



CUSTOM MARKETING PLAN

IT'S ALL ABOUT YOU

5082 Horned Owl Way | \$1,475,000 | The Timbers



"Superb results! Nancy and her team were outstanding through the entire process. In today's home market it is tempting to think homes sell themselves and you don't really need an agent. We could not have done this without Nancy's guidance. Her knowledge of the market and guidance on the multiple offers was critical. Our home sale was a success from start to finish, with no drama. Thank you SO MUCH Nancy and team!!!"

- Nancy O, Seller, Parker, CO

It's All About You.....

My real estate business is built around one guiding principle: It's all about you.

- 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 **90%** of my business comes from repeat customers and referrals.

Good service speaks for itself - I look forward to delivering that service to you.

THE HOUSE OF EXCELLENCE



The Difference is Nancy....

I am different from most real estate professionals. Most agents simply list homes - I market them. I have built my business on results and I am confident I can deliver results for you.

From listing your home to closing, I am committed to working closely with you to navigate the entire sale process. I take the time and use my expertise to understand the unique selling points of your home and neighborhood.

This means that I will sell your home smoothly for a top price. I will actively target the types of buyers most likely to want your home. I will advise you about the home repairs and improvements that will maximize your asking price. Additionally I will market your home 24 hours a day, 7 days a week.

After our first meeting I will prepare an in-depth analysis of your unique home, compare it to other homes on the market and recommend a personalized marketing program and pricing strategy for you.

Thank you for giving me the opportunity to earn your business. I am so looking forward to working with you to get you the best possible price, in the shortest time with the least amount of inconvenience to you.



With over 19 years of experience and education in the real estate industry, I have received many specialized designations. I am also a member of professional organizations which help increase the visibility of your home to other agents and groups of targeted buyers.

Certifications and Accreditations:

- CRS: Certified Residential Specialist
- GRI: Graduate of Realtor Institute
- CNA: Certified Negotiation Expert
- ABR: Accredited Buyer Representative
- E-Pro Certified Electronic Professional
- Certified with Keller Williams Luxury Marketing

Member of the following Groups and Associations:

- Colorado Association of REALTORS®: Realtors comprised of brokers all over the state of Colorado.
- National Association of REALTORS®: Real estate professionals committed to a higher standard of ethics and professionalism.
- Keller Williams Luxury Homes International: A network of targeted resources towards other agents and brokers locally, nationally, and internationally.
- Keller Williams Ranch and Land Institute: The rural property division of Keller Williams Realty
- REALTORS® Land Institute: Members of the nationwide REALTORS® Land Institute specialize in land brokerage related to all types of land, including specialty properties.
- South Metro Denver REALTORS® Association (SMDRA): strong, active community of REALTORS® and real estate industry Business Partners.



Learn more at luxury.kw.com

2021 End of Year

\$100 billion market share

10,000+ Keller Williams luxury agents

5 continents served



YOUR MARKETING PLAN

My marketing plan is designed to get your home the maximum amount of exposure in the shortest amount of time. Each step involves proven techniques that leverage the opportunities to showcase your home to key people that will either buy your home or help us find the right buyer. I will:

1. Price your home strategically to be competitive with the current market and current pricing trends.
2. Review basic ideas with you to prepare your home to go on the market.
3. Provide a professional home stager for two hours to help stage your home showcasing features most interesting to buyers.
4. Declutter rooms and closets, apply fresh paint and create great curb appeal.
5. Professionally photograph the property with High Dynamic Range photo technology and utilize drones and other specialized shots when necessary.
6. Place a Keller Williams Sign on the property.
7. Create a virtual tour with property data and music to enhance the experience.
8. Use an interactive voice and text response system in conjunction with internet and virtual tour marketing to provide information about your home 24/7. (Each inquiry will be followed-up with a phone call or text as appropriate.)
9. Distribute 'Just Listed' postcards to neighbors or a specific luxury group encouraging them to tell their family and friends about your property sale.
10. Optimize your home's internet presence by posting it on Denver Metro List System (MLS) and adding multiple photographs along with the virtual tour.



YOUR MARKETING PLAN

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11. Showcase your house on Realtor.com with photos, the virtual tour and descriptions to draw special attention to your home.
12. Market your property on Proxio Pro - an international MLS - which presents your home to affluent buyers all over the world.
13. Post your listing to more than 340 Internet sites on the web to maximize your homes exposure including sites such as KW.com, Trulia.com, Zillow.com and REColorado.com.
14. Create a detailed four-color flyer with pictures and information about the house for buyers to take with them after seeing the home.
15. Create a property profile book that showcases additional information about the property, neighborhood, and the areas around the home that will attract extra attention to the buyer.
16. Target my marketing to active real estate agents that specialize in selling homes in your neighborhood.
17. Include your home in our Keller Williams tour to allow other agents to see your home firsthand.
18. Create an open house schedule to promote your home to prospective buyers.
19. Develop a QR Code that allows potential buyers to pull up information on about your home on their mobile devices. (A mobile and virtual marketing flyer.)

THE SELLING PROCESS



WHAT DOES IT MEAN TO SELL YOUR HOME WITH **NANCY**?



98% of top producers are **REALTORS®**



REALTORS® list and sell twice as many properties as non-realtors® (“licensees”)

From Realtor® vs Licensee Performance Metrics Study, University of Denver

Member:



DIGITAL OUTREACH

High Tech & High Touch Marketing...



My App

My app and companion website were built to work in tandem with the power of Keller Williams technology. Effortlessly market your listing, capture and engage leads, and facilitate your transaction from a central locale.

Compelling Photos & Virtual Tours

These allow interested buyers to tour the house before stepping foot inside. I use only professional photographers and create virtual tours with high production value that highlight your property's best features.

Social Media Advertising Campaigns

After defining your preferred target market, I will promote your listing with emails, social media posts, direct mail and more, reaching qualified leads on a variety of levels.



STAGED
HOMES SPEND

88%

LESS TIME ON THE
MARKET AND SELL FOR

17%

MORE THAN
UNSTAGED HOMES

SOURCE: THE INTERNATIONAL ASSOCIATION OF HOME STAGING PROFESSIONALS*

I will provide a walk-through consultation with a staging expert so that we can efficiently and effectively prepare your home for the market.

WHY KELLER WILLIAMS?



CULTURE

KW is an ethically-based company culture focused on doing the right thing for the customer. The company always puts the needs of its agents and clients first. This is the foundation from which we build our business.

TECHNOLOGY

Our proprietary tech platform, KW Command, has provided us the opportunity to give the best customer experience to our clients.

TRAINING

Keller Williams has the best training available to agents in the world. This ensures the sale or your purchase of your home will be conducted professionally and skillfully.

PROFIT-SHARING

KW is a profit-sharing company. We know that the better each individual agent does, the better we all do. This ensures we are all working together for you.

Keller Williams is the largest real estate company in the world by agent count.

FREQUENTLY ASKED QUESTIONS

How does a REALTOR® differ from a Real Estate Agent?

A REALTOR® is a licensed Real Estate Agent that also belongs to the National Association of Realtors. REALTORS® must adhere to the Realtor Code of Ethics which is based on professionalism, serving the interests of clients, and protecting the public. The Thayer Group are all proud REALTORS®

How quickly can you get my house on the market?

We can get it on the market as quickly as you need us to! The only things we need to do to prepare is arrange photographs, staging (optional) and take measurements, which is only a few days on our end.

What do I need to do to prepare my home to sell?

We highly recommend a deep cleaning, painting any areas that need refreshing (both inside and out), cleaning windows, HVAC, and carpets, and making any "general" repairs necessary.

How long will it take to sell my house?

It depends on the price, location, condition, and current market. Most homes average 45 days on the market in typical market conditions, but this can be higher or lower. We will discuss the current state of the market and other factors specific to your home with you when you are ready to sell!

Should I be present when potential buyers come see my home?

It is standard for sellers and their pets to leave their homes during showings. All potential buyers will be accompanied by a licensed real estate professional at their showings. This also applies to home inspections; the seller is asked to vacate the home during inspections.

What do I need to know about appraisals?

The buyer's lender will require an appraisal. As part of our service, we will communicate with the appraiser, providing comparable sales and other information regarding the property to assist in their valuation. Our goal is to reach an appraised value at or above the contract price.

Once I accept a contract, how long does it take for my house to close?

Most contracts will be 30-45 days. This can vary based on the terms within the contract.

What items in my house are "included" in the sale automatically?

Most contracts include all "fixtures", which means attached or permanent items such as appliances, window coverings, light fixtures, vanity mirrors, furniture that is permanently installed in place, etc. Other items can be included or excluded from the sale if desired.

Will I be able to move out of my home after closing?

In a standard transaction, the home is turned over to the buyer at closing. If seller occupancy is needed beyond that, a Post-Closing Occupancy Agreement (PCOA) or "rent-back" can be negotiated in the contract.

Are there any up-front fees to selling?

We do not charge for listing your home! The only money you will spend before listing is on cleaning, repairs, or anything you need to do to get your home ready for the market. We only receive a commission when the transaction has successfully closed.

A FEW OF NANCY'S SUCCESS STORIES



5427 Rhyolite Way
Parker
\$525,000.00 list price
\$580,000.00 sale price
4 days



550 Songbird Way
Parker
\$1,480,000.00 list price
\$1,480,000.00 sale price
6 days



8397 Windhaven Drive
Parker
\$1,400,000.00 list price
\$1,570,000.00 sale price
11 days



7971 Towhee Road
Parker
\$1,385,000.00 list price
\$1,532,000.00 sale price
4 days



5082 Horned Owl Way
Parker
\$1,300,000.00 list price
\$1,475,000.00 sale price
9 days



5673 Sunridge Drive
Parker
\$1,275,000.00 list price
\$1,300,000.00 sale price
4 days



7731 Running Fox Way
Parker
\$1,275,000.00 list price
\$1,330,000.00 sale price
3 days



9059 Sunshine Meadow Place
Parker
\$1,175,000.00 list price
\$1,275,000.00 sale price
6 days



5035 Old Schoolhouse Road
Parker
\$475,000.00 list price
\$555,000.00 sale price
11 days

MY CLIENTS' SATISFACTION IS MY #1 GOAL



5673 Sunridge Dr | \$1,300,000 | The Timbers

As Good as You Can Get..

"We were very pleased with Nancy's performance. Establishing the asking price was thorough, and we ended up selling the house very fast at a slightly higher price [than asking price]. After that, it was getting ready for the move and fortunately there were no hiccups in the closing process. Overall about as good an experience as you can expect."

- Meint O, Seller

On top of every aspect of the process...

"Nancy has been great to work with. She stays on top of every aspect of the complex process and has wonderful resources to call upon for getting those minor fix-ups done before you put your house on the market. Nancy was highly responsive when we had questions and was straightforward in answering those questions. Her advice of making sure our house "gleamed" got us working hard, but it paid off. We highly recommend Nancy for both buying and selling your home."

Deborah S, Buyer & Seller

An Amazing Real Estate Transaction with Nancy

"We have not been disappointed in over 14 years of buying and selling with Nancy. Several homes in the Timbers and others in surrounding areas. She's knowledgeable in all price points and numerous communities in and around Denver. She's constantly sharing feedback to you as a seller & walks you through every step of the transaction. She's also been a great advocate during negotiations. If you're looking for a top-notch agent, PLEASE give her a call. You will not be disappointed. She makes buying and selling easy! We most recently sold a home with her for top dollar in a matter of days!"

Lori R, Buyer & Seller

Another Repeat Client

"Nancy has helped me to purchase and sell multiple investment properties. She is a very knowledgeable real estate professional who answered all my questions, was always available, kept me up to date, and returned my calls in a timely manner. Highly recommend!"

Margaret M, Buyer & Seller



A NOTE FROM NANCY

I've been helping people find their dream homes since 2003, and I love what I do. As a 35-year Colorado resident, and a Timbers resident since 2002, I have a lot of knowledge about the local market, and I understand what makes our community and the people who call it home so special.

That's what it takes to truly be a local real estate expert. Not just an expertise in negotiation and marketing and access to real-time market data, but a love and understanding of our community and the people who live here. That's just one reason to choose me to stand by your side - and it's the foundation of everything I do.

Real Estate is a constantly changing arena, and I am continually seeking out classes to help broaden my real estate knowledge to better help my clients. I'm a licensed Realtor® with the National Association of Realtors, as well as a former mortgage broker. I hold a number of designations which help me stay on top of the ever-changing market. Now, how in the world can I help you?

..... **Nancy Sammons**



Realtor®
GRI
ABR
CNE
E-Pro

A licensed Realtor® is a real estate professional who has become a member of the National Association of Realtors. Realtors® are held to a higher standard than their agent counterparts; they must abide by the standards of the association and its strict code of conduct, and display professional behavior at all times while collaborating alongside 1,400 local boards and 54 state and territory associations.



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Each office is independently owned and operated.