



PILKENTON REAL ESTATE, INC.

6951 Virginia Parkway, Suite 100
McKinney, TX 7571

P. O. Box 141
McKinney, TX 75070
(972) 542-2822

10/2/13

PILKENTON REAL ESTATE is characterized by a wealth of experience and backgrounds and degrees to make this truly a well-rounded full service team. PILKENTON REAL ESTATE is the largest Real Estate Property Management Firm in Central Collin County and is teamed with KELLER WILLIAMS REALTY, WHICH has offices in McKinney, Frisco, Plano and North Dallas. Teamwork is the concept we share.

PILKENTON REAL ESTATE was founded in 1985 by Ken Pilkenton and has become the leader in leasing and property management in Central Collin County. PILKENTON REAL ESTATE has managed as many as 225 properties for an array of 50+ owners.

PILKENTON REAL ESTATE has had great success enabling an owner to retain a property, make mortgage payments and bridge the gap until the market value and the mortgage balance allows the property to be sold without "out of pocket" expenses from the owner. With our experience, we can advise an owner of many options whether selling, leasing or investing.





KELLER WILLIAMS REALTY

695I Virginia Parkway, Suite 100
McKinney, TX 75071
(972) 562-8883

KELLER WILLIAMS REALTY was founded in 1983 by Gary Keller and Joe Williams and has been growing ever since. To be specific, KELLER WILLIAMS REALTY has recently been ranked the number one fastest growing real estate franchise firms. Within the Dallas/Fort Worth Metroplex, there are 25 market centers with more than 3900 total agents, all of which network and cooperatively work together. This enables optimum exposure in the marketplace for owners. Fortune Magazine rated KELLER WILLIAMS REALTY as one of the top 100 franchises to watch. KELLER WILLIAMS REALTY in McKinney is number one in volume and listed volume in the McKinney market. There are more than 695 national and international KELLER WILLIAMS REALTY offices with over 78,000 associates. Keller Williams Realty is the #2 Real Estate Company in the Nation.

In Collin County Texas, Keller Williams Realty accounts for 1,200 of the 4,000 registered agents.

Besides the high experience level of the agents, another contributing factor to the success of the offices are the commitment of each individual working there. Every person is dedicated not only to personal success but to the overall success of the company. This is very evident in the spirit of cooperation that permeates the office. KELLER WILLIAMS REALTY has profit sharing within each market center, which further promotes the spirit of cooperation.





Why KELLER WILLIAMS REALTY and PILKENTON REAL ESTATE?

- **Full-Time Professionals:** KELLER WILLIAMS REALTY and PILKENTON REAL ESTATE is made up of top full time agents and supporting staff that were carefully selected to be a part of our firm.
- **Knowledgeable:** In addition to normal real estate education requirements for licensing, all of our associates have completed rigorous and continuous real estate training to keep them up-to-date on current real estate trends and information. Our training is the most comprehensive in the industry.
- **Professional Standards:** At KELLER WILLIAMS REALTY and PILKENTON REAL ESTATE, we have a saying that goes “We don’t do that here” and we stand by it. Our standards of performance for ourselves are for your benefits and they are the highest in the industry. Our policy manual guarantees our professional standards.
- **Pre-Qualified Prospects:** KELLER WILLIAMS REALTY and PILKENTON REAL ESTATE work to protect prospects and owners by obtaining prequalifying information on all prospects. This service helps prospects know if they may qualify for a home.
- **Inventory Knowledge:** In order to be successful in working with prospects, KELLER WILLIAMS REALTY and PILKENTON REAL ESTATE maintain a large inventory of brokerage and new homes available. Our associates are always aware of the available properties throughout the area.
- **Full Service:** Our responsibility does not stop with the signing of the contract. Our associates maintain a follow-up system with: the other agents, lenders, inspection services, appraisers, title companies and others. This assures you that all of the necessary paperwork and activities related to the transaction are handled smoothly and with as few problems as possible.
- **Marketing Center:** Our offices are in the marketplace! From this strategic location we can professionally serve customers and clients better than any other real estate company.
- **7-Day Availability:** Our marketing centers are open 7 days a week. There is always a licensed agent available to work with customers.
- **Total Commitment:** At KELLER WILLIAMS REALTY and PILKENTON REAL ESTATE, our commitment to you is this: We will always strive to provide professional real estate services to the very best of our ability.
- **Property Management:** PILKENTON REAL ESTATE is open Monday – Friday 9:00 am to 5:00 pm. We are available other times by appointment. We are available to our tenants 24/7 via EMERGENCY pager.





KEN PILKENTON

KELLER WILLIAMS REALTY
6951 Virginia Parkway, Suite 100
McKinney, TX 75071
(469) 452-1120

PILKENTON REAL ESTATE
P. O. Box 141
McKinney, TX 75070
(972) 542-2822

OBJECTIVE:

To market properties utilizing sound planning, professional ethics, persuasive skills, and strong company support.

BUSINESS ACHIEVEMENTS:

Texas Real Estate Salesman License 1966
Outstanding Young Men of America 1977
Who's Who of Religion 1978
"Angel" Award (TV Program Producer) 1983
Associates of Arts Degree in Real Estate – Collin County Community College 1990
Texas Real Estate Broker License 1990
Collin County Commissioner Appointed by Judge Barry 1994-Current
Board of Advisors – Real Estate Dept. Collin County Community College 1994-Current / Chairman 1998-1999
Board of Commissioners – Housing Authority of McKinney 1995-1997
Board of Commissioners – McKinney Housing Opportunities Corp. 1996-Current
"Pinnacle" Office Award for Quality Service 1997
Certified Corporate Property Specialist 1997
Certified Residential Marketing Specialist 1997
Invitation to Who's Who of Business 1997
"Top 10 Office in DFW Area" 3 times
Multi-Million Dollar Producer / Top Producer in Office Numerous Months
#9 Team Award 2000
\$1 Million in 1 Month Several Months

BUSINESS EXPERIENCE:

1962-1967	General Motors Service Representative
1964-1984	Traveling Christian Music – Minister – Seminar Speaker
1985-Current	Active in McKinney Area Real Estate

SKILLS:

Expert in residential sale/lease marketing and promotion





Knowledgeable in all aspects of real estate sales including residential, property management, leasing, investment and commercial





You Will Get The Benefit Of Our Experience

Advice to help your home lease quickly

Not only will print material describing how to prepare your home so that it will show its best is available to you, but we will give you specific suggestions to improve the impression it will make to tenants.

Pros & Cons of contract proposals

When we bring contract proposals for your consideration, we will explain them as well as have an estimated annual cost so that you will have all the facts to make a good decision.

Process of leasing a home

We will explain the entire process of leasing a home, hopefully eliminating any surprises along the way.

Service Maintenance

We have a full selection of service vendors available 24/7, which provide quality service at a competitive price.





Our Strategy Includes...

“Person Service on an Individual Basis”

To handle the detail work

Such as mechanical, termite and septic system inspections, and any repairs needed to complete the “Make Ready” of the property.

To stay in touch with you

So that you will know what is going on and where we are in the marketing process

To help maintain the property

With the names of competent contractors, especially if your property is vacant

To show you consideration

If you are living in your home, it is difficult to have it ready to show all the time

To help with required maintenance

Between every occupant, we coordinate the make ready, security upgrade, HVAC service, pest control, and a roof inspection.





Property Management Services

Exclusive Leasing Service Includes:

- Establish/monitor property lease value
- Provide promotional advertising (as needed, per manager)
- Screen/qualify prospects and show the property
- Obtain lease application and deposits
- Process application for credit, income, rental and criminal histories
- Execute lease agreement and required addendums
- Collect first month's rent and additional security deposits
- Give tenant an information/move-in packet with utility contact information, policy and procedure guide and move-in inventory form
- Give complete tenant file and tenant funds to owner if required/requested
- Collect professional fees from owner for the above service

Our leasing fee for "Exclusive Leasing Service" is the 1st month's rent of a 12-month lease. This is 1/12 or 8.33% of the total lease income, payable @ move-in.

Turnkey Leasing/Management Service Includes:

- **Exclusive Leasing Service**
- Periodic on-site inspection of the property, as needed
- Receive/collect rent each month
- Eviction proceedings, when needed
- Screen repair request and maintenance of the property
- Pay required repairs/maintenance from owner's funds
- Monthly cash-flow reports to owners (mailed or emailed on or about the 10th of each month)
- Annual cash-flow report for tax purposes (January)

Our fee for leasing (marketing to secure a qualified tenant) is the 1st month's rent of a 12 month lease. (1 of 12 = 1/12 = 8.333%).

Our fee for management (the tenant deals with us rather than the owner on all matters) is 10% of each month's rent, as collected.





Our fee for “Turnkey Leasing/Management Service” is 16%* of each month’s rent, payable from the 1st month’s rent payment and continuing monthly. (*rent of \$1000+ per mth)
If you choose “Turnkey Leasing/Management Service” you will save over 2%, annually. over using only one service.

What Happens To Money Collected In Property Management

The **Security Deposit** is collected from the tenant at the time of application. The security deposit is the tenant’s money held in our account for the owner. The security deposit is a pledge of faith by the tenant that indicates he/she will follow the terms and conditions of the lease contract and vacate the property in the condition he/she received it, less normal wear and tear.

Disbursement of Security Deposit: (Owner’s account must have sufficient funds)

Tenant must give proper written notice and furnish forwarding address to Property Manager. Then, within 30 days after the property is vacated and the keys are turned in, the security deposit will be refunded, less any repairs for damage and cleaning needed to return the property to the condition it was delivered to the tenant, less normal wear and tear.

The **Repair Allowance** shall be a minimum of \$500.00. Any expenses above that will be presented to the owner for approval. If the owner’s cash account does not have a balance equal to the needed expense, the owner shall fund money to the Property Manager prior to repairs being done.

The **Property Management** Fee will be paid to the Property Manager each time the tenant pays the rent. This fee shall be paid prior to any other expense being paid for or any funds paid to the owner.

The **Owner’s Money and Report** shall be mailed or emailed to the owner on or about the 10th of each month.

No expenses can or will be paid on behalf of the owner or owner’s property if the owner’s account balance is less than the said expense.

Manager shall receive all late fees, returned check fees and any other special collection related fees.





If the owner has been funded rent from the Property Manager and the tenant's check is returned, the owner shall refund money to the Property Manager (within 5 days) to bring the owner's account into proper balance.





Compliance Information
For The Security Devices
Statute and Safety
Requirements That Affect
Landlords
And Managers





Marketing Plan

When your property is entrusted to our company under an exclusive listing agreement, our firm assures that we will:

- Place a PILKENTON REAL ESTATE or KELLER WILLIAMS REALTY sign on the property
- Utilize an electronic key box or combination lock box (on vacant properties) to facilitate ease of showings
- Enroll the home in the Multiple Listing Service (single family homes only)
- Market the home on the internet with photos
- Notify area agents about the property
- Promote the home to agents at meetings and their offices
- Monitor leasing activity to maintain a competitive position in the marketplace
- Advertise as needed in one or all of the following publications: McKinney Courier Gazette, Plano Star Courier, The Penny Saver
- Follow-up on all showings to obtain prospects' feedback





There are 6 reasons for a property leasing or not leasing...

Price

Security Deposit

Restrictions

Location

Condition

Marketing

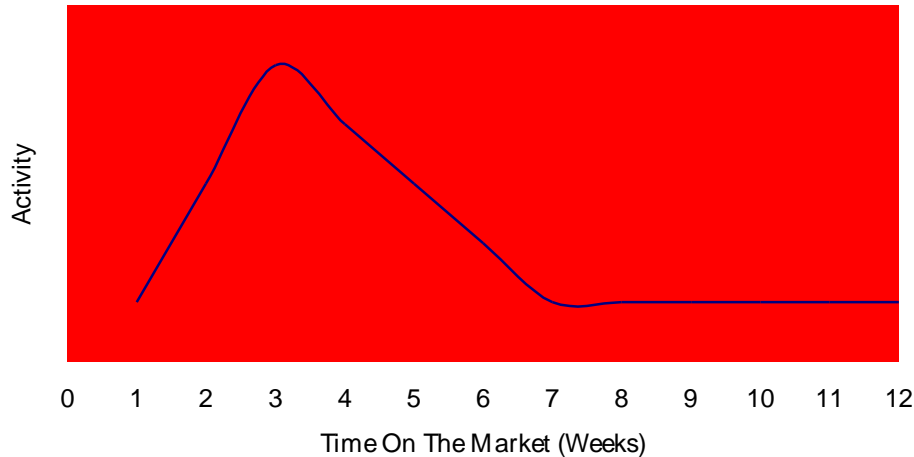
The agent controls the marketing.

The owner controls all the others!





Price Your Home Properly From The Start



When a home first goes on the market, excitement and interest soars among prospects and within the real estate community.

Because of this, it is vital to price your home at the right price from the very first – while the interest is high.

Don't set the price of your home too high; thinking you can reduce it later. As indicated by the chart above, interest peaks when your home is new on the market.

Hazards Of Overpricing Include:

- Lowers the response of tenants and agents
- Minimizes offers
- Lengthens marketing time
- Reduces net profits
- Causes frustration, false hopes and inconveniences





Factors In Fair Market Value

A number of factors are considered to arrive at Fair Market Value:

- Location: Proximity to recreation, shopping, schools, etc., and desirability of surrounding community
- Condition: How well the property has been maintained
- Cleanliness
- Improvements and additions: Structural features, amenities, house and lot size
- Market direction
- Price trends
- Year-to-date trends
- Current market conditions
- Total number of homes on the market
- Number of homes for lease in the neighborhood
- Average neighborhood price range
- Number of nearby competing properties
- Average list-to-lease price ratio
- Average market time
- Supply and demand





Your Property's Value Is Determined By:

- The general economic condition in today's marketplace
- The competing properties available to the tenant
- The tenant's perception of your home's overall condition and appeal
- What tenants have been willing to pay for like properties
- Supply and demand factor
- Location

Your Property's Value Is Not Determined By:

- What you have invested into the home
- What you need or want out of the property
- A tax appraisal
- What you *heard* a neighbor's home leased for
- Insured value
- The cost of the home you wish to purchase

Warning Signs That A Property Is Not Priced Or Conditioned Properly:

Warning Sign #1: If REALTORS® are not previewing your home, or if they preview and do not show it, it could be that it is being eliminated because of price or condition.

Warning Sign #2: If tenants are being shown your home with no results, the tenants are finding more appealing properties to lease. They are eliminating your home from consideration because, in their opinion, it is not competitive in the marketplace.

How Do You Make Your Home A "10" In The Marketplace?

- Make it sparkle. Make it the most appealing home in the market.
- Offer the best terms possible
- Price it competitive with like properties





- Minimize restrictions





Home Improvements That Add The Most Value To A Home's Value

Painting

New Carpeting

Updated Wallpaper

Decorating

Bathroom Remodeling

Kitchen Remodeling

Landscaping

New Flooring

Cleaning In and Out





Questions That Help Your Property Lease Faster

(Answers to these questions help you get more cash for your property in a shorter period of time, and with the greatest of ease.)

- What is the prospect's first impression of the exterior of our house? What can I do to improve it?
- Shall I reseed the lawn and get my landscaping in top shape?
- Does the any part of the house need painting?
- Should I replace the doormats with new ones?
- What about the window screens? Any holes? What about the windows? Do they work well or do they have any broken seals?
- What are prospect's first impressions as they step inside my house? What can I do to improve it?
- Are pets under control at all times?
- Does the carpet need cleaning? How about replacing?
- Are all appliances in good working order?
- Can I take items from the kitchen cabinets to make them appear more spacious?
- Do any cabinets need to be touched up or refinished?
- Is there any furniture I could store or dispose of to make the rooms appear larger?
- Since a tenant will be looking in the closets, should I take some of the clothes out to make them look roomier?
- Should I remove any items that a tenant may want as a part of the house? For example, a special chandelier? Or a wall system?
- Are the garage and storage areas as clean and neat as they should be?
- Should I stay out of a prospective tenant's way?
- Should I ask my PILKENTON REAL ESTATE associate for a list of recommendations prepared specifically for helping market my house?
- Is the price going to appeal to most of the prospects looking in my price range?
- Do I need to be aware of other houses similar to mine also being offered for lease?





- Before spending needless time and money, should I consult my PILKENTON REAL ESTATE associate?





Preparing Your Home For Lease

A few great tips on creating an atmosphere that will charm tenants and make them want to lease your home. Remember, you will never get another chance to make a first impression, and first impressions are what count! Follow these simple tips and create the competitive edge that may help you lease your home more quickly.

Dive-up Appeal

- Trim trees and shrubs, keep the yard mowed and edged, clean out flowerbeds and invest in a few flats of seasonal flowers.
- Paint the front door, make sure the doorbell and front light are working properly, and wash the mailbox.
- Keep the front porch swept and get an attractive mat for people to wipe their feet.

Absolute Basics

- Start by airing out the home. Most people are turned off by even the smallest odor
- Wash all the windows in the home, inside and out.
- Walls should be clean and free of smudges, fingerprints and dents.
- Have the carpets professionally cleaned, bare floors should be waxed or polished, replace any loose or cracked tiles.
- Put bright light bulbs in every light socket. Prospects like bright & cheery.
- Clean out closets, cabinets and drawers. Closets should look like they have enough room to hold additional items. Get everything off the floor and do not have the shelves piled to the ceiling.
- Make sure there is not too much furniture in a room. Select pieces that look best, and store the rest.
- Keep the kitchen sparkling clean. Make sure all appliances are clean at all times. Straighten cupboards that appear cluttered inside and keep floors shining.
- Bathtubs, showers and sinks should be freshly caulked. The grout should be clean and in good condition. There should not be any leaks in the faucets or traps.





A Few More Suggestions

- If you have limited counter space in the kitchen, keep unnecessary items put away.
- Keep children's toys out of the front yard, sidewalks and front porch.
- Recognize the difference between decorator touches and clutter or sterility.
- Clean the ashes out of the fireplace.
- Make sure that the pull-down attic staircase is working correctly. Be sure there is a light in the attic, which is easily accessible.
- The pool/spa needs to be sparkling and free of leaves.

For Those Willing To Go The Extra Mile

- There are some things you can do that will really add flair to your home. If your home is the least bit dated, changing out wallpaper and outdated light fixtures can really make a difference.
- Add a fresh coat of paint on interior and/or exterior of home where needed.
- New appliances in the kitchen can be an exciting feature that can actually make the difference in a prospect choosing your home over another.

Showing Your Home

- When you leave the house in the morning or during the day, leave it as if you know it is going to be shown.
- Keep good scents in the house, such as potpourri or air fresheners.
- Make sure all the lights are on and window treatments are open.
- Turn off the television. Leave soft music playing.
- Keep pets out of the way – preferably out of the house. Many people are acutely uncomfortable around some animals and may even be allergic to them.
- Leave your premises. Take a short break while your home is being shown. Prospects are intimidated when owners are present and tend to hurry through the house. Let the prospect be at ease, and let the leasing associates do their job.
- Never apologize for the appearance of your home. After all, it has been lived in. Let the trained agent answer any objections.
- Remember the Golden Rule. Treat your prospect the way you would want to be treated if you were in their home.





Relocation Client List

A few of the many area companies we have assisted...

E. D. S.

Ericsson

Perot Systems

Raytheon

Texas Instruments

City of McKinney

McKinney Housing Authority

Nortel Networks

Delta Airlines

Burnside Heating and Air

McKinney Aerospace

United American Insurance Company

City of Plano

J. C. Penny

Anna Independent School District

Exxon-Mobile

Farm Bureau Insurance

A. G. Edwards

North Central Medical Center

McKinney Independent School District

City of Irving





Our Pledge of Service

Our efforts on your behalf will be to obtain the maximum market value in the least possible time at a minimum of inconvenience to you. We are committed to the highest standards of professionalism, customer concern and service. To fulfill this commitment, PILKENTON REAL ESTATE pledges to:

Prepare Your Property For Lease By:

- Helping to determine the most likely leasing price based on current market values
- Discussing leasing points and possible improvements to enhance the value of your home
- Explaining your showing options
- Estimating your leasing costs

Attract Tenants For Your Property By:

- Providing detailed listing information to prospective tenants and agents
- Ensuring complete exposure to over 18,600 real estate agents through the Multiple Listing Service
- Placing a distinctive PILKENTON REAL ESTATE sign or KELLER WILLIAMS REALTY sign (homes only) on your property
- Exposing your property to potential tenants through proven marketing programs
- Screening for qualified tenants
- Showing your property effectively
- Presenting and explaining all written offers to lease
- Negotiating the transaction
- Finalizing the terms of the lease contract

During The Move-In / Make Ready, We Will:

- Schedule all vendors (as needed) for the property (at owner's expense)
 - Heat/air serviced
 - Pest control
 - Touch-up/full paint as needed
 - Carpet cleaning
 - Roof inspection
 - General maintenance done
 - Interior cleaning
 - Yard care





The leasing of your property will be our prime responsibility, supported by our real estate professionals. Our communication with you will be on a continuing basis. We will listen and pay close attention to your needs at all times. We appreciate your allowing us to help you with the marketing of your property. If at any time you have a question, concern, comment or suggestion, please contact our office at (972) 542-2822.

This Pledge of Service applies to an exclusive right to lease agreement of not less than ninety days. If law prohibits any terms or conditions contained herein, they shall be considered severed from this pledge and of no force or effect. In the event of any breach under the terms of this Pledge of Service, the owner (as a sole and exclusive remedy) may terminate the exclusive right to lease agreement, provided that our office is given ten days written notice of the reason for termination and an opportunity to cure the default during the notice period.

Date _____

Owner

Ken Pilkenton

