

# Instant

## CLIENT OUTREACH

- Direct mail and print advertising
- Use of our own mailing lists, data resources and hyperlocal publications
- Telemarketing to immediate and surrounding neighborhoods
- Innovative and traditional open houses throughout dials, email campaigns, signs, print advertising, social media announcements and target marketing
- Have a reach of over 30,000 doors

# Contact

**Shelly Watne, Associate Broker**  
**The Shelly Watne Team**

Red Arrow Real Estate  
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THE  
SHELLY WATNE  
TEAM



**RED ARROW REAL ESTATE**  
*Pointing You in the Right Direction*

## Market KNOWLEDGE

- Receive proper perspective on your real estate value and current market trends
- Shelly has over 26 years of Prescott Real Estate knowledge and experience
- Phil has over 40 years of experience as a licensed appraiser

We believe in hiring an agent because you want a professional managing the sale of your most valuable tangible asset. 90% of sellers use a listing agent because selling a home takes time, knowledge of neighborhood trends and negotiating skills. We properly price and market the home to receive maximum value and to reach serious buyers.

## Services Provided WHEN LISTING YOUR PROPERTY

- Individual landing pages for your home
- Video & Drone Photography
- Professional photos canvassed into video tours and custom property brochures
- In house marketing and design
- Digital marketing
- Use of custom graphic design, data driven creative programs and copywriting
- Professional staging available upon request
- Qualified list of licensed contractors personally referred to for 15+ years

## About Us



North Dakota Native

Shelly has been a licensed real estate broker for the last 26 years here in the Prescott area market. Shelly has been the top producer for Red Arrow Real Estate since 1995 and prides herself on making people feel comfortable and relaxed in a real estate transaction. She looks past business and does what is best for her clients. Shelly lives locally, providing excellent knowledge of the surrounding area. Shelly has a team of full time licensed Realtors, Phil Edwards with 40+ years of appraisal experience, Blake Edwards with extensive background in building and Michelle Rapp the marketing and transaction coordinator for the team.

Michelle has been a licensed Realtor in Arizona since August 2013 when she started her real estate career under Shelly Watne before moving to Scottsdale in 2016. Michelle has spent the last three years as the Marketing Director and Transaction Coordinator for a luxury real estate team in North Scottsdale. Michelle has returned to Prescott's small town charm to continue her real estate career. Michelle enjoys all things sports related, spending time with her family and traveling the world with her friends.



New Jersey Native



Colorado Native

Phil has operated his own real estate appraisal company for over 40 years with the past 20+ years in the central and northern Arizona Real Estate markets. Along with his appraising, Phil obtained a real estate agent and broker license in both Colorado and Arizona. He was also a general contractor with many years of experience in construction. The experience and knowledge he is able to bring to the Real Estate industry is a benefit few others are able to offer. Phil lives an active lifestyle and, with his bride of over 40 years, along with his 3 kids, 4 grandkids takes every advantage of getting out and enjoying life.

Blake has over twenty years of roots here in Arizona. He has worked in many aspects of the real estate industry including; Building, Renovation, Landscaping (Arborist), Commercial Maintenance, Real Estate Appraisals and as of the past three years Real Estate sales in both Colorado and Arizona. Additionally, having the availability to draw on over twenty-six years of Real Estate, and twenty years of building and general contracting experience from his mentors.



Colorado Native