



Casie Hughes

KELLER WILLIAMS REALTY METRO ATLANTA

PREPARING FOR A SUCCESSFUL HOME SALE



kw METRO ATLANTA
KELLERWILLIAMS. REALTY



Welcome!

I realize that you have a choice when hiring an agent to help you sell your home and truly appreciate the opportunity to present my proven approach. As your agent, there are several services you can expect me to provide, including:

- Accurately pricing your home.
- Enhancing the perceived ~ and real ~ value of your home, enabling you to command a higher asking price.
- Providing unmatched marketing including professional staging, photography, and custom property web sites.
- Helping you avoid the two main reasons sales fall apart ~ low lender's appraisals and problems with the home inspection.

And always, honesty and integrity. Regardless of the price of your home, when you hire me as your Realtor, both you ~ and your home ~ will be prepared for a successful sale.

Warm Regards,

Casie

Casie Hughes
REALTOR
Keller Williams Realty Metro Atlanta

About Casie



I love my work as a realtor. It is a career that is especially suited to my strengths and interests and personality, so it doesn't feel like work at all. I came to real estate after a successful career as a journalist and public relations professional. The skills honed in those fields ~ creativity, diligence, flexibility, problem solving, perseverance ~ combined with my interest in houses and homemaking and building relationships led to my quick success in real estate, including being named Rookie of the Year by the DeKalb Board of Realtors.

I've been a resident of the City of Decatur for more than 25 years; my three children attended and graduated from the City Schools of Decatur. As a parent I was an active volunteer, even chosen as Volunteer of the Year at both Decatur High and Renfroe Middle Schools. I continue to be an active volunteer in the community, with the Decatur Arts Alliance and the City of Decatur, and with my church. I will bring that same unselfish dedication as your partner throughout the process of selling your house ~ in the beginning to get it ready to market, during, as we are showing it to prospective buyers and negotiating contracts to a successful close, and afterwards, as you prepare to move and begin a new journey. Most of my clients come by referral, so my goal is to make sure your experience is outstanding so you will want to refer me to your friends and family.



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 the exclusive Keller Williams Listing System (KWLS), your property is fed to more than 350 online search engines and is 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 with those 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

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.

Casie's stats



In 2014–2015:

Average Sales Price of Listings: \$507,444

Average Days on Market of Listings: 30

Average List to Sold Price: 98%

I have received the Pinnacle Award (formerly Million Dollar Club) from the DeKalb Board of Realtors every year I've been in business, including my rookie year. The Award is based on a sales volume minimum of \$2 million per year.

In 2014, I was named a top ten individual agent in the Keller Williams Realty Metro Atlanta office for sales production. My office, which includes more than 120 agents, sells more real estate than any other agency in the City of Decatur and DeKalb County.

Source: First Multiple Listing Service
(Metro Atlanta) 2014-2015

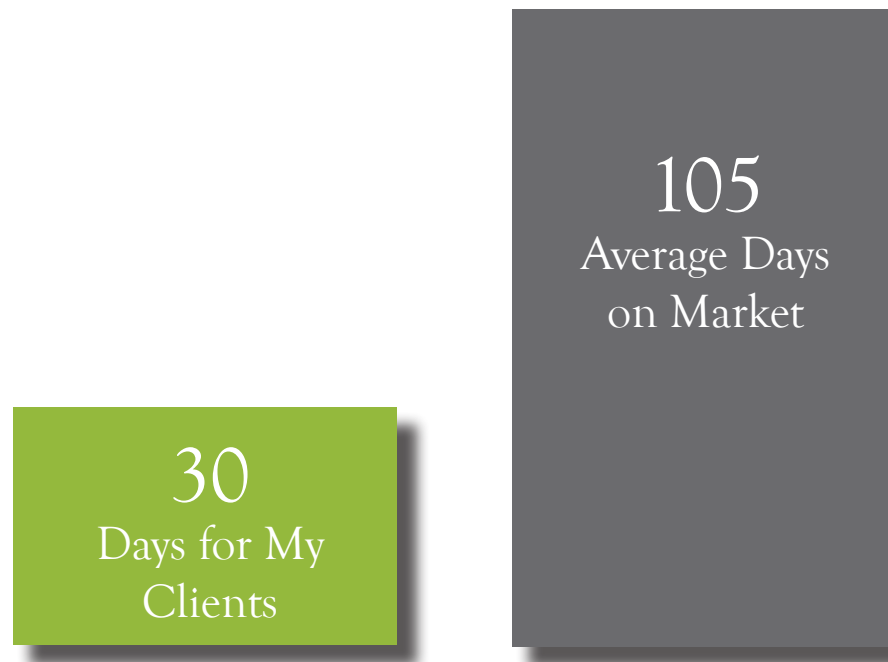
Casie's track record of success

AVERAGE PRICE A SELLER WOULD RECEIVE FOR A HOME WITH A \$500,000 ASKING PRICE



Casie's track record of success

MY CLIENT'S HOMES SELL 71% FASTER THAN THE COMPETITION



Testimonials

“We would recommend Casie to anyone buying or selling a house, particularly in Decatur or Intown Atlanta. We did not know Casie when we relocated to Atlanta last year and a friend recommended her. By the end of the process, we considered Casie not only our hard-working, professional agent, but a friend/advocate working alongside us with our best interest at heart. She was always available, responsive and trustworthy. Throughout our home search she listened to our feedback to help build a checklist of our wants/needs. There were times it didn’t seem we would find a home that fit our family’s needs. Casie was patient, upbeat and never pressured us to jump on a house or settle for something just so she could get a commission. In a tight market, Casie had a secret weapon that was critical for us. She is so likable and tapped into the market that she got tips about houses before they were listed. She found the house we eventually purchased before it went on the market. There were moments in negotiations when the deal was about to fall apart. Casie was a strong negotiator representing our position, even at a couple points where we were ready to walk away. Many realtors, worried a deal was about to slip away, would have pressured clients not push too hard. Not Casie. She wants her clients to be happy and will fight for them. That said, she is a creative thinker and cool under pressure. She is someone who searches for ways to find win-win outcomes. Casie’s service extends far beyond finding a house. She has a great list of contractors, handymen and other professionals that you’d feel good recommending to friends and neighbors. If we ever decide to sell, Casie will be our first call.”

--ROSE FRENCH AND BRAD SCHRADE, DECATUR

“Casie was wonderful in all respects! This is the only home [my wife and I] have lived in our entire married life. She helped us get an excellent price, explained the process entirely including the contracts and the preparation process. She hired a professional photographer to show our house. She simplified our life and was there every step along the way! I would highly recommend Casie to anyone buying or selling a house.”

MARK AND SUZANNE WHATLEY, DECATUR

“Casie is the model for what all real estate agents should be. She’s knowledgeable, she’s responsive, and she has the highest integrity. She provided excellent advice on how to prepare our house to sell and helped us navigate the negotiation process to get the sale price we wanted. At the same time she was marketing our house, she helped us find the perfect new home in a different area of the city. She is the best; if you want to sell or buy a home in Decatur or the Metro Atlanta area, we recommend that you call Casie.”

--MARY HALLISEY HUNT, DIRECTOR OF OPERATIONS,
STRATEGIC ENERGY INSTITUTE , GEORGIA TECH

Testimonials

“Casie was great—very hard-working, responsive to our schedules, and eager to help in every way possible. The real estate industry can be competitive and overwhelming, but Casie made it manageable and humanized the process with her warmth and genuine concern. I had a great time working with her.”

--BOBBIE WRENN BANKS AND DAVID ROOT, DECATUR

“We used Casie to both buy and then sell our home in lovely Winnona Park. She lives in the neighborhood and has amazing knowledge of both the market and the nuances of moving to an area that only come from years of experience as a resident. We recommend her without hesitation.”

--JESSICA CONWAY, DECATUR

“One thing I loved about Casie was her calm, level-headed personality. As lawyers, we can be very intense. Casie has a very calming presence which was a good balance for us. If you are looking for someone who is NOT about high pressure sales, simply someone who is diligent, conscientious, hard working, and responsive—Casie is for you.”

--JULIE OINONEN, DECATUR/CLARKSTON

“Our goal with the sale of our house was to get a fair price in a reasonably short period of time. Casie did an excellent job. The path was clearly set early and she did not waver. Kudos to her.”

--WILLIAM A. HUNT, GEORGIA TECH PROFESSOR OF
BIOENGINEERING

“My experience with listing my home with Casie was incredible. She knows the market (especially City of Decatur) and is open and honest with all parties to the negotiations. I had her working while she was on vacation and she never complained or seemed bothered. Always responsive and upbeat. Hiring Casie to sell my home was a very positive experience. Highly recommend her!”

--ANGELA MCKINLEY, DECATUR

“Casie is a great agent. She was realistic and helped us find a nice home within our budget. She always kept us up-to-date on the real estate market and helped us understand how the market would impact our decisions. Our situation was unique because the home we eventually bought was occupied by a difficult tenant, but Casie worked with the seller and their agent to ensure that we could view and inspect the home.”

--KEOCIA AND JONATHAN HOWARD, STONE MOUNTAIN

How Homes Sell

UNDERSTANDING HOW BUYERS EVALUATE HOMES



The marketing I will do to promote your home has only one purpose—to increase awareness among potential buyers leading to in-person showings.

Once buyers reach your front door, the job of marketing is over.

Your home must now compete with other homes in two areas:

Features and Price.

If your home has more features that appeal to buyers—or your home is priced lower than comparable homes—your home will stand out as the better value.

Conversely, if your home lacks the features that potential buyers desire, your only option is to compete on price.

To be effective, your home should stand out as one of the top two to three best values in your immediate market place.



Getting Ready to List

Let's begin with this direct statement: I am not the one who decides how much your house is worth. The market does. It tells us exactly where to price your house to sell and how to approach the marketing of it. Here are the factors that will affect the value in today's market:

PRICE: Getting it right the first time is the deciding factor on how long it will take to sell.

LOCATION is the single most important factor in determining the value of your property.

CONDITION 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 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 the property is listed.

Price

PRICING YOUR HOME FOR A SUCCESSFUL SALE

Factors that Influence Market Value

- Supply & Demand
- Economic Conditions
- Asking & Selling Prices of Competing Homes
- Your Home's Condition
- Buyer's Perception of Your Home

Factors with Little or No Influence on Market Value

- The Price the Seller Paid for the House
- The Seller's Expected Net Proceeds
- The Amount Spent on Improvements

Pricing your home accurately is the most effective way to ensure a successful sale. Allow me to repeat that—pricing your home accurately is the most effective way to ensure a successful sale.

No amount of marketing can sell an overpriced home.

Many sellers are tempted to list their home with the agent who quotes the highest price. Or they try to sell their house themselves without having the tools or market knowledge to figure out what that price should be.

Please keep in mind, the agent doesn't set the price; the seller doesn't set the price—the market will set the price, or value, for your home.

Price

PROFESSIONAL APPRAISAL

The most effective method of pricing your home is to have a professional appraisal. When you list-and close-your home with me, I'll pay for a pre-listing appraisal by one of Atlanta's most respected appraisal firms.

Benefits of having a professional appraisal:

- You receive an unbiased, third party opinion of the market value of your home by a trained professional.
- You are positioned to quickly recognize and respond to a market offer.
- You are positioned to effectively challenge a low lender's appraisal of your home, maintaining your higher contract price. A lender will consider a well-known appraisers valuation-they will not consider an estimate provided by a real estate agent.
- You avoid the common practice of a real estate agent "buying your listing" by suggesting a higher price than can be achieved.

Condition

PREPARING YOUR HOME FOR A SUCCESSFUL SALE

In a Maritz Research Poll, 63% of buyers responded that they would pay more for a house that is move-in ready.

Discovering and repairing problems early in the marketing process places you in control, eliminating the stress of making repairs on the buyer's schedule. Having your house in move-in condition also helps you avoid delays to closing and demonstrates to buyers, agents and the buyer's home inspector that your house has been very well maintained. We want buyers to focus on how they would live in your home—not what they would have to repair.

I will walk through your house with you with a critical eye to determine which repairs should be addressed and if necessary, will recommend trustworthy, professional contractors to make any repairs that are needed. You have the ability to command a higher asking price, and substantiate it, when your home is in top condition.

Additionally, your house will stand out from the competition as a better value.



Condition

HOME STAGING

Once we have made any necessary repairs we will focus on presentation. You will only get one opportunity to make a positive first impression with potential buyers. Well staged homes look better, photograph better, show better and sell faster than non-staged homes.

When you list-and close-your home with me, I will pay to have it staged by one of Atlanta's most experienced professional stagers.

Home staging is not decorating. Decorating appeals to the person living in the house; staging is positioning the home to appeal to the psychological needs of buyers by creating a series of impressions that build an emotional connection to help buyers imagine living in the home.

Also, while many agents overlook the presentation of your home and push for price reductions, the problems, whether perceived or real, still exist.



Marketing

MARKETING YOUR HOME FOR A SUCCESSFUL SALE

Your home is now priced accurately and looks great.

Let's show it off!

The marketing of your home will reflect an established history of how buyers search for, and purchase, homes.

- 95% of buyers use the Internet during their home search.
- 85% of all home sales in Atlanta are co-brokered. This means there is a listing agent who represents you, the seller, and another agent who represents the buyer of your home. As a result, marketing to Realtors® is our most productive activity.
- The most effective way to get the attention of productive agents and buyers is through accurate pricing and great photography.



Marketing

PROFESSIONAL PHOTOGRAPHY

After your home is staged, I will pay to have your home photographed by a professional real estate photographer.

With 95% of buyers using the Internet to search for homes, professional photography is essential to any comprehensive marketing plan.

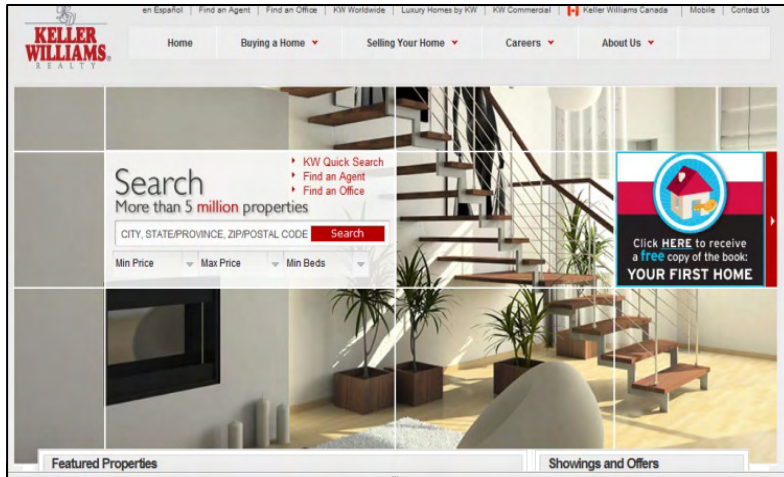
More people will view your home online than will ever visit it personally. Getting, and holding, their attention online with professional photography is one way to increase the probability of an in-person showing.

“Buyers perceive homes with professional photography to be worth, on average, 12% more than the actual price.”

The Wall Street Journal

Marketing

INTERNET MARKETING



“Casie is knowledgeable, responsive and fun to work with. She is also really good at marketing on the web, which is crucial these days.”

ANN COCO, 615 Avery St.

Today’s most important marketplace is the Internet.

In 2012, 93% of first time home buyers used the Internet to search for homes.

In 2012, 89% of repeat home buyers used the Internet to search for homes.

Your home will be featured on our Keller Williams International web site where it can be seen by thousands of daily visitors as well as on my personal website, CasieHughes.com.

Additionally, all open houses are promoted on my web site, increasing the exposure of your home.

Marketing

INTERNET MARKETING

Your home will be prominently featured with a showcase listing on Realtor.com, the top real estate web site in the nation.

Features of your showcase listing include:

- Up to 25 oversized photos
- High-definition video tour
- Detailed descriptions of your home.
- Interactive maps
- Open house notices
- Lead generation forms for potential buyers

The screenshot displays the Realtor.com website interface. At the top, the Realtor.com logo is on the left, and the text "Official Site of the National Association of REALTORS®" is next to it. On the right, there are links for "Hit", "Sign In", "Sign Up", and "Login with Facebook". Below the logo, there are navigation tabs for "Find Homes", "Find REALTORS®", "Finance", "Moving", and "Home & Garden". On the far right of the navigation bar, there are dropdown menus for "Listings" and "Searches".

The main content area is titled "Find a home" and includes the tagline "The most comprehensive source for real estate listings." Below this, there are statistics: "100 Million Properties • 3.9 Million Homes for Sale • Over 273,000 Rentals". A search form is present with fields for "Home Type" (set to "Homes for Sale"), "Location" (set to "ATLANTA, GA, 30327"), "Price Range", "Beds" (set to "Any"), and "Baths" (set to "Any"). There is a "Search on Map" checkbox and a "Search" button. Below the search form, it says "354 Listings Found" and "Listings last updated 10 minutes ago".

On the left side, there is a sidebar with a menu: "Home Values", "Top Rated Mobile Apps", "Foreclosures" (highlighted), and "Celebrity Homes". A banner for "Looking for a Home at a Bargain Price?" is also visible, listing foreclosure locations: "San Diego, CA", "Las Vegas, NV", and "Fort Lauderdale, FL".

On the right side, there are two promotional banners. The top one says "Check out our new International site!". The middle one says "Get new listings when they hit the market." and "Sign Up for Free" with a "SEARCH ASSIST" button. The bottom one is for a mobile app, showing a smartphone and a house icon, with the text "Phone. Home." and "Get the App".

Marketing

INTERNET MARKETING

I will place your house on 500 of the world's leading real estate web sites for unmatched exposure.

Here are just a few of the sites where your home will be found. . .



OPEN HOUSE

SUNDAY, JUNE 28, 2-4 PM

35 4th Avenue SE | Atlanta | 30317



\$230,000



Mid century steal just outside City of Decatur. Walk to bustling Oakhurst Village or stroll over to Kirkwood's sizzling downtown scene. This all brick home boasts a generous backyard enclosed with privacy fence. Open floor plan where kitchen, dining and living areas flow perfectly. Kitchen features new cabinets, granite countertops, and stainless steel appliances. French glass doors open out into the jaw -dropping vaulted cedar screen porch. Crown molding and hardwood floors throughout. The newly renovated bathroom has retro vibe with subway tile and all new fixtures. 2 sunny bedrooms and office space easily converted to a third bedroom make this charmer move -in ready, yet full of potential. Eligibility for award winning Drew Charter seals the deal. FMLS 5559614



Casie Hughes,
Realtor

404-564-5560
404-312-1895
casiehughes@gmail.com
www.CasieHughes.com

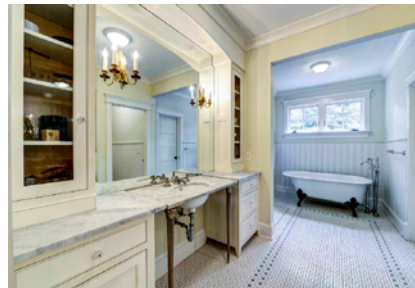
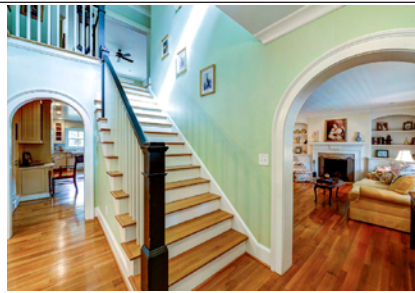


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Marketing

EMAIL MARKETING

Your home also will be marketed via direct email to agents in my office and other brokerages. A customized flyer will go out to announce the new listing as well as to invite agents to caravans and open houses.



Marketing

PRINT MARKETING

I regularly mail hundreds of postcards to area residents. Your home will be featured in at least one of these mailings, increasing awareness among potential buyers.

In addition, I create property flyers for each listing and a notebook about the house and the area for buyers' reference.

306 Kathryn Ave | Decatur | 30030

4 BEDROOM | 3 BATH | CHARMING, LIGHT FILLED COTTAGE

FMLS: 5369106

Elementary: WESTCHESTER | Middle: RENFROE | High: DECATUR

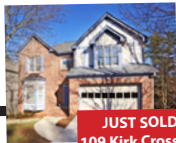
Information deemed accurate—not warranted. Equal Housing Opportunity.
Each Keller Williams Realty office is independently owned and operated



offered at
\$800,000

www.KathrynAve.info

WINNONA PARK Real Estate



JUST SOLD
109 Kirk Crossing



UNDER CONTRACT
137 Kirk Crossing



COMING SOON!
112 Candler Oaks Lane



casie hughes
Keller Williams Realty

404.312.1895 | casiehughes@gmail.com | casiehughes.com

KW METRO ATLANTA
KELLERWILLIAMS REALTY 404.564.5500

*Want to know what
your house is worth?
Give me a call!*
404.312.1895

WINNONA PARK HOMES SOLD IN LAST THREE MONTHS

ADDRESS	BDS	BTH	DOM	LIST PRICE	SOLD PRICE
223 E Davis St	5	4	29	\$974,000	\$947,000
122 McClean St	5	5.5	67	\$899,000	\$899,900
163 Park Dr	5	3	23	\$799,000	\$785,000
900 S Candler St	4	4	124	\$759,900	\$741,699
109 Kirk Crossing	4	2.5	30	\$699,000	\$690,000
103 Candler Pointe	4	3.5	22	\$589,900	\$580,000
1116 Candler St S	3	2	127	\$550,000	\$490,000
106 Missionary Ct	3	2	14	\$529,000	\$536,000
337 Shadowmoor Dr	4	3	30	\$525,000	\$509,300
112 E Pharr Rd	4	2	19	\$519,000	\$500,000
188 Avery St	4	3	26	\$460,000	\$458,000
358 Kirk Rd	4	2	20	\$449,000	\$450,000
447 E Pharr Rd	3	2	8	\$400,000	\$400,000
121 Candler Dr	8	4	10	\$360,500	\$375,000
463 E Pharr Rd	3	1	52	\$347,300	\$350,000
116 Garland Ave	3	1	16	\$325,000	\$325,000
145 Park Dr	2	1	45	\$309,000	\$308,040

KW METRO ATLANTA

315 W. Ponce de Leon Ave., Suite 100
Decatur, GA 30030

"Our goal with regard to the sale of our home was getting a fair price in a reasonably short period of time. I feel Casie did an excellent job. The path was set early and she and we did not waver. Kudos to Casie!"

—William Hunt, 109 Kirk Crossing Drive

casie hughes
YOUR WINNONA PARK NEIGHBOR & REALTOR

casiehughes@gmail.com | 404.312.1895 | casiehughes.com

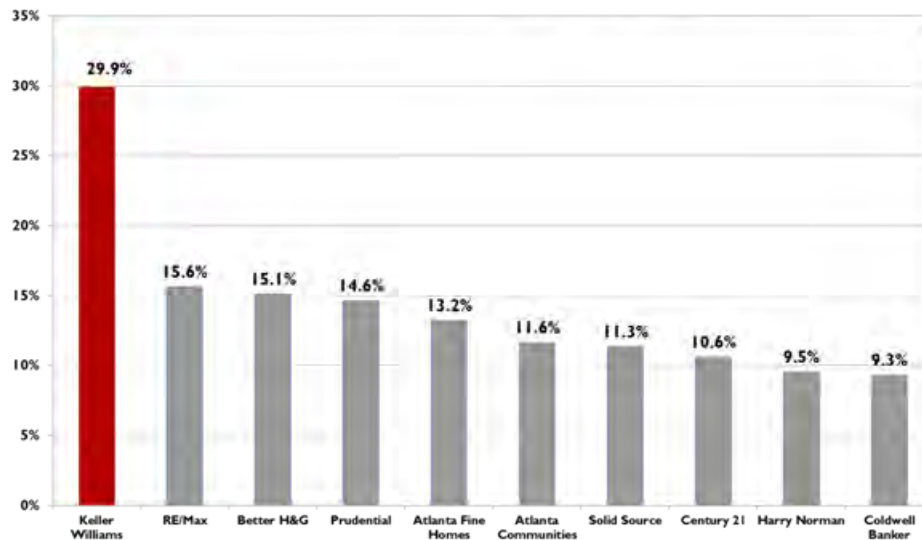
If your home is currently listed with another broker, this is not intended as a solicitation of that listing.
All information is from the First Multiple Listing Service and is deemed reliable but not guaranteed.

Marketing

A MARKET WITHIN A MARKET



Percent of Sales Listed and Sold by Same Company
YTD June, 2013



FMLS data for single family detached residences. Data is believed to be accurate, but is not warranted. ©2013 Chartmaster Services, LLC. All rights reserved. This page may not be reproduced without the written permission of chartmasterchuck@aol.com.

Your home will not only be marketed through universal channels such as the Internet, print advertising, the Multiple Listing Service, signage, and Open Houses, I will also market internally to our highly collaborative Keller Williams sales force—each with his or her own connections that form a rich source of prospects, buyers and referrals.

Keller Williams is not only the number one real estate company in the City of Decatur and DeKalb County, it is number one in the entire nation. The Keller Williams culture of cooperation and our profit sharing model contribute to cross-promotion of our listings among company agents and offices resulting in greater listings exposure for our customers.

Service

WHAT ELSE CAN YOU EXPECT FROM ME

In addition to the services we've covered, you can expect me to provide the following:

- Attentive one-on-one service.
- Connections. A good real estate agent has great connections in the real estate world. She has a readily available list of home improvement contractors (heating, roofing, structural, electrical, painting, plumbing, etc.), one or two good handymen, lenders, inspectors, legal referrals, cleaning services, and lawn service providers. You should never have to find help on your own during the marketing process.
- Systems. A good Realtor has systems in place to sell homes far more efficiently than a homeowner ever could. Selling or buying a home within the established real estate system is incredibly efficient compared with selling or buying a home outside of the system. A full time Realtor has MLS access, a contracts library, lock boxes, signs and Internet sites.
- Expertise. Obviously, one important reason you hire a real estate agent is because you expect him or her to know more about selling houses than you do. Selling real estate professionally requires a license and continuing education, but in reality, 99% of an agent's expertise comes from on-the-job experience. Every real estate transaction is a little different, with its own little quirks, glitches and special circumstances. The best way to get in trouble is when you don't know what you don't know!
- Time. Your real estate agent will spend a lot of time managing the sale of your house. There is far more going on behind the scenes than holding open houses and attending closings, although because of the above factors (connections, systems, and expertise), a good agent will be pretty efficient at her job. The time your agent spends handling the sale of your home will save YOU lots of time...and money!

Thank You

Thank you for the privilege and opportunity to work with you. As always, feel free to call me if you have any questions. I look forward to meeting with you and helping you achieve a successful sale.



Casie Hughes  

Keller Williams Realty Metro Atlanta

315 W. Ponce de Leon Ave., Suite 100

Decatur, GA 30030

Office: (404) 564-5560

Cell: (404) 312-1895

casiehughes@gmail.com

casiehughes.com