

a guide to **selling**
your home



Compliments of: KE Boyd



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Keller Williams Realty - FM
2611 Cross Timbers Suite 100
Flower Mound, TX 75028
Each Office Is Independently Owned and Operated



It's All About You

My real estate business has been built around one guiding principle: It's all about you.

Your needs

Your dreams

Your concerns

Your questions

Your finances

Your time

Your life

My focus is on your complete satisfaction. In fact, I work to get the job done so well, you will want to tell your friends and associates about it. Maybe that's why more than 70 percent of my business comes from repeat customers and referrals.

Good service speaks for itself. I'm looking forward to the opportunity to earn your referrals too!

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What I Deliver

Communication

Your needs always come first. I provide the service we agree to, in the ways that work for you, whether once a week, once a day, by phone, email or text message. That's how we'll do it.

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. I hire only the best professionals for staging and photography and I pay for their services.

Satisfaction

I'll guarantee your satisfaction. Our relationship is dependent on meeting and exceeding your needs. We identify those needs together, and my cancellation guarantee protects your right to end our relationship if you're disappointed.

The Home-Selling Process: Getting Ready to List

It can feel like the details are endless when you're selling a property. It is my job to streamline the process for you, ensuring everything is completed as quickly and efficiently as possible. Here's an overview of the steps we'll be taking along the way.

Communication makes all the difference.

You'll always know what's going on behind the scenes while your property is listed. I will solicit feedback from each consumer and agent who views your property, passing their comments on to you.

We will work together to formulate a strategy that sees us through your listing period. You'll receive regular progress reports, delivered as frequently as you request. Whether you prefer a phone call or an email, that's what you'll get.

Prepare your home for a successful sale.

We will evaluate the current state of your property and arrange home staging. Any repairs or improvements needed to maximize your home's value and appeal will be identified and scheduled. Once the staging is completed the photographers will arrive for your home's photos and virtual tour. I will then begin the process of ordering your homes designated website and designing the property flier's.

When everything's in place, we'll put a lockbox on your property.

The Home-Selling Process: Getting Ready to List

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 it. 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 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.

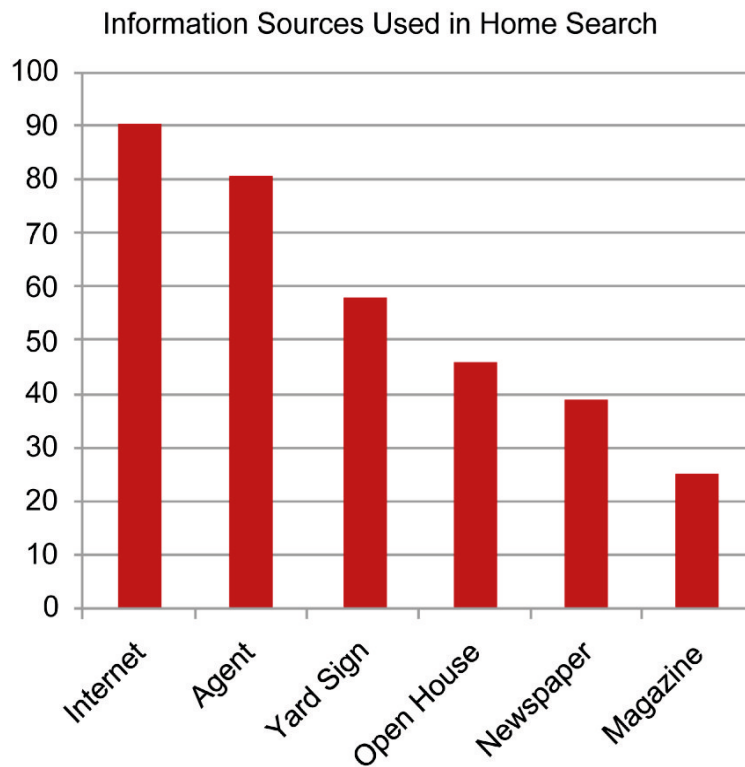
Timing

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 10 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.

How Buyers Find the Home They Purchase

Buyers find the home they purchase primarily by looking on the Internet and by asking real estate agents.

An excellent agent with a terrific Internet marketing program is your best path to a sale.



The Home-Selling Process: Marketing Your Property

Here's just a sample of my Marketing Plan

- Price your home strategically so you're competitive with the current market and price trends.
- Stage your home to cast a positive light on the features most important to buyers: uncluttered rooms and closets, fresh paint and terrific curb appeal.
- Place "for sale" signage in your yard.
- Use an interactive text messaging system to provide free information about your home 24 hours a day, seven days a week. Each texter's inquiry will be followed up with a personal phone call.
- Distribute "just listed" notices to neighbors, encouraging them to tell family and friends about your home.
- Optimize your home's Internet presence by posting information in the Keller Williams Listing System (KWLS), as well as local and global real estate sites including plenty of photographs and a description of your property.
- Produce a virtual tour of your home, placing it on multiple Websites to attract both local and out-of-town buyers.
- Create and place marketing fliers to place inside your property.
- Target our marketing to active real estate agents who specialize in representing buyer's only.
- Include your home in our company and MLS and office tours, allowing other agents to see your home for themselves.
- Advertise your home in my direct-mail campaigns, email campaigns and social media.
- Advertise your home as a "pocket listing" to my colleagues on my office Facebook page.
- Create an open house schedule to promote your property to prospective buyers and market those open houses.
- Target active buyers and investors in our database who are looking for homes in your price range and area.
- Provide you with weekly updates detailing my marketing efforts, including comments from the prospective buyers and agents who have visited your home.

The Home-Selling Process: Staging Your Home

Three things to remember:

You don't get a second chance to make a first impression.

A review of more than 2,800 properties in eight cities found that staged homes, on average, sold in half the time that nonstaged homes did.

Most buyers make decisions about the property they see within the first 15 seconds of entering the home.

What Can Staging Do?

K.E.'s moto: It's about creating a lifestyle that appeals to today's buyer!

Location	Cannot be changed
Size	Difficult to change
Amenities	Can be changed
Condition	Can be changed

Adding cost-effective amenities and improving the general cleanliness, appearance and condition of the home is what we call "staging." I also like to refer to staging as "selling a lifestyle". When a home is staged properly, buyers see themselves living there thus making it more attractive to them.

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

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

*Based on the national best-seller
SHIFT: How Top Real Estate Agents Tackle Tough Times
by Gary Keller

The Home-Selling Process: Closing and Beyond

Coordinating Your Sale to a Successful Closing

All potential buyers will be pre-qualified so valuable time isn't wasted.

Each offer will be presented and discussed with you.

I will negotiate the details of your transaction with the other agent.

Closing will be prepared, coordinated and finalized for you.

Beyond the Sale

Do you need an agent to assist you in your relocation?

Need a recommendation for a moving company?

Would a moving checklist help?

I'm happy to refer you to great providers of other real estate-related services.

I'm here to make the sale of your home as smooth and stress-free as possible.

Questions to Ask Your Agent

Are you a full-time or part-time agent?

What is the average number of days your listings are on the market before selling?

Will you service our listing personally or will we be working with your assistants?

How many sellers and buyers are you currently representing?

What is your Internet marketing program?

What is your policy on responding to phone calls/emails/text messages?

How much of your business is generated by referrals?

What references can you provide?

Do you offer an "easy exit" listing so that I can end our agreement if I am not satisfied?

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, showing procedures, open house, possession,
pricing, negotiations, other issues).

I recently worked with K.E. to buy and sell a home in Flower Mound. The experience was the best "real estate" experience I've had since becoming a home owner over 20 yrs ago and relocating several times. I chose K.E. because of her drive and personality. I was impressed by her professionalism, attention to detail, "get it done attitude". I was also impressed by her knowledge of the area and real estate in general. I have already recommended K.E. to friends and will continue to do so.

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Denise Hopkins

What My Clients Say

K.E.,
I just wanted to tell you thank you for selling out house in one day during the Christmas Holiday and helping me find my perfect home. I was in a daze during all that process and you guided me perfectly in what to do to sell my house quickly for the right price and you saw the potential in my current home when I was unable to. I had to depend on you for guidance and am so glad you did. Tonight in my financial class I learned more about mortgages and what to avoid when buying a house as well as what to do when putting your home on the market. You guided us EXACTLY the way this class recommends. I was thinking of you tonight in my class and wanted to let you know how much I appreciate your professionalism and dedication during a very critical time. I love my house! I wish you continued success in your career. Vicki M
Flower Mound, TX

I loved the way you stayed in touch with me during the sale of my home. It was so nice to deal with just ONE person that was on my side and kept me informed throughout the process. Your professionalism and knowledge were a true blessing and comfort to me. I am very pleased with your services and the process went smoothly. I will definitely be referring you to anyone that I know is interested in selling their home.
Laura Parker
Flower Mound, TX

Thanks so very much in finding us our perfect home. You never gave up when we wavered about what was our perfect home and what we truly wanted. Your integrity shined brightly when we decided to purchase the Darling Home and you reminded us that the home was not what we really wanted even though you would have made double the commission. You're the best! The Coman's Lantana, TX

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About Me

How am I different from other real estate agents?

Experience

20 years of sales and finance experience. 5 years of real estate sales as a top producer each year.

Technology

It's all about knowing how to market to today's buyers. INTERNET exposure is the key. I hire only the best photographer and stager to bring out your homes appeal.

Expertise

Denton County. Selling Homes that didn't sell the first time.

Communication

I am a full service realtor. I **PERSONALLY** handle every aspect of your transaction so you can call, text, email me anytime and I will know the answer.

Clients for Life

70% of my business comes from referrals from past clients.

Awards/Recognitions

Top 15% of Agents at Keller Williams DMN

Top Listing Agent November 2013

Awarded the Position of Culture Chairperson for the Agent Leadership Counsel

Personal

Flower Mound resident for 27 years. My mother in law is part of one of the founding families (Dixon's) of Flower Mound. Married for 24yrs to Monte Boyd and we have 2 sons, Luke and Brode. I love to travel, cook, entertain and real estate is my passion.

My Commitment to You

When you work with me as your professional realtor, you become part of my real estate family. I set the bar high on the type of service I expect and I deliver to you. I like to use this analogy to describe my service: I'm a Nordstrom vs a Kohl's.

