

Brenda Pierce's Marketing Plan

Place a bright **Red Keller Williams** sign in the front yard

Perform a comprehensive COMPARATIVE MARKET ANALYSIS

Enroll the property in the MULTIPLE LISTING SERVICE

Immediately submit your listing to our company sales team for their "waiting" Buyers

Conduct a tour for the McAnaw & Company agents

Conduct a Bartlesville Realtor's Broker's tour

Submit property to Brenda's five personal Internet web sites, to Realtor.com, and
to Keller Williams web site

Produce a Virtual Video Tour of property for MLS and on the Internet sites

Notify the neighbors that the property is on the market

Notify the other Realtors about the property

Conduct Open Houses for prospects and associates

Produce PROPERTY PROFILE GRAPHICS with color photographs

Promote the property to Realtors at meetings and their offices

Canvas centers of influence to locate prospects

Utilize a lockbox to facilitate ease of showings

Monitor listing and sales activities to maintain competitive position in the marketplace

Place SPECIAL FEATURES CARDS on property to point out highlights to prospects

Include a one-year home protection plan for purchaser if requested

BRENDA PIERCE

RELOCATION SPECIALIST SINCE 1979 !

CRP, CRB, ABR, CRS, GRI, RECS, e-PRO, ERC, CREA

(918) 766-0001 (office)

918) 841-7500 (cell)

Keller Williams Realty 2114 SE Washington Blvd *

Bartlesville, OK 74006

Screen and analyze ALTERNATIVE FINANCING PLANS for prospects

Provide average utility costs

Calculate HOMEOWNER'S ANALYSIS

Follow-up on showings to obtain prospects' reactions & give you feedback

Write and place classified Newspaper and Cable TV advertising

Involve the homeowner to maximize marketing position

Provide homeowner with the MARKET PREPARATION GUIDE

Represent you upon presentation of all contracts

Negotiate the best possible price and terms for homeowner

Provide a detailed Net to Seller sheet upon presentation of offers

Follow up with title/closing company, keeping updated on all mortgage,
title or other closing issues

Provide a graph of current market conditions

BRENDA PIERCE

RELOCATION SPECIALIST SINCE 1979 !

CRP, CRB, ABR, CRS, GRI, RECS, e-PRO, ERC, CREA

(918) 766-0001 (office) * (918) 841-7500 (cell)

Keller Williams Realty 2114 SE Washington Blvd * Bartlesville, OK 74006

Announcing

The 1st CRP REALTOR selling in
Bartlesville.....

BRENDA PIERCE



Certified Relocation Specialist

Brenda Pierce earned her Certified Relocation Professional Designation in May, 1996, through years of instruction and professional relocation courses. She received her 6-year CRP recognition award at the recent E-R-C National Conference from the President of Employee Relocation Council.

This is the highest designation awarded through the Employee Relocation Council to a Realtor. It covers intense study in the employee transfer process as well as handling company-held properties. She had to pass a comprehensive examination reassuring her knowledge of the entire relocation industry, including residential real estate appraisal, corporate relocation policies and issues, relocation tax and legal matters, and family

Brenda continues to have achieved the most and highest designations in the industry than any other Realtor in her local community to help serve her clients to the utmost ability.

BRENDA PIERCE

Cell: (918) 841-7500

Office: (918) 766-0001

Web: BrendaPierce.com

e-mail: Brenda@BrendaPierce.com

Brenda Pierce

CRP, ABR, CRS, CRB, GRI, E-R-C, RECS, e-PRO, CREA
918.841.7500 * LICENSED REALTOR * 918.766.0001

PERSONAL DATA:

Brenda has been married to Oklahoma State Senator (Ret) & Attorney Jerry Pierce for 40 years. They have three grown children, Kylee, Landra and Grant and have lived in Bartlesville since 1970. Jerry was born and raised in Bartlesville. Brenda has been active in PEO, Symphony Society Board of Directors, Zeta Tau Alpha, Rotary International; Rotary Paul Harris Fellow; Rotary Board of Directors; Beta Sigma Phi, K- Life Advisory Committee; Arvest Bank Advisory Council; Chamber of Commerce; Christian Women's Club; Bartlesville Board of Realtors. When not selling real estate, Brenda loves to play tennis, snow ski and is a competitive runner.

PROFESSIONAL DESIGNATIONS:

e-PRO	Internet Real Estate Professional
CRP	Certified Relocation Professional
E-R-C	Employee Relocation Council
RECS	Real Estate Cyberspace Specialist
GRI	Graduate of REALTORS Institute
CRS	Certified Residential Specialist
CRB	Certified Real Estate Brokerage Manager
ABR	Accredited Buyer Representative
REBAC	Real Estate Buyer's Agent Council
CREA	Certified Real Estate Agent
Broker Associate	Licensed Real Estate Broker
100% CLUB	Top 10% Selling Agents Nationwide
PLATINUM Award	International Highest Top Selling Award
Who's Who 1996-2007	Residential Real Estate in North America
Hall of Fame	Highest production income company award

BUSINESS EXPERIENCE:

2008 - Present	Keller Williams Realty
1997 - 2008	McAnaw & Company Realtors
1991 - 1997	RE/MAX of Bartlesville
1986 - 1991	McAnaw & Company Realtors
1979 - 1986	Kaiser Realty Better Homes & Gardens

PROFESSIONAL QUALIFICATIONS:

#1 Bartlesville REALTOR 1979-2008*

***SOLD more houses than any other REALTOR in Bartlesville in his/her career**

Oklahoma Real Estate Brokerage License

Active member of the National Association of Realtors®

Active member of the Oklahoma Association of Realtors®

Active member of the Bartlesville Association of Realtors®

Active member of the Oklahoma Association of Realtors®

Active member of the Realtors® National Marketing Institute®

Active member of the Employee Relocation Council®

Member of the 100% Club for top Realtors® nationwide

Member of Who's Who in Residential Real Estate un North America

Top 30 Re/Max agents in MidStates Region (*OK< MO< KA< ARK) *

1992 through 1997

Top 8 Re/Max agent in Oklahoma *

1992 through 1997

Top 1% Realtors® nationwide

Active member of Howard Britton's "Starpower" Club

Active member of "Most Referred" Realtors® National Association

Company Profile

Keller Williams Realty

2114 SE Washington Blvd.
Bartlesville, OK 74006
(918) 766-0001

Keller Williams Realty is a full-service real estate company with professional brokers and sales associates..

Besides the high experience level of the agents, another contributing factor to the success of the office is the commitment of each individual working there. Every person is dedicated not only to personal success but to the overall success of the company. This is very evident in the spirit of cooperation that permeates the office.

Keller Williams Realty offers sellers and buyers the most up to date service including:

Internet Advertising on REALTOR.COM
& on www.BrendaPierce.Com
Multiple Listing Service-Residential & Commercial
NORES Computer Home & Tax Record Search
Internet Pictorial MIS
Cable TV Advertising
Relocation and Referral Services
Price Counseling
Leasee Finder's Service
Mortgage Banking Assistance
Comparative Market Analyses
CMA for Estate Tax Purposes
International Referral Network Directory
Virtual tours of properties
Home "Staging" Services