

# SELLING YOUR HOME



Compliments of

**Cindy Barrett**

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- ▶ **Your Property**
- ▶ **Your Transaction Timeline**
- ▶ **Your Custom Marketing Plan**
- ▶ **Representing Your Home**

# YOUR **NEEDS** COME FIRST



**Visualize your  
dream  
scenario for  
selling  
your home.**

What's the one thing  
that has to happen to make  
that dream scenario a reality?

How can I make that happen  
for you?

Why is that important  
to you?

If we could add just one more  
thing to make this process even  
better, what would it be?

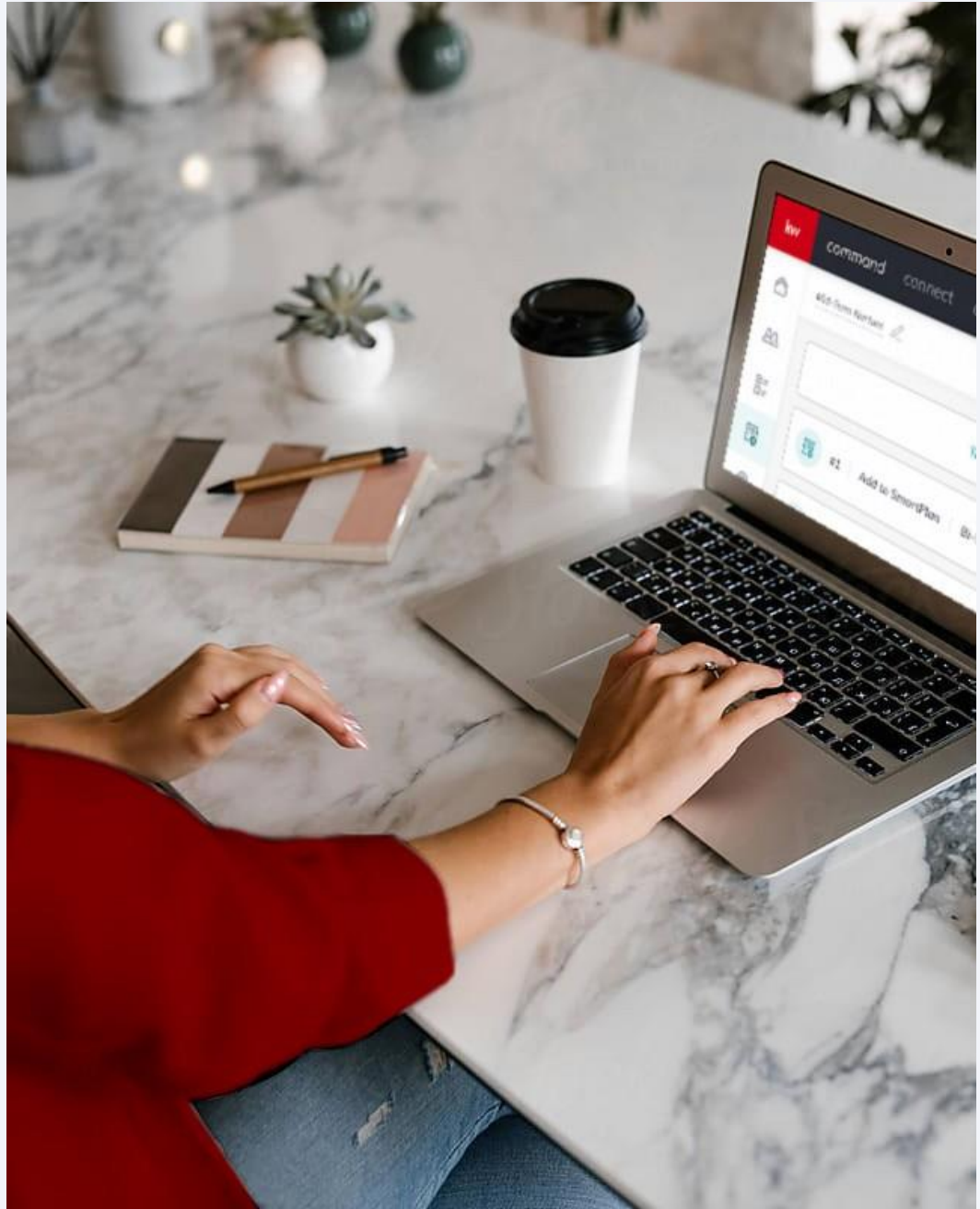
Why is that important  
to you?

# THE PROCESS

The real estate transaction is complex -  
and navigating you through every step of  
the sale is my expertise.

- |   |   |
|---|---|
| <input type="checkbox"/> Initial meeting, walk-through and needs analysis           | <input type="checkbox"/> Negotiate contract                             |
| <input type="checkbox"/> Sign listing agreement                                     | <input type="checkbox"/> Go under contract                              |
| <input type="checkbox"/> Prepare your property for sale: staging, photography, etc. | <input type="checkbox"/> Facilitate inspection process                  |
| <input type="checkbox"/> Establish a competitive price                              | <input type="checkbox"/> Negotiate any issues                           |
| <input type="checkbox"/> Officially list your property                              | <input type="checkbox"/> Oversee appraisal                              |
| <input type="checkbox"/> Launch “Just Listed” marketing campaign                    | <input type="checkbox"/> Coordinate and prepare for further inspections |
| <input type="checkbox"/> Receive and present offers                                 | <input type="checkbox"/> Final walk-through                             |
|   | <input type="checkbox"/> Close!   |

## YOUR CUSTOM MARKETING PLAN

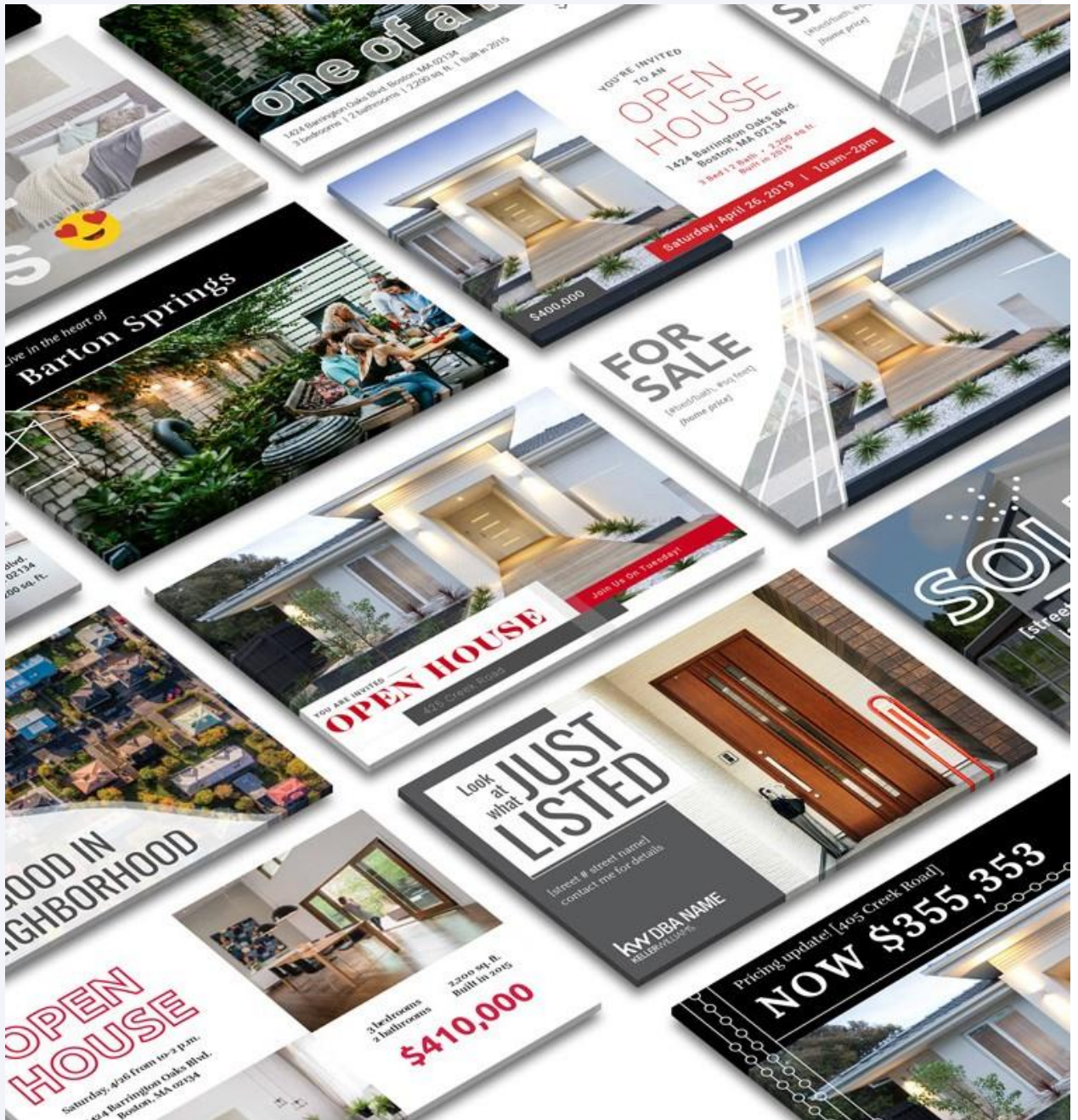


### Digital Marketing That Drives Results

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 technology marketing tools in combination with my market expertise will deliver optimized search, social media and email campaigns to ensure your listing shines online. It is my goal to provide innovative digital marketing strategies to ensure the right buyers find your property and take action.



## BEST-IN-CLASS PROMOTIONAL ASSETS



### Smart, Targeted Networking

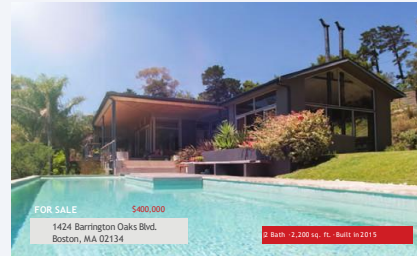
From lead-optimized landing pages to beautiful postcards, we will determine what professionally printed or digital marketing pieces will move

the needle to maximize the sale of your property.

As an active member in the real estate community and our community at large,

I will market your listing to top agents and buyer specialists in the area, generating excitement and ensuring maximum exposure.

# YOUR MEDIA PLAN



## Just-Listed Postcard

Send a direct mail Just-Listed postcard to the surrounding area, and similar neighborhoods

## Custom Property

**Website Page** Create a dedicated website page for your property to support highly targeted marketing efforts

## Agent Website

### Property Feature

Showcase your property on my professional website

## Facebook and Instagram Posts

Leverage Facebook and Instagram posts to highlight coming soon, just listed, property features, and upcoming open houses

## Instagram Story

Leverage Instagram to capture the most compelling features of your home, from architectural photos to property walk-through videos

## Paid, Boosted Facebook Ads

Leverage boosted ads to reach nearby active and passive buyers

# STRATEGIC PROMOTION

## Just-listed campaign

- ☐ Launch listing on KWLS, MLS and other syndication websites
- ☐ Professional yard signage
- ☐ “Just listed” email blast to database
- ☐ Custom landing webpage
- ☐ “Just listed” social media video on Twitter, Instagram and Facebook



# IT'S IN THE DETAILS

## Eye-catching Yard Signs

Coming soon. For sale. Just sold. You have certainly seen these signs throughout your neighborhood - and their purpose is clear: to create excitement and interest around a listing. While much emphasis is placed on online advertisement these days, many buyers still look for their next home the old-fashioned way - by simply driving around their desired neighborhood.

Professionally designed signage will market your home 24/7 and capture attention from highly qualified buyers looking specifically in your area.

## High-quality 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.

## Your Listing, Amplified

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.

## Mass Mobile Marketing

When you choose to work with me, your home will be listed on my mobile app and will be put in the hands of millions of buyers!

REPRESENTING YOUR HOME

# REAL EXPERIENCE REAL EXPERTISE



**CINDY BARRETT**  
Realtor®

Having lived and worked in Spartanburg for more than 25 years, I understand what makes our community and the people who call it home so special. Hub City is a special place that I am proud to call home.

That's what it takes to truly be a local real estate expert. Not just expertise in negotiation and marketing and access to real-time market data, but a love and understanding of our community and the people who live here.

That's just one reason to choose me to stand by your side - and it's the foundation of everything I do.



## A Simple Value Proposition

### LESS TIME

My marketing firepower and exclusive tech tools will maximize your property's exposure to active buyers who want to know about your home.

### LEAST AMOUNT OF HASSLE

I'll put my experience to work while navigating the complexities of the real estate transaction, making it a seamless experience for you.

### MORE MONEY

By attracting the maximum number of interested buyers, your property will sell for the highest marketable price possible.

# KW CREDENTIALS & AWARDS

- 2013 KW becomes the largest real estate franchise in North America
- 2014 KW tops 100,000 in associate count
- 2015 KW named world's largest real estate franchise by agent count
- 2017 KW Labs, the innovation hub of KW, launches
- 2018 KW releases Kelle, a proprietary AI-based personal assistant for agents
- 2019 KW releases Command, a CRM-plus solution with a suite of apps hosted on the Keller Cloud
- 2019 Named #1 Most Innovative Real Estate Company by Fast Company

# LEADING THE INDUSTRY



When you work with me, you work with a trained agent that has the backing of the world's largest real estate company, consisting of 180,000+ associates around the globe. That puts your listing within the largest real estate network with the furthest reach.

And, by choosing to partner with me and the Keller Williams family, you gain access to a suite of technology that keeps you informed and engaged in what's happening in your neighborhood.

Keller Williams was built on a simple-yet-revolutionary principle: people are what matter most. To help cement this understanding, we've formalized a belief system that guides how we treat each other and how we do business.

<b>WIN-WIN</b>	or no deal
<b>INTEGRITY</b>	do the right thing
<b>CUSTOMERS</b>	always come first
<b>COMMITMENT</b>	in all things
<b>COMMUNICATION</b>	seek first to understand
<b>CREATIVITY</b>	ideas before results
<b>TEAMWORK</b>	together everyone achieves more
<b>TRUST</b>	starts with honesty
<b>SUCCESS</b>	results through people



# A PORTFOLIO OF EXCELLENCE



236 Crestline Dr  
**SOLD** - \$220,000



313 Dupre Dr  
**SOLD** - \$138,000



414 Isabella Dr  
**SOLD** - \$175,000



415 Rolling Pines  
**SOLD** - \$145,000



233 Floyd Rd  
**SOLD** - \$119,900



2 Saint Annes Ct  
**SOLD** - \$237,900



12 Franwill Dr  
**SOLD** - \$357,000



161 Aldrich  
**SOLD** - \$185,900



20 Terrell Dr  
**SOLD** - \$181,000



101 Beth Ct  
**SOLD** - \$127,000



104 Corolla Ct  
**SOLD** - \$369,900



108 Chase Ct  
**SOLD** - \$174,900



111 Greenbriar Terrace  
**SOLD** - \$149,900



111 Tanglewylde  
**SOLD** - \$164,900



153 Timberlake Circle  
**SOLD** - \$248,000



207 Cedar Bluff Dr  
**SOLD** - \$244,900



489 Norwood  
**SOLD** - \$132,000



662 S Morningwood Ln  
**SOLD** - \$185,000



1708 Waterway Ct  
**SOLD** - \$250,000



2040 Washington  
**SOLD** - \$135,000



“After interviewing 3 realtors we found on internet, we chose **Cindy Barrett** and it was a great decision. She promised to earn a five-star review, and she did and then some! Great photos and excellent marketing. Always helpful, and patient with our questions and requests. Our home sold quickly and at asking price! She is professional but also kind, and our family cannot be more pleased!”

Maria

**“Look no further for the absolute best Realtor. Within hours of first contacting **Cindy Barrett** regarding listing my house, she was in my kitchen discussing the process and giving valuable advice. She brought two offers in less than 24 hours of the house going on the market, and for over asking price. The offer accepted fell through, and Cindy followed up with every single person who had shown interest in the house. Again, she brought a great offer as soon as it went back on the market. There was never a time when she wasn’t keeping me up to date on every development. She is the definition of professionalism, hard work, and integrity. Cindy is also the one of the most genuinely kind and caring people I’ve ever known. I am blessed to call her my new friend.”**

Leah

“I could not have been more pleased with **Cindy**. She is very professional, thorough, thoughtful, courteous, knowledgeable, patient, and friendly. I do not believe there is another realtor who could have sold my home under very difficult circumstances and gotten the job done so effectively and efficiently. She gets offers and contracts and there is no doubt that she is working for you as your agent! She listed my home and within days had two separate contracts! The first buyer defaulted on their purchase contract and paid for that decision as there was no basis. The second offer closed. All of this occurred within weeks of listing my home. Not only have I met an incredible realtor but also someone I expect to continue a friendship with. She truly went above and beyond the requirements of a realtor while working to sell my home.” Jay

# A PROMISE



To serve the community as a leader in the real estate industry and as a friend and neighbor

To always do the right thing, even if it isn't what is easiest

To take care of your needs at the highest level through unparalleled professionalism and attention to detail. No request is too small

To serve as a trusted local expert and adviser by your side

To consistently and clearly communicate with you in the manner and frequency that you prefer

To treat you and your family with straightforwardness, integrity, and respect at all times

To answer your questions, ease your concerns, reduce your stress, and expertly handle the entire real estate transaction from listing to closing and beyond

To hold myself accountable to selling your home for top dollar - after all, that is what my business is built on



REPRESENTING YOUR HOME

# THE BOTTOM LINE

Real estate is complicated.

That's where I come in.

At the closing table, my goal is for you to feel that the experience of selling your home exceeded all your expectations, so throughout all of our interactions - from listing to closing - I will work hard to achieve that goal.

When you choose me as your partner, you are not just getting a trusted, respected agent - you are getting a local expert who is passionate about serving our community and those who call it home.

Let's get started.



Cory Barrett

## Here's how you can get in touch with me:

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Spartanburg, SC 29306

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