

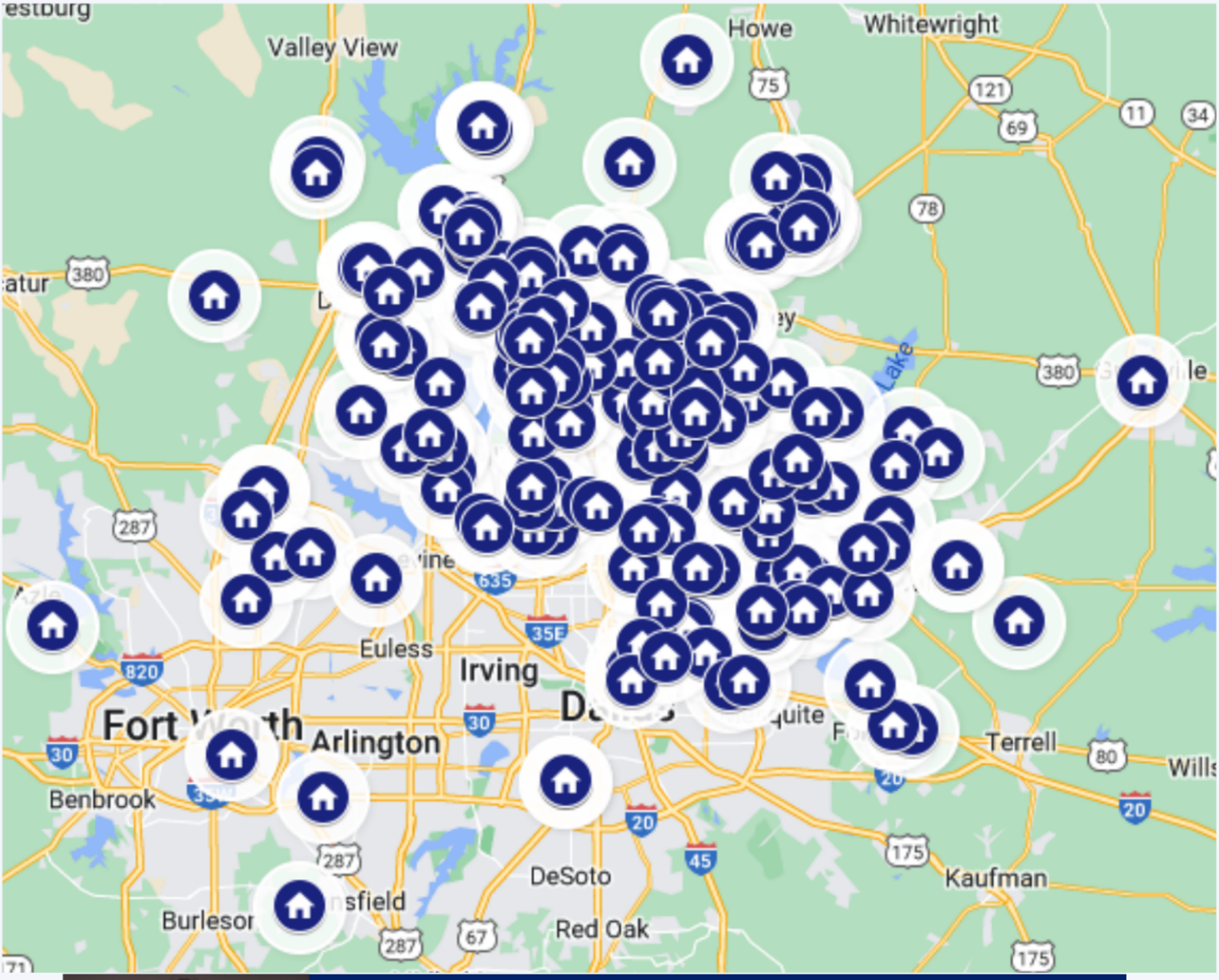
KIM ELMER
GROUP





COLDWELL BANKER | APEX, REALTORS®

WHO YOU WORK WITH MATTERS





Kim Elmer

REALTOR®, THE KIM ELMER GROUP

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KIMELMERREALTY.COM

OVER 400 HOMES SOLD.
KIM ELMER KNOWS REAL ESTATE.

COLDWELL BANKER | APEX, REALTORS®

22 Offices Serving Texas & Louisiana | 3rd Generation Family-Owned | #1 *Woman* Owned Coldwell Banker in the U.S
39th Largest Real Estate Company in the U.S. | Top 50 Fastest Growing Real Estate Company in the U.S.

WHO YOU WORK WITH MATTERS

RESULTS DRIVEN



RANKED TOP 5% OF ALL DFW REALTORS

OVER 400 HOMES SOLD

D MAGAZINE WINNER 6 YEARS IN A ROW

REAL PRODUCERS TOP 500



KIM ELMER GROUP



HOME SELLING TIMELINE

INTERVIEW
Schedule an Appointment, Formal Listing Presentation, Discuss Best Strategy for Selling, Property Evaluation, Competitive Market Analysis, Executed Sales Agreement

PRE-LISTING
Property Evaluation, Competitive Market Analysis, Executed Sales Agreement, Establish Sales Price, Meet with Interior Staging Consultant

PREPARE HOME
Clean & Tidy the Home, Professional Home Staging, Professional Photography

LISTING TIME
Marketing Campaign Started, Signs Installed, Submitted to Multiple Listing Service, Property Brochure Delivered, Direct Mail Campaign Launched, Email Campaigns Started

SHOWINGS
Showing Times Selected, Show Homes to Interested Buyers, Schedule Open House

OFFERS
Offer(s) Received, Offer(s) Negotiated, Offer Accepted, Back Up Offer(s) Accepted

UNDER CONTRACT
Inspections & Disclosures Completed, Appraisal Completed, Contingencies Removed

FINAL STEPS
Gather Required Documents for Closing Day

CLOSING DAY
Property Closes, Hand Off Keys at Closing Table



1.

Printed Material

- Open House Signs
- Neighborhood Mailers
- Property Brochures
- Yard Signs
- Direct Mail
- Postcards



2.

Making the Calls

We actively call other agents and current buying clients to tell them about your home.

Open Houses

Open houses are our specialty! We love getting in front of buyers and guiding them through your home!

Here are just some of the ways we might market the open houses we will hold:

• Posted on all major websites including Zillow, Trulia, and the local MLS • Several signs strategically placed around your neighborhood • Postcards/letters mailed to the area • Posted on our social media accounts • Social Media Ads • Weekly Newsletter Blast

1 in 7

We convert 1 in 7 people each open house we hold!



4.

THE MARKETING



5.

Hiring the Right People

A Transaction Coordinator functions as a liaison between real estate agents, their clients, escrow companies, and mortgage brokers during the process of a real estate sale.

We use a transaction coordinator to make sure your transaction (buying or selling) is as smooth as possible and nothing is overlooked. When we are out at your home inspection or on the phone negotiating a better deal for you, you can trust we have someone on the back-end making sure all T's are crossed and I's are dotted.



6.

Websites

Your home will appear on over 120 websites, including the MLS, Zillow, Trulia, Realtor.com, and many, many more!

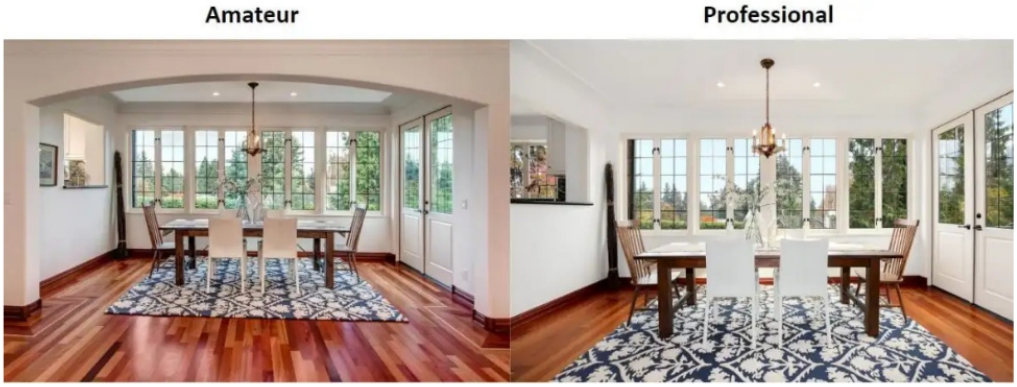


Professional Photography

DID YOU KNOW HOMES WITH PROFESSIONAL PHOTOGRAPHY...

- Receive an average of 87% more views than their peers across all price tiers
- Have a 47% higher asking price per square foot
- Homes with more photos sell faster, too. A home with one photo spends an average of 70 days on the market, but a home with 20 photos spends 32 days on the market.

Over 95% of home buyers start their search online, so professional photography is imperative to selling a home! We hire a professional to come take the best pictures and they are all completely edited to make sure your home is shown perfectly!



THE MARKETING

Using All of Our Tools

We take great pride in using all the tools available to us. We want to make sure that not only is your home marketed well, but that we are using the data from those efforts to keep your home at the top of mind.





Here is how...

RAPID RESPONSE TIME

We get notifications when any agent is asked for information on your property. The average Realtor response time is over 24 hours. That is unacceptable to us, so we follow up immediately.

FREE SOCIAL MEDIA ADVERTISING

The Kim Elmer Group offers free Facebook advertising. This is a bonus ad on top of the other ads we are boosting.

SHOWING FEEDBACK

Our showing software allows us to ask for feedback after every showing. This gives us insight to what buyers think about the homes and the price.

CLIENT TESTIMONIALS

"We selected Kim Elmer as our realtor because of her enthusiasm and clear communication. As the process of buying our first house progressed, we saw those qualities in action. We were floored at just how persistent Kim was when our deal was in jeopardy. She is a fierce, yet kind negotiator who will not give up until all options are exhausted. Because of her exceptional work, we now own the house of our dreams against all odds. If you go with Kim as your realtor, you are in for a skilled companion on the crazy train of homebuying." - Bought a Single Family home in 2019 in Westridge, McKinney, TX.

Rebekah M

"Mindy was fantastic and detail oriented through the whole process. She was professional and super knowledgeable. Mindy works with and has a contact of everyone we needed to clean, paint, repair, stage, and sell. The whole process was super quick and after a weekend of tons of showings and an open house, we had an offer in TWO days. Mindy was with us from the start to finish and available to answer ALL our questions. I can not imagine a better experience!!!" - Bought and sold a Single Family home in 2023 in Trinity Falls, McKinney, TX.

K Hofmeister

Kim has now helped us with multiple buy and sells and she is second to-none She has repeatedly demonstrated her intimate knowledge of the market and comfortability in negotiations. As long as Kim continues to do what she does, she will be our go-to real estate broker in future dealings. We would highly recommend her services for anyone looking in the market.

Mark E

I highly recommend Macy. This was our first time buying a home, and she made us feel at ease with her experience and knowledge. Macy is very responsive, and helped us through a long negotiation process to make sure we got the best price possible. She also never pressured us and made sure we were happy with each decision. We will certainly contact her when we decide to sell/buy again!

Julia Zalcman

CLIENT TESTIMONIALS

Kim's enthusiasm for the task was what impressed us. We interviewed two other realtors and then chose her. She our questions and helped us set a fair price for our home. It sold in seven days and we were satisfied with the deal. Kim kept us informed throughout the process. Kim helped my husband and I in the search for our first home together. It's a little intimidating finding someone you don't know online, but when she reached out to us after we filled out an inquiry, I instantly felt comfortable working with her. I think what sets her apart the most is her enthusiasm and passion for helping her clients. I think it's more than a job for her, this is her life and she couldn't be evident throughout the process, and especially on our closing date. It's an exciting, albeit stressful process, but she helps ease that process. We had quite a lot of requests, all of which she was able to accommodate, meet and even exceed we didn't even know we wanted! My biggest advice when working with Kim is to LISTEN to her and let her be the expert."

Erin O

Kim has been a fantastic realtor working with us to complete purchases and sales through the years we spent in Texas. We recently had her represent us when we sold our home toward the later end of 2022 and she was still able to get the home sold in a buyers market very quickly. I'd recommend her whether you need to buy or sell, she definitely goes above and beyond of what your average realtor does.

Rachel C

Kim was the absolute best. My wife and I have been through the buy/sell process numerous times but this market can be especially challenging. Kim assured me on day one that we'd find what we were looking for without the need to settle. She set up recurring inventory updates and also sent us specific listings she thought would be a good fit for our family. She was communicative highly-engaged throughout our search as well as the actual purchase process. We found the perfect home and I couldn't be more pleased - we highly recommend Kim!

L Greene

Next Steps

A TRIED AND TRUE SYSTEM

DECLUTTER

It is important to declutter your house so it appears to have lots of storage space. Potential buyers want to feel like they can easily fit all their belongings and be well organized. All built-in cabinets and closets are fair game for potential buyers to inspect. These areas must be clean, neat, and orderly. There are several key areas in your house where you will want to focus your time:

1. Kitchen
2. Bathrooms
3. Clothes Closets
4. Kids Stuff

Remember...First Impressions Last a Lifetime

Rooms should appear spacious. Store any unnecessary pieces of furniture to allow for easy movement around the room and throughout the home.

CURB APPEAL

New Plants: Remove all dead plants and replace with new 'live' plants. Add annual flowers with pops of color. Fertilize: Fertilize your lawn, shrubs and trees. You want everything to look green and healthy. You might even want to 'super bloom' flowers to keep them blooming while your house is on the market. Mulch: Mulch all plant beds and around trees. Mulch not only cleans up the landscape but also stops weeds from returning. Potential buyers see a mulched yard as a well-maintained yard.

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