

Compliments of:

Chad Schernikau

Keller Williams Realty

3350 Atlanta Road

Smyrna, GA 30080



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.

My local real estate market expertise means I'm able to interpret all data that dictates the optimum pricing strategy, so your property will be priced to sell. I dig deep to learn the unique selling points of your property and neighborhood. So my marketing plans and staging strategies will effectively target and attract your potential buyers. It's a formula for success.

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

In the meantime, I hope that you'll take the time to review the attached information.

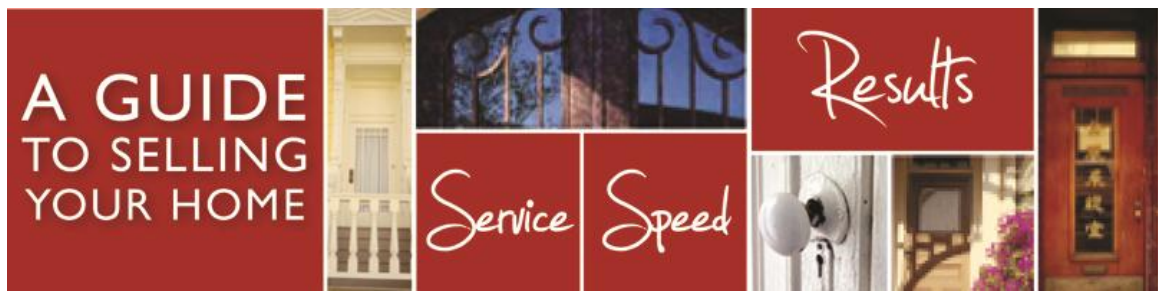
I appreciate the opportunity to earn your business and look forward to meeting with you!

Sincerely
Chad Schernikau

Keller Williams Realty

3350 Atlanta Road Smyrna, GA 30080

P 678-570-8123 F 678-302-0839 E chadsrealty@charter.net



Selling Your Home: It's All About You

My real estate business has been built around one guiding principle: *It's all about you, my client.*

Your needs

Your dreams

Your concerns

Your questions

Your finances

Your time

Your life

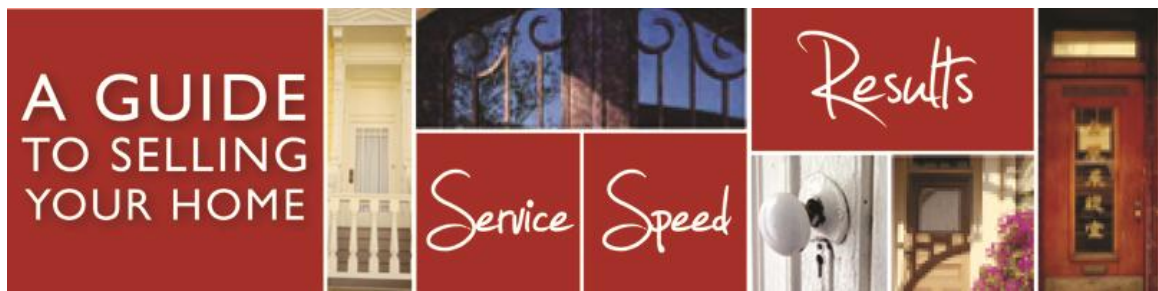
My entire focus is on your complete satisfaction. In fact, I work to get the job done so well, you will want to tell your friends and associates about it. Maybe that's why more than 50 percent of my business comes from repeat customers and referrals.

Good service speaks for itself. I'm looking forward to the opportunity to earn your referrals too!



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People who help me serve your you:

Listing coordinator – Elyse Cruz.

Closing Coordinator – Kim Smith

Marketing Assistant – Wendy Hawthorne

Contractors

Inspectors

Mortgage brokers

Heating /Air

Electrical

Plumbing

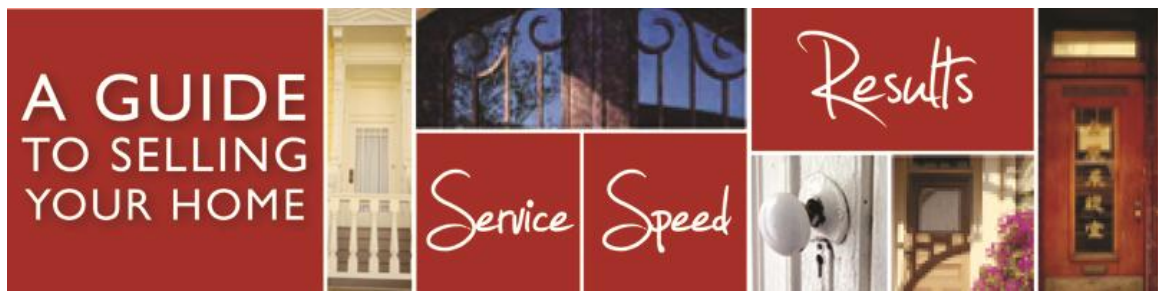
Attorneys

Any service you need I can provide it for you. All my services come 100% satisfaction guaranteed. I won't recommend anyone until I try them out first. Anybody I recommend I have used to you I have used personally.



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What I Deliver

Communication

Your needs always come first. I provide the service we agree to, in the ways that work for you. Whether once a week or once a day, by phone, email or text message. That's how we'll do it.

You'll always be kept in the loop. From listing to closing, you'll know the status of our marketing efforts, the offers on the table and the steps leading to a successful closing once an offer is accepted. We'll agree on the communication method that works best for you.

Experience and Expertise

The complexities of your real estate transaction will be well-handled. Smoothing the way for your listing and sale, I will capably remove many potential challenges before they have the opportunity to appear.

Marketing

Your home will get the exposure it deserves. My marketing systems maximize your property's exposure to buyers. Neighborhood tracking tools and automated buyer calling systems allow me to reach active buyers who want to know about your listing.

Pricing

Your home will be priced right, adjusted as needed, and will sell quickly. With a keen understanding of both the big picture and the very latest local and neighborhood listing and sales data, the information you need is at my fingertips.

Staging

Your home will put its best foot forward. Homes sell because of correct pricing and great presentation. I know what it takes to make the terrific first impression that will get your home sold.

Satisfaction

I'll guarantee your satisfaction. Our relationship is dependent on meeting and exceeding your needs. We identify those needs together, and my cancellation guarantee protects your right to end our relationship if you're disappointed.



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About Me

Experience

Working in real estate since 2004- My listings get 95% of asking price and sell within 90 days
Member of the National, Georgia, and Atlanta Association of Realtors

Technology

I keep up-to-date on all technology advances for real estate- some of these include- voice pad, social media marketing, listing book and others

Expertise

Working in Cobb, Fulton, and Cherokee Counties- Certified Relocation Specialist

Communication

My main focus is on my clients- keeping them up-to-date on the market, being honest about the market, and to use technology to keep my clients informed and to properly price and market your home.

Clients for Life

50% of my business comes from referrals

Personal

Resident of Atlanta for 13 years

Married to my wonderful wife of eight years

Two children ages two and seven years

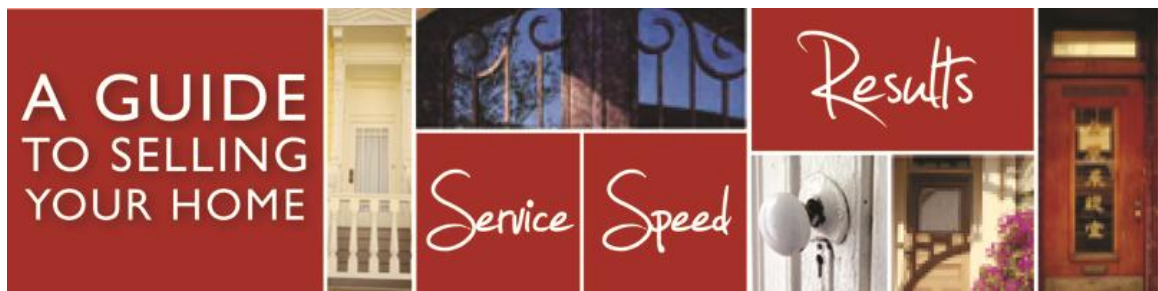
My Commitment to You

1. Provide you with 10+ Customer Service during the entire selling process including taking the time to understand your wants, needs and expectations, returning your calls and emails the same day and being honest with you at all times
2. Help you obtain the highest possible price for your house in the shortest amount of time.
3. Advise you on pricing and assist you with staging your home.
4. Implement the 12-Point Marketing Plan to market your house through as many channels as possible.
5. Coordinate the home showing process.
6. Present all offers in person and advise you on the terms and contingencies.
7. Negotiate offers on your behalf.
8. Schedule and coordinate completion of contingencies and inspections.
9. Monitor the Buyer's loan process.
10. Coordinate and supervise the preparation of all closing documents and guide you through the closing process.



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Why Keller Williams Realty

Technology

Leading-edge tech tools and training give me 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, because of Keller Williams Realty's "My Listings, My Leads" philosophy, every single Internet inquiry on your property will come directly to me so that I can follow up quickly on potential buyers for your property.

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, I'm confident that every Keller Williams professional shares the common goal of serving you, my client, in the best way possible.

Knowledge

Keller Williams Realty helps me stay ahead of trends in the real estate industry through its comprehensive, industry-leading training curriculum and research resources. It's what prepares me 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. It reinforces my belief that my success is ultimately determined by the legacy I leave with each client I serve.

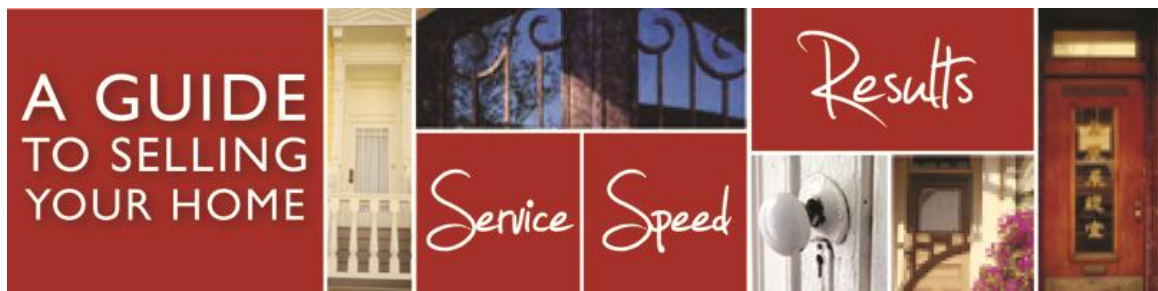
Track Record

I'm 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.



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The Home Selling Process: Getting Ready to List

It can feel like the details are endless when you're selling a property. It is my job to streamline the process for you, ensuring everything is completed as quickly and efficiently as possible. Here's an overview of the steps we'll be taking along the way.

Communication makes all the difference.

You'll always know what's going on behind the scenes while your property is listed. I will solicit feedback from each consumer and agent who views your property, passing their comments on to you.

We will work together to formulate a price adjustment strategy that sees us through your listing period. You'll receive regular progress reports, delivered as frequently as you request. Whether you prefer a phone call or an email, that's what you'll get.

Preparing for success. Prepare your home for the sale.

More and more sellers today are seeing the value of investing in a pre-inspection on the property they are preparing to list. Whether or not you are confident in the condition of the home, an inspection can either give us professional, third-party validation, or reveal issues you should attend to before listing your property – issues a buyer inspection could surface later, making them part of the final price negotiation.

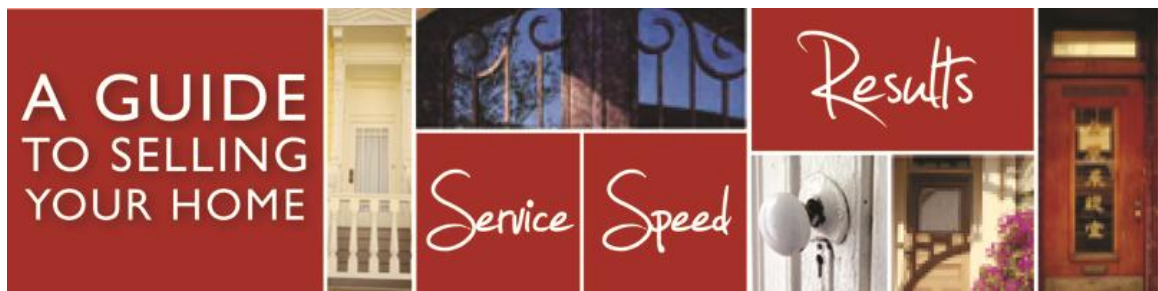
We will evaluate the current state of your property and arrange home staging. Any repairs or improvements needed to maximize your home's value and appeal will be identified and scheduled.

When everything's in place, we'll put a lockbox on your property.



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The Home Selling Process: Determining Value of a Property

Let's begin with this direct statement:

I am not the one who decides 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.

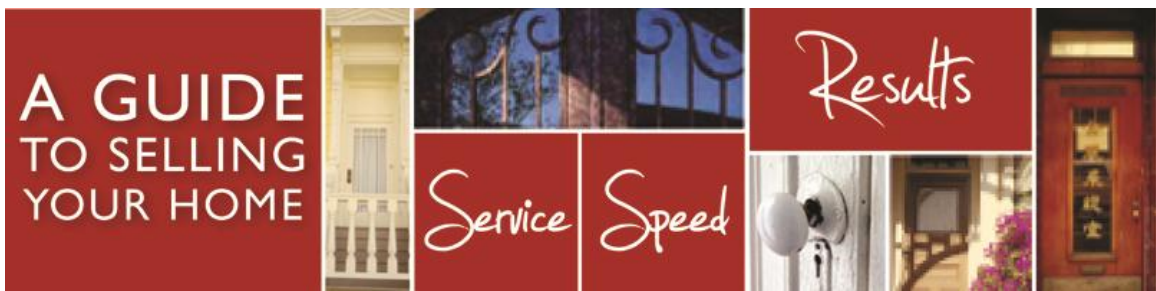
Timing

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.



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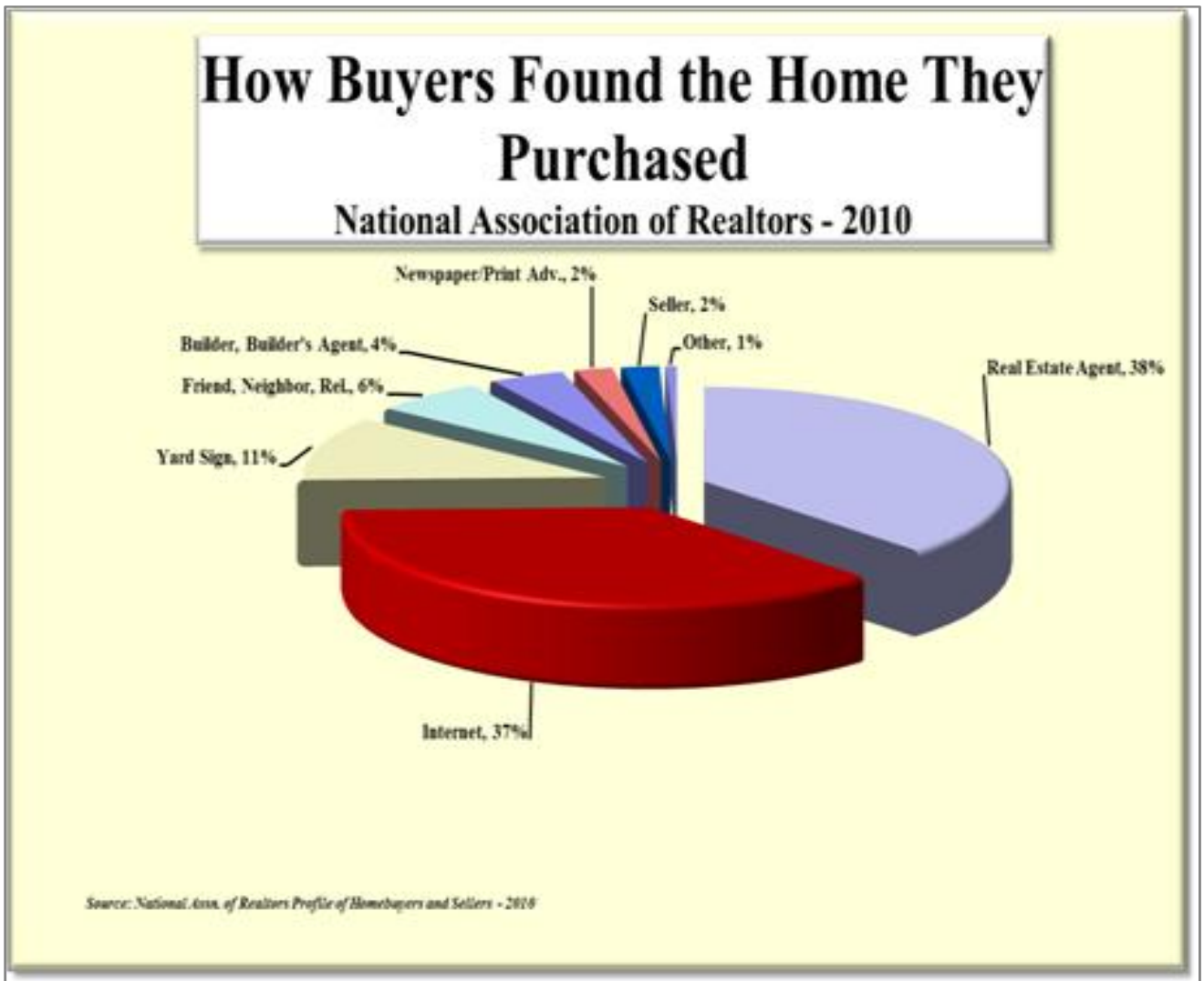
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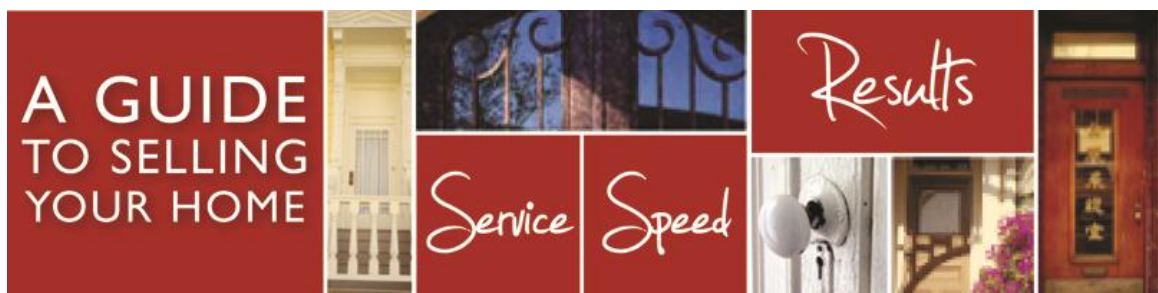


How Buyers Find the Home They Purchase

Buyers find the home they purchase primarily by looking on the Internet and by asking real estate agents.

An excellent agent with a terrific Internet marketing program is your best path to a sale.





The Home Selling Process: Marketing Your Property

My 12-Step Marketing Plan

Designed to capture the maximum exposure for your home in the shortest period of time, I'll implement my proven 12-Step Marketing Plan.

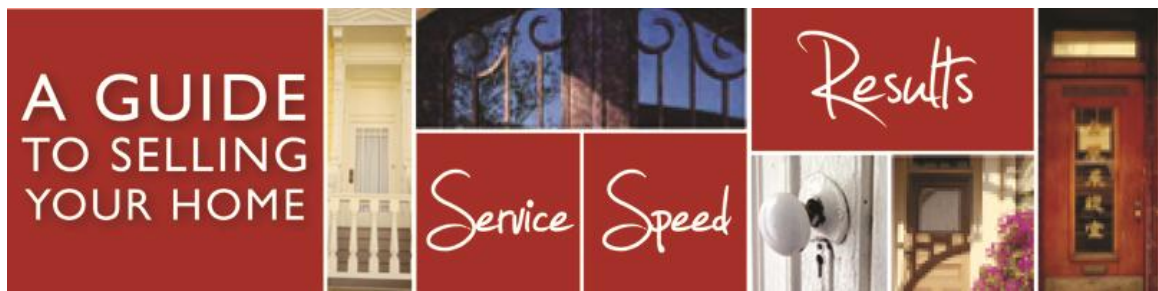
We will:

1. Price your home strategically so you're competitive with the current market and current price trends.
2. 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.
3. Place "for sale" signage, complete with directionals and any additional signage needed
4. Use an interactive text response system- E-property home website to provide instantaneous information about your home – including a thumbnail and virtual tour, mortgage information, tab to see what shops, entertainment, etc. in your area. Posted to over 350+ websites to generate traffic
5. Mojo systems- Power dialing system that has the ability to target homes in the immediate area to market property to and generates a list of phone numbers for calling about "just listed, price reductions, mortgage information, potential buyers etc."
6. Optimize your home's internet presence by posting information in the Keller Williams Listing System (KWLS) as well as local and global MLS systems, craigslist and social media including plenty of photographs and a description of your property.
7. Target my marketing to active real estate agents who specialize in selling homes in your neighborhood through reverse prospecting
8. Target active buyers and investors in my database who are looking for homes in your price range and area.
9. Provide you with weekly updates detailing my marketing efforts, including comments from the prospective buyers and agents who have visited your home.
10. Personal website with URL of your home to be used in all marketing materials
11. Target marketing packages with all selling information, home features, mortgage information presented to all buyers, target marketing for local neighborhoods, and agents.
12. Market to agents using Broker metrics – Broker Metrics is a system of active agents that have sold or bought homes in your area



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The Home Selling Process: Staging Your Home

Three things to remember:

1. You don't get a second chance to make a first impression.
2. A review of over 2,800 properties in 8 cities found that staged homes, on average, sold in **half the time** that non-staged homes did.
3. Most buyers make decisions about the property they see within the **first 15 seconds** of entering the home.

What Can Staging Do?

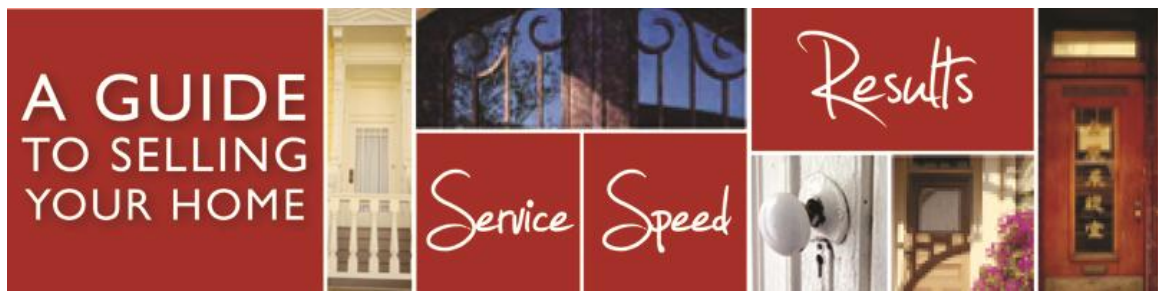
Location	Cannot be changed
Size	Difficult to change
Amenities	Can be changed
Condition	Can be changed

Adding cost-effective amenities and improving the general cleanliness and condition of the home is what we call "staging."

When a seller stages their home, one of two things happens:

1. The home becomes more valuable than other comparable properties in that price range.
2. The home gets moved up in price and becomes the lowest priced in the next higher price bracket or category.*

*Based on the national best-seller
SHIFT: How Top Real Estate Agents Tackle Tough Times
 by Gary Keller



The Home Selling Process: 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.
I will negotiate the details of your transaction with the other agent.
Closing will be prepared, coordinated and finalized for you.

Beyond the Sale

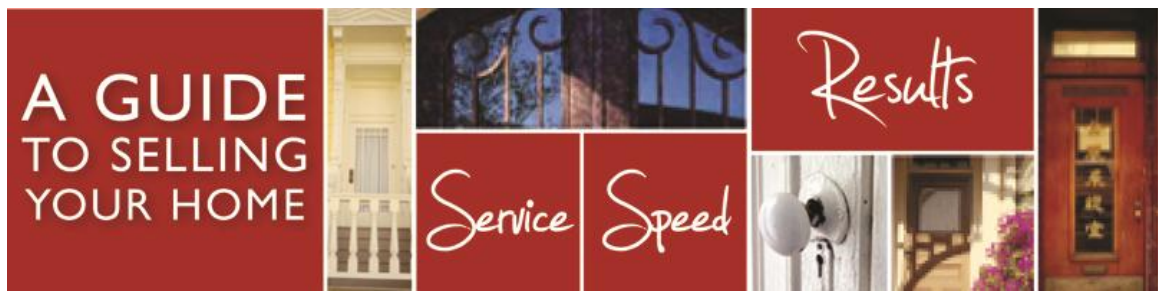
Do you need an agent to assist you in your relocation?
Need a recommendation for a moving company?
Would a moving checklist help?
I'm happy to refer you to great providers of other real estate-related services.

I'm here to make the sale of your home as smooth and stress-free as possible.



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Questions to Ask Your Agent

Are you a full-time or part-time agent?

What is the average number of days your listings are on the market before selling?

Will you service our listing personally or will we be working with your assistants?

How many sellers and buyers are you currently representing?

What is your Internet marketing program?

What is your policy on responding to phone calls/emails/text messages?

How much of your business is generated by referrals?

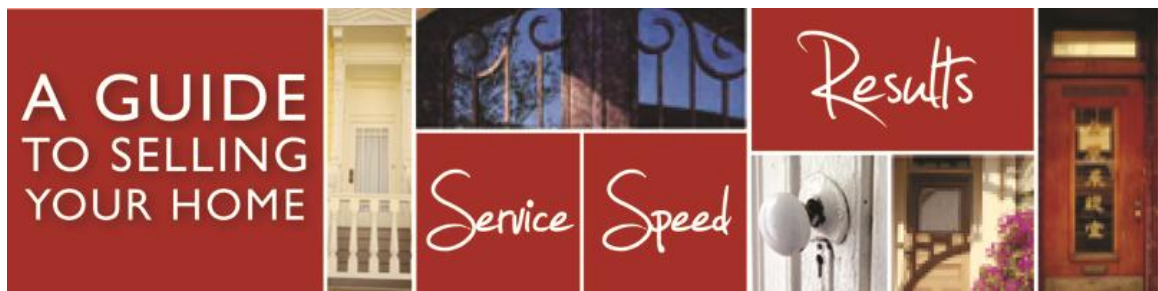
What references can you provide?

Do you offer an “easy exit” listing so that I can end our agreement if I am not satisfied?



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Homework: Questions For You

Your answers to these questions will guide me in how to best serve you. We'll discuss them at our listing meeting:

What is the most important thing you are looking for in your listing agent?

What prior real estate transaction experiences have you had??

How would you like to be communicated with? (please circle)

Email Phone Fax Text Other (explain)

How frequently would you like an update on marketing and showings?

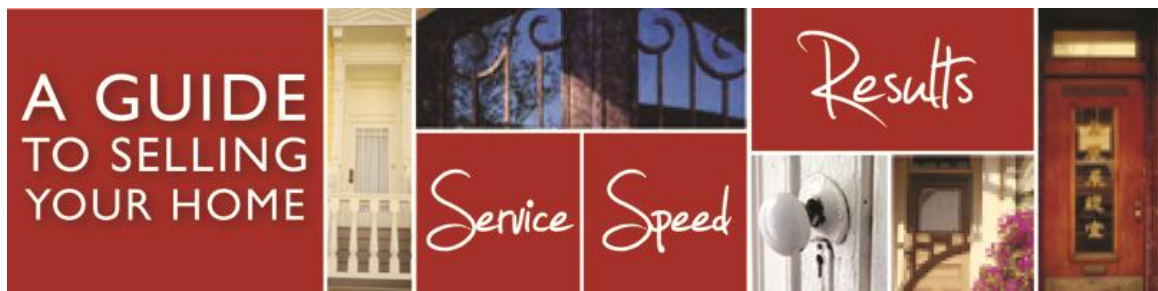
Weekly Twice a month After each showing Other (explain)

Please list what you are most concerned about in the marketing and selling process (buyer qualifications, commission, showing procedures, open house, possession, pricing, negotiations, other issues.)



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What My Clients Say

From beginning to end, Chad is a thorough real estate agent. From the first day I told him I was interested in owning a home, he started working with me on my budget to see what I could afford and then began sending me lists of properties in good areas that were also in my price range. He was always accommodating to find the time when I wanted to go look at homes. Chad did an excellent job of negotiating my contract as well. Even on the night before my closing, when I had several questions and concerns, Chad was extremely helpful and kind. During the closing, the seller even commented on how thorough and efficient Chad had been throughout the entire process. I would recommend Chad as a real estate agent to anyone who is looking to buy a home.

Rebecca
Marietta, GA

Chad was excellent at selling out home. If we could not sell our home quickly we were looking at foreclosure. Chad sat down with us and developed a marketing plan and he sold our home quickly and he got a great price- We did not have to bring any money to closing. We will recommend him to anyone we know .

Jeff and Teresa
Woodstock, GA

Chad was amazing he helped me buy a great home. What I really like about Chad is that he listened to what I wanted in a home, and he showed me homes in my price range. The last realtor that I used showed me homes that were more expensive and not always in the area I wanted. When I finally decided on the home I wanted to buy, Chad negotiated for me and got \$15,000 off the price of the home and all the closing costs were paid by the seller. He made the home buying process enjoyable and stress free. He is an excellent realtor and I recommend him to everyone I know that is buying or selling a home.

Jeff
Smyrna, GA

Chad was excellent in marketing and selling our home. Chad set up a marketing plan with us and this helped to sell our home quickly and we got 97% of our asking price. He also kept us informed of all activity on our home, and once under contract he made it very smooth and there were not issues at closing.

Teresa
Kennesaw, GA



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