

Compliments of:

Nancy Walters, ABR, CRS, GRI, e-PRO Realtor 417-437-2723 cell 417-623-9900 office, ext. 344 nancywalterskw@gmail.com

and

Annette Henderson, Realtor
417-529-5873 cell
417-623-9900 office, ext. 339
annettehendersonkw@hotmail.com

Keller Williams Realty of Southwest Missouri 619 S. Florida Joplin, MO 64801 nwaltrealtor.com





About Our Team

How are we different from other real estate agents? From Nancy:

- •I am a highly aggressive agent .
- •My listings sell at 97% of the asking price vs. 95% Board average.
- •My listings sell in 90 days vs. 122 Board average
- •I have an assistant, Annette Henderson, who is a newly licensed Realtor and she helps with listings, closings, technical assistance and customer service.

From Annette: I enjoy helping people whether I am assisting Nancy to help you or I am directly helping you. I enjoy helping sellers prepare their houses to sell. At your request, I will help you stage your home, and I will also offer suggestions on ways to give your house a better first impression. I measure your rooms and the exterior, take photos, create visual tours and marketing ads. I will show your home and set up open houses. I want to provide you with great customer service!

Experience

Nancy has more than 26 years of experience, and is always in the top 5% of local realtors in sales, and one of the top 25 agents for the last ten years. Annette has been working with Nancy for 2.5 years. We regularly attend real estate seminars to keep up on the latest trends.

Expertise

We specialize in selling residential properties in the areas of Joplin, Webb City, Carl Junction, Oronogo, Carthage, Neosho, and Diamond in Missouri.

Communication

Our regular office hours are Monday – Friday from 8:00 am to 5:00 pm. Nancy can be contacted by email at nancywalterskw@gmail.com or by cell phone at 417-437-2723. You can reach Annette at annettehendersonkw@hotmail.com or by cell at 417-529-5873. The office phone is 417-623-9900 ext. 339 and 344.

Clients for Life

We appreciate that our business is growing from satisfied clients and referrals.





What YOU Get!

Communication

Your needs always come first. We provide the service we agree to, in the ways that work for you. You'll always be kept in the loop. From listing to closing, you'll know the status of our marketing efforts, the offers on the table and the steps leading to a successful closing once an offer is accepted. We'll agree on the communication method that works best for you.

Experience and Expertise

The complexities of your real estate transaction will be well-handled. Smoothing the way for your listing and sale, I will capably remove many potential challenges before they have the opportunity to appear.

Marketing

Your home will get the exposure it deserves. My marketing systems maximize your property's exposure to buyers. Neighborhood tracking tools and automated buyer calling systems allow me to reach active buyers who want to know about your listing.

Pricing

Your home will be priced right, adjusted as needed, and will sell quickly. With a keen understanding of both the big picture and the very latest local and neighborhood listing and sales data, the information you need is at my fingertips.

Staging

Your home will put its best foot forward. Homes sell because of correct pricing and great presentation. I know what it takes to make the terrific first impression that will get your home sold.

Satisfaction

Our relationship is dependent on meeting and exceeding your needs.





The Home Selling Process: Determining Value of a Property

Let's begin with this direct statement:

I am not the one who decides how much your home is worth. The market does.

It tells us exactly where to price your property to sell and how to approach the marketing of your property. Here are the factors that will affect the value in today's market:

Price

Pricing your home properly from the start is the deciding factor on how long it will take to sell it.

Location

Location is the single most important factor in determining the value of your property.

Condition

The condition of the property affects the price and the speed of the sale. As prospective buyers often make purchases based on emotion, first impressions are important. I'll be able to help in optimizing the physical appearance of your home to maximize the buyer's perception of value.

Competition

Prospective buyers are going to compare your property – both the condition and the price – to the other listings in and around your neighborhood. Those buyers will determine value, based on properties that are listed or have recently sold in the area.

Timing

Property values are affected by the current real estate market. Because we can't manipulate the market, we'll collaborate on a pricing and marketing strategy that will take advantage of the first 30 days your property is listed. It's the window of opportunity when buyers and their agents discover your property and are most likely to visit and make offers.





The Home Selling Process: Marketing Your Property

My 14-Step Marketing Plan

Designed to capture the maximum exposure for your home in the shortest period of time, I'll implement my proven 14-Step Marketing Plan.

I will:

- 1. Price your home strategically so you're competitive with the current market and current price trends.
- 2. Suggest home staging to cast a positive light on the features most important to buyers such as uncluttered rooms and closets, fresh paint, and terrific curb appeal.
- 3. Place professional "for sale" signage easily seen by drive-by prospects, and attach a key box for agent entry to show your home.
- 4. Optimize your home's internet presence by posting information in the Keller Williams Listing System (KWLS) as well as local and global MLS systems, including plenty of photographs and a description of your property.
- 5. Produce a virtual tour of your home, placing it on multiple Websites to attract both local and out-of-town buyers.
- 6. Follow up with sales agents who have shown your property for feedback.
- 7. Whenever possible, pre-qualify prospective buyers.
- 8. Target my marketing to active real estate agents who specialize in selling homes in your neighborhood, distribute flyers to the top 20 agents in the marketplace, and promote your home at the company sales meetings.
- 9. Include your home in our company and MLS tours, allowing other agents to see your home for themselves.
- 10. Advertise your home in local newspapers and social media, email campaigns and social media.
- 11. Target active buyers and investors in my database who are looking for homes in your price range and area.
- 12. Provide you with weekly updates detailing my marketing efforts, including comments from the prospective buyers and agents who have visited your home.
- 13. Represent you on all offer presentations to assure you in negotiating the best possible price and terms.
- 14. Handle all the follow-up upon a contract being accepted, all mortgages, title and other closing procedures.





Homework: Questions For You

Your answers to these questions will guide me in how to best serve you. We'll discuss them at our listing meeting:

What is the most important thing you are looking for in your listing agent?

What prior real estate transaction experiences have you had??

How would you like to be communicated with? (please circle)

Email Phone Fax Text Other (explain)

How frequently would you like an update on marketing and showings?

Weekly Twice a month After each showing Other (explain)

Please list what you are most concerned about in the marketing and selling process (buyer qualifications, commission, showing procedures, open house, possession, pricing, negotiations, other issues.)





Why Keller Williams Realty

Technology

Leading-edge tech tools and training give me 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 me so that we can follow up quickly on potential buyers for your property.

Teamwork

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

Knowledge

Keller Williams Realty helps me 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 your needs first. It reinforces our belief that our success is ultimately determined by the legacy we leave with each client we serve.

Track Record

We're proud to work for the fastest-growing real estate company in North America and the third-largest real estate company in the United States. It's proof that when you offer a superior level of service, the word spreads fast.





Extended Marketing Reach

When you list with me, we'll have access to the Keller Williams Listing System, or KWLS. This proprietary, exclusive system ensures your property is marketed online 24/7 through more than 350 of the most popular search Websites.

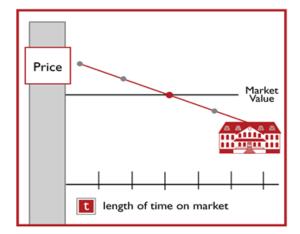




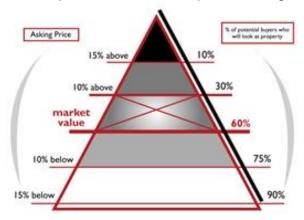


Price Right—Attract Buyers

- · The buying market has a short attention span.
- · Pricing your home right the first time is key.
- · Proper pricing attracts buyers.
- We want to generate offers before the market moves on to newer listings.



- 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.

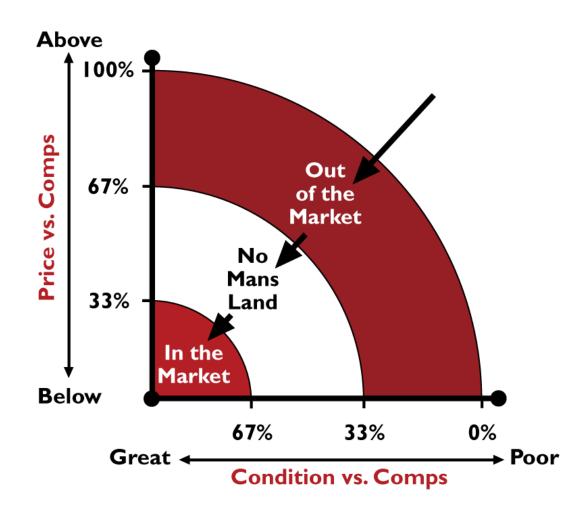






What Sells—Right Price, Great Condition

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







Preparing Your Home for Sale

Did you know well-placed furniture can open up rooms and make them seem larger? and opening drapes/blinds and turning on lights make a room seem bright and cheery?

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 or stain to wooden fences.
- Paint the front door.
- Weed and apply fresh mulch to garden beds.
- Clean windows inside and out.
- Wash or paint home's exterior.
- Tighten and clean all door handles.
- Ensure gutters and downspouts are firmly attached.

Interior

- Remove excessive wall hangings, furniture and knickknacks (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 or take them for a walk, or have them confined
- 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.

