



**We Want to Work With YOU! We are ready to
EARN your business**

A Pre-Listing Presentation created to introduce you to

The McIntire Home Team
of Keller Williams Realty Centre
of Greater Howard County



The McIntire Home Team

Keller Williams Realty Centre of
Greater Howard County

6230 Old Dobbin Lane ste 150, Columbia. MD 21045

Call 443-418-7668 or E-Mail EllieMcIntire@MRIS.com



Ellie McIntire

- *Team Leader*
- *CDPE*
- *Realtor*
- *Luxury Agent*
- *Top 10 Residential sales in Howard County & Catonsville*



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*Why have just one agent when you can have the
experience of an entire Team all working to get your home
SOLD?*



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WHAT TO EXPECT WHEN YOU SELL YOUR HOME WITH THE MCINTIRE HOME TEAM.

Our Mission Statement.

We don't plan to just "LIST your home", but to "SELL your home". We are committed to doing more to get your home sold in the shortest amount of time, for the highest possible profit with the most favorable terms for you. It needs to be "Win, Win, Win" for us to be satisfied.

*Our goal as a leading Real Estate Team in **Howard County and Catonsville** is to provide visionary marketing, uncompromised customer service and innovative marketing strategies. We will use our expertise, progressive technology and raw passion and enthusiasm that will showcase your home to it's maximum potential. We aim to over deliver and exceed your expectations by making the complex process of the transition an enjoyable experience .*



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Real Estate Myths

Myth 1 – The McIntire Home Team sells a lot of real estate. Maybe they're too busy for me!

Fact – The benefits of working with The McIntire Home Team is each member is an integral part of the overall goal of a superior client experience. We are each specialists in the specific areas of the real estate process. By each focusing on one aspect, you as a client know who to go to for everything you need.

One person cannot be as effective as a team of specialists can. When working with one person, something will be compromised and that is usually the level of service the client receives. We refuse to let that happen.



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Real Estate Myths

Myth 2 – It doesn't matter which real Estate agent you select to market your home!

Fact- It does matter what agent you select if you are looking to maximize your profit margin. Not all agents have the LOCAL market knowledge, the resources to promote your home and the experience to negotiate on your behalf. [Goldilocks would select the McIntire Home Team and this is why.](#)



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Real Estate Myths

Myth 3 – You should select the agent who says he/she can get the highest price.

Fact- The price of is not dictated by the agent, but by the current market activity of supply and demand. That being said the agent that brings you piles of paper of sold comparable homes is creating a false positive- Unless you plan to list your home that day, those comps are totally irrelevant. The McIntire Team will scientifically and organically guide you to the correct list price to sell your home quickly. Don't be fooled by the one that is "Under-pricing" the house too- Why would you want to leave money on the table?



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The McIntire Home Team “Platinum” e-Marketing plan

Premium Prior Planning Prevents Poor Performance.

The McIntire Team start to strategize their marketing plan the minute you have signed the listing agreement.

Step 1 – Evaluate your home to determine maximum return. Weigh the benefits of certain repairs to guarantee full ROI. We offer as a service to you, a professional staging consultation if we all (You and I) feel that there would be value in a third party opinion. The goal is to put your best foot forward from the onset.



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Step 2 – One week prior to listing on the MLS we will contract a *Professional* photographer to photograph your home. We will also take room measurements and note specific features such as upgrades completed. Additionally we take multiple photos from interesting angles within your home, neighborhood and community to convey to a buyer how desirable your home is in ways that other agents are not doing.

Step 3 – Shoot a dynamic HD video walking tour of your home that will grab a buyers attention. The video will be linked to the MLS, Single Property Website & syndicated to sites such as [YouTube](https://www.youtube.com), Zillow, Realtor.com and Trulia.

- [Home Video 1](#)
- [Home Video 2](#)
- [Home Video 3](#)
- [Home Video 4](#)



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Step 4 – I will get the person/s who know the home better than anyone involved. **“Why did you buy this house?”** I will ask you to complete [this questionnaire](#) with as much detail as possible to convey features about the home, neighborhood and community that only you would know. Buyers are looking for a lot more than just a house these days.

Step 5 – Create a **single property website** that includes high tech tools such as your video, panoramic photos, a virtual tour, photos slide show (usually 50+, which is 20 more than the MLS allows), Open House info, aerial views, interactive graphics, local school info, google maps, mobile website, text messaging service, mortgage info, community newsletter (if available) and more.

- [Home Website 1](#)
- [Home Website 2](#)
- [Home Website 3](#)



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Step 6 – Of course there will be a sign in your yard. A full sized post with a “McIntire Home Team” sign. It will arrive before your home is listed on the MLS.

Adding to the sign will be a high quality, full color sign rider with your **Personalized Property website** which will have an “Easy to Remember” web address. On the rider will also be a QR code & instant text message number with call capture. I can contact a potential buyer immediately while they are still outside your home looking for information.



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Step 7 – We will optimize your home's internet presence through **Keller Williams Listings System (KWLS)**. This is unique to **ONLY** Keller Williams Agents. The KWLS enables me to BRAND your home. Buyers that are searching on the gazillion websites will always have direct access to me - the listing agent that wants to only sell YOUR home– rather than a random agent who has no knowledge of your property and just wants a sale. (KW is the only company that has this technology!)



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Here is a little industry secret- **EVERY listing is syndicated to websites galore just by having them on the MLS.** A company called “ListHub” takes that information and distributes it automatically. What we do on the McIntire Home Team is manipulate the information prior to listing through KWLS and List Hub so that we have full control over what the potential buyer will see. Our Exclusive System Ensures Your Property will be on the busiest websites....and so many more.

EXPOSURE, EXPOSURE, EXPOSURE



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Step 8 – Blogging and SEO – Your home will be a featured blog on [my Blog on ACTIVE RAIN](#), the largest Real Estate blog and resource in the USA (and Canada). A culmination of all of our marketing avenues in one SEO rich post.

Step 9– Social Media – An integral part of marketing in the 21st century. We use the latest in social media trends to build long lasting relationships as well as to ensure that your home is getting the greatest exposure on sites that people are visiting too. Our marketing budget includes “Boosting” your listing to a wider audience. We also encourage you to post on your social media sites too.



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Step 10 – Target marketing to active local agents working with buyer clients in your area. We make them feel special with a personal call before the home is listed because we know they sell homes in the area. We will also prepare a listing e-mail announcement to all active agents the metro Baltimore area.

NETWORK, NETWORK, NETWORK



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Step 11 - Professional hard stock color brochures will be created to arrive at your home before your first buyer steps in the door.



Step 12 – A “**stay in the house**” booklet will include details about the house, receipts, local info, HOA newsletters, school info etc. for buyer's to read.



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Step 13 – Lets go see the other contestants in the ‘Real Estate Beauty Contest’. We will schedule a tour to check out the Active listing competition and how a buyer would perceive those homes compared to yours.

These strategies are in ACTION even before we activate your home on the MLS- Imagine the steps we take once it's on the market!



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"Ellie is a fantastic realtor. She was extremely helpful from the first time I spoke to her on the phone. She knows her business and her guidance in getting my house ready for market was indispensable. When I did have the house ready she was on the ball and wasted no time in promoting and presenting the home in the best and most innovative ways possible. If I recall, the house hit the market on Wednesday and I had a solid full price offer resulting in a contract and sale by Saturday noon.

She is on top of all the latest social media technologies and uses them to great effect to present her clients' homes to the full audience of prospective buyers. She also makes great use of these technologies to streamline the documentation, negotiation and sale process. All the documentation and forms were done online from the comfort of my office or home on my schedule. I never once had to go out of my way to make time to drive to her office or meet somewhere to fill out or sign forms; in fact I have never even been to her office. Even settlement was painless though I did have to schedule a visit to the title company.

All in all, I couldn't be happier with Ellie's representation. As a realtor Ellie is the consummate professional and as she told me herself, she loves what she does and this is what she does fulltime. From my experience I can say she is one of the best if not the best real estate agent in the Howard County."



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It will be my pleasure to interview for the job as your Realtor. Thank you in advance for the opportunity.

Regards

Ellie McIntire
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The McIntire Team

