

Selling

*...a guide to selling
your home.*

Team 
Webster



K E L L E R W I L L I A M S R E A L T Y

Dear Prospective Seller:

You're ready to sell your property. And, while you're looking forward to seeing the word "SOLD" posted from the curb, you know there's a lot to consider along the way. One of your first decisions is to select a real estate agent who'll join you in the process.

You deserve much more than a sign in the yard, fliers in a box and an occasional open house. You deserve an agent who will be at your side, from listing to closing, ensuring that your property sells smoothly and you get the most money possible from the sale.

TeamWebster's local real estate market expertise means we are able to interpret all data that dictates the optimum pricing strategy, so your property will be



priced to sell. We dig deep to learn the unique selling points of your property and neighborhood. So our marketing plans and staging strategies will effectively

target and attract your potential buyers. It's a formula for success.

And, of course, we will take the time to listen, understand your challenges and goals and answer any questions you may have along the way.

In the meantime, please take the time to review this information before our appointment so that we can get your property listed right away and get you on the move!

We very much appreciate the opportunity to earn your business and look forward to meeting with you!

Bill, Andy and Jay

Bill Webster, Andy Jennison, Jay Webster
TeamWebster Real Estate



TeamWebster

Keller Williams Realty

Bill Webster
Realtor
CRS, GRI, ABR, SFR, e-Pro

Andy Jennison
Realtor

Jay Webster
Realtor
Accredited Home Stager

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302-738-2300 Office

Email:
teamwebster@kw.com

Visit our website:
teamwebsterhomes.com

We hope you enjoy viewing some of our current listings and perhaps you may know of a potential buyer for one of them!



This information is believed to be accurate, but is not warranted.

THIS PUBLICATION IS NOT INTENDED TO SOLICIT ALREADY LISTED PROPERTIES.

Why Keller Williams Realty:

Technology

Leading-edge tech tools and training give us the edge in effectively marketing your property online, 24 hours a day, seven days a week! Through KW's exclusive Keller Williams Listing System (KWLS), your property is fed to more than 350 online



search engines and available on KW's Web network of more than 76,000 sites.

Best of all, Keller Williams Realty's "My Listings, My Leads" philosophy, every single Internet inquiry on your property will come directly to us so that we can follow up quickly on your potential buyers.

Teamwork

Keller Williams Realty was designed to reward agents for working together. Based on the belief that we are all more successful if we strive toward a common goal rather than our individual interests, and every Keller Williams professional shares the common goal of serving you, our client, in the best way possible.

Knowledge

Keller Williams Realty helps us stay ahead of trends in the real estate industry through its comprehensive, industry-leading training curriculum and research resources. It's what prepares us to provide you with unparalleled service.

Reliability

Founded on the principles of trust and honesty, Keller Williams Realty emphasizes the importance of having the integrity to do the right thing, always putting your needs first.

Track Record

We're proud to work for the fastest-growing real estate company in North America and the third-largest real estate company in the United States. It's proof that when you offer a superior level of service, the word spreads fast.

Gary Keller
Founder, Keller Williams Realty



Determining Value of a Property

Let's begin with this direct statement:

We are not the ones who decide 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 your property. 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 the 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 30 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.



- Buying market has a short attention span.
- Pricing your home right the first time is key.
- Proper pricing attracts buyers.
- An overpriced house will not sell.

Key Steps in Marketing a Property

Designed to capture the maximum exposure for your home in the shortest period of time, we will implement these proven Key Steps in our Marketing Plan.

We will:

Price your home strategically so you're competitive with the current market and current 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 "Call Today" signage, with phone numbers to call.

Optimize your home's internet presence by posting information in the Keller Williams Listing System (KWLS) as well as local and global MLS systems, including plenty of photographs and a description of your property.

Create a home selling center providing information to buyers and their agents when previewing your home.

Target our marketing to active real estate agents who specialize in selling homes in your neighborhood.

Include your home in our company and MLS tours, allowing other agents to see your home for themselves.

Advertise your home in real estate marketing materials as well as direct-mail campaigns, email campaigns and social media.

Create an open house schedule to promote your property to prospective buyers and market those open houses.

Target active buyers and investors in my database who are looking for homes in your price range and area.

Provide you with weekly updates detailing our marketing efforts, including comments from the prospective buyers and agents who have visited your home





Getting the Best Value for Your Home

Getting ready to get into the real-estate market?

Most sellers today are nervous and unsure. They wonder: is taking a loss on our house inevitable?

The answer is no! A strategic sales plan, coupled with a smart buy in your new location will ensure that you recoup the maximum value for your home.

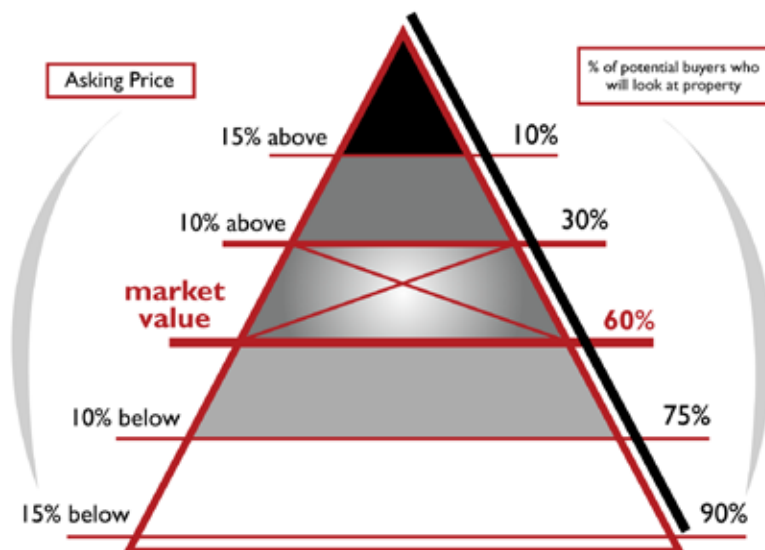
Your Strategic Sales Plan

Consult with Team Webster, we are local experts who will ensure your house is priced competitively and well-staged. Why? Because while there are always three factors to getting a home sold—location,

price, and condition—only two are under your control: price and condition. Of the two, which is more significant? Price. Remember that price will correct bad condition, but condition will never overcome a bad price.

Act fast. You're in a race against time—the best price you'll get in today's market is the one you get now. If you wait, it will be lower. And every month the price on your home decreases, your costs remain the same. For example, Keller Williams research shows that sellers who listed their home at the price the agent originally recommended, sold the home 38 days faster. This is over a month of

Right price: attracts buyers.



If you want to compete, be competitive!

Pricing your property competitively will generate the most activity from agents and buyers.

mortgage and tax payments! For a home that cost \$200,000 at time of purchase, with 20 percent down and an interest rate of 6.5 percent, selling a month sooner results in a savings of \$1,101.31 for the mortgage alone, not including the taxes and insurance that the homeowner would be paying during this time.

Don't worry about where the market has been, keep your focus on where it is going. The price your neighbor down the street got six months ago is not relevant in a market where your house is competing with others from all across town. Again, Team Webster has the knowledge of long-term, wide-ranging data that will help you decide how to pinpoint your price with precision.

Your Smart Buy

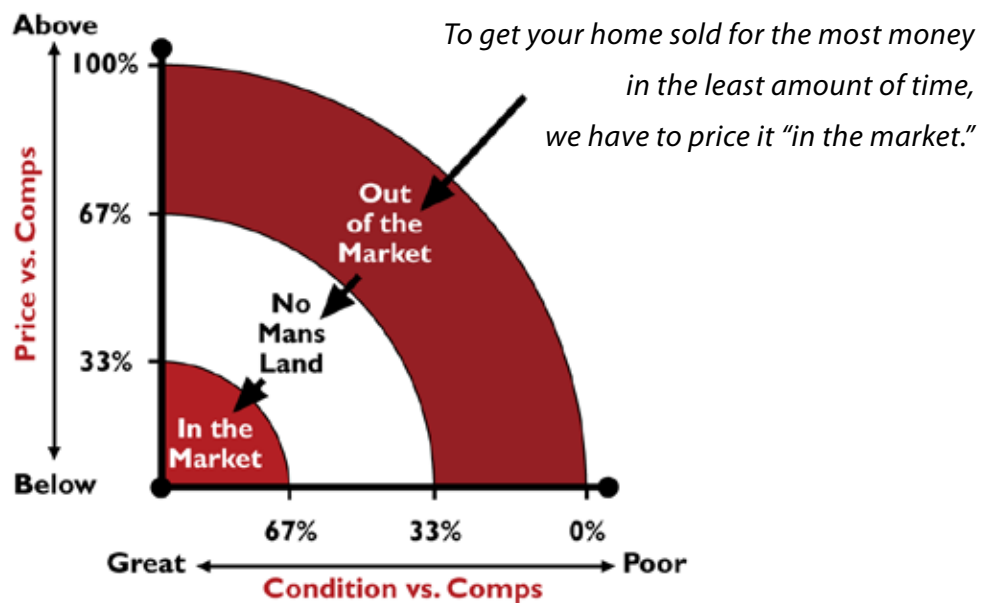
Move up. Whether you are moving to an area where prices are in a downturn, or dreaming of nicer, bigger, home

in your own town, selling your house now can get you into the home of your dreams. Falling home prices are a great opportunity for a savvy homeowner looking to move up. Even though your house price may be lower, the smaller loss at sale can be made up by greater savings at purchase. For example, let's take that same \$200,000 home, and imagine that it has decreased in value by 5 percent, reducing the sales price to \$190,000. At the same time, let's imagine that you would like to move up and the \$400,000 home you have been eyeing has also decreased by 5 percent. That's a savings of \$20,000, and it is a home that is likely to be better positioned for appreciation when the market rebounds.

Bottom line:

Don't pit yourself against the market, work with the market to get the most out of your house sale.

What sells: right price, great condition.



SOLD!

Our record speaks for itself. . .we sell houses.

Address	Community	Price
2 Broom Ct	Martins Ct	904,500
130 Mcberty Ct	Preserves Elk Ridge	675,000
401 Buttonwood	Somerset Lake	460,000
703 Apple Blossom	Apple Glen	460,000
501 Port Royal Ct	Somerset Lake	453,800
210 Walker Way	Hunt at Louviers	410,000
24 Stage Rd	None Available	405,000
17 Fredericksburg	Fairview Farm	400,263
109 Bay Club Pkwy	Fairway Villages	390,000
301 Odessa Way	Woods at Louviers	388,000
104 Longview Ln	Willistown Hunt	340,000
48 Shenandoah	Ridgewood Glen	339,900
373 Regis Falls	Regis Falls Village	300,000
1047 Yorklyn Rd	None Available	299,900
2505 Pennington	Pennington Farm	295,000
105 Gillespie	Willow Grove Mill	293,000
12 Saint Regis Dr	Chapel Hill	278,000
95 Loblolly Ln	Hickory Woods	275,000
447 Woodstock	North Pointe	275,000
21 Danvers Cir	Beechers Lot	274,900
38 Avignon Dr	Frenchtown Woods	270,000
1 W West Ridge Ct	Country Hills	270,000
344 Owls Nest	Bentley Place	265,000
2 Whistler Ct	Limestone Hills West	242,000
110 Edgewood Dr	Appleton Glen	230,000
775 W Glenview Dr	Villages at Penn R	225,000
1 E Galloway Ct	Abbotsford	210,000
1 E Galloway Ct	Abbotsford	210,000
140 Green Valley	Green Valley	209,900
49 Millwright	Old Manor	192,000
40 Versailles Ct	Frenchtown Woods	180,450
53 Chatham Ct	Chatham Cove	175,000
53 Chatham Ct	Chatham Cove	175,000
2408 Sylvan	Roselle	150,000

Address	Community	Price
225 Bungalow Ave	Elsmere Gardens	135,000
260 Brick Rd	None Available	122,500
162 Maple Hill Rd	Forest Brook Glen	119,000
267 Filbert Ave	Elsmere Manor	111,150
23 Arthur	Wellington Hills	330,000
210 Walker Way	Hunt of Louvier	387,750
101 Forest Knoll	Forest Knoll	360,000
216 Cordon Rd	Blue Rock Manor	268,000
24 Canary Ct	St. Augustine Creek	325,000
434 New London	Fairfield Crest	253,000
12 Croyden Rd	Glendale	160,000
306 Steller	Red Lion Chase	445,000
116 Panorama	Woodmere	235,000
73 Versailles Ct	Frenchtown Woods	170,000
52 Kenmar	Brookside Park	135,000
115 Cambridge	Somerset Lake	330,000
4 Floyd Cir	The Legends	357,000
9 Ann Marie Ct	Chapman Woods	199,000
25 Sienna Dr	Flint Hill Crossing	460,000
122 Spottswood	None Available	375,000
97 Dallas	Devon Place	200,000
217 Sunny Dell	Stonebridge	220,000
217 Sunny Dell	Stonebridge	220,000
122 Mcberty	Preserves Elk Ridge	450,000
6 Bullock	None Available	107,500
266 Flagstone	Gray Acre	249,900
406 Jaymar Blvd	Salem Woods	223,000
406 Jaymar Blvd	Salem Woods	223,000
117 Westgate Dr	Westgate Farms	375,000
320 Maple	Anvil Hills	347,000
3327 Pierson	Pierson Farms	300,000
2401 Pennsylvania	Devon	73,000
1867 Flint Hill	None Available	220,000
40 Belfort Loop	Frenchtown Woods	265,000



Address	Community	Price
1374 Cedar Lane	Baker Farms	361,000
7 Fols Crescent	Penn Acre	229,900
151 Madison	College Park	111,000
237 Kelton Road	None Available	193,000
119 Decker	West Meadows	295,000
357 Sherer Drive	Havenstone	465,000
1008 Baltimore	Elsmere Manor	97,750
13 Williams Ct	Woodland Trail	164,000
1749 Flint Hill	Landenberg	200,000
336 Welcome Ave	Heather Grove	222,500
101 Shinnecock Hill	Hartfield	340,000
338 Redbud	Twin Ponds	260,000
213 Taylor	Rosemont	183,000
119 Melodic Dr	Harmony Woods	170,000
17 Camino Ct	Buena Vista Park	165,000
136 Lake Arrowhead	Becks Woods	155,000
251 Ann Drive	Crosslands @ Canal	249,900
929 Dover	Elsmere Manor	95,000
123 W Thomas Ct	Orchard Valley	185,000
128 Emery Ct	Drummond Ridge	240,000
225 Churchmans Rd	Duross Heights	145,400
6 Nine Gates	None Available	345,000
415 Nottingham	None Available	260,000
36 Doncaster Rd	Stratford	160,000

** When a property is listed 2X
Team Webster represented both the buyer and
the seller for that property.*



Allow Pike Creek Mortgage to advance your homeownership goal to reality by obtaining the proper financing.

Approached correctly, the home mortgage process should start before finding a home to purchase. In fact, getting pre-qualified for a loan is the proper way to proceed for many important reasons, foremost of which is so that you know what you can afford.

Our goal is to provide you with professional advice, guidance, support and unsurpassed quality service throughout your entire home purchasing process. Pike Creek Mortgage offers a wide array of loan products, including fixed and adjustable rate financing, Conventional, FHA, VA, USDA, Fannie Mae Home Path, Jumbo, Permanent Construction Financing, refinancing options, and relocation programs -- just to name a few. We also provide many down payment assistance programs through State and local agencies.

To schedule a consultation, obtain a pre-qualification, or if you just have questions about any aspect of the mortgage process, *please feel free to contact me!*

www.frank.pikecreekloans.com
www.facebook.com/PikeCreekLoans
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Frank Thornton

Mortgage Consultant

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NMLS# 170347



According to NAR 36% of buyers found their home on-line.

On-line marketing



National Portals



Keller Williams has over 300 portals for us to place your house on.
That's on average 3-4 times more than the average company.

Brokerage Websites



Search Engines



Social Media and Classified Services



Keller Williams Realty, Inc., the second largest real estate franchise in the United States, announced that despite the continued downturn in the real estate market, the company continued to move forward in productivity, profitability and profit share in 2011.

Keller Williams Realty's per agent productivity (in units closed) increased year over year, by 19 percent.

-Mark Willis, CEO, Keller Williams Realty, Inc.

Stage It... Sell It...Profit!

Re-arrange your furniture, pick a soothing color palette, clear out the family photos, and your home will sell faster, and for more money. Sound too good to be true?

It's not!

The soft and decorative side of staging is backed by hard facts. Real estate agents like great-looking homes because they are easier to sell.

Why is that important?

An agent's job is to please their clients, and they will direct their buyers to the homes they think they will buy. Agents talk to other agents who are

also directing their buyers to the best homes on the market. An attractive listing will be shown more often, meaning more market exposure—critical for a quick and profitable house sale. Staging is non-negotiable in many parts of the country. Staging a listing for sale in our area where the concept hasn't caught on can give you an advantage, particularly if there are many unsold listings similar to yours on the market.



Buyers gravitate to listings that look good and are in move-in condition. Buyers are looking for value. When prices are flat or on the decline, buyers need to perceive that the house is worth the price.

Bottom line:

Staging is more than an exercise in tasteful interior design. It is a business decision that can have a huge impact on your financial return and timeline.

Before and After Staging.



Most buyers make decisions about the property they see within the first 15 seconds of entering the home. You don't get a second chance to make a first impression.



SOLD IN 30 DAYS!



NEWARK, DE 15 Bridlebrook Lane

Covered Bridge Farms

4 BEDROOMS, 2.1 BATHS, 2 CAR GARAGE

PRICE: \$319,000



SOLD IN 2 DAYS!



BEAR, DE 14 Zinnia Court

Brennan Estates

4 BEDROOMS, 2.1 BATHS, 2 CAR GARAGE

PRICE: \$310,000





CURRENT LISTING

OXFORD, PA 264 Regent Circle

Wyncote

4 BEDROOMS, 3.2 BATHS, 3 CAR GARAGE

PRICE: \$569,000



SOLD IN 45 DAYS!

WILMINGTON, DE 105 Toucan Road

Brookmeade

4 BEDROOMS, 2.1 BATHS, 2 CAR GARAGE

PRICE: \$292,000

CURRENT LISTING



LINCOLN UNIVERSITY, PA 1916 New London Rd.

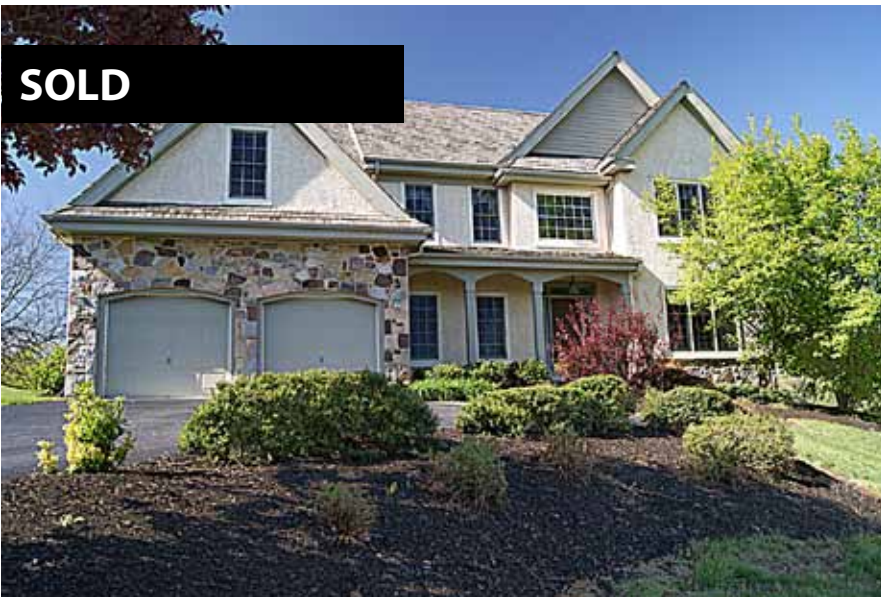
Franklin Township

5 BEDROOMS, 2.1 BATHS, 3 CAR GARAGE

PRICE: \$269,900



SOLD



LANDENBERG, PA 19 Wilkinson Drive

Broad Run Ridge

4 BEDROOMS, 2.1 BATHS, 2 CAR GARAGE

PRICE: \$369,000





PENDING

KENNETT SQUARE, PA 209 Whitestone Drive
Wiltshire
4 BEDROOMS, 2.1 BATHS, 2 CAR GARAGE
PRICE: \$449,000



CURRENT LISTING

BEAR, DE 418 Pencader Lane
Pencader Farms
3 BEDROOMS, 2 BATHS, 2 CAR GARAGE
PRICE: \$269,000



Keller Williams is committed to a better future for all.

Our green mission:

At Keller Williams Realty, we care about the place you call home. We understand that it's more than a collection of concrete, wood and steel. It's more than an asset to be bought and sold. It's where you feel safe, where you can take a deep breath, where you gather with your family and friends, and where you build your strength.

Our belief:

We believe that greening your home is a quality-of-life choice for here and now, as well as a necessary step to protect our planet and its resources for future generations. We trust in the power of individuals and their ability to learn, change, and make sustainable choices. We believe that now is the time to start—and that change begins at home.

Our current initiatives:

Green Your Home. In 2011, we published the book *Green Your Home* to help consumers and our agents find an easy path to a healthy, money-smart and sustainable lifestyle at home.

RED Day. The Keller Williams family works together each year to give back to our communities through locally-focused service programs like RED Day. Our efforts have collectively given hundreds of thousands of community service hours.

Paperless transactions. In 2011, we became the first real estate franchise to make every market center capable of paperless real estate transactions through our award-winning eEdge system.

TESTIMONIALS:

"Thank you for all you did for us. It seemed like our association ended abruptly and anti-climactically, but **SOLD**, so we must say successfully. You all worked so hard for us and we really appreciate you going the extra mile and paying attention to all the details. I hope our thanks will encourage you both that you have not compromised on your promise to deliver excellent service in a tough economy. Hopefully the market is turning the corner! Until the next move."
-Jackie

"Thank you Team Webster!
You made me feel relaxed and comfortable with the purchase of my home. Wonderful."
-Elizabeth C.

"Team Webster was great! They made a stressful process easy. We will definitely recommend them."
-David and Barbara R.

"Thank you for selling our house so quickly and making it a pleasant experience! We really enjoyed working with you and appreciated all of your suggestions, input and help. We will definitely recommend you to family and friends."
-Mary and Jesse B.

"Team Webster helped me buy my property 3 years ago and then helped me sell the property... Great real estate agents!"
-Maureen W.

Photograph to Attract Buyers

You need great pictures to attract buyers today and a great price to attract offers. This is an example of how to better photograph a property.



The front shot of the house should be as powerful and dramatic as the picture can be.

Avoid taking vertical pictures...the horizontal format allows for bigger impact and consistency.

There are many options in photographing a space, look for the most interesting view.



Sometimes taking out just one thing opens up the entire space.

Again, never take vertical pictures, they do nothing to sell a room.

A picture should show as many architectural elements as possible.

Team Webster not like most other agents.

Many agents will list your house and do what we call the 3 P's of real estate:

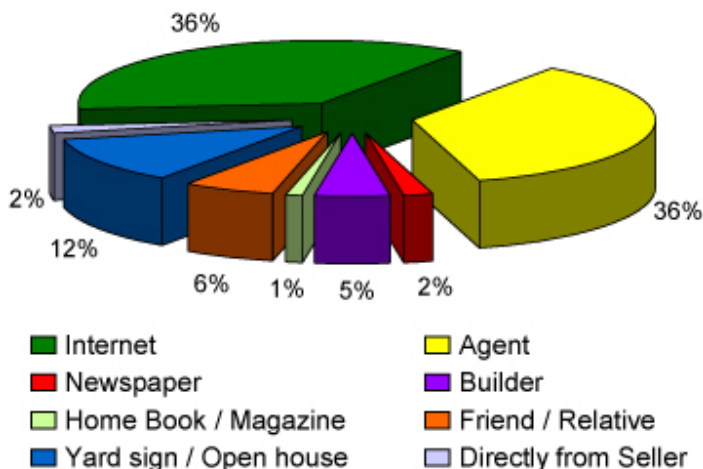
1. **P**lace your house in the MLS.
2. **P**lace a sign in your yard and then...
3. **P**ray someone else will sell it.

Team Webster does what we call the 4th and 5th P's:

4. **P**rospect for buyers everyday, and
5. **P**rice watch.

NAR profile of buyers and sellers.

How buyers found their home:



Bottom line:

Real estate agents and the internet account for almost 75% of how buyers find their new home. An excellent agent with a terrific Internet marketing program is your best path to a sale!

Do you know a homeowner facing foreclosure?

Here's a way out.



Headlines today are filled with stories about homeowners in financial distress—people who face a lender's foreclosure on their home. Millions of American home owners are wondering what to do.

Like most crises, this one has produced its share of rumors and misinformation. One of the biggest ones is "just let it happen." Why fight back, this line of thinking goes. It's too emotionally draining, and the government's loan modifications aren't helping many people. Well, that's only partly true.

While government loan modification programs have fallen short of the mark so far, there is another solid, sensible option for homeowners. It's called a short sale—a sale to a buyer where the seller's lender agrees to accept less than the full amount owned.

Team Webster works with expert short sale specialists who can give a full picture of the options.

Bill Webster

Andy Jennison

Jay Webster

Team**Webster**

Keller Williams Realty

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About TeamWebster



Bill Webster: Bill entered real estate upon leaving Arthur Andersen Worldwide where he was a Senior Manager. Bill believes strongly in education and acquiring the technical skills necessary to service his clients. A lifetime member of the New Castle County board's Million Dollar Club, Bill has completed the following real estate designations: CRS, Certified Residential Specialist; GRI, Graduate Real Estate Institute; ABR, Accredited Buyer Representative; E-Pro, Internet Specialist. Bill lives in Newark, DE and is a supporter of several non-profit organizations throughout New Castle County.

Bill Webster
billwebster@kw.com

Andy Jennison: Andy has had a distinguished real estate career with over 40 million dollars in sales volume in the past seven years is ready to put his experience and expertise to work for you. Andy was an executive in the cable TV industry for over 20 years. Andy lives in Oxford, PA and has 5 children and 9 grandchildren which are his pride and joy. His business and reputation has been built on trust, integrity, performance and his vision to stay ahead of the market.

Andy Jennison
andyjennison@kw.com

Jay Webster: Jay was the former Advertising Manager of Patterson-Schwartz and now brings this marketing expertise to the clients of Team Webster. Jay is also a Certified Home Stager and with his interior design background offers clients the very best in advise when staging their homes to market. Before becoming a real estate agent, Jay owned and operated a successful design firm in Boston. Also, some of you may know Jay as one of the area's top kitchen and bath designers.

Jay Webster
jaywebster@kw.com



*A team of realtors for the price of one.
Each a specialist to help you every step of the way.*



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. We 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?

We're happy to refer you to great providers of other real estate-related services.

TeamWebster is here to make the sale of your home as smooth and stress-free as possible.

2012 HOME BUYER/SELLER STUDY



AWARD RECIPIENT: **KELLER WILLIAMS**

HOME SELLER RATINGS					
RATINGS FACTORS	COMPANIES				
	AWARD RECIPIENT KELLER WILLIAMS	CENTURY 21	COLDWELL BANKER	PRUDENTIAL	RE/MAX
AGENT/SALESPERSON	●●●●●	●●●●○	●●●●○	●●●●○	●●●●○
VARIETY OF ADDITIONAL SERVICES	●●●●●	●●●●○	●●●●○	●●●●○	●●●●○
REAL ESTATE COMPANY OFFICE	●●●●●	●●●●○	●●●●○	●●●●○	●●●●○
REAL ESTATE COMPANY MARKETING	●●●●●	●●●●○	●●●●○	●●●●○	●●●●○
OVERALL SATISFACTION	●●●●●	●●●●○	●●●●○	●●●●○	●●●●○

*Please note that jdpower.com Ratings may not include all information used to determine J.D. Power and Associates awards.

SCORING LEGEND	●●●●● Among the best	●●●●○ Better than most
	●●●●○ About average	●●●○● The rest



Why Choose Team Webster & Keller Williams Realty

Key Differences:

	Team Webster	Others
Are you a full-time or part-time agent	Yes, all full time	
Number of years experience in real estate	Over 12 years	
Number of homes sold	1 every 10 days	
Average number of days on the market before selling	49 days	
Percent of sold to original list price	92%	
Are you part of a team	Yes	
How many sellers and buyers are you currently representing	20 - 25	
What is your Internet marketing program	National portals and social media	
Policy on responding to phone calls/emails/text messages	ASAP	
How much of your business is generated by referrals	Almost 50%	
Can I cancel with 24-hour notice	Yes	
<i>Advanced Real Estate Designations:</i>		
CRS - Certified Residential Specialist		
ABR - Accredited Buyer Representative		
e-PRO - Certified Realtor		
GRI - Graduate Realtor Institute		
IMSD - Internet Marketing Specialist Designation		
SFR - Short Sale & Foreclosure Resource		
Licensed in DE - PA - MD	Yes	
Professional Staging Consultation - FREE	Yes	
Professional photography	Yes	
Prospect daily to find buyers for your home	Yes	

*Sales go up and
sales go down.
Service lasts forever.*



Service matters more than sales.



TeamWebster
Keller Williams Realty

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