



SELLING YOUR HOME

OUR BELIEF SYSTEM

WIN-WIN: or no deal

INTEGRITY: do the right thing

CUSTOMERS: always come first

COMMITMENT: in all things

COMMUNICATION: seek first to understand

CREATIVITY: ideas before results

TEAMWORK: together everyone achieves more

TRUST: starts with honesty

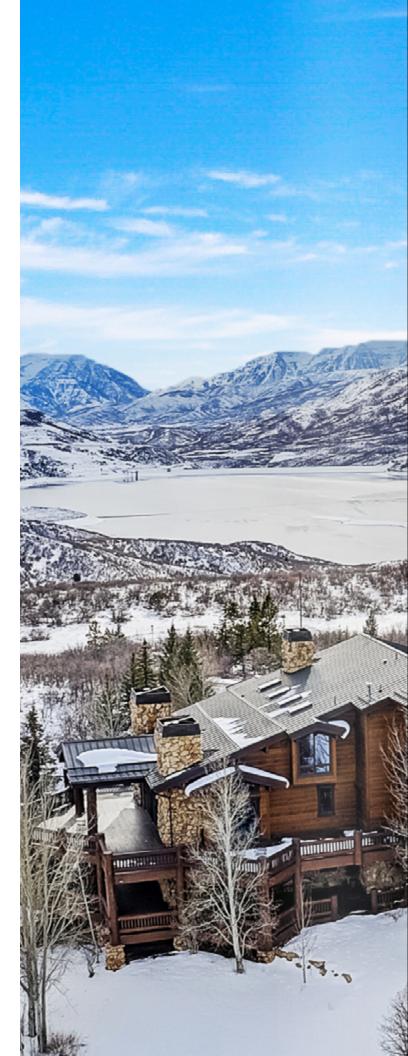
EQUITY: opportunities for all

SUCCESS: results through people

OUR PERSPECTIVE

A technology company that provides the real estate platform that our agents' buyers and sellers prefer. Keller Williams thinks like a top producer, acts like a trainer-consultant, and focuses all its activities on service, productivity, and profitability.









THE TEAM



JON SCHUMANN 435.565.1465 Jon@LookoutPC.com

JON SCHUMANN is a native of Salt Lake City. He graduated from the University of Utah with a BSc in Health Education, later forming a successful asset management and commercial finance business with his father. Alongside this, Jon has been a licensed Utah real estate agent since 1987, even forming his own real estate brokerage in 1989.

Jon has enjoyed the great outdoors of Park City his entire life and more recently has spent a lot of time in Park City supporting his son's love and national success at Nordic Combined skiing. Nowadays, when he and his wife aren't volunteering at the Utah Olympic Park, the family enjoy Nordic and alpine skiing, mountain biking, yoga, camping and hiking with their dogs Charlie and Ruby.

Jon knows the area, the people and is passionate about the lifestyle, and has reactivated his real estate career with Keller Williams. He looks forward to being able to share both his extensive local knowledge and real estate experience with clients to assist them with their real estate needs.



JESSICA WARWICK 985.630.1425 Jessica@LookoutPC.com

JESSICA WARWICK is originally from Butte, Montana, and naturally grew up with a love for the great outdoors. After graduating college, her family moved to Canada and Norway before returning to the USA and New Orleans. The mountains continued to call though, and when an opportunity to move to Utah arose, Jessica jumped at the chance.

With her children now in college, Jessica decided to combine a naturally outgoing personality, a history in sales and a love of real estate to become a licensed realtor with Keller Williams. KW's extensive network combined with Jessica's local knowledge, makes her ideally placed to assist clients with their real estate requirements.

In her down time, Jessica enjoys running, skiing as well as both mountain and road biking, playing a prominent role in her local women's cycling club, The Cycling Chicks.



JERRY URWIN 435.200.4830 Jerry@LookoutPC.com

JERRY URWIN is originally from London, England. He attended Eton College before graduating from the University of Bristol with a BSc Hons in Economics and Accounting in 1995. After graduating, Jerry joined Citibank in London as a Foreign Exchange Trader and quickly proved himself as a positive, focused and highly productive trader. A mid-career move to Barclays led to a NY relocation as manager of the NY FX desk. It was from NY that Jerry and his young family first visited Utah and instantly appreciated its awesome beauty, luxurious amenities, unique location and family-focused fun. He purchased a home soon after his visit and four years later engineered a permanent move to Utah.

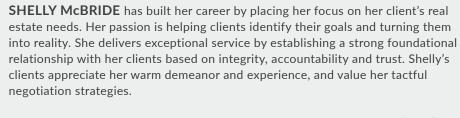
Being on all the different sides of Utah home ownership, Jerry has a rare perspective which he looks forward to sharing with you. Jerry prides himself on thriving in a meritocratic environment and enthusiastically looks forward to assisting you in your next real estate purchase / sale.



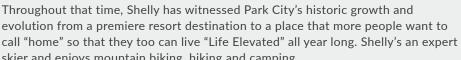
KATHERINE SCHUMANN 801.386.6128 Katherine@LookoutPC.com

KATHERINE SCHUMANN is a Salt Lake City native who spent much of her time as a child skiing in Park City, resulting in fostering a love for the area. Katherine and her family moved to Park City during high school, and having worked in other jobs in Park City she has witnessed the tremendous growth and changes which have made her home town into one of the most sought after destinations, attracting people from all over the world. Excellent communication skills, creativity and passion are just some of Katherine's many qualities that homeowners and potential homeowners will love when working with her.

Katherine is eager and excited to work toward meeting each client's unique desires as well as skillfully marketing each home's unique features and character. Katherine graduated from the University of Utah with a Bachelors of Arts In Communications. In her spare time, she enjoys skiing, pilates, yoga, and great food. Katherine spends the majority of her free time with her family and friends in Park City, and is grateful to call beautiful Park City home to herself and her puppy Milo.



Originally from Portland, Oregon, Shelly learned to ski on Mount Hood "crud" before discovering Utah Powder! With a Business Degree from Oregon State University, she worked in the marketing field for Delta Air Lines before the call of flying and traveling the world as a Flight Attendant. Shelly's been fortunate to travel the world and return to her favorite hub - Park City, Utah - for the last 25 years.



She knows Park City inside out and loves sharing her insights and projections for the greater Park City area with her clients. She lives in the Pinebrook neighborhood with her daughter and rescue dog, Rex. Shelly welcomes the opportunity to be your advocate, ally, and trusted advisor when it comes to buying, selling, or investing in real estate in Park City and the surrounding areas.

skier and enjoys mountain biking, hiking and camping.

TOM CAREY began his career in commercial real estate with Marcus and Millichap in 2020. Marcus and Millichap provides commercial real estate brokerage

and advisory services in the U.S. and Canada.

Tom added residential real estate to his repertoire when he joined the Lookout Real Estate Group in 2021. Tom's expertise gives him the ability to combine market awareness, tactful negotiation, a strong analytical ability whilst also keeping his clients close and informed. Tom's work ethic and dedication to his clients enables him to build deep personal relationships that differentiate him within the industry.



SHELLY McBRIDE 435.640.7088 Shelly@LookoutPC.com



TOM CAREY 206.371.9479 Tom@LookoutPC.com

KELLER WILLIAMS OUTPERFORMS THE INDUSTRY AVERAGE

1 in US and WORLDWIDE in 2021

Largest Global Real Estate Franchise

We are the largest independent real estate franchise in the world by agent count with more than 50 regions including US & Canada and 188,000+ associates spread over 1,100+ offices and 285+ market centers.

188,000+ AGENTS WORLDWIDE

Source: headquarters.kw.com

#1 in US in Closed Units and Sales Volume

We outperformed the industry again in closed transactions and sales volume. In 2021, KW closed 1,343,543 transactions up 9.9% over YTD '20 and \$532.2 billion in sales volume, up 30.6% over YTD '20.

1.3M+ TRANSACTIONS in 2021 \$532.2B in Sales Volume in 2021

Source: headquarters.kw.com



1 in UTAH in 2021

1 Sales Volume

1.KW - \$4.48 BILLION

- 2. Summit Sotheby's \$3.68 BILLION
- 3. Equity \$3.21 BILLION
- 4. Berkshire Hathaway \$3.16 BILLION
- 5. Coldwell Banker \$2.49 BILLION
- 6. Century 21 \$1.84 BILLION
- 7. Realtypath \$1.80 BILLION

Source: WFRMLS 2021

1 in Transactions

1.KW - 8,333 UNITS SOLD

- 2. Equity 6,566 UNITS SOLD
- 3. Coldwell Banker 4,809 UNITS SOLD
- 4. Century 21 4,270 UNITS SOLD
- 5. Berkshire Hathaway 3,899 UNITS SOLD
- 6. Realtypath 3,876 UNITS SOLD
- 7. Summit Sotheby's 2,833 UNITS SOLD
- 8. RE/MAX 2,763 UNITS SOLD

KELLER WILLIAMS EXCELLENCE

5 TOP FRANCHISES IN US

With the Top Sales Volume

#1 Keller Williams ~\$387 B

#2 RE/MAX ~\$294 B

#3 Coldwell Banker ~\$265 B

#4 Berkshire Hath. ~\$139 B

#5 Sotheby's ~\$135 B

T3 Sixty Rankings - 2021



Our luxury brand has sold

MORE LUXURY REAL ESTATE THAN ANY OTHER BRAND

in the nation!

Keller Williams agents sold more luxury real estate (defined as the top 10% of any market) by units in a survey of the 24 largest U.S. luxury markets where data was available. Luxury.kw.com



Forbes

2021 BEST OF LIST

World's Best Employers
World's Top Female-Friendly Companies
America's Best Large Employers
America's Best Companies for Diversity
America's Best Employers for Women
America's Best Employers for New Grads

#1 in US

Keller Williams Realty is #1 in the country in 2021

AGENT COUNT CLOSED UNITS SALES VOLUME

headquarters.kw.com

BEST of STATE Real Estate Services in Utah 2020 2019

KW CARES

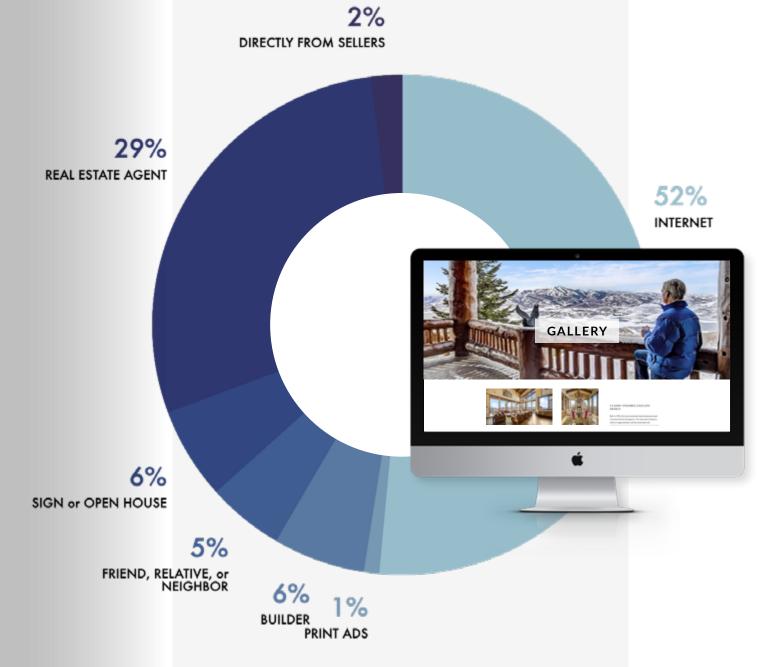
Our Keller Williams Public Charity

\$49M+ in GRANTS 4,945+ FAMILIES HELPED

kwcares.org



The savviest marketing plan is one that targets the channels buyers are already using to find homes. From optimized internet exposure to networking with local agents, I'll work diligently to find your buyer as fast and efficiently as possible.



COMPLIMENTARY SERVICES

When you hire me as your selling agent, my services include, but are not limited to, the following:

Initial Home Consultation

Professional Photography

3D Home Walkthrough Tour

Open House Event(s)

Property Brochures for Home Tours

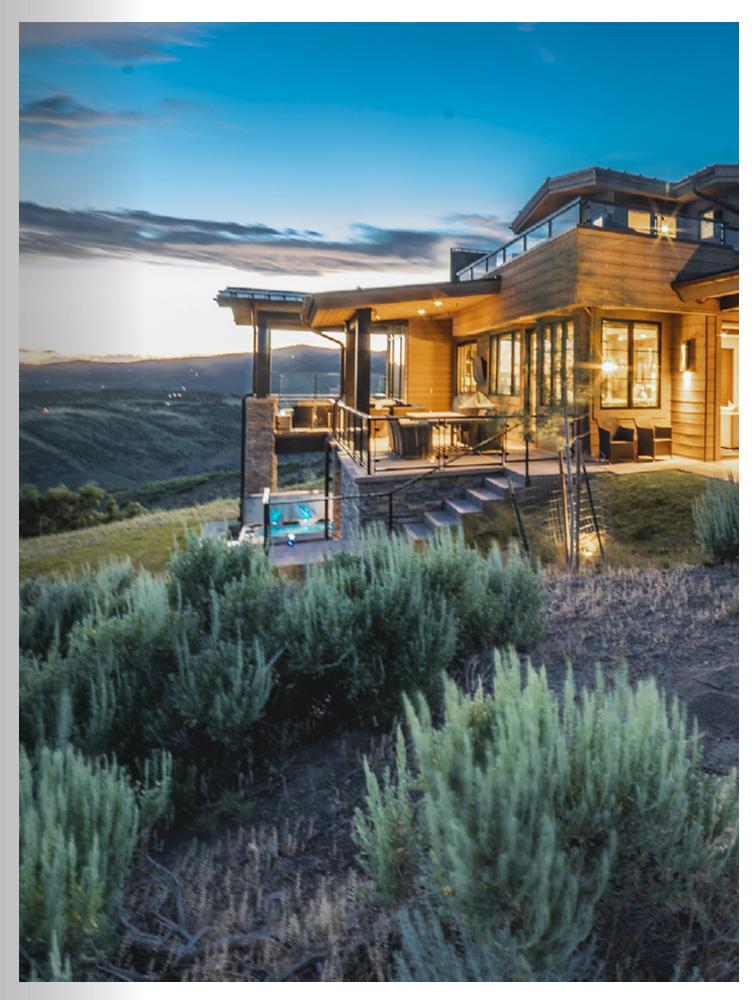
Listing Shared at Weekly KW Team Meetings

Real-time Showing Feedback from Buyer Agents









STRATEGIC PRICE POSITIONING

PRICING YOUR PROPERTY IS **NOT** DEPENDENT ON:

- what you paid
- what you need
- what you want
- what your neighbor says
- what another agents says
- cost to rebuild today



You will be provided with a thorough overview of current conditions in your micro-market, and a comprehensive data analysis will be conducted to determine the price strategy that best meets your needs. The buying market has a short attention span. A property generates the most interest in the first 30 days, when it first hits the market. The number of showings is greatest during this time if it is priced at a realistic market value, with the aim to generate offers before the market moves on to newer listings.



KEY MARKET FACTORS

N_{21} PRICE

The price of your property is the key factor in determining how long it will take to sell. Our aim is to get you the best price for your timeframe.

$N^{\circ}2$ condition

The condition of the property affects the price and the speed of sale. First impressions are critically important.

$N^{0}3$ competition

Potential buyers are going to compare the condition and price of your property to other listings on your area. This includes active listings, as well as recently-closed sales.

Nº4 TIMING

The real estate market is ever-changing, but the right pricing strategy accounts for variations in the market in order to achieve the best possible outcome for the sale of your property. The first thirty days on market are critical, which is why it is important to price correctly from the start.

$N^{0}5$ location

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

Nº6 TERMS

Careful attention needs to be paid to the terms of sale in order to meet your objectives while also providing for the needs of prospective buyers.

MARKETING STRATEGY

No1 Prepare your home

Because home photos play such a large role in attracting buyers, we'll start with a walk-through home consultation on staging your home to highlight it's best qualities for online and in-person impact.

Nº2 PROFESSIONAL PHOTOGRAPHY

Crisp, clear photos will make your property pop online and maximize visual appeal. I work with highly qualified, professionally trained real estate photographers who specialize in making your house look its absolute best.

$N^{\circ}3$ 3D TOURS & VIDEO

3D Home Tours are ubiquitous now since we've learned to socially distance and do so much from home virtually. Potential buyers can explore the entire home from the comfort of their home before they schedule an in-person showing.





$N^{Q}4$ ON MLS + KWLS

When you list with me, we'll have access to the Keller Williams Listing System, or KWLS. This proprietary, exclusive system ensures your property is marketed online 24/7 through hundreds of the most popular search sites.

realtor.com Zillow 9trulia REDFIN

Nº5 DIGITAL MARKETING

With 95% of buyers looking online at some point in their home search, mastering the digital space is a must. My award-winning suite of digital marketing tools in combination with my market expertise will deliver optimized social media and email campaigns to ensure your listing shines online.

Nº6 BROCHURE

Property brochures showcase the best features of your home and will be passed out at Open House Events and delivered to the other local brokerages in the area.



Nº7 PROFESSIONAL SIGN

Professional yard signs promote your property and create interest around your listing. While much emphasis is placed on online advertising, many buyers still look for their next home the old-fashioned way - by simply driving around ther desired neighborhood.

Nº8 OPEN HOUSE

Conducted by trained agents, utilizing social media postings and events, emails to Realtors® and my extensive contact list, and physical advertising through signage to create exposure for your listing.

Nº9 ANNOUNCEMENT

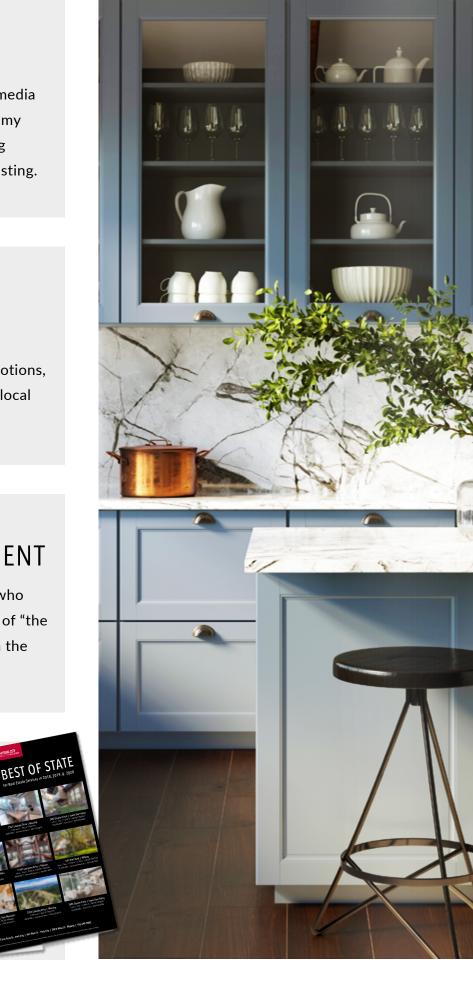
We feature new listings in our various mail campaigns, including newsletters, event promotions, and other collateral sent to our database and local neighborhoods.

Nº10 LISTING MANAGEMENT

We work to get feedback from every person who walks through the home. We also stay on top of "the competition" to make sure your home stays in the forefront of buyers' minds.

Nº11 PRINT ADS

We'll place your property in our local KW Park City Park Record ad as well as in Homes & Land Magazine, a publication with local and international reach.



Nº12 REAL ESTATE WEBSITES

For homes I represent listed at \$1M or more, they will be featured in Mansion Global, The Wall Street Journal, Barron's, and MarketWatch. Readers look to these publications for trusted information that will empower them to make important, investment and luxury purchase decisions.



THE WALL STREET JOURNAL.



Listings are featured across WSJ.com's international sites: WSJ U.S, WSJ India and WSJ's Chinese & Japanese Language Editions.

32.2 Million

Monthly Uniques

272 Million

Monthly Page Views

WSJ

32.2M 272M

Monthly Monthly

Unique Visitors Page Views

MANSION GLOBAL

2.4M 6.5M

Monthly Monthly

Unique Visitors Page Views

BARRON'S | PENTA

4.8M 22.1M

Monthly Monthly

Unique Visitors Page Views

MARKETWATCH

28.4M 172M

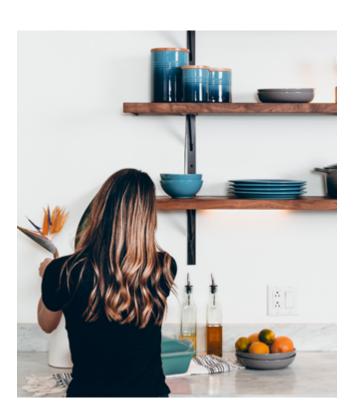
Monthly Monthly
Unique Visitors Page Views

YOUR HOME WILL APPEAR ON 150+ REAL ESTATE SITES INCLUDING

realtor.com Zillow 9trulia REDFIN

TOPTIPS to get your home sold

- 1. Clear all flat surfaces of everything other than nonpersonal decorative items. This includes horizontal and vertical surfaces.
- 2. Reduce clutter and arrange furniture to maximize open space. Sort through closets, drawers, and storage areas. Toss what you can, organize the rest. If you have too much furniture in your home, put some pieces in storage to make a better first impression.
- 3. Clean. Not only should your home be spotless, it must be clean. Apply elbow grease and strong cleansers to surfaces inside and outside your home. Clean the window sills. Consider painting if cleaning doesn't do the job. Clean curtains and draperies, shampoo rugs and wax floors.
- 4. Sparkling windows are a signal to buyers that you care about your home. Clean your interior and exterior windows. Whenever your home is being shown, open your curtains to let the light in.



- 5. Make sure all lighting fixtures and bulbs are working.
- 6. Make minor repairs. Tighten loose knobs, fix leaky faucets and clean or replace discolored sinks, lubricate squeaky hinges, clean out clogged drains, replace filters, secure loose shingles, tighten loose banisters, repair doors, door knobs and remove stains.
- 7. Appeal to the senses and create an appealing aroma. Burn candles or potpourri, boil a pot of cinnamon sticks, or put a dab of vanilla on cold light bulbs before turning them on.
- 8. Spruce up the front. Put potted plants by the front door. Buy a new doormat. A coat of paint on the door, accents such as new house numbers, a door knob, and pruned bushes will make a good first impression.
- 9. Paint. Light, neutral colors such as beige, white, off-white, or gray have a broader appeal and can make small rooms seem larger and airier. If you have outdated wallpaper, remove the paper and paint the walls. Choose quality paint. Caulk and fill nail holes before painting.
- 10. Repair a leaky roof, and then paint over any watermarks on the ceiling. Don't paint to hide a problem. Always repair and then paint.
- 11. Repair a wet basement as applicable. The problem can be as easy to fix as installing covers over window wells. If a moisture problem calls for more extensive repairs and you are not able to make them, be prepared to explain the problem to a buyer. Don't try to cover up the signs of a wet basement.
- 12. Update the bath. If cleaning and painting can't make a dingy bath dynamite, consider replacing the vanity and sink, installing a new floor covering, or resurfacing a stained bathtub. Even a new shower curtain or toilet seat can work wonders.
- 13. Make the most of decks, patios, porches, and other outdoor entertainment areas such as a pool or hot tub. Keep all indoor and outdoor areas clean and clutter-free, including covered trash cans.
- 14. Install outdoor lighting that properly illuminates your entrances, walkways, and drive. Turn on all those outdoor lights when your home is being shown.
- 15. Make sure the garage has been swept, and try to remove any stains from the floor. Paint your mailbox post.



Declutter
Neutralize Colors
Deep Clean
Make Repairs
Aroma Check!
Up the Curb Appeal
Open Blinds and Curtains

..quickly

DEADLINES TO REMEMBER

SELLER'S DISCLOSURES

(3-5 days after buyer's offer has been accepted)

Documents provided by the seller of a home that list any known issues with the property, and/or any projects completed during the time that they have owned the home. These documents are typically provided by the seller within a few days of mutual acceptance of an offer, and the buyer will be given a specified amount of time to review them. Seller disclosures are not a substitute for a professional home inspection.

DUE DILIGENCE

(10-14 days after offer has been accepted)

A contractually-specified period of time during which the buyer is able to perform any applicable inquiries related to the home (home inspection, title, HOA-related, etc.) to their satisfaction. The buyer can terminate the purchase contract at their discretion during this period.

APPRAISAL & FINANCING (14-30 days after offer has been accepted)

The period of time allowed for in the contract for the buyer to have a professional appraiser assess the market value of the property and to secure funding for the home.

SETTLEMENT + CLOSING

(21-30 days after offer has been accepted)

The settlement date is when all the required documents are signed and funds are paid. Closing is the final stage of the transaction, when the ownership of the property is transferred to the buyer.





ask me about my RECOMMENDED VENDORS

MOST COMMON INSPECTION CONCERNS

Roof & Structure Integrity

Site Grading & Drainage

Foundation Flaws

General Upkeep

Defective Plumbing

Faulty Electrical Wiring

Heating + Cooling Performance



WHAT TO EXPECT AT CLOSING

The escrow officer will examine the purchase contract and identify what payments are owed and by whom. The officer will prepare the necessary documents to conduct the closing, during which they will ensure that taxes, title fees, real estate commissions, and other closing costs are paid. The escrow officer will also make sure that the buyer's ownership is recorded and ensure that you receive all the funds to which you are entitled.

WHAT TO BRING TO THE SIGNING

keys, codes, and garage door openers to the house government-issued identification your good writing hand





We entered the search for a Park City home with limited knowledge of the market. After 2 phone calls with Jon we were convinced he knew the market inside out and was incredibly well networked and connected with the "real Park City". Jon took the time to really understand our priorities and in the end guide us to the "winner", even though at first we had ruled it out. And he was right.. we are incredibly happy with our lovely Park Meadows home and his more relaxed nature, yet high attention to detail makes him very comfortable to deal with. Certainly recommend Jon to you.

Jerry did a terrific job! He was helpful and honest with our questions and concerns. He worked hard to get the most out of our family's home. I recommend him to anyone who wants a professional and caring realtor.

- Suzanne, Cottonwood Heights, UT

- John and Pat, Florida

Katherine really impressed me with her professional manner and ability to connect as a friend while showing me homes. I wouldn't go to anyone else and will continue to refer any and all friends to her. She knows exactly what to look for and I am thrilled with the results!

- Ivy, Park City, Utah

5-STAR CLIENT REVIEWS

Jessica was amazing. She was very patient with us and showed us the properties we needed to see - in the right order. She knows a lot of people and was very helpful recommending local necessities/attractions. I highly recommend her for your buying or selling real estate needs - or just to have somebody awesome and responsive on your team!

- Dan B., Kamas, UT

I recommend Jerry Urwin without reservation. Jerry did a masterful job of presenting my home for sale and in representing me throughout the sale process. His marketing plan was 100% on target and he was able to show the home in the best possible light. Jerry provided excellent advice at the multiple decision points that came up during the sale process, all of which helped me to make good decisions. He is knowledgeable about the local market and the sale process. Jerry has a very engaging personality and acts professionally toward all others involved in the process. I would definitely hire Jerry again.

-David G., Salt Lake City, UT

My husband and I spent a week last summer in Park City. We happened by a public open house being hosted by Jerry Urwin and began an engaging conversation about the Park City real estate market. We felt comfortable with Jerry's approach and knowledge, so we asked him to show us a couple homes the next day, before we returned to Texas. We stayed in touch with Jerry throughout the fall and had him arrange for a dozen more home showings in October, one of which we liked enough to make an offer. Jerry was quite patient as we moved through the purchase process. He offered advice when we asked and was always honest with us. If you are looking for a low pressure, knowledgeable Park City realtor, we highly recommend Jerry Urwin!

- Julie, Austin, TX

Jerry and his team are the best you can get. Honest, kind, caring and super understanding of any constraints you have. If you are looking to purchase a home or looking to get local insight into an area, I could not recommend his team more. They are, quite simply, the best.

- Gwen, Park City

We were out of town and Jessica helped us sell a house and find another great house over the course of a couple of house hunting trips. She was very responsive and helpful given that we were across the country for much of the process.

- James and Julia, Park City

Katherine did an excellent job of helping us find our home. She was very responsive and helped us get into homes within a few hours on short notice. She was great at tracking down the info we needed and communicating with the various sellers that we worked with.

- Benton and Grace, Salt Lake City

Shelly provided excellent service for my purchase. We worked together for about 6 weeks before she located the property I purchased. She was very responsive providing information, setting up inspections, getting estimates and moving the deal to a quick and easy closing. Even after, she has been amazing helping with loose ends.

- Joe, Nevada

We could not have asked for a better experience than we had working with Jon. We were in town for just 2 days and Jon picked out the perfect properties for us to look at based upon our criteria (which were pretty specific). Once we found the one for us Jon continued to ensure the offer, counter and closing process was communicated to us and advocated for us on all fronts. He is extremely knowledgeable about the area, the process and has such a tremendous calming presence. We will not do any real estate are in the area without him.

- Kim and Rick, Southern California

After working with Jon for sometime, and our changing needs, he was able to pivot and help us find what perfectly fit what we were looking for. His professionalism and kind personality made it easy to communicate. Jon isn't there trying to just make the sale, Jon is rather looking out for your best interest and what best suits your needs.

- Allan and Stacey, Michigan

Jon was a real pro – he knew the questions to ask and gave us the confidence, knowledge and reference materials to help us understand a thorough due diligence process. He was very responsive and on top of it! Highly recommended!

- Jarrett, Utah

We found ourselves in an urgent situation where the home we had planned on moving to fell through and we needed to purchase quickly. Being from out of state, it's difficult to get a sense of the areas and what makes the most sense for purchasing. Katherine made this process extremely simple. She was flexible, accommodating and gave pointed, no nonsense recommendations. She has deep knowledge of the surrounding area and was able to take our needs and turn it into several great options. She communicated directly with the title company to ensure a smooth transition. Overall a great experience and smooth transaction.

- Aaron and Carrie, Idaho

We've now bought and sold multiple homes with Shelly and, in a word, she's awesome. Easy to work with, attuned to our needs, and puts in big effort. Above and beyond, really. We have recommended her to friends looking for and selling homes — she gets it done and is a pleasure to work with!

- Aaron, Utah

Jon was wonderful to work with as I closed on my first home in park city. If you're looking for a realtor with a ton of local knowledge, Jon is your guy.

- Garen, New York

Jerry has been an absolute godsend. The minute I starting thinking about selling, I called him for advice about timing, price, etc. He took my situation (timing, goals, expectations) into account, then was honest, thoughtful, and patient as I made my decision. Once I decided to sell, Jerry was fantastic and on the ball. From decision to a live listing with professional photos (versus the terrible iPhone photos you see so many agents using!), took less than a week, including an open house scheduled and advertised within 5 days of going live on the MLS. Throughout that process, Jerry kept me up to date with everything that happened - from scheduling showings, providing feedback, and ultimately through the process of getting under contract — within 3 days and at full ask...Thanks to his diligence, my place was the only unit of three in my building to appraise! Before this process was even complete, I had recommended Jerry to a friend. That friend listed with Jerry in short order and is also under contract already.

- Amanda, Salt Lake City

