



YOUR TRIAD AGENT

Beth Sauer

P: 336.324.4064 | E: BETHSAUER@KW.COM



# Home Seller Marketing Package

Thank you for the opportunity to present my qualifications and marketing plan to sell your property. I think of my clients as individuals with specific needs, and my team and I strive to give you exceptional service. In response to the more challenging market we have experienced over the years, we have become more determined and assertive in marketing and technology. This has allowed us to be very successful in securing results for our clients.

As part of my customer service I have enclosed information for your review before our appointment. Enclosed are the following items.

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## My Resume

I realize how much I love my work every time a client purchases the home of their dreams. I graduated from the University of North Carolina at Greensboro with a degree in Textile Products Marketing. In 1997, my oldest son was born and I decided to become a stay at home mom. When my sons -- Joseph, 18 and Jacob, 15 where both school age, I decided to reenter the workforce with a career in real estate. My career in new home sales began in 2006 with my ultimately moving to general brokerage, my true passion.

As a Greensboro native I am extremely knowledgeable about the entire Triad area - a great asset for my clients. Throughout any transaction I believe it is important to take the time to guide my clients through every step of the process and am accessible in a number of ways to ensure that questions are answered and all details are properly executed.

A member of the #1 Real Estate Company in North America, Keller Williams, since January 2011, I find that Keller Williams offers the absolute best in technology, education and training while providing a terrific team environment. This commitment to excellence allows me to successful in selling a client's home and helping them find their most desired housing solutions. My specialties include first time home buying, move-up selling and buying or downsizing. As a result of the continued trust I have developed with my clients, my business continues to grow from referrals and repeat business.

During my time at Wilkinson and Associates I achieved the Top Greensboro Realtor in the Triad office for 2010. Since being with Keller Williams I have been honored with many monthly Top Producer Awards. Subsequently I was asked to join the Associate Leadership Committee where I have served since 2011. Appointment to this committee means that I make direct contributions and decisions concerning the many facets of business operations for the office including planning, setting goals, and inspiring peers. However, none of these accolades speak to how much of a true blessing it is to be a part of so many family's largest and most important lifetime investment. I love what I do and I think my passion for my work will be imparted to you as we take this important journey together!

I look forward to the opportunities ahead and helping many more families purchase and sell their homes in the Greensboro, NC area.

## ACCOMPLISHMENTS

- ✓ Top 1% of all agents in the Triad
- ✓ Member of National Association of Realtors (NAR)
- ✓ Member of NC Association of Realtors (NCAR)
- ✓ Member of GSO Regional Realtors Association (GRRRA)
- ✓ Member of Triad Multiple Listing Service (TMLS)
- ✓ Top Producer Award for #1 Agent Closed Volume for the 1st quarter of 2014
- ✓ Gold Medal Winner for Production – Keller Williams 2014
- ✓ Bronze Medal Winner for Production - Keller Williams 2012
- ✓ Silver Medal Winner for Production - Keller Williams 2013, 2011
- ✓ Member of Keller Williams Associate Leadership Committee 2014, 2013, 2012
- ✓ Service Award Recipient 2012
- ✓ Capper Club - Keller Williams 2014, 2013, 2012, 2011
- ✓ #1 Greensboro Agent - Wilkinson & Associates 2010




**Beth Sauer**

**Market Center 509**

1501 Highwoods Boulevard, Suite 103  
Greensboro, NC 27410

JANUARY 2015 vs. JANUARY 2014 : SALES REPORT



**LISTING PRICE/SALE PRICE**  
MARKET 92.3%  
BETH SAUER 98.1%  
**OUTPACING MARKET BY 5.8%**

**CLOSED VOLUME**  
MARKET UP 5.1%  
BETH SAUER UP 40.1%  
**OUTPACING MARKET BY 35%**



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## Why Allow Team Beth to Sell Your Home?

**Past Performance** – We had 38 closed transactions in 2014 placing us in the Top 1% of all agents in the Triad

**More Money in Your Pocket** – The average agent’s listings sell within 93.3% of the listing price. Beth Sauer’s listings sell within 98.5% of the list price which ultimately nets you more money.

**Referrals** – 75% of our business comes from past clients and sphere of influence referrals. Clients want to rehire us because of our professionalism and superior customer service. They refer their family, friends and co-workers to us for all of their real estate needs.

**Internet** – We have the most up-to-date office and technology systems in place in order to provide superior internet marketing. In addition to the Triad MLS – when you list with Beth, your property will be listed on the Keller Williams Listing System, or KWLS. This proprietary, exclusive system ensures your property is marketed online 24/7 through more than 650 of the most popular search websites. Shown below are just a few.

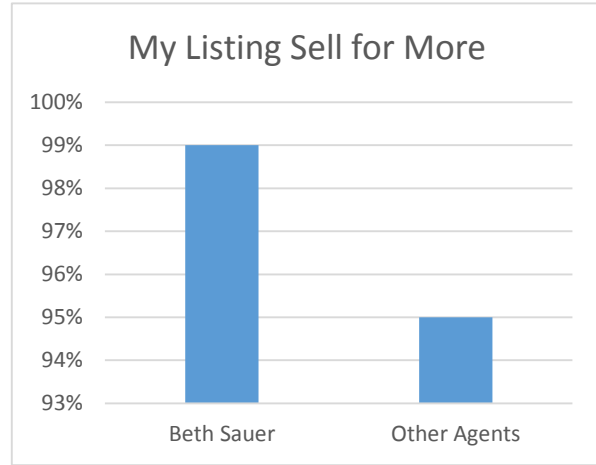
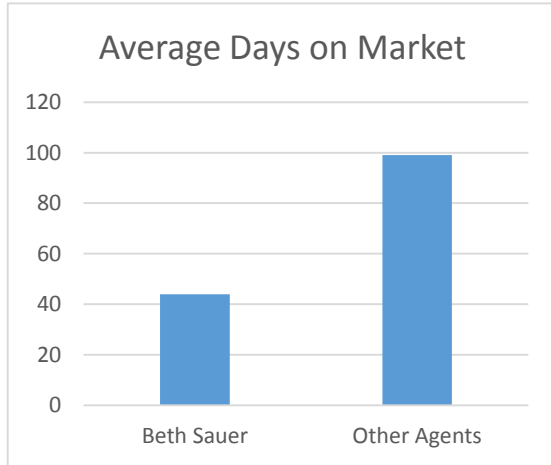


**Mobile App** – 98% of buyers today begin their search online. We offer a mobile app for smart phones and tablets for even more exposure to potential buyers.



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**Here are a Few More Reasons....**



**Home in Stokesdale**



**Sold in 5 days  
with full price offer!!!**

**Condo in Greensboro**



**Under Contract in 1 day**

**Home in Oak Ridge**



**Sold in 5 Days  
List Price \$379,900 Sale Price \$375,000**

**Home in Stokesdale**



**Sold in 12 days  
List Price \$185,900 Sale Price \$183,000**

**Home in Greensboro**



**Sold in 13 days  
List Price \$129,900 Sale Price \$128,000**

**Home in Greensboro**



**Sold in 16 days  
List Price \$175,000 Sale Price \$171,600**

View more examples at [www.kwtriadagent.com](http://www.kwtriadagent.com)



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## Meet Our Team:

### **Donna Frazier - Executive Assistant**



Donna has been an Administrative Assistant in a variety of industries, but has a passion for real estate and helping clients create the home of their dreams. She also has 11 years of experience as an Independent Celebrating Home Designer (formerly Home Interiors and Gifts) working with clients to decorate their homes and creating beautiful living spaces.

As Beth's Executive Assistant, she is deeply committed to supporting Beth in achieving greater and greater levels of success. She works to enhance the home buying and selling experience by possessing a wide array of skills to our team which include marketing, organizational, bookkeeping, web design, and staging.

She contributes to the success of the team by controlling database management, listing management, creating marketing materials, event planning, managing print and web exposure and communicating with clients throughout selling or buying process. Her goal is to make your home selling or buying experience run as smoothly as possible so you get the results you desire.

### **Kim Schofer - Contract to Close Specialist**



Kim Schofer began her Real Estate career in 2002 and has focused on closing management since that time. She has managed hundreds of closing with all types of loans and situations. Such as foreclosures, short sales, estates, new construction, existing homes, etc. She has various resources and contacts in all areas of real estate (ie. Attorneys, lenders, and contractors) from my years of experience. Kim is dedicated to provide exceptional customer service in handling the real estate closing process. A native of Graham, NC, Kim holds a BA degree from UNC-Wilmington. In November 2006, Kim completed the NC Broker-In-Charge course with the NC Real Estate Commission. Prior to beginning her real estate career Kim was a loan processor

with Carolina Bank. Kim brings knowledge, expertise, organization and integrity to every part of your real estate transaction.

### **Kara Sheppard - Photography Specialist**



Kara Sheppard, a Piedmont Triad native and graduate of Southeast Guilford High School and Elon University. Kara worked as a graphic artist in video post-production for over 12 years and has held her NC Real Estate license since 2005. She has combined what she learned from both previous careers to create a terrific niche for herself in real estate photography and media. Kara's goal is to capture attention to your home by creating bright, clear photography that really makes it stand out over all the other homes online.



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## ***Don't Just Take My Word For It, See What Other Clients Had to Say About Working With Beth Sauer***

Beth was an excellent realtor for us. Since we had not had the experience of selling a home in the past, she guided us through the process in a professional, yet caring way. The house was sold quickly and Beth did everything she could to make sure our closing went smoothly. She did an exceptional job at working with the buyers and their realtor to ensure that everyone's needs were met and the sale was completed in a timely manner. We will definitely choose Beth again in the future.

Donna and Dean Alley

*We have 3 children under 3 and out grew our house, VERY QUICKLY. My husband and I both wanted to move, but we were not in agreement of either the price that we should sell our home or in the purchase price of our new one. Beth Sauer was our realtor and she walked us through every step of the process. She thoroughly researched the comps in our area and suggested a price to us that would insure our home would sell within 30 days. HOWEVER, with her marketing efforts and the technology she provides, our home went under contract in **JUST 13 DAYS!!!** Having someone to assist in navigating us through all of the processes needed with buying and selling and home was a key factor and that's exactly what she did! I am so glad that Beth was with us through every step of the way. Being in the financial situation we were in with 3 kids under 3 and in daycare, Beth knew the touch points of our specific family. She was able to negotiate with the buyers of our old home, and the sellers of our new home to meet everyone's needs. A home is one of the most important decisions we will make in our life. And without the help of Beth, supporting us and representing us, I do not believe we would have been able to move without her assistance. We were able to sell our family home, along with buying our dream home, that without Beth and her knowledge, expertise, and collaborative skills, it would not have been possible. Our family would highly recommend Beth as your realtor, whether you are buying or selling a home. Thank you Beth!!*

~Connie and Dwain



*"Beth did a wonderful job of listing our home, highlighting particular features that would draw attention to it. She kept us advised of trends in the neighborhood and the market for similar properties. When we did accept an offer, Beth was in constant communication with the status of the closing and walked us through the process to the end. Overall, we are very pleased with Beth and would highly recommend her to anyone looking to buy or sell property and will use her again for our real estate needs."*

-Lula M.

See more at [www.kwtriadagent.com](http://www.kwtriadagent.com)



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# Your House Gets its OWN Website

98% of home buyers use the internet to search for homes...

kw. 7153 Senepole Road  
Randleman, NC

DESCRIPTION PHOTOS MAPS & LOCAL SCHOOLS PRINT BROCHURE

SCHEDULE A SHOWING/REQUEST INFO  
GREENSBORO HOMES FOR SALE  
SEARCH ALL HOMES FOR SALE  
HOMES CLOSE TO WHERE YOU WORK  
AVOID FORECLOSURE  
WHAT IS YOUR HOME WORTH?

PRESENTED BY:  
**Beth Sauer**  
REALTOR/BROKER  
KELLER WILLIAMS  
REALTY  
336-324-4064  
MLS#: 723965

3 Bed, 3 Bath  
1 of 16 Photos  
See All Photos



Visual Tour



Mobile App



Sign Rider

**Your House is exposed to the WORLD!**





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## What Team Beth will do for YOU!

### Pre- Listing Tasks:

- Obtain completed agreement, property disclosures, etc.
- Intro call from staff
- Send signed copies of listing paperwork to sellers
- Assign lockbox to property and add lockbox to property
- Place COMING SOON sign
- Schedule staging consultation, (if necessary)
- Email Blast to agents - Coming Soon announcement
- Assign Pre-Listing action Plan
- Send Lowes Coupon
- Obtain key from seller
- Place sign and lockbox at house
- Take Pre-Listing Photo
- Schedule photographer
- Order Home Warranty

### Certified Pre-Owned Listing:

- Order appraisal
- Order inspection
- Contact contractor to schedule any repairs
- Add certified Pre-owned sign topper

### On the Market Tasks:

- Add listing action plan
- Enter listing in MLS
- Optimize listing on MLS system with multiple photos
- Setup CSS showing instructions
- Upload signed Property Disclosure and virtual tour to MLS
- Create 360° virtual tour of home and add to website(s)
- Add listing details to personal and global websites
- Create seller website or launch weekly service report plan
- Email, fax, or voice broadcast local agents with listing detail:
- Add listing to newsletter list
- Create and distribute Just Listed marketing in neighborhood
- Deliver marketing booklet, MLS sheets, flyers to seller
- Seller activity phone call update (bi-weekly)
- Call for feedback on showings, if not received (weekly)
- Run updated CMA to evaluate current asking price
- Reminder - What forms are missing
- Send New Seller Communication Video
- Setup Seller Account in CSS for Feedback
- Create or order Property flyer
- Setup MLS search for sellers
- Send Seller MLS sheet, photo gallery and link to visual tour
- Add Service Report to Listing
- Run Promo ad Listingbook
- Include listing on Facebook page
- Add to List Hub
- Setup Seller Account on Listingbook
- Listing Satisfaction survey
- Add featured listing to Trulia
- Enter feedback & marketing activities (weekly)
- Include listing on Facebook (monthly)



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### Open House Event

- Schedule Open House event
- Confirm date with agent
- Review property information
- Setup Open House on MLS
- Add open house to Listingbook
- Send out flyer/Invitation to database
- Preview property and take notes
- Pick up balloons
- Flyer neighborhood and door knock
- Post reminder invite on Facebook (day of Open House)
- Contact seller to confirm
- Schedule open house through CSS
- Send seller open house checklist
- Print map of neighborhood
- Create open house flyer
- Print open house flyers
- Place directional signs
- Place open house on Facebook
- Send feedback to seller and agent

### Under Contract Tasks:

- Change status in MLS
- Submit contract to closing coordinator
- Submit green sheet and loop to office
- Confirm inspection and termite performed
- Negotiate repairs
- Ensure lender has appraisal scheduled
- Confirm closing appointment and contact attorney
- Inform seller of closing date and time
- Coordinate final walk through
- Send attorney DA and home warranty invoice
- Review HUD statement
- Give keys to buyer's agent
- Obtain signed HUD
- Send client thank you letter
- Email satisfaction survey
- Save copy of HUD in file for end of year mailing
- Archive files from Dropbox
- Add DD date and closing date to calendar
- Submit earnest money to office
- Remove MLS /Listingbook Notifications
- Inspections sent to all parties
- Repair Agreement signed
- Contact buyer's agent for loan approval status
- Provide seller info to attorney
- Order home warranty if needed
- Confirm attorney received all invoices
- Attend closing
- Update closing info in MLS
- Pick up lockbox and sign from property
- Update address in database



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## How Market Value is Determined

The market Value of your home is determined in several ways

### **The market value of your home is not:**

1. What you have in the home
2. What you need out of it
3. What you want
4. What it appraised for
5. What you heard your neighbor's home sold for
6. What the tax office says it's worth
7. How much it's insured for
8. Based on prices of homes where you are moving
9. What Zillow says it's worth

### **The true market value of your home is ... what a buyer is willing to pay for the property based on the number of competing homes:**

1. Based on today's market
2. Based on today's competition
3. Based on today's financing
4. Based on today's economic conditions
5. Based on the buyer's perception of the condition of the property
6. Based on location
7. Based on normal marketing time

### **Property's that sell in today's market**

On a scale of 1-10 ("10" are the ones that are selling). How can your property be a "10"?

1. By improving the condition dramatically
2. By offering good terms
3. By improving the way the home shows
4. By adjusting the price

### **As you advance through your marketing period, you may observe some warnings:**

Realtor elimination – If the realtors are not previewing it and do not show it, they are eliminating it.

Buyer elimination – If it is being shown with no results, the buyers are finding better properties to buy and they are eliminating the property.



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## Services You May Need

Now that you are putting your home on the market, are there items that need attention? Many times our sellers have a few items found during the home inspection that need to be repaired before their home is sold. We want to provide you with a list of some of the professionals that we work with frequently. These are just suggestions, feel free to contact anyone you like.

Trade	Company	Contact	Phone Number
Appraisal	Stainback and Associates	Mike Stainback	336-855-6010
Appraisal		Kyle White	336-688-5935
Cleaners	OC Cleaners	Paula Calloway	336-813-2343
Contractor	Whitman Construction	Shane Whitman	336-681-4660
Electrician	Harris Electrical	Donald Harris	336-339-3230
Handyman		Mark Johnson	336-908-5267
Home Inspection	Home Spector	Jason Michael	336-382-7269
Home Inspection	Triad Home Inspections	Ron Hough	336-668-3775
Home Inspection	HouseMaster	Scott Dampier	336-272-7177
Pest Inspection	Bug Busters	Curtis Hayes	336-312-9899
Plumber	Harrelson Plumbing	Harold Harrelson	336-215-5871
Roofer	Davis Roofing	David Powers	336-431-6485



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## Easy Exit

**WARNING!!!** Listing with the wrong agent can cost you not only precious time, but thousands of dollars. There is nothing worse than getting trapped into a lengthy listing agreement with the wrong agent.

Fortunately, you have a choice. We offer a **hassle free listing contract** with an “Easy Exit” no question ask cancellation guarantee. Either you are completely happy with the service and results you receive, or the listing contract is cancelled. End of story. Easy and simple.

The fact is, all of our clients have been delighted with our performance and the results. However you have the option just in case!

IF YOU'RE NOT  
HAPPY  
FIRE US!