

MUSTANG REALTY TEAM

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1335 E. Whitestone Blvd. #Z-200
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John: (512) 965-6161
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MRT Advantage

- ▣ Passion for real estate and a desire to give our clients the best service in the industry. We will do our very best to get your home sold at the highest price the market will deliver with least amount of stress and inconvenience to you.
 - We treat you and your home with the same care as we treat our family. We listen and act on your requests.
 - Two professional agents with 4 yrs. experience working in your best interest. Clients have recognized our efforts and provided references to their friends and family.
 - Our expertise, our many contacts and drive to do our best, we promise to give you the kind of active personal service.
- ▣ Full Service for all aspects of selling your home from contracts, marketing, buyer inquiries, showings, and marketing monitoring. After accepted offer, MRT coordinates inspections, buyer qualification, title company requirements through closing. MRT will get action and answer all questions.

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Keller Williams Advantage

- **Largest** real estate company with corporate headquarters in Austin, TX
- **Technology** - Leading-edge tech tools and training gives MRT effective marketing of your property online, 24 hours a day, seven days a week, on KW's exclusive Keller Williams Listing System (KWLS) which puts your property on more than 350 online search engines and available on KW's Web network of more than 76,000 sites.
 - Every Internet inquiry on your property will come directly to MRT so that we can follow up quickly on potential buyers for your property.
- **Teamwork** - Every Keller Williams professional shares the common goal of serving you, my client, in the best way possible from listing through closing of your real estate transaction. MRT is your single point of contact to all of KW professionals working on your behalf.
- **Knowledge** - Keller Williams Realty provides extensive agent training so MRT stays ahead of trends in the real estate industry through comprehensive, industry-leading research resources.
- **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. MRT fully embraces this philosophy so each client we serve gets the best possible service.
- **Track Record** - Keller Williams Realty is 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.

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Keller Williams Philosophy

VALUES: Keller Williams fondly refer to our values and belief system as: **"WI4C2T'S"**

Win - Win - Or no deal.

Integrity - Do the right thing.

Commitment - In all things.

Communication - Seek first to understand.

Creativity - Ideals before results.

Customers - Always come first.

Teamwork - Together everyone achieves more.

Trust - Begins with honesty.

Success - Results through people

- ▣ **REPUTATION** - Keller Williams has one of the best business reputations locally, nationally, & internationally.
- ▣ **PROFESSIONALISM...** All Keller Williams associates are highly professional and well-trained by career oriented consultants.
- ▣ **EXPERIENCE...** Our personalized service and record of excellence over the years have established a reputation of trust and fairness, with many clients successfully completing multiple transactions.
- ▣ **LOCATIONS...** Sales offices are located in Northwest Austin, Southwest Austin, Lake Travis, and Round Rock, so Keller Williams agents know your neighborhood and people in it. Over 450 professional agents have loyal buyers in each area who are ready, willing and able to purchase a home, which may very well be yours.
- ▣ **COMPUTERIZED MULTIPLE LISTING SERVICE...** This is to give the seller the widest exposure via computer-terminal technology. In addition to our staff, your property will be exposed to over 4,000 participating members.
- ▣ **MARKET ANALYSIS...** We will determine the realistic value of your home in two ways:
 - An opinion by ourselves, who list, show and sell property in your neighborhood, and
 - A written compilation and analysis of recent homes sold and homes presently on the market.
- ▣ **ADVERTISING...** We are very competitive in marketing your house. Through the internet, the Austin Multiple Listing Service (MLS) & print media, we reach other Realtor associates as well as the general public.

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Market Exposure

Extended Marketing Reach

When you list with MRT, we'll have access to the Keller Williams Listing System, or KWLS. This proprietary, exclusive system ensures your property is marketed online 24/7 through more than 350 of the most popular search Websites.



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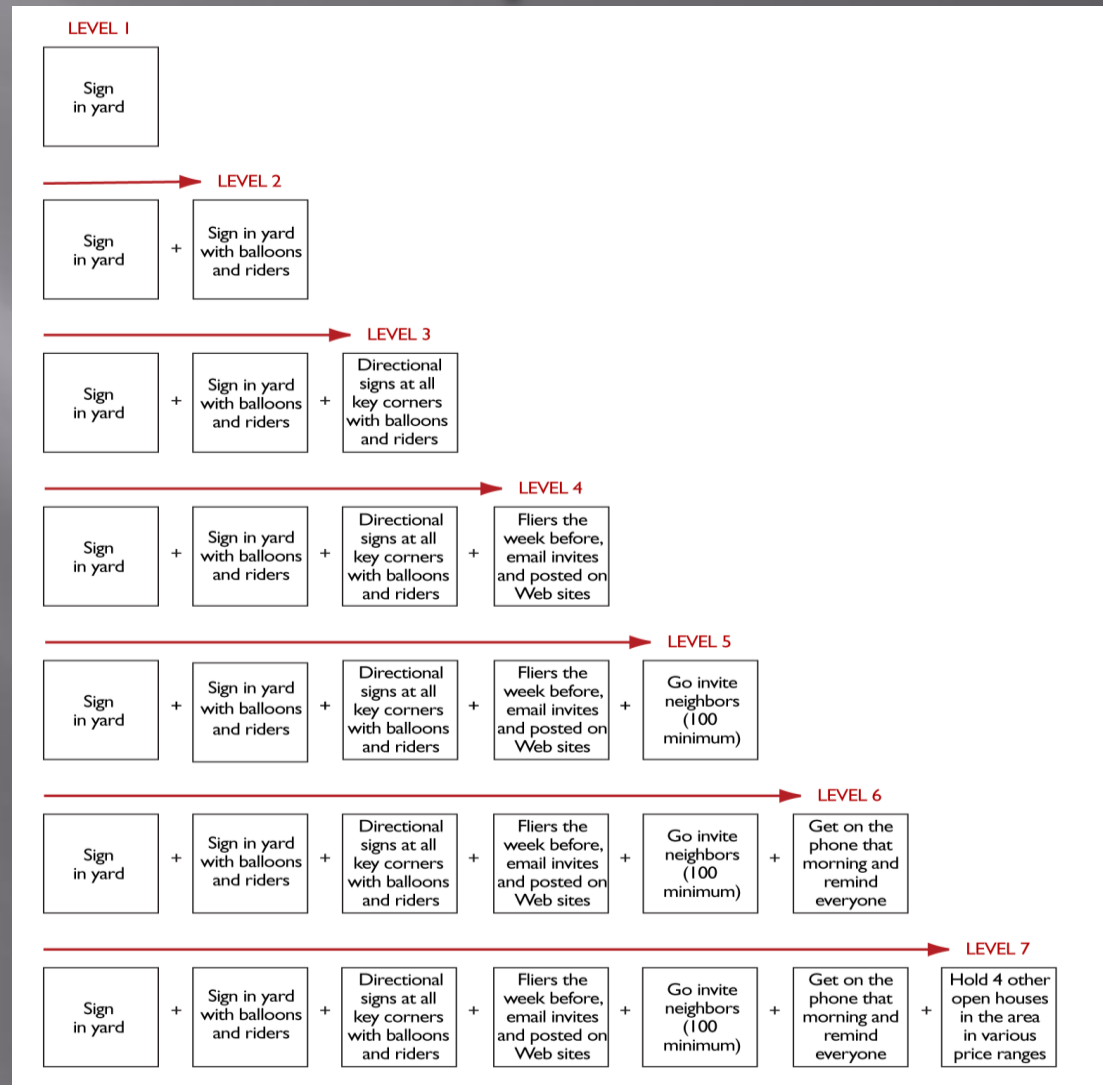


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Open Houses

Taking Open Houses Beyond the Basics

Holding an open house is serious business. MRT can maximize open houses to sell your property.



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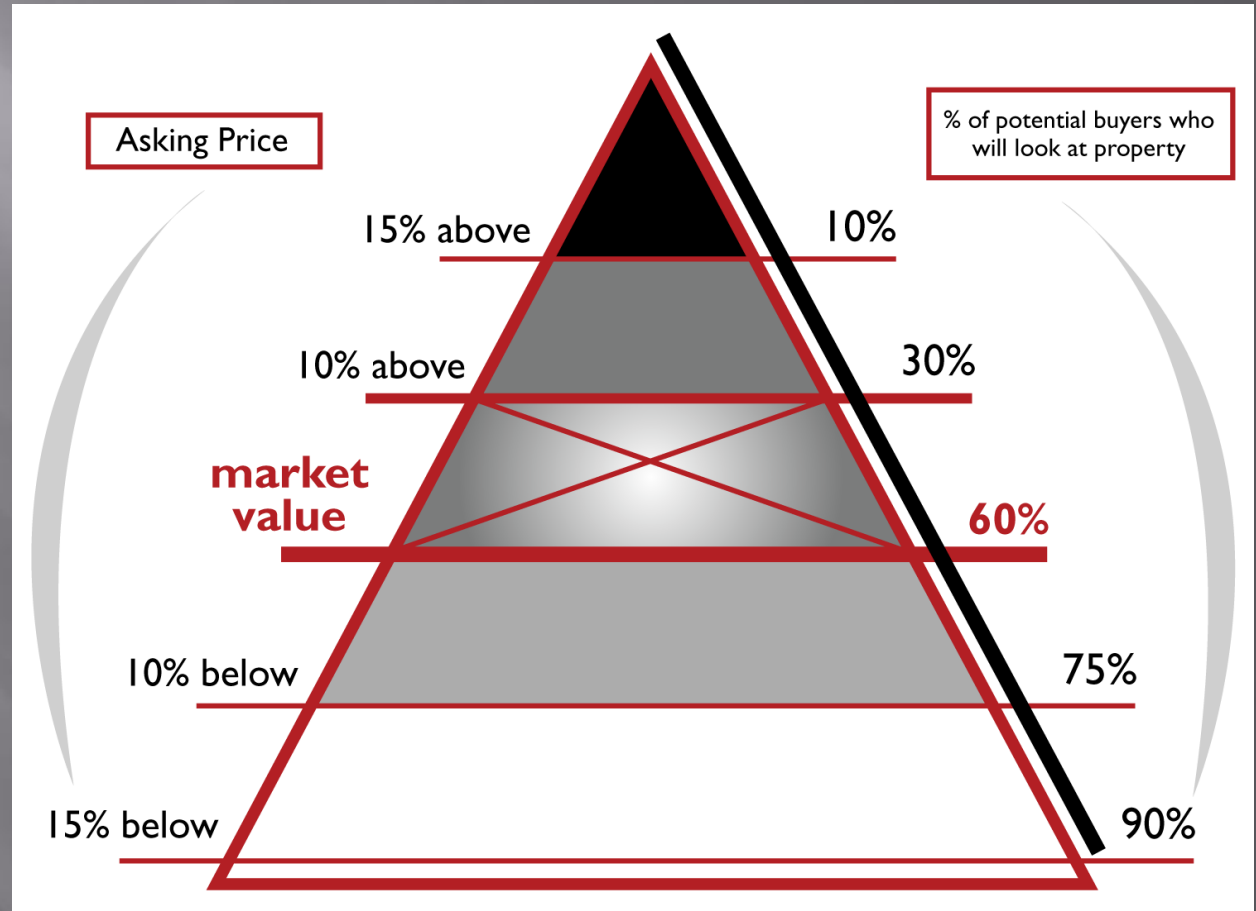


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Right Price

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

Pricing your property **too high** may make it necessary to drop the price below market value to compete with new, well-priced listings.



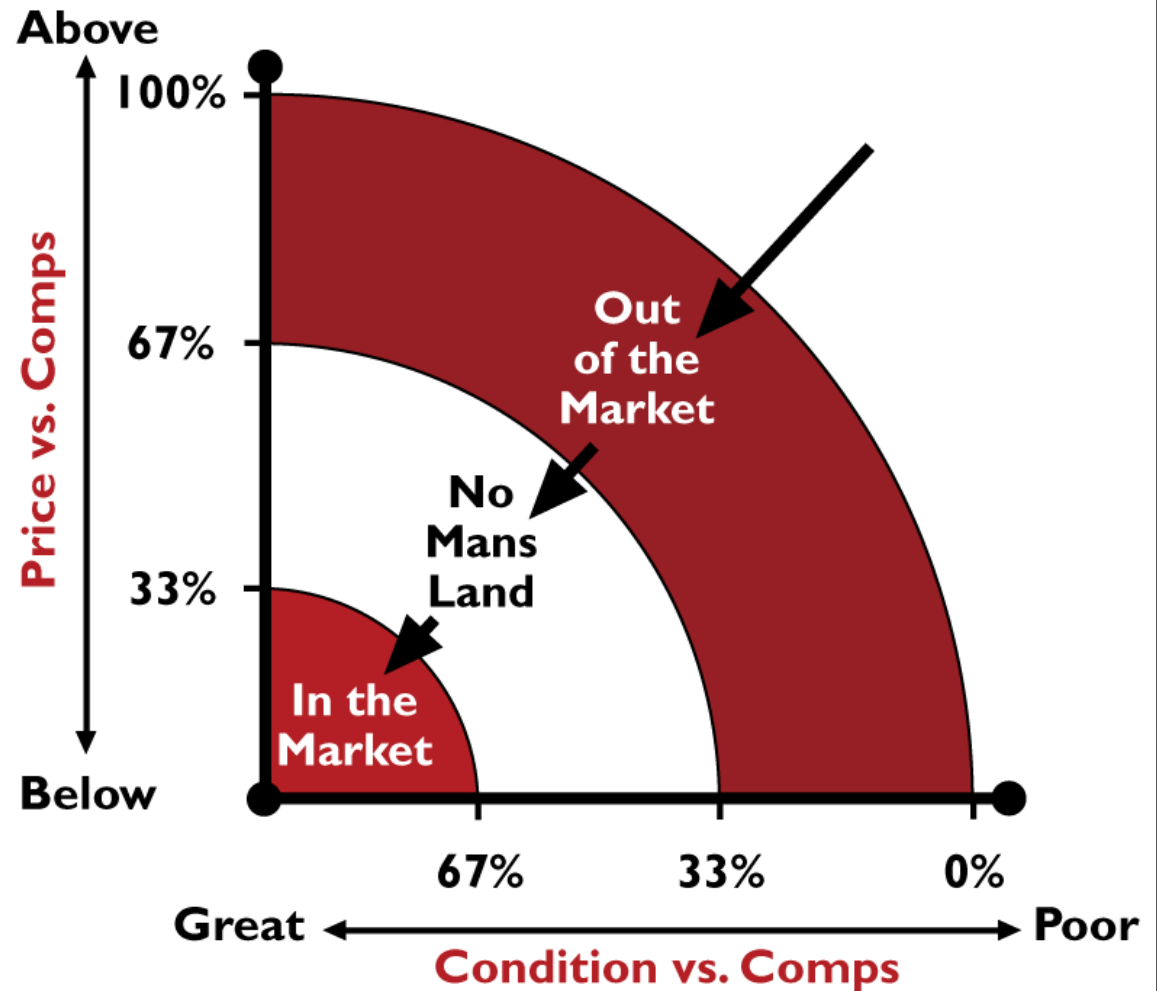
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Competition

To get your home sold for the most money in the least amount of time, we have to price it “in the market.”



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Key Market Factors

- ▣ *How long does it take to sell a home?*
 - There is no easy answer – some homes sell in a few days, others may take several months.
 - Recognizing the key factors influencing a sale can give you significant control over market time.
- ▣ *Proper balance of these factors will expedite your sale:*
 - **LOCATION...**
 - Location is the single greatest factor affecting value.
 - Neighborhood desirability is fundamental to a property's fair market value.
 - **COMPETITION...**
 - Buyers compare your property against competing properties.
 - Buyers interpret value based on available properties.
 - **TIMING...**
 - The real estate market may reflect a seller's market or a buyer's market.
 - Market conditions cannot be manipulated; an individually tailored marketing plan must be developed accordingly.
 - **CONDITION...**
 - Property condition affects price and speed of sale.
 - Optimizing physical appearances and advance preparation for marketing maximizes value.
 - **TERMS...**
 - The more flexible the financing, the broader the market, the quicker the sale and the higher the price.
 - Terms structured to meet your objectives are important to successful marketing.
 - **PRICE...**
 - If the property is not properly priced, a sale may be delayed or even prevented.
 - Our comprehensive market study will assist you in determining the best possible price.

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