



Thank you for choosing me to list your property. I am looking forward to working with you to get you the best possible price, in the shortest time, with the least amount of inconvenience to you.

From listing to closing, I am committed to working closely with you to navigate the entire sales process. My focus is on your complete satisfaction. That means we will sell your home smoothly, for top price. I will actively target the types of buyers most likely to want your home. I will advertise your home 24 hours a day, 7 days a week.

This package contains helpful information for you. After you've had the chance to review this information, please contact me. I will prepare an in-depth analysis of your home, compare it to other homes on the market, and recommend a personalized marketing program and pricing strategy for you.

I appreciate the opportunity to earn your business.

The Home Selling Process

Coordinating Your Sale

- Pre-qualify potential buyers
- Present and discuss all offers with you
- Negotiate your transaction with the other agent
- Prepare and finalize the closing

Other Ways I Can Help

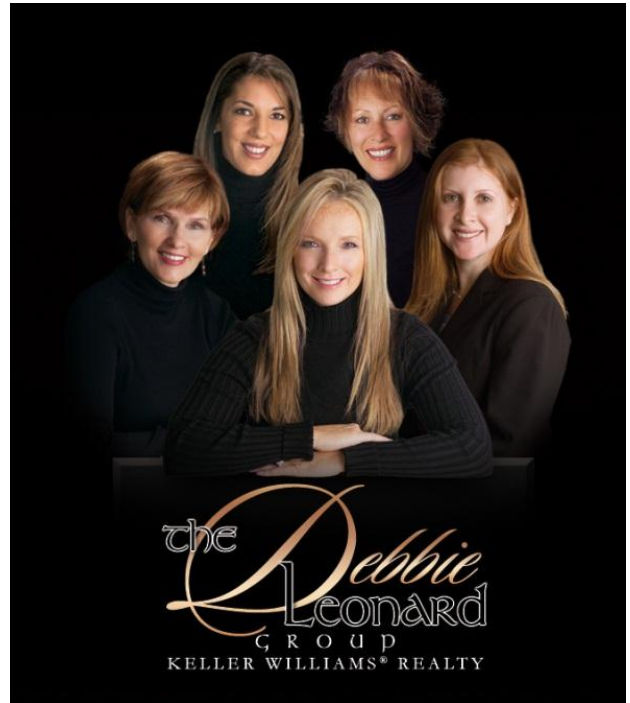
- Arrange for an agent to assist you in your relocation
- Recommend a moving company
- Provide you with a helpful moving checklist
- Recommend preferred companies for related services

The Debbie Leonard Group • 404-419-3610

debbiemayer@kw.com • www.debbieleonard.com

About our Group

The Debbie Leonard Group is a top-producing team working with Keller Williams Realty. We are proud to work for the fastest-growing real estate company in North America and the second-largest real estate company in the United States. We are a full-service real estate team representing buyers, sellers, and clients interested in new construction home building. Our team works with a vast network of real estate market professionals and award-winning Atlanta builders. We are committed to working closely with you through the entire sales process by taking the time and using our expertise to understand your unique needs and ensuring your complete satisfaction.



**82% of home sales
are the result of
agent connections**

Source: National Association of REALTORS®

Mission Statement

Our mission at the Debbie Leonard Group is to continue expanding our business by exceeding our client's expectations and offering unparalleled service and support. We hold ourselves accountable for providing the utmost in professionalism, our commitment to ongoing education and our continued affiliation with Keller Williams Realty Peachtree Road, as well as our constant networking and support within the community.

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Meet Debbie Leonard Mayer

An Atlanta native, Debbie Leonard Mayer has more than 12 years' experience in all facets of the Atlanta real estate market. Whether you are relocating to the area, looking for the perfect lot and building your dream home, or selling your current home, Debbie is an invaluable resource committed to working closely with you to navigate the entire sales process.

Professional Recognition:

In 2012:

- **Sold over \$16M in Real Estate**
- **Awarded Top Shooting Star for KW Southeast Region (2012)**
- **Recipient of the Phoenix Award for the Multi-Million Dollar Sales Club as a life member (2012)**

Affiliations:

- Certified in New Construction Home Building (Currently working with several Award-winning Atlanta Builders, building both traditional and contemporary homes)
- Certified Relocation Specialist
- Certified Luxury Home Specialist
- Atlanta Board of Realtors Multi-Million
- Dollar Sales Club Life Member
- Georgia Association of Realtors
- National Association of Realtors
- Member of the Million Dollar Club
- Certified in Short Sales & Foreclosures
- Realtor.com online Marketing Award of Excellence
- Member of Executive Club
- Custom Home Specialist
- Listing Specialist
- Luxury Networking Group Atlanta
- Awarded the United Way of Atlanta Achievement of Leadership raising over \$2.2M in campaigning while working with UPS



Debbie with one of her prized Labs, Ms. Diva

2005 – featured agent in *Broker Agent*.

2006 – sold over \$4 M in Real Estate

2007 – sold over \$8 M in Real Estate

2008 – sold over \$9 M in Real Estate

2008 – featured agent in *Top Agent*.

2009 – sold over \$6 M in Real Estate

2010 – sold over \$7 M in Real Estate

2011 – sold over \$11M in Real Estate

2012 – sold over \$16M in Real Estate

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Meet Pat Read

Pat Read, though not a native Georgian, comes from a long lineage of Marietta families as well as a long lineage of realtors. Pat's background is very diverse ranging from a degree in furnishings and interiors from the University of Georgia to a 23-year corporate background in sales and engineering for IBM and Siemens.

Pat became a licensed realtor in 2004. She was selected Rookie of the Year, having sold twenty-two homes in her first six months. She joined The Debbie Leonard Group in 2008, and In 2011, she joined Keller Williams Realty Peachtree Road.

Professional affiliations and recognitions:

- Atlanta Board of Realtors
- National Association of Realtors
- Member of the Million Dollar Club
- Listing/Buyer Specialist
- Certified in Short Sales & Foreclosures

While she is not working, Pat enjoys friends, family, pets, reading and being outdoors.

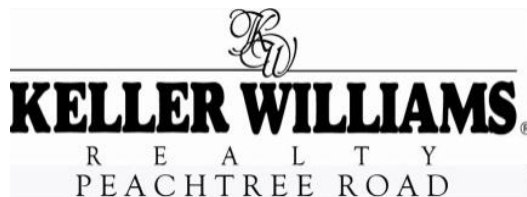


Pat with her guard dog, Oscar ("The Boy")

***Buyer & Seller's Agent
Specializing in the
North Atlanta, Roswell,
and East Cobb Areas***

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Meet Barbra Neuman Wollner

Barbra Neuman Wollner has been a full-time licensed realtor since 2002. A graduate from the University of Florida with a Bachelor's degree in telecommunications and a minor in business, Barbra has developed strong ties to the alumni in Atlanta. Before her real estate career, she worked in radio and television for four years and was a DJ for a commercial radio station in Gainesville, Florida. During this time, she obtained computer software certifications in Microsoft Certified Systems Engineering and SQL Administration. In 2005, Barbra received her broker's license. Barbra joined The Debbie Leonard Group and Keller Williams Realty Peachtree Road in 2011.



***Listing & Buyer
Specialist***

Professional affiliations and recognitions:

- REBAC Accredited Buyers Representative
- Atlanta Board of Realtors
- National Association of Realtors
- Member Million Dollar Club
- Foreclosure Specialist

Barbra currently lives in the Chamblee/Brookhaven area and is very knowledgeable with all regions of Atlanta from Midtown to North Atlanta. She has extensive experience in the condominium, townhome, rental, and investment property real estate markets, as well as luxury and custom built homes.

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Meet Linda Reandeau

Linda Reandeau is the Assistant and Client Liaison for The Debbie Leonard Group. She is a past client, having worked with Debbie and Pat during her relocation to the area in 2010.

Linda's background is in communication consultation, having worked in the nuclear power and insurance industries in the Midwest for more than 20 years, primarily supporting executive communications and organizational change efforts. She brings a strong customer-focused attitude and exemplary communication skills to the team.



***Assistant & Client
Liaison***

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Meet Amira Mamdani

TO BE UPDATED Amira brings 16 years experience to the group as a full-time design professional. She started her design career with local design firm, Wolf Design Group, and has had her own design company for many years. Amira has worked closely with Debbie in new home construction for many years. She has worked on large projects from small renovations consultations, staging, remodeling, consulting with architects, interior and exterior design, new home construction, provides full home furnishings and furniture placement for whole home installations.

Amira is the director for design of construction in consulting the builders and Debbie to incorporate the latest trends within the design field to insure that the new homes that are under construction are set apart from the competition within the real estate market. Amira's unlimited knowledge, experience and being able to assist the customer's one on one to build their dream home from start to finish. Amira's talent is unmeasureable. She is a huge asset to the group and to the builders. Amira responsibilities are selecting exterior and interior finish levels of the all the homes from modern contemporary to traditional designs.

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Design Specialist

Meet Meg Fitzpatrick

Meg is the newest member of The Debbie Leonard Group and brings 16 years experience in Interior Design to the team. She says she has been fascinated with all aspects of design since birth. When working with Meg, she will share with you great design ideas, years of experience, and the energy to guide you through your process while having fun.

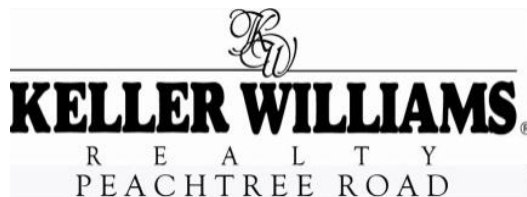
Her strategy starts with an agreed upon "look" and budget, making everything else that follows a breeze.

Her clients' needs are of the utmost importance, and she is committed to meeting those needs. Let Meg furnish your new home, and all you have to do is arrive and start to enjoy your home.

You can see a portfolio of Meg's work at www.metrohomewpb.com



Design Specialist



What sets The Debbie Leonard Group Apart?

- ***Performance*** – The team has been recognized from year to year for its consistent top-notch service, support, and growth. In 2009, they were recognized by their peers as one of the best in *Top Agent Magazine*. In 2012, they were awarded Top Shooting Star for the KW Southeast Region.
- ***Availability*** – A flexible schedule that works within our client’s needs is a must. You can always reach someone after hours or on weekends. Your time is our priority.
- ***Expertise*** – Our agents are trained in all areas of residential real estate and frequently attend training classes for continuing education.
- ***Marketing Plan*** – The team understands that marketing is the key to selling a home. A substantial portion of our budget is dedicated to ensuring that our client’s property is viewed by as many qualified buyers and agents as possible. Many agents believe that simply putting a home on FMLS and Realtor.com will sell the home. We know better.
- ***Networking*** – In today’s market we have found that networking with other agents is instrumental in the purchase or sale of a property. Often agents will know of homes that are not yet on the market or have buyers who are looking for that special home. Maintaining good relationships with those agents enable us to provide better service to our clients.

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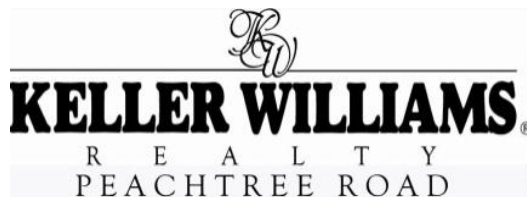
Why our Marketing Plan Works

We meet with our clients to specially design a marketing plan that meets your requirements. This includes:

- Performing a Competitive Market Analysis to ensure your home is properly priced
- Featuring your home on multiple internet real estate sites, including pictures and virtual tours
- Designing customized fliers that showcase information about your home
- Installing customized signage in front of your home
- Providing 24/7 Call Capture Signs that allow potential buyers to receive information about your home via phone, e-mail, and text messages
- Providing design help for staging your home in preparation to sell
- Conducting Agent Caravans to obtain other agents' feedback on your home
- Scheduling Open Houses for potential buyers
- Tracking traffic on your home and providing weekly seller updates
- Networking with other agents and staying actively involved in community events

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Preparing Your Home for Sale

Did you know well-placed furniture can open up rooms and make them seem larger than they are? Or that opening drapes and blinds and turning on all 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 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.
- 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.

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Our Cancellation Agreement

The Debbie Leonard Group offers you a way to list your home that is totally risk-free.

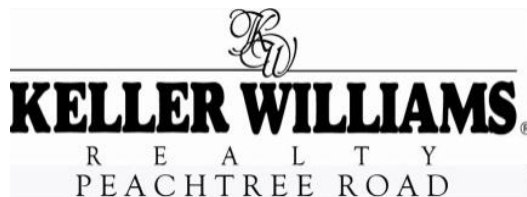
According to a recent survey, 72% of home sellers were dissatisfied with the performance of their agent, even if that agent sold their property. However, most listing agreements lock you into long-term commitments and lengthy broker protection periods with heavy cancellation fees. In other words, it's an agreement your agent can get out of but you can't.

The Debbie Leonard Group is confident that our real estate process will work for you.

We guarantee you the right to cancel our listing agreement at any time prior to accepting an offer on your home – with no penalties – if you believe our service does not live up to our promises.

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What My Clients Say...

“It has been a wonderful experience working with the Debbie Leonard Group. Her team is professional, helpful and kind. We looked at many other agents in the area and are glad we choose Debbie and her team to help us with the purchase of our Dream Home!”

Jena & John Griffin

Jena & John Griffin

Atlanta

“We relocated to the Atlanta area and worked with both Debbie and Pat to find the perfect house that met our needs. During our house hunting trip, we spent a full week with them. They asked us many questions about what we wanted in a home, what we liked to do outside of work, and what sort of neighborhood we were interested in. Both Debbie and Pat worked tirelessly to show us all areas of Atlanta so that we could make the right choice of area when selecting our home. Moving from Illinois, we found them extremely helpful in aiding our understanding of the Georgia real estate laws, legal processes, and financing options related to purchasing a home. They were wonderful to work with and we have been very happy with our choice!”

Linda & Mike Reandeau

Roswell

“We met Debbie and her team while considering the purchase of our new home. She made a positive impression on us early so we were very comfortable with her also representing us with the sell of our existing home. In a tough market, we knew that we needed someone that was a 'go getter'. Debbie and her team have been a great fit. We knew that her work ethics, passion, energy, and knowledge of the industry and trends would be needed in order for us to move our existing home. We were pleasantly surprised with the other intangibles that Debbie brought to the table...such as, staging recommendations on our existing home; investing in marketing our property and quickly adjusting based on tool and site results; and her ability to tap into an extended network of colleagues that could assist with 'refreshing' our existing home. With the purchase of our new home, Debbie was really engaged throughout the build and purchase process. She often shared her thoughts and insight on taste, trends, and future resell value. We really enjoyed working with Debbie and her team and would definitely recommend that you consider them if you are looking to purchase or sell of your home.”

Troy Meyers & Tommy Worrill

Atlanta

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