



*We will exceed your expectations:*

As REALTY EXECUTIVES REALTORS®, we have the experience that counts.

Thank you for taking the time to meet with us today.  
We appreciate the opportunity to present our comprehensive sales and marketing plan.  
We are confident that we can exceed your expectations.

We look forward to working with you.

Carolyn and Karen  
816-697-4000

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[carolynwilkinson@realtyexecutives.com](mailto:carolynwilkinson@realtyexecutives.com)



*Experience the advantages of  
working with us!*

**Our Mission**

Whether you are educated and experienced in the home selling process, or a first time home seller, we will evaluate and consult with you to ensure we fully understand – and meet – your expectations. We will walk you through the sales, negotiation and contracts and disclosures processes to make sure you are informed, and more importantly, protected. We will not compromise our professional or ethical responsibilities throughout this entire process. Knowledge is a key factor in a business with an ever changing environment. Having agents working for you with knowledge of the business aids in a smoother process and better experience. We take pride in the fact that we will always be willing to assist you in any way and make your real estate transaction as smooth as possible from beginning to end.

**Our Qualifications:**

- **30 Years Experience**
  - **Gold Executive Club**
  - **Platinum Executive Club**
  - **Executive Diamond Club**
  - **Top 10% of Local Office**
  - **2<sup>nd</sup> in Number of Units Sold – Nationwide in Realty Executives - 2007**
  - **Local Real Estate Office – Located in Lone Jack & Lee's Summit**
  - **Resident of Lone Jack – Being familiar with the area**
  - **Being Aware of Jackson County, Johnson County & Cass County Regulations**
  - **Working together as a team to assist YOU**
- Specialize in:**
- **Farms**
  - **Small & Large Acreage**
  - **Residences**
  - **Vacant Acreage**
  - **New Construction**
  - **Resale**



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## Bringing Buyers to Your Home Our Personal 25 Point Marketing Plan

Selling a house in today's real estate market requires more than just a sign in the yard and an ad in the newspaper. We use a broad-based marketing approach designed to expose your home to the maximum number of qualified buyers and brokers, which may include some or all of the following items.

1. Evaluation of your wants, needs and highest priorities when selling your home.
2. Marketing and pricing consultation and Competitive Market Analysis (CMA)
3. Review and sign all contracts and disclosures
4. Submit all contracts, disclosures and documents into office
5. Make suggestions for presenting and enhancing your home, including staging if necessary
6. Place sign, brochure box and insert color marketing flyers
7. Get an extra set of keys and place in lock box at property
8. Take picture(s) of property and upload to the Multiple Listing Service (MLS), Internet websites & search engines
9. Order a preliminary title report and document the home is free of any legal encumbrances
10. Place your home on the Multiple Listing Service (MLS)
11. Place your home on our personal sites – [carolynandkaren.com](http://carolynandkaren.com)  
[karenandcarolyn.rebuycenter.com](http://karenandcarolyn.rebuycenter.com)
12. Place your home on RealtyExecutives.com, REALTOR.com/#1 real estate website in the nation) and Trulia® (2nd largest real estate website in the nation).
13. Place your home on Google™, GoogleBase™, Zillow® RealEstate.Yahoo.com and/or other search engines
14. Advertise in KcHomes and/or other consumer homes magazines and websites
15. Present your home in our weekly office networking meeting
16. Submit buyer offer
17. Represent and assist in negotiating purchase offer and respective counter offers
18. Set up general home inspection with you, managing problem-resolution if necessary
19. Attend appraisal appointment and answer any questions for the appraiser
20. Place call into loan officer ensuring strength of buyer
21. Manage and communicate all pre-settlement activity via weekly progress reports
22. Place a SOLD Sign on the Property
23. Attend closing at title company and answer any questions you may have
24. Monitor final funding of buyer's loan
25. Follow-up consultation ensuring your expectations were met throughout entire home selling process



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## ONLINE MARKETING PLAN

**Almost 90%** of consumers use the internet to search for their home.

Reach the widest audience of potential buyers.

More buyers = better chance of finding one willing to meet your terms, price and desired closing date.

Source: National Association of REALTORS®, Profile of Home Buyers and Sellers, 2010

## WHERE BUYERS FOUND HOMES

37% of buyers found a home via the internet - Up from 8% in 2001

**Exhibit 3-9 WHERE BUYER FOUND THE HOME THEY PURCHASED, 2001-2010**  
(Percentage Distribution)

	2001	2003	2004	2005	2006	2007	2008	2009	2010
Real estate agent	48%	41%	38%	36%	36%	34%	34%	36%	38%
Internet	8	11	15	24	24	29	32	36	37
Yard sign/open house sign	15	16	16	15	15	14	15	12	11
Friend, relative or neighbor	8	7	7	7	8	8	7	6	6
Home builder or their agent	3	7	7	7	8	8	7	5	4
Directly from sellers/Knew the sellers	4	4	5	3	3	3	2	2	2
Print newspaper advertisement	7	7	5	5	5	3	3	2	2
Home book or magazine	2	1	2	1	1	1	1	*	*
Other	3	6	4	*	*	*	*	*	*

\* Less than 1 percent

Source: National Association of REALTORS®, Profile of Home Buyers and Sellers, 2010

### Reaching Buyers Through The Internet and Other International Advertising

With 87% of homebuyers beginning their search for a home on the Internet, we include in our marketing strategy with a broad reach on the worldwide web by using websites, search engines, portals, blogs, virtual communities and more. Realty Executives supports us with additional and powerful international advertising to create opportunities, attract potential home buyers and generate interest in your home. This combined marketing strategy allows us to reach large networks of home buyers, other real estate agents and industry professionals.

The ultimate benefit to you – our client – is more exposure for your home, making it easier for home buyers to take action on purchasing it.



Experience the advantages of  
working with us!

## TOTAL MONTHLY MINUTES SPENT ONLINE

(NATIONWIDE COMPARISON, in millions)



Source: comScore Media Metrix, June 2010

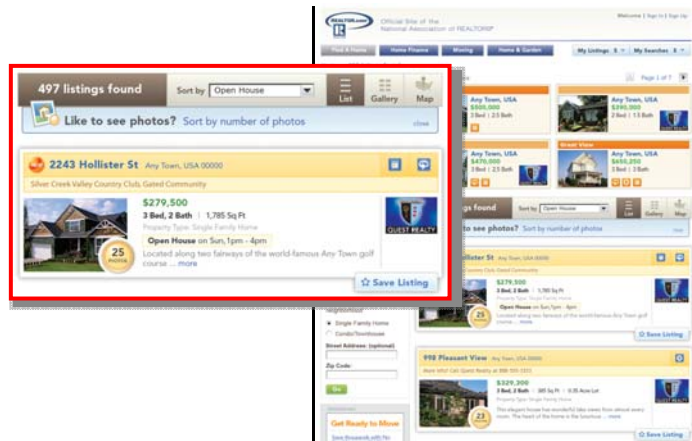
## SOCIAL NETWORKING

I will use social networking as a non-intrusive way to keep my network apprised of your listing



## HOW WILL I SHOWCASE YOUR HOME TO THE MOST BUYERS?

- Enable your home to rise to the top of the search above all other homes by adding more photos



## HOW WILL I SHOWCASE YOUR HOME TO THE MOST BUYERS?

### MOBILE BUYER MARKETING PLAN

Buyers driving through the neighborhood can:

- Find your home, get directions and a map
- Connect with me in one "click" to get details and make an appointment



Buyers who already want this location find me through REALTOR.com® mobile marketing.

## HOW WILL I SHOWCASE YOUR HOME TO THE MOST BUYERS?

- I will make your home stand out with a video or virtual tour



Over 173 million Americans watch videos on the internet every month

Source: comScore, January 2010: Top U.S. Video Properties by Videos Viewed.

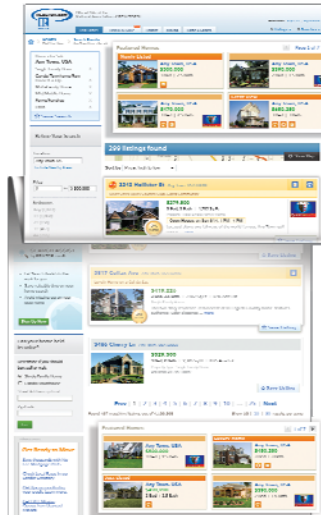
## ONLINE LISTING PERFORMANCE REPORT



- Weekly tracking report shows how many buyers are looking at your home

## FEATURED HOMES™

- I can make your home the first one buyers see
- Triple the number of buyers who see your home
- Exclusive position gets your home seen before all others



Screen shots represent only an of price class. Sites subject to change without notice.

## Online Marketing Advantage



### Showcase Listing Enhancements:

I will enhance your listings on the top websites, including REALTOR.com®, with the features buyers want most



### Mobile Reach:

Your property will appear on the REALTOR.com® mobile apps so mobile consumers can find your home



### Featured Homes™:

Your home will have premium positioning on the #1 real estate search site, REALTOR.com®



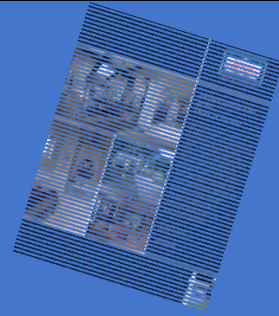
### Facebook Application:

I will display your property on my social media sites such as Facebook® and Twitter™

## WE MARKET

We will put together a custom media plan to market your property to the right audience. That program may include some or all of the following media:

- [Upgraded REALTOR.com \(#1 site\) including "Featured Homes"](#), [Premium Placement on Trulia \(#2 site\)](#), RealtyExecutives.com, Google & GoogleBase, Craigslist, Zillow & Yahoo
- Our personal websites: [carolynandkaren.com](http://carolynandkaren.com) & [karenandcarolyn.rebuyercenter.com](http://karenandcarolyn.rebuyercenter.com)
- Color Flyers and a Visual Tour of your home plus Pocket Handout Cards
- [kchomes.org/wilkinsonrex](http://kchomes.org/wilkinsonrex) — Our exclusive full-color insert on the web and in print
- "Newspaper Advertising" — Listings and displays in area newspapers
  - Highway 50 Corridor & Lee's Summit Journal



*and more... this is only a short snapshot.*



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## As EXECUTIVES, We will position your home to get it SOLD.

### We List

As REALTORS®, we will post your home on the Multiple Listing Service (MLS), making it available to thousands of other REALTORS® in our city, state, across the country and around the world. We will also access all of the REALTORS® in our office and in our surrounding areas, leveraging our sphere of influence.

### We Market

It is important to give your home the most exposure possible. The key is to use multiple streams of influence using the power of the MLS, word-of-mouth marketing, social spheres, online and print marketing in addition to our local, regional, national and global reach. We will put together a custom marketing plan so we target the right buyers for your home. Our plan integrates traditional, proven methods with progressive modern methods all with one strategic purpose – getting your home SOLD.

### We Call, We Communicate, We Respond

Once we have listed your home and created the maximum opportunity for exposure, emphasis turns to servicing the interested buyers and their REALTORS®. Prospective home buyers and their REALTORS® can reach us or Realty Executives through a wide variety of communication modes around the clock – mobile phone, voicemail, answering service, office attendant, the internet and email – all enabling us to quickly respond to interested parties.



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### We Show

We are the best team to showcase all that your property has to offer because of our extensive conversations and our independent research. We will coordinate all showings of your home. And, during the showing process, we will control the visit and make sure your home is presented in the best possible light.

### We Verify

Our goal is to sell your home in the quickest amount of time with the least amount of inconvenience to you. Throughout the listing process it is our job to verify that your home is continuously being positioned well. From marketing, advertising and staging, to showings and researching the competition. And, when necessary, we communicate with you to make the necessary modifications to ensure a seamless transaction.

### We Represent & Negotiate

We have a responsibility to meet your needs to ensure the sale of your home. We will represent your best interests when dealing with prospects and their REALTOR® so you can concentrate on other things. You can be as little, or as much involved, as you desire. Once a purchase contract is submitted, we will negotiate on your behalf to assure your satisfaction. We will partner with you throughout the entire process.

### We Satisfy

It's our job to market your home so that it is best positioned to sell fast, and for fair-market top dollar. Our goal is to make this transition as stress-free as possible so that you can enjoy the experience of what lies ahead.



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## More Advantages



**Centralized Showing Service**

More Showings  
More Feedback  
More Efficient

913-451-SHOW (7469)

**GREAT FOR ASSOCIATIONS, COMPANIES AND INDIVIDUAL AGENTS!**

**CSS assists you and your REALTOR® in getting more showings for your home. By potentially increasing the number of showings, a faster sale may result!**

- With a simple phone call, we can enter your home into a computerized system within minutes of obtaining your listing. This speed results in... **MORE SHOWINGS!**
- Agents all over the Metro area can schedule showings on all of our listings by calling one simple number: 913-451-SHOW (7469). This convenience results in... **MORE SHOWINGS!**
- By using our state-of-the-art computer system, CSS' professional showing operators can schedule showings in one-hour time slots of most other real estate companies. Agents appreciate this efficiency and prefer showing our listings, resulting in... **MORE SHOWINGS!**
- CSS generates a complete record of everyone who has shown your home, making follow-ups easier. Thus, your agent is able to secure quicker feedback and more second appointments, resulting in... **MORE SHOWINGS!**
- CSS bundles showings for many offices in the area and is the only one of its kind. It can generate more showings for you, which could ultimately result in a... **FASTER SALE!!!**

**Scheduling Over 10 Million Showings a Year** [www.Showings.com](http://www.Showings.com)