

Barbara Broadway and Bill Lackey (of the Broadway Lackey Team at Keller Williams) were our agents for the sale of our house in the worst months of the 2009 recession - a time of few buyers, many homes, dropping prices, and shifting real estate norms. It was very important to me and my husband to figure out how to position and present our house smartly and economically; we needed wise counsel on effective staging; we needed to differentiate our house; and attract lookers.

Barbara's and Bill's experience, which includes both up- and down-markets prior to the recent housing bubble, enabled us to hold the attention of an interested buyer while they themselves found a buyer for their previous home in another state.

When the offer suddenly came in, four months and many distractions after the initial showing, we were well-prepared to negotiate a mutually agreeable contract in short order. (As luck would have it, that moment came while Barbara was enjoying a long-awaited visit with her sister halfway across the country! We wouldn't have guessed she was out of town except for her mention of using BlackBerry instead of her PC to transmit the contract.)

Day-to-day, we worked most closely with Barbara, and we learned that she is steady, and has great instincts. These traits saw us through the various false starts, reversals, and missteps that inevitably occur along the way to closing a sale. For example, lookers may raise "objections" (concerns) about the property. A great agent like Barbara takes these as opportunities to dialog with the potential buyer, and offer solutions and alternatives. In one case, we made certain that our

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lot could accommodate the sort of swimming pool that was desired. In another, we offered to install a second cook top to please the family who wanted one on the kitchen island.

Real estate deals involve at least 6 significant parties - buyer, seller, 2 agents, a lawyer and a bank, as well as many communications that generally occur at somewhat of a distance and by relay. There is plenty of opportunity for misunderstanding and dropped balls. This is where our Team's experience really shone! They know when something is important and needs a quick follow-on. At the same time, they don't add stress by overreacting.

Bill's service on real estate industry boards was a confidence-builder and practical help throughout the process. My husband and I are both engineers, so it probably goes without saying that we like to understand how things work, and like to be involved (hopefully, not the point of being a nuisance!). If you are that way too, Barbara will include your energies and talents productively to help sell your home. For example, some of our photos and property descriptions were used in our house brochure.

Over the 8 1/2 months that our house was on the market, we developed a level of trust and confidence that makes it a genuine pleasure to write this testimonial to the Broadway Lackey Team.

Bonnie Wojcik  
December 30, 2009