Zillow, HomeFinder.com, and Google Maps.

Because KWLS directs searches to our listings, all the leads for anyone who inquires on your house come to us – not some other agent who's unfamiliar with your property.

Benefits of KWLS include:

- Marketing through national syndication and locally affiliated sites
- More pictures and more details about your house than traditional MLS
- Wider exposure for your listing
- A single property Website for your home





Determining Value of a Property

Everyone wants to know: How long will it take my home to sell? There is no easy answer – some homes sell in a few days; others may take several months. Recognizing the key factors influencing a sale and working with them can give you significant control over market time.



FACTORS YOU DON'T CONTROL

LOCATION

The age-old adage is true: location is the single greatest factor affecting value.

COMPETITION

Buyers compare your property to other properties currently for sale and buy the ones that are the best value. Others are left sitting, rejected by the buyers for better values. It is important to know what your competition is and make sure your house is priced and staged so it is competitive.

MARKET CONDITIONS

The real estate market at any given time is either a Seller's Market¹, a Balanced Market² or a Buyer's Market³. The market conditions at the time you decide to sell are factors outside of our control. They must be taken into consideration when tailoring marketing and pricing plans.

¹ Less than 5 months' inventory of specifically competing homes for sale

² 5-7 months' inventory of specifically competing homes for sale

³ 7 or more months' inventory of specifically competing homes for sale

FACTORS YOU DO CONTROL

PROPERTY CONDITION

Property condition affects the sale price and the speed of the sale. In today's market, the condition of a property may not only determine how fast a property sells, but whether it sells at all.

AVAILABILITY FOR SHOWING

Easy access for showing a property is very important. Buyers often eliminate as possibilities homes that are not available on their schedule. The highest prices and quickest sales are for properties available on short notice at virtually any hour.

TERMS

The more flexible and/or generous the terms you offer (such as closing date) and that are available, the more appealing the property is to more buyers - and the faster the sale and/or the higher the price will be. Terms that appeal to buyers are important to successful marketing of a property.

LIST PRICE

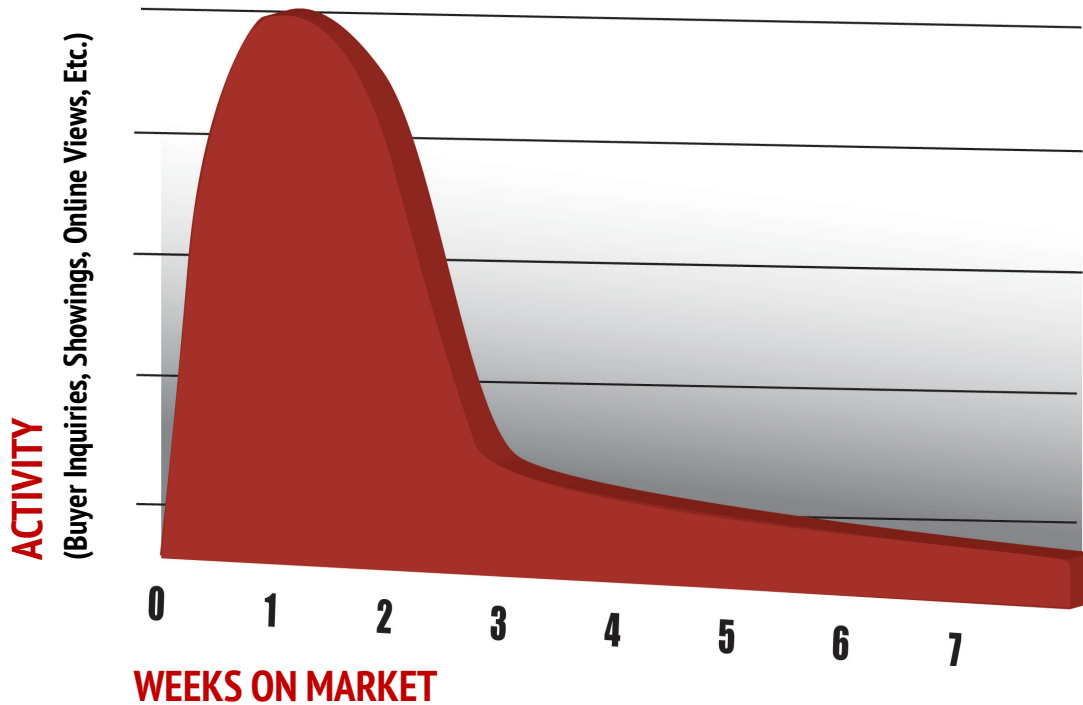
Price is the most important factor in achieving a sale. If a property is not properly priced a sale may be delayed or even prevented altogether.

Keep in mind "price overcomes all objections." In simple terms, buyers must perceive the list price of a property to be a good value, considering all its attributes and detriments, in order to show interest or make an offer. To appeal to a buyer, a property's price must accurately reflect the property's location, condition, the market conditions and the terms available and must be competitive with the other properties for sale. Only when the price asked fairly reflects the value of all these factors will a property sell.

*Focus on what
you control!*



The Initial Listing Price Really Matters



- A property attracts the most activity when it is first listed.
- It has the greatest opportunity to sell for the highest price when it is new to the market.
- When a property is overpriced, fewer buyers are attracted, fewer offers received; marketing time is prolonged and momentum is lost.



Staging Your Home

Adding cost-effective amenities and improving the general cleanliness and condition of the home is what we call “staging.”

When a seller stages their home, one of two things happens:

1. The home becomes more valuable than other comparable properties in that price range.
2. The home gets moved up in price and becomes the lowest priced in the next higher price bracket or category¹.



Key Property Criteria for Buyers

Location	Cannot be changed
Size	Difficult to change
Amenities	Can be changed/improved
Condition/Appearance	Can be changed/improved

Three things to remember:

1. You don't get a second chance to make a first impression.
2. A review of over 2,800 properties in 8 cities found that staged homes, on average, sold in half the time that non-staged homes did.
3. Most buyers make decisions about the property they see within the first 15 seconds of entering the home.



Easy Ways to Make Your Home Sell Faster

Throughout the House

- Install higher wattage light bulbs to show your home brightly, even in attic and basement.
- Remove clutter from each room to visually enlarge them.
- Pack items you won't need before the move. Store the boxes neatly in attic or basement or off site.
- Discard or donate items you won't be taking with you. Many charitable organizations will pick up donations. Ask us for a list.
- If you have a fireplace, highlight it in your decorating.
- Keep your home dusted and vacuumed at all times.
- Replace the carpet if it does not clean up well.
- Put family photos in storage.
- Improve traffic flow through every room by removing unnecessary furniture.
- Create the feeling of a spacious entry area by using decorative accents and removing unnecessary furniture.
- Putty over and paint any nail holes or other visible mishaps in the walls.
- Paint all interior walls a neutral color to brighten the home and make it look bigger.
- Repair or replace any loose or damaged wall paper.
- Clean all light bulbs and light fixtures to brighten the home.



- Wash all windows inside and out.
- Use plants in transitional areas of your house.
- Make the most of your attic's and garage's potential.
- Remove and/or appropriately address extension cords and exposed wires.
- Remove all smoke and pet odors.
- Keep stairways clear. Avoid cluttered appearances and possible injuries.
- Repair or replace banisters and handrails.
- Make sure there is no dripping, leaking or running plumbing, e.g., faucets and toilets.
- Neat, well-ordered closets show the space is ample. Pack excess linens and clothing to make closets look bigger.



Easy Ways to Make Your Home Sell Faster

In The Kitchen

- The kitchen should always be spotlessly clean.
- Highlight an eat-in area in your kitchen with a table set for dinner.
- Expand your counter space by removing all small appliances.
- Organize pantries, cupboards and drawers.
- Make sure appliances are working properly and sparkling.

In the Bedrooms

- Create a master suite effect in your decorating.
- Depersonalize bedrooms and decorate in a neutral scheme.
- Make sure the beds are made and the linens are clean.
- Organize your closets, remove unnecessary items and put them in storage.

In the Bathrooms

- Bathrooms should be spotlessly clean.
- Re-caulk and/or re-grout the tub and shower if the caulk and grout are not intact or sparkling white.
- Repair or replace broken tiles in the shower/tub.
- Launder or replace shower curtains and keep them clean.
- Put out fresh towels and decorative soaps.

Yard and Landscaping

- Keep the yard mowed and raked at all times.
- Reseed the lawn and fertilize if necessary.
- Weed gardens and flower beds and add fresh mulch.
- Trim and prune trees and shrubs.
- Use flowering plants to dress up the yard, walkway, and patio.



Outside

- Remove all toys, bicycles, tools, unsightly patio furniture, and trash from the yard.
- Porches, steps, verandas, balconies, patios, and other extensions of the house should be kept uncluttered, swept, and in good condition.
- Make sure that outside the entry is clean and makes a great first impression.
- Paint all entrance doors.
- Make sure the garage door opens easily. Fix and paint the garage door if necessary.
- Clean and shine all hardware and accessories indoors and out (door knobs, knockers, lamps, mail box, address numbers, etc.).
- Use a new doormat.
- Be sure the front doorbell and/or intercom is in good working order.
- Be sure the front door and screen door works perfectly.
- In the winter, be sure to remove snow and ice from walkways and driveways.



Getting Ready for Showings

1. Have a family “game plan” to get the home in order quickly if necessary.
2. Open the draperies, pull up the shades, and let in the sunlight.
3. Create a positive mood. Turn on all lights, day or night.
4. If possible, air out your home for one-half hour before showings.
5. Lightly spray the house with a gentle air freshener so that it has a chance to diffuse before the buyer arrives.
6. Open doors to areas you want the potential buyer to see such as walk-in closets, pantries, attics, etc.
7. Bake or microwave a few drops of vanilla twenty minutes before a showing.
8. Wipe down the sinks and shower areas after each use. Put wet towels out of sight.
9. Close toilet lids.
10. Turn off the radio and television. Sometimes mellow music is appropriate; your agent can advise you on this.
11. Get pets out of the way, surely not underfoot, and preferably out of the house.
12. Whenever possible leave your house for showings.



If Someone Must Be Home During a Showing:

- Be sure to be as inconspicuous as possible. Otherwise, the potential buyer will feel like an intruder and will hurry through the house.
- Be courteous but don't try to converse with the potential buyer. S/he wants to view your house, not pay to social call.
- Remain in the background. Don't tag along. Allow the buyers to take the “psychological possession.”
- Do not apologize for anything questioned about your home. Let the trained agent answer any objections. This is our job.
- Don't put the cart before the horse. Trying to dispose of furniture and furnishings to the potential buyer before s/he has purchased the house can lose a sale or cause confusion during negotiations.
- Refer all questions to us.
- Let us discuss price, terms, possession and other factors with the prospective buyer. We are experienced at bringing negotiations to a favorable conclusion on your behalf.



Frequently Asked Questions

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

Yes. There is a benefit to making sure your property looks its best prior to offering it for sale. As part of the service we provide we will go through the property with you and make recommendations about how to make it show best to prospective buyers. There also may be repairs or small remodeling jobs that will pay off at resale. We can advise you about specific repairs and improvements that will increase your property's marketability and value and help you find tradespeople to do the work should you opt to have it done.

Will you be present at all showings?

With The Touchstone Team, this will be your decision. Research shows that properties that are on lockboxes where buyers' agents can access the property directly are shown more often. Buyers prefer to view a property only with their own agent so they can speak candidly about the pros and cons of a property as they are viewing it. Properties on lockboxes are also shown more often when buyers request showings on short notice because buyers' agents know that these properties are most reliably accessible. Since selling a property is a "numbers game" – getting in as many buyers as possible until the right one sees it and makes an offer – putting a property on a lockbox for easier access can be most advantageous to you, the seller. If you would like a member of our Team to be present at all showings, we are more than happy to accompany showings. As another alternative, we can accompany any showings after a buyer's initial showing so we are on hand to answer questions the buyer(s) may have. We would be pleased to further discuss these options when we meet to complete the paperwork to list your house.

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

Some agents will quote a higher listing price just to get your business and to use the sign in your yard to attract buyers to become their client. But an overpriced house will not sell. If your property is overpriced, it is likely that agent will ask you to authorize a price reduction or that the listing agreement will expire without the property selling. If you choose to work with us, we will conduct a thorough, comparative market analysis prior to recommending the listing price for your property. Pricing a home is both a science, based on the data available, and an art, based on years of experience. We will offer our professional opinion on how the market will value your home and a marketing strategy to get the best price possible.

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

Your primary job during the sale of your home is to keep it neat and clean for showings and open houses. Ideally you will make the house ready to show every day so it can be shown on very short notice. A large part of a property's appeal involves staging, which is everything from furniture placement to home fragrance. We will make recommendations on how to stage your property well, giving you tips and suggestions to maximize your property's appeal.

What happens once we get an Offer?

We will help you consider each Offer and negotiate the best deal for you with each prospective buyer. Once we have negotiated terms that you find acceptable, you will sign the Offer to acknowledge your acceptance. Then we will guide you through the rest of the process including inspections, signing of the Purchase and Sale Agreement and the closing. Our goal will be to ensure that everything proceeds as smoothly as possible. We'll be there step-by-step all the way through the closing and as a resource afterwards whenever you need us.



What Our Clients Say

All of the Touchstone gang has been just wonderful to deal with – both in purchasing our house and this year while selling our house. Thank you!

Vivian L.

Tracy was exceptionally knowledgeable about the markets. She priced our home right both times we sold through her. She knows how to stage and how to throw a good open house. She is simply excellent counsel. Tracy rocks!

Gay V. & David M.

We want to thank you for all of your efforts in the sale of our condo. You go so far beyond the call of duty – the cleaning, the furniture and your level of professionalism.

Tracy H. & Colton B.

My husband and I engaged Tracy Boehme as our realtor after a failed attempt to sell our home during the previous year. We had previously used the big name realtor at the big name firm in town. We received little guidance as to what we might do to our home to prepare it for sale. Further, the sales price determination seemed to be a random process. We were hoodwinked by the reputation of this individual and her firm and did not studiously evaluate the proposal.

Fast forward about 5 months after we took our home off the market and we began the realtor selection process once again. Tracy had been recommended to us by a local craftsman who had worked with her on older home restorations. Tracy and a rep from a prominent local firm made presentations – both of which were of high quality and suggested

Tracy was a top notch performer and I would not hesitate to use her again or to recommend her heartily to anyone who is in the market to buy or sell a home. We do not give this praise lightly. My husband and I have moved around quite a bit, having bought and sold five homes in the last 25 years. Tracy and her team stand head and shoulders above any realtor we have used on these transactions.

essentially the same asking price. However, the depth of analysis and quality of information that Tracy provided was superior to that of her competitor. While we were unfamiliar with Keller Williams, Tracy had done such a great job of presenting the market and where we should position our home in that market, we decided to work with her and her team to sell our home.

Tracy and her team worked with us in every aspect of the sale, providing a list of items to be changed, repaired, or upgraded as well as making recommendations for professionals who could do the work. Tracy established a timetable for open houses - few, acknowledging that they rarely produce a sale at our price point. Throughout the entire process, Tracy was polished, polite and extremely professional. She provided us with feedback after each and every showing. Further, through extensive contacts with other realtors in the market, she tracked each and

every potential buyer. It was an amazing process to observe!

Once we had the offer on our home, Tracy and her team held both our hands and those of the buyers, as we worked through extensive negotiation of the P&S. It was a very trying experience, but I am not sure we could have closed this sale without Tracy spearheading the effort. She was a top notch performer and I would not hesitate to use her again or to recommend her heartily to anyone who is in the market to buy or sell a home. We do not give this praise

lightly. My husband and I have moved around quite a bit, having bought and sold five homes in the last 25 years. Tracy and her team stand head and shoulders above any realtor we have used on these transactions.

Robin & Jo K.



What Our Clients Say

I really appreciate all the information you provided. When we bought the house I really didn't care for the agent we used because I found him completely unhelpful. It became clear to me early on that if I ever sold the house I would seek out your help since I was so impressed with you.

You are clearly very professional and helpful. With the information you provided I feel like I am at least in a good position to make an informed decision.

John S.

Words cannot thank you enough for all the work you have done for us. We know how difficult this property has been for everyone involved. I have never seen a more professional person or business. You made this happen and for that we are so grateful. I know you took this personal as a challenge to keep your perfect record.

Congratulations! We hope to work with you again soon.

Jimi & Noel

My family has known Tracy for more than 12 years, during which time she has greatly helped us and our friends with several real estate sales and purchases. Her expertise in real estate and its comprehensive market are invaluable to her clients, and specifically her dedication and responsibility to her clients have earned her their satisfaction and trust. We have been very fortunate to have Tracy's assistance. Sometimes the real estate process can be difficult to navigate, but she guides her clients along the way and makes it a much more pleasant and rewarding experience. I highly recommend Tracy and her team because they are trustworthy.

Shiou-Ping Chang

我的家人認識Tracy已經超過十二年了,過去她幫助我們和我們的朋友順利地完成許多房屋的買

賣成交。她在房地產上的專業知識和全面性的市場訊息給與客戶無限的協助,尤其是她的熱誠和責任是客戶感到最滿意與信任的。我們非常幸運地有Tracy的協助。有時在買賣房地產的過程中可能會有一些困境,但是她總會使客戶感受到信任與愉快的經驗。我高度推薦 Tracy和她的團隊給你,因為他們是值得信賴地。

張秀平

I first worked with Tracy as my buyer's agent. What I learned then was how marginal some agents could be. When it came time to negotiate the property that I

bought, she was critical in the negotiations, helping me get the best price and assisting in every way possible in getting the property into shape after I bought. What I learned was that she is incredibly

The primary point is Tracy's experience and savvy. She will be your partner and a great source of sound advice heads and tails above the average realtor.

intelligent, strategic and ethical. Naturally when it was time to sell the property 13 years later, I called her.

Tracy was aggressive in marketing the property and also wise in her counsel. One of the most valuable services she provided was in what to do to the property that would help sell it and what NOT to do because it would not add value. For example, getting the back yard/deck spruced up was high value added because people look carefully at that – sweat equity and a few hundred dollars – would pay off; yet that it was fine not to put in central AC was worth thousands to us. There are many such examples.

The primary point is Tracy's experience and savvy. She will be your partner and a great source of sound advice heads and tails above the average realtor. We only wish we had her in Virginia where we live now to help us with our next house.

Patricia J.



Client References

Ken Lepage	7 transactions, 3 listings	(978) 689-6234
Leigh Fraser	3 transactions, 2 listings	(617) 951-7485
Alison Bomberg	3 transactions, 1 listings	(617) 951-7581
Craig teDuits	3 transactions, 2 listings	(617) 985-1046
Michael Malinowski	2 transactions, 1 listing	(617) 970-6797
Julian Gorfajn	3 transactions, 1 listings	(617) 429-5447
Mary Langone	1 listing transaction	(617) 549-0098
Jo Keeler	1 listing transaction	(404) 645-8089
Alan Macintosh	1 listing transaction	(978) 374-0519
Rajiv Manglani	3 transactions, 1 listings	(617) 752-1584
Shiou-Ping Chang	3 transactions, 1 listing	(617) 332-3067
Patricia Jones	2 transactions, 1 listing	(434) 325-1299



The Touchstone Team of Keller Williams Realty

touch • stone (noun) 1. *A standard or criterion by which something is judged.* 2. *An excellent quality or example that is used to test the excellence or genuineness of others.* [syn: standard, criterion, measure]

For years Touchstone Realty, Inc., an independent brokerage firm, delighted its clients throughout the Greater Boston Area with consummate professionalism, attention to detail and an extraordinary level of service. In November 2005, The Touchstone Team joined Keller Williams Realty because it was clear to principal Tracy Boehme that our business and clients could benefit immensely from Keller Williams' unique resources.

Under the Keller Williams Realty banner, The Touchstone Team continues to provide exceptional service to buyers and sellers, builders, developers and investors throughout the Greater Boston Area with the added benefit of the Keller Williams Realty tools and training.

The brokerage business of The Touchstone Team was built initially on word-of-mouth endorsements by former and current clients. In essence, we worked on referral and by request. While a majority of our business still comes from repeat clients and referrals from clients, we also serve an increasing number of referrals from other real estate agents, sellers whose property failed to sell when listed with another agent and sellers who have first attempted to sell their home on their own before hiring us.

We tailor our services to each client's needs in order to deliver outstanding results. We do this by providing a well-integrated blend of

- **Skilled brokerage**
- **Consummate professionalism**
- **Extraordinary marketing**
- **Outstanding communication**
- **Tremendous experience**
- **Exceptional service**
- **Expert negotiation skills**
- **Powerful advocacy**

Our goal is to develop clients for life, furnishing highly personalized service and helping each of you meet your unique goals.

We work as a team in order to provide the comprehensive assistance that sets us apart. Able to draw on each member's unique skills, training and experience and, by listening closely to our clients, drawing from our pool of talent, and tailoring our services to each client's needs, we produce the outstanding results for which we are known.



How We Work Together

TRACY BOEHME, Licensed Broker

Team Leader

With outstanding marketing, strategy & negotiation skills, honed over 16+ years, Tracy is responsible for the overall management of our team and the vendors we call on to deliver outstanding service. Tracy works mostly in the office, rather than in the field, preparing our market analyses for prospective listings, developing properties' marketing strategies, overseeing research about and marketing of listings, responding to email and phone inquiries, and handling many negotiations. She also researches and evaluates properties for buyer clients and advises on offer and negotiating strategies. Drawing on years of renovation experience, including two significant historic landmarks, and work on subdivision and condominium conversions, Tracy works closely with our developer clients. Setting us apart from our competition, she also prospects regularly for buyers for our listings.

JOHN MAHONEY, Licensed Broker

Listing and Buyer Agent Extraordinaire

Luxury Homes, Commercial & Investment Specialist

With 26 years experience representing clients, and many years of personally buying, renovating, holding and selling investment properties, John has seen it all and can truly do it all! He works with our buyer clients to find the right home and negotiate the best price and terms and with our seller clients on many aspects of the transactions. John also expertly assists and advises buyers and sellers of commercial and luxury properties and counsels investors on decisions to achieve their investment goals.

JIM LEURINI, Licensed Salesperson

Listing & Buyer Assistant

Jim's primary roles are servicing and showing our listings. He works with our seller clients to prepare their house for the market, and coordinates photographers and floor plan artists so we can enhance our marketing with professional work. Jim coordinates viewings of our listings, personally showing the property when listing-agent-accompanied showings best serve our client. He attends inspections, to learn first-hand of any concerns, and works through details with the Buyer's Agent to ensure a smooth closing. His cheerful demeanor and quick response time are praised by clients and other agents.

LAURA LOCKE

Listing Marketing & Transaction Manager

Laura acts as an interface between our clients and our team members, from listing to contract to closing. With 25 years of large-scale property management experience and outstanding customer service skill, Laura provides client service follow-up and communication, and is responsible for transaction administration and management, event planning, and for our client appreciation program. Laura manages every detail of our listing marketing and of the contract-to-close transaction process, ensuring that every transaction is a successful one for our buyers and sellers.

GARRETT LAGNESE

Team Marketing & Financial Manager

Garrett is responsible for the creation of team's visual communications, graphic identity and marketing materials, including those used to market seller properties. He manages our online marketing program and is responsible for implementing new technology tools which help support the team's growth. Garrett is also responsible for the administration of the company's finances.



Why Keller Williams Realty?

The Touchstone Team's affiliation with the **No. 1** real estate company in North America is no accident, and it is no surprise why Keller Williams is the fastest growing company in the country!

In selecting a company with whom to affiliate we wanted a company whose values closely matched our own. And a company that offers extraordinary tools and training for its agents, and that helps its agents provide exceptional buying and selling experiences for clients.

Technology

Leading-edge tech tools and training give us the edge in effectively marketing your property online, 24 hours a day, seven days a week! Through KW's exclusive Keller Williams Listing System (KWLS), your property is fed to more than 350 online search engines and available on KW's Web network of more than 76,000 sites.

Best of all, because of Keller Williams Realty's "My Listings, My Leads" philosophy, every single Internet inquiry on your property will come directly to us (not to another agent unfamiliar with your property as in most companies) so that we can follow up quickly and skillfully on potential buyers for your property.

Teamwork

Keller Williams Realty was designed to reward agents for working together because we all share the profits of the company. Based on the belief that we are all more successful if we strive toward a common goal rather than our individual interests, every Keller Williams professional shares the common goal of serving you, our client, in the best way possible.



Knowledge

Keller Williams Realty helps us stay ahead of trends in the real estate industry through its comprehensive, industry-leading training curriculum and research resources. It's what prepares us to provide you with unparalleled service.

Reliability

Founded on the principles of trust and honesty, Keller Williams Realty emphasizes the importance of having the integrity to do the right thing, always putting our clients' needs first. It reinforces our belief that our success is ultimately determined by the legacy we leave with each client we serve.

Hiring The Touchstone Team to sell your home provides the perfect blend of local knowledge and decades of experience backed by the largest real estate company in North America.



Let Our Teamwork Make Your Dream Work

Choose us – the team of residential real estate professionals who sets the standard by which the quality of all other real estate agents' performance and brokerage is measured.

- **We are consummate professionals**
- **We listen to you and care about your goals**
- **We work together to achieve your goals**
- **We truly are your fiduciary**
- **We always tell you the truth**



Tracy Boehme, Team Leader, Broker

A real natural, Tracy elevated her licensure status from salesperson to broker only 15 months after embarking on her real estate career. She immediately opened Touchstone Realty, Inc. and, by 1999, her third year in real estate, she was recognized as one of the top agents in the Commonwealth of Massachusetts. In addition to representing clients for over 15 years, Tracy has rescued and renovated numerous properties, at times receiving considerable press coverage including having one of her projects as the first featured on the cable show *New England Dream Home*. Because of her vast experience in development, Tracy has been hired by builders and developers to locate feasible projects, determine scopes of work to achieve the highest profit, select finishes and everything between.

Tracy brings to our clients sound analysis of property values, incredible vision for a property's potential, vast experience in creative & strategic marketing, a commitment to ethical and fair business dealings and a contagious enthusiasm for sophisticated negotiating and all that is real estate.

Tracy earned a B.A. in Economics from Wellesley College and an M.S. in Resource Management and Administration from Antioch New England Graduate School. She has owned a Keller Williams Realty franchise, has received numerous awards and is a certified and sought after trainer for Keller Williams across the country.