

MARKETING MATTERS





REDEFINING SERVICE IN REAL ESTATE

Selling a home in today's market can be challenging - Team Real Estate understands that. While the market can be challenging, hundreds of homes are sold each week in the Kansas City Metro. What's the difference between selling your home or failing to do so? The details! Whether it's our proven sales approach, effective marketing campaigns, or utilizing our extensive network, no detail is overlooked at Team Real Estate. We pride ourselves in the use of technology and innovation to maximize the exposure of your home. We created this guide to help educate you as a Seller and empower you to make the right decision when selecting the best agent or team to market and sell your home.

When we say we are redefining service in real estate, we mean it! Our clients come first. We will educate you on what is happening in the market and clearly communicate what needs to be done to get your home sold. There are so many components to a successful real estate transaction; you can count on us to be there every step of the process and make sure no detail is overlooked. After all, it is not just a transaction. It is a relationship. With a proven track record, the right skill set, and years of experience, Team Real Estate has the right tools to successfully sell your home. If you're serious about selling your home, we are serious about getting the job done!

Team Real Estate's Worry Free Listing Guarantee - *If you are unhappy with our service at anytime, just send us written notice and we will unconditionally release you from your listing contract with Team Real Estate.*

Now, more than ever, who you work with matters!

Martin Taggart, Founder & Co-Owner



REAL REVIEWS & SOCIAL PROOF OF OUR SUCCESS



LOCAL REAL ESTATE EXPERTS

“Martin Taggart and Team Real Estate sold my Gardner home in less than a week for over list price. They truly are our local real estate experts. The whole listing process was efficient and smooth. The listing manager was on top of everything and communication was stellar. The professional photographer was extraordinary and the transaction coordinator was delightful to work with. This team truly works as a TEAM and every seller should have such an amazing group of people working for them!”

★★★★★ - Susan J.

CONSISTENTLY MARKETING

“Martin never faltered ... Consistently marketing my condo & bringing in other professionals to help me present it @ its best. Always candid & used his experience making it very easy for me.”

★★★★★ - Chris T.

SMOOTH & STRESS FREE

“My family used Team Real Estate to sell our home and purchase a new construction home in 2016. Both the listing agent and our buyers agent made it as smooth as stress-free as possible. I DEFINITELY recommend them to all of my friends and family!”

★★★★★ - PSU G.



THE MODERN WAY TO MARKET OUR HOME

"We had our home on the market for over a year with no offers, using an "old fashion" real estate agent. Team Real Estate took over and Martin was able to analyze the market and let us know what the problems where. The old fashion real estate agent just knew to list the home and wait for a buyer, and then keep lowering the price until a buyer showed up. Martin's heavy use of the internet and social media was the modern way to market our home, and they did finally find us a good buyer."

 - Chuck K.



MY HOUSE SOLD IN 6 DAYS

"I worked with Martin, Kathy, and Mark. Because of them, my house sold in 6 days! Martin nailed the price of my house. Kathy also had an essential role, and Mark made everything very easy. Very good experience!"

 - W. Ddasadad



REAL ESTATE AGENT FOR LIFE

"Go Team RE!!! Martin was absolutely wonderful to work with. He was always prompt, very patient, extremely knowledgeable and willing to got the extra mile to help in ANY way possible. The man is on his A GAME!!! He's my Real Estate Agent for life!!!!!! "

 - Aisha A.





THE ONLY TEAM THAT EXCEEDED OUR EXPECTATIONS

"We bought and sold a home through Team Real Estate! Both experience were awesome. I had two separate agents. One agent to represent me as a buyer and one representing us as a seller. Both agents really went to work for us! We have bought and sold many homes over the past 40 years and Team Real Estate is the only team that exceeded our expectations! Great job, Team Real Estate!"

facebook - Joe P.



THEY MADE EVERYTHING EASY

"We sold and purchased a home with Team Real Estate. They made everything easy for us. Always answered our questions, always kept us updated. We highly recommend using them. And yes we would do business with them again!! A special thank you to Sherri , we love our new home!!!"

facebook - Robin P.



PROFESSIONAL PHOTOGRAPHY & MULTIPLE SOCIAL MEDIA OUTLETS












"Suzie helped us find a home that perfectly fit our family. She made herself available whenever we needed it. Whether for a showing or to take a phone call. She absolutely knows her stuff and is very professional! We then had Martin on the other side who sold our home. They do such an amazing job listing your home. Professional photography and multiple social media outlets to help sell your home quickly. Would definitely recommend to anyone looking to buy or sell."

facebook - Jennie T.





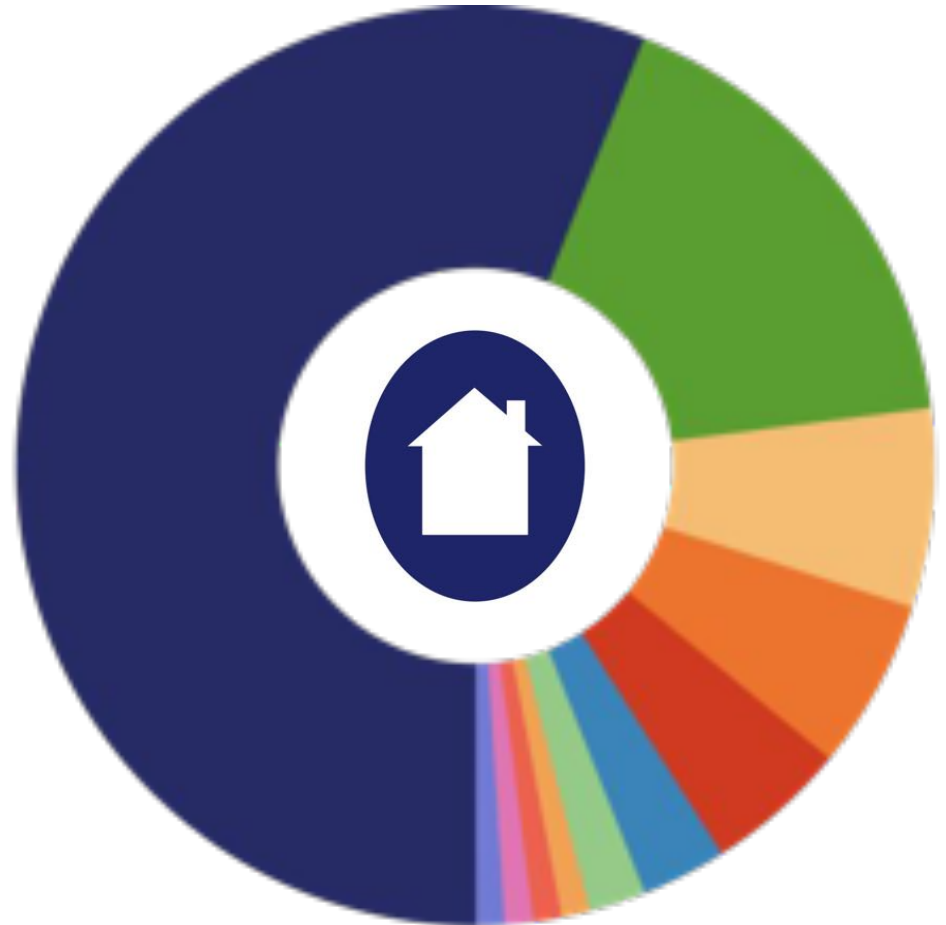
2019 YEAR IN REVIEW

 <p>149</p> <p>HAPPY FAMILIES SERVED</p>	 <p>43</p> <p>LISTINGS SOLD</p>	 <p>106</p> <p>HOME SWEET HOMES FOUND</p>
 <p>\$230K</p> <p>AVERAGE SALE PRICE (KC MARKET AVG \$221K)</p>	 <p>95.9%</p> <p>LIST TO SALES PRICE RATIO (KC MARKET AVG 94.8%)</p>	 <p>22</p> <p>DAYS ON MARKET (KC MARKET AVG 24)</p>
 <p>TOP 1%</p> <p>OF ALL REALTORS IN THE KC METRO AREA</p>	 <p>131,862</p> <p>MILES DRIVEN LICENSED IN MO & KS</p>	 <p>2,217,415</p> <p>TOTAL LISTING ONLINE TRAFFIC VIEWS</p>
<p>100%</p> <p>100%</p> <p>OF OUR AGENTS ARE FULL-TIME (VS. 3% OF ALL KC AGENTS)</p>	 <p>92%</p> <p>REPEAT & REFERRAL BUSINESS! THANK YOU!</p>	 <p>INFINITE</p> <p>GRATITUDE FOR OUR CLIENTS, FRIENDS & FAMILY</p>



FIRST STEP TAKEN DURING THE HOME BUYING PROCESS

- 56%** internet (home searches & research)
- 17%** REALTOR®
- 7%** call on yard sign
- 6%** contacted a lender
- 5%** friend / relative / neighbor
- 3%** open house
- 2%** new builder
- 1%** local newspapers & magazines
- 1%** knew the seller
- 1%** home buying seminar
- 1%** other

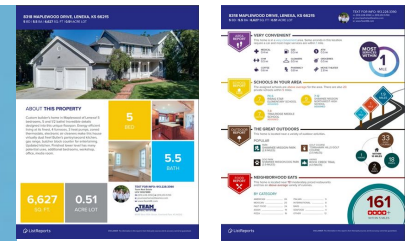




OUR TEAM OF MARKETING PROFESSIONALS **MAKE** YOUR HOME STAND OUT

see for yourself...

- #01** TEAM APPROACH
- #02** PROFESSIONAL PHOTOGRAPHY
- #03** DISTINCTIVE YARD SIGN
- #04** DIRECT TO AGENT FACEBOOK AND EMAIL CAMPAIGN
- #05** PROFESSIONALLY DESIGNED & PRINTED BROCHURES & IN-HOME BOOKLETS
- #06** CUSTOM WEBSITE SPECIFIC TO THE PROPERTY
- #07** PAY-PER-CLICK CAMPAIGN
 - Facebook
 - Google
 - Bing
 - Yahoo
- #08** PREMIER EXPOSURE ON
 - Zillow.com
 - Realtor.com
 - Trulia.com
 - Homes.com
- #09** VIDEO TOUR MARKETING (WHERE APPLICABLE)
- #10** JUST LISTED TARGETED SOCIAL MEDIA POST
- #11** JUST LISTED MEGA OPEN HOUSE
- #12** TOP 300 LOCAL AGENT PREVIEW TARGETED SOCIAL MEDIA INVITATION
- #13** LOCAL BROKERAGE NETWORK
- #14** NATIONAL AND INTERNATIONAL BROKERAGE NETWORK
- #15** PRE-MARKETING E-MAIL BLAST TO OUR DATABASE
- #16** PROSPECTING THE TEAM REAL ESTATE DATABASE OF 20,000+
- #17** STAGING OR VIRTUAL STAGING FOR TOP DOLLAR
- #18** ACCURATE FEEDBACK
- #19** SIGN CALL TEAM
- #20** NEIGHBORHOOD HOME TOURS (WHEN POSSIBLE)



TEAM APPROACH/#01

A team will always outperform a traditional "Lone Ranger"! Team Real Estate is well trained in customer service, sales, high level negotiations and delivering an Excellent Client Experience!

PHOTOGRAPHY/#02

Our professional photographers are some of the best in the business! They have won awards and also completed photo shoots for well known architectural magazines for video as well as still photography.

YARD SIGN/#03

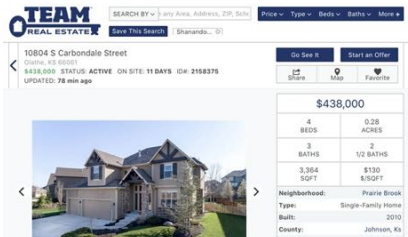
Our distinctive sign will show your home is professionally represented. With our clean branding, no personal branding will detract from your home's curb appeal. Your home is the star of this show!

DIRECT TO AGENT/#04

We market your home directly to agents through Multiple Listing Service, direct email, social media, and with social media ads pointed specifically at our Board agents!

BROCHURES/BOOKS/#05

Professionally designed and commercially printed, a Team Real Estate marketing piece will showcase your home in the best possible way, complete with walkability scores, professional photos, and specialty information related to your home!



PROPERTY WEBSITE/#06

We build your property its own custom website, featuring your property's high-resolution photos and all the features of your home. You will also find video virtual tour links, if applicable. All narratives are Search Engine Optimized to make certain consumers can search for, and most importantly FIND, your home online!

PAY-PER-CLICK/#07

We spend thousands of dollars per month in pay-per-click advertising on many social media platforms and search engines. This is a great way to market your home in a very competitive, hyper-local market.

- Facebook
- Google
- Bing
- Yahoo

PREMIER EXPOSURE/#08

Premier exposure on

- Zillow.com
- Realtor.com
- Trulia.com
- Homes.com

VIDEO/#09

Video is a popular means for advertising a home. Whenever possible, we use video as it gives a buyer a different perspective of the home, its layout and floor plan. We will feature your home on video sites like YouTube, Vimeo and Viddler.

JUST LISTED POST/#10

Our targeted social media campaign will showcase your home to your neighbors and allow them the opportunity to show it to buyers they know who are looking in the neighborhood.



OPEN HOUSE/#11

We call it a MEGA open house! We aggressively market and advertise Open Houses, and invite your neighbors over to see your home on its market launch day.



TOP 300 AGENTS/#12

We pull approximately 300 REALTORS® that have sold a home within a radius of your home and give them a broker courtesy “heads up” of the new pre-market listing through social media advertising.



LOCAL NETWORK/#13

Since Team Real Estate participates in the Heartland Multiple Listing Service, local brokerages will also feature your home on their site, giving it even more exposure.



NATIONAL/INTER/#14

Team Real Estate participates in the industry's most extensive online marketing program where your home will get worldwide exposure on over 750 search engines and websites plus national and international brokerages websites.



E-MAIL BLASTS/#15

Clean, simple and direct emails feature your home in the best light to agents, buyers and anyone interested in your home.

LEAD NAME	CATEGORY	LATEST COMM	CALLS	EMAILS	TEXTS	LAST VISIT	DRIP
<input type="checkbox"/> Miguel James 913-709-0000 Kansas...	6	2 days ago Text Sent	56	54	21	6 days ago	
<input type="checkbox"/> Jay Singh 913-710-2073 Kansas...	6	1 day ago Email Sent	40	37	10	4 days ago	
<input type="checkbox"/> Jennifer Ruby 919-219-9333	6	2 days ago Text Sent	29	29	13	6 days ago	
<input type="checkbox"/> John & Judy Miers 913-648-0225 Overland...	6	9 hrs ago Text Sent	33	17	2	4 days ago	
<input type="checkbox"/> Santiago & Mariela 913-201-0447 Peoria, CA	6	6 days ago Left Message	21	09+	09+	5 days ago	
<input type="checkbox"/> Satish Rama 917-881-4757 Overland...	6	6 days ago Left Message	31	66	30	2 days ago	
<input type="checkbox"/> Bridget Tucker 902-722-0079	6	3 wks ago Email Sent	30	42	15	1 day ago	
<input type="checkbox"/> Melissa Wilson 816-714-8023 Independence...	6	11 days ago No Message	25	66	16	5 days ago	

BUYER DATABASE/#16

On average we have 25,000+ active buyers searching our website everyday. We check their searches, narrow it down to 50-100 buyers that may be interested in your home and call them!



STAGING/#17

Staging has been proven to sell a home for more money in less time, Although staging is not for every home, we will guide you through the decision of choosing a staging vendor or virtual staging, as needed. Every member of our Listing Team has the ability to prepare our client's homes for showings!



FEEDBACK/#18

We will deliver to you feedback received from prospective buyers, agents, and consumers regarding your home to allow you to make needed changes to your home selling strategy.



SIGN CALL TEAM/#19

We have a team of full-time agents who will man the phones 24/7 so any prospective buyers for your home will be able to speak to a live agent.



NEIGHBORHOOD/#20

We will coordinate neighborhood home tours when possible to drive as much traffic to buyers interested in your neighborhood.

PROFESSIONAL PHOTOGRAPHY / #02

Professional photography is essential when attracting buyers to your listing!

9426 TOMASHAW LN

Before and After



8318 MAPLEWOOD DR

Before and After



15212 S ARAPAHO DR

Before and After







HOME SALE TIMELINE

pre-listing

schedule an appointment
 meet with Team Real Estate
 discuss best strategy for selling
 formal listing presentation
 executed sales agreement
 property evaluation | appraisal
 design team walkthrough
 market analysis completed
 sales price established

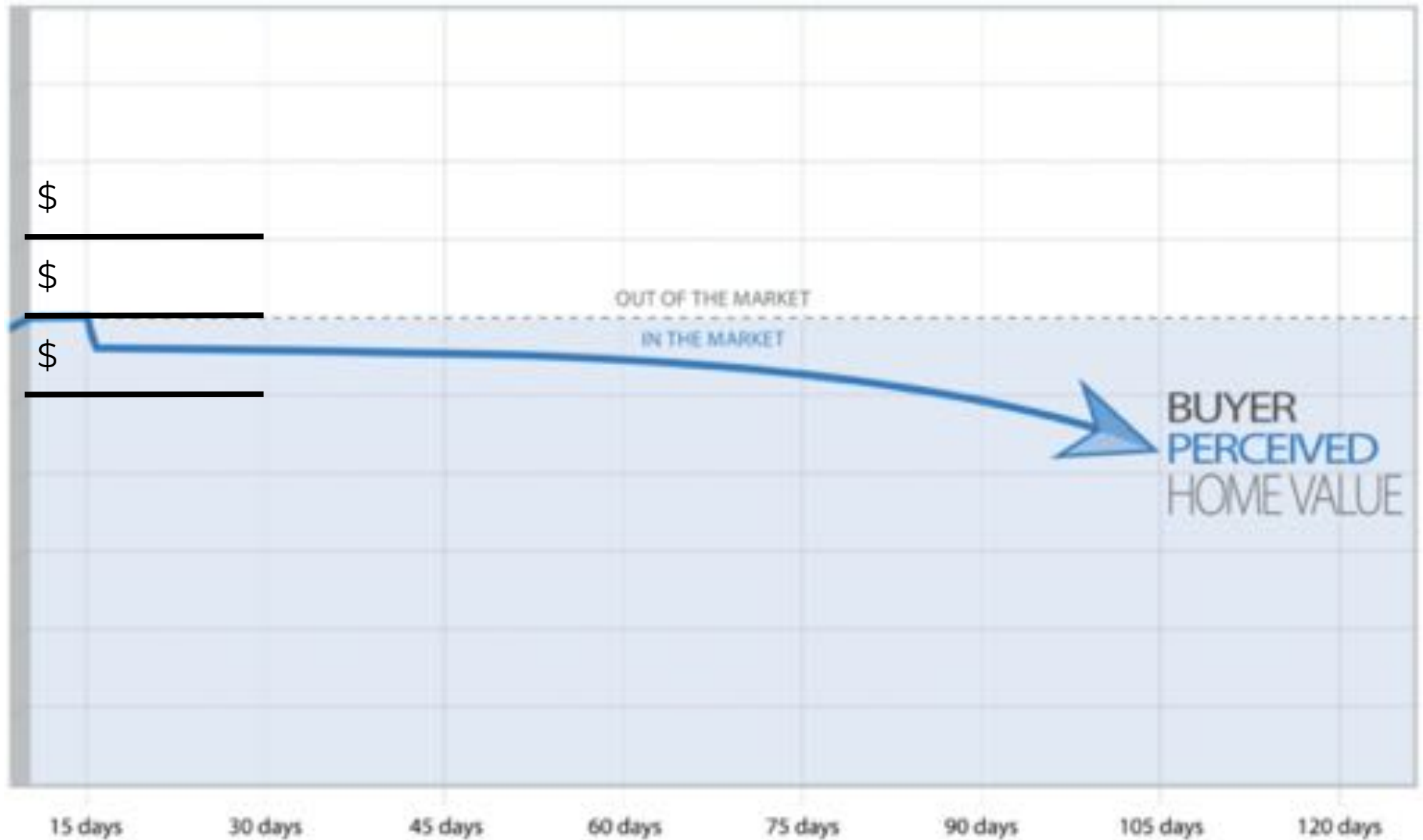
listed and active

marketing campaign started
 professional photography taken
 signs installed
 submitted to multiple listing service
 property website launched
 property brochure delivered
 launch hubspot
 launch social media campaigns
 telephone campaign started
 email campaigns started
 office preview
 mega open house
 progressive home tours

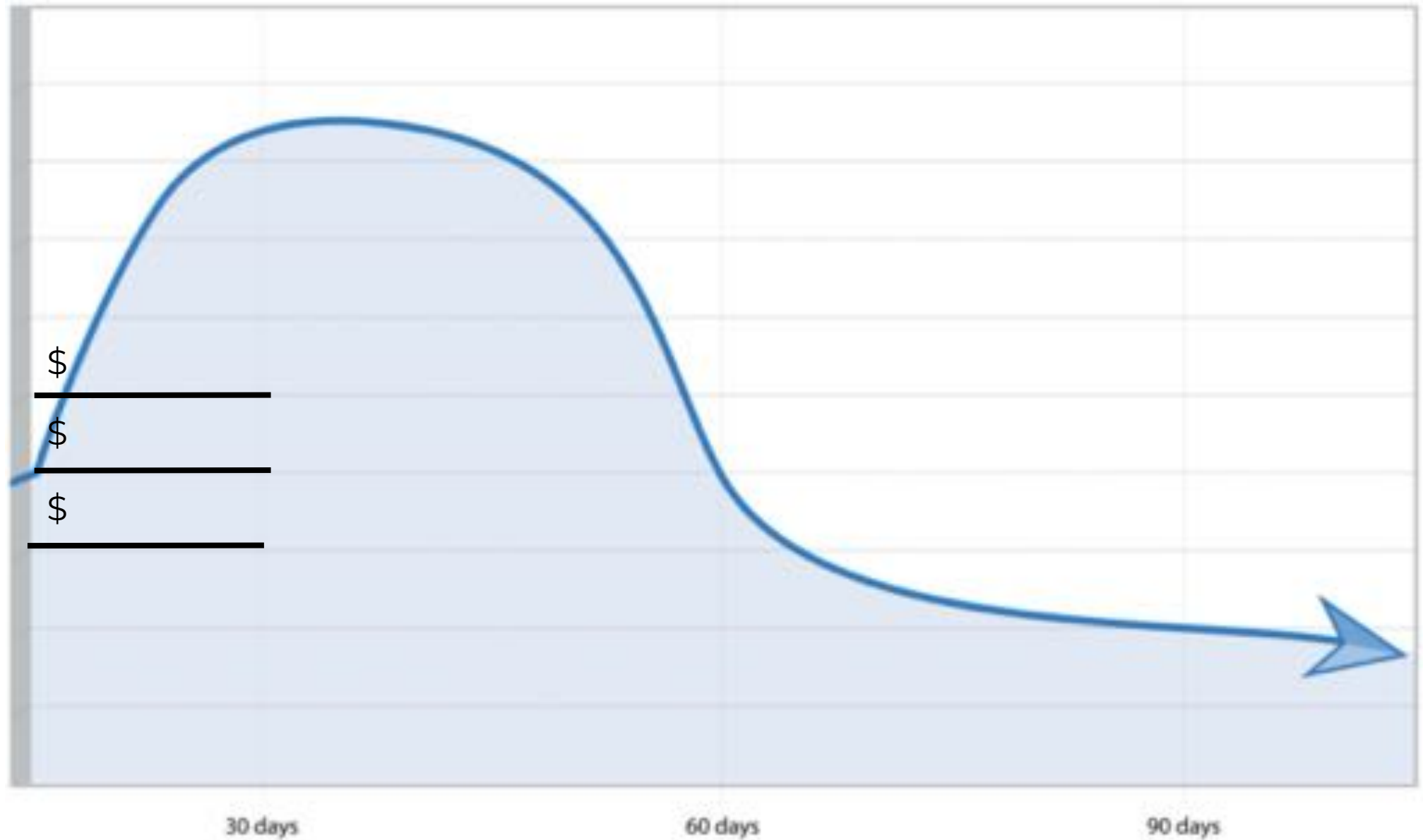
under contract

offer(s) received
 offer(s) negotiated
 offer accepted
 back-up offer(s) accepted
 inspection & resolutions completed
 contingencies removed
 appraisal completed
 property closes
 refer friends to Team Real Estate

PRICING CORRECTLY TO MAXIMIZE PROFITS



PROPERTY INTEREST LEVEL



For more information or a marketing consultation on your home, contact
Martin Taggart, Founder & Co-Owner
913.568.3219



913.660.0822 | 8500 W 95th St, Overland Park, KS 66212 | www.TeamRE.com