

SELLING YOUR HOME

LISTING PRESENTATION



GRAYSTONE
— REAL ESTATE —



TABLE OF CONTENTS

01

THE AGENT

03

THE TEAM

04

HOME PREPARATION

05

MARKETING STRATEGY

07

MARKETING IN ACTION

09

PRICING STRATEGY

10

LIST TO SOLD
ROADMAP

12

MY PROMISE

13

TESTIMONIALS

14

THE BROKERAGE



PARKER GRAY

BROKER / OWNER

\$40M+

TOTAL SALES

200+

TOTAL
TRANSACTIONS

100+

POSITIVE
REVIEWS

#1

INDIVIDUAL
AGENT

2022, 2023,
2024 & 2025

KW KALAMAZOO

The name Parker Gray is **synonymous with Kalamazoo real estate**. Some would argue it's all he's ever known.

Always having a keen interest in real estate, Parker, while attending Western Michigan University, decided to pursue his passions and make the plunge into the business at the ripe age of 20. Over the last better part of a decade, Parker has dedicated his career to giving standout service to his clients across his hometown of Kalamazoo and the surrounding areas.

After achieving the top individual real estate agent at Keller Williams Kalamazoo for four consecutive years, Parker decided to expand the mission of shaping the Kalamazoo real estate market by establishing a real estate brokerage, **Graystone Real Estate**, in 2026, with a stated goal to be *the standard* in real estate.

RECOGNITIONS & ACCOLADES



**8+
YEARS
EXPERIENCE**



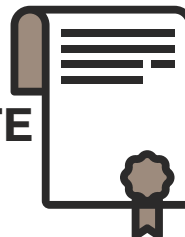
#1 **INDIVIDUAL AGENT**
AT KELLER WILLIAMS
KALAMAZOO
2022, 2023, 2024, 2025



101.63%
LIST PRICE
SALE PRICE
AVERAGE



LICENSED
**REAL ESTATE
BROKER**



1M+
VIEWS
ACROSS
SOCIAL MEDIA
PLATFORMS

MEET THE TEAM



SARA BLOOMQUIST
Executive Assistant



As your Executive Assistant, Sara is responsible for most of the clerical work and operations behind the scenes, allowing Parker to spend less time encumbered by paperwork and more time focusing on getting your home sold.

Sara has a background in real estate front office administration at Keller Williams Kalamazoo previously and has a shared passion for the real estate industry, so she has the candor and experience to make your transaction go off without a hitch!

“I look forward to working with you!”

☎ 269.491.2951

✉ admin@kzoohomesales.com



PREPARING YOUR HOME TO SELL

DECLUTTER AND DEPERSONALIZE

A cluttered and personal space can make it difficult for potential buyers to envision themselves in the space. Remove personal items and keep the space clean and organized.

CLEAN AND STAGE

Clean the house thoroughly and consider staging it to make it more attractive to potential buyers. Staging can highlight the home's best features and help a buyer picture themselves living in the home.

MAKE NECESSARY REPAIRS

Address any necessary repairs or improvements before listing the property. This can include fixing leaky faucets, patching holes in walls, and updating outdated fixtures.

IMPROVE CURB APPEAL

First impressions matter, so take time to improve the exterior of the home. This could include adding fresh landscaping, painting the front door, or power-washing the exterior of the house.

PROFESSIONAL PHOTOS & VIDEOS

Hiring a professional photographer to take high-quality photos and videos are essential for marketing your property. The professional photographer will capture your home's best features and help it stand out online.



MARKETING OVERVIEW

PROFESSIONAL PHOTOGRAPHY

I hire out professional photography for every listing, no exceptions. This is integral as over **99%** of homebuyers use the internet as a means of finding listings.

PAID ADVERTISING

I will run paid targeted advertising campaigns via Facebook and Google, generating leads at an average cost of \$1.50 per lead, ensuring maximum online exposure.

JUST LISTED POSTCARDS

Just listed postcards are delivered to your closest 30 neighbors, notifying them of the sale to ensure any friends or family members they'd like to move close to them are directed to contact us.

SOCIAL MEDIA MARKETING

Your property will be shared social media platforms in different mediums fit for each platform. I have a strong presence on all relevant platforms to help maximize organic exposure.

VIDEO MARKETING 05

Video reigns supreme, so varying mediums of video content is captured, from professional videography to short form mobile-optimized content to advertise the property.

OPEN HOUSES 06

Hosting an open house is a great way to generate extra exposure, get in person feedback on your property, and potentially procure a buyer in the process.

PRE-MARKET ADVERTISING 07

As an agent part of a brokerage of nearly 100 agents, marketing the property begins well before the sign is in the yard. Preparing just listed postcards, marketing remarks, and online Coming Soon advertising will ensure a maximum amount of eyes before listing.

STAGING 08

Statistics show that staged homes sell for more money, which is why I offer to pay for a 1-hour consultation with a local staging company to assess your staging options, be it a full stage or applying their recommendations



MARKETING STRATEGY IN ACTION



Facebook & Instagram Ads that Deliver
 We not only run ads for each and every one of our listings, but we have the proficiency to run *effective* campaigns that generate high quality leads.

\$1.50
 AVERAGE
 PER LEAD

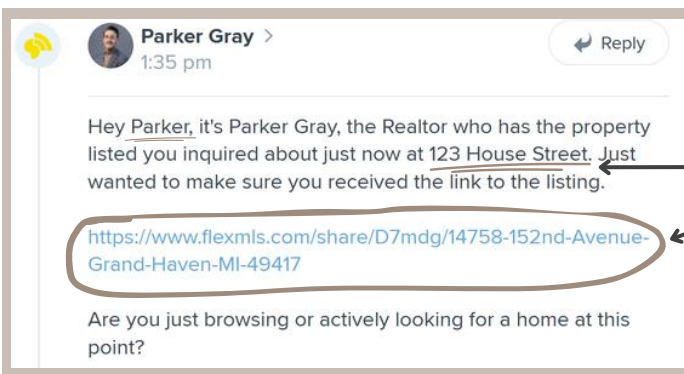
5,000
 AVERAGE
 TIMES SEEN

Leads include unique inquiries with a *name, phone number, and e-mail address.*



Systems Built for Performance

We are firm believers in systems. That's why, in addition to manual follow-up, we've built personalized automated follow up plans to nurture every inquiry, via *e-mail and text.*

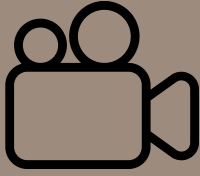


For very new lead, texts and e-mails are personalized, including their name, the address, and a custom, trackable link to the property.

20-Step Follow-Up Plan - Built to Convert

Every new inquiry on your property gets added to a 20-step campaign, with texts, e-mails, and follow-up reminders, so we can maximize the chance of finding the buyer for your home.

1	Immediately	Note	6	2nd Day	Email	11	7th Day	Note	16	74th Day	Note
2	Immediately	Email	7	3rd Day	Task (Call)	12	7th Day	Email	17	134th Day	Email
3	Immediately	Task (Call)	8	3rd Day	Email	13	14th Day	Email	18	224th Day	Email
4	2nd Day	Note	9	4th Day	Note	14	14th Day	Note	19	354th Day	Email
5	2nd Day	Task (Call)	10	5th Day	Email	15	74th Day	Email	20	354th Day	Task (Follow Up)



Professional Video that Captivates

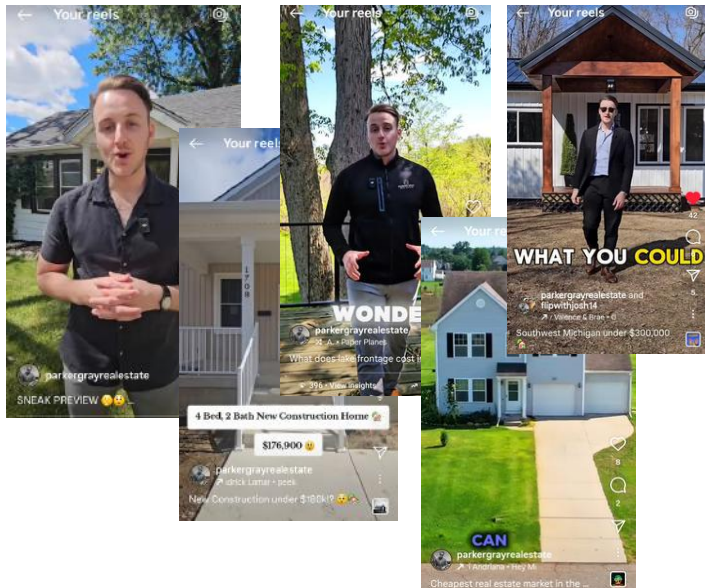
Only 1 in 3 agents use video marketing, even less source professional videography, which we do! Statistics show that video performance and retention static content.

See some of our professional listing videography here!



Short Form Content: Long Term Impact

75% video content is now consumed on mobile, hence why we film engaging, short form vertical video of your property, shared on platforms where it is consumed.



100K+ LIKES ON ALL PLATFORMS

1M+ VIEWS ACROSS ALL PLATFORMS



“Connect on social to see it in action!”



PRICING STRATEGY

01

REVIEW A MARKET ANALYSIS

A comparative market analysis (CMA) is a tool we, as Realtors, use to determine a range of value for your property, based on recently sold comparable properties. This is integral to understand in order to price the property appropriately.

02

DETERMINE PRICING STRATEGY

Based on the CMA, determine whether you'd like to price under market value to facilitate a potential bidding war, at market value, or above market value, at the expense of potential price reductions and a lower offer later.

03

KNOW THE MARKET

It is integral to know what to expect based on current market conditions, so you have an understanding of how long it should take for the home to sell if it is priced accordingly

04

LISTEN TO FEEDBACK

Buyer's agents are prompted for feedback after showings, and it is important to consider such feedback as these potential buyers are seeing other similar properties to compare yours to, giving you valuable insight about pricing, among other things.

05

MAKE TIMELY ADJUSTMENTS

Once you've been on the market long enough to assess that we may have missed the mark on pricing, moving to make price improvements in a timely manner can be the difference of accepting a good offer as opposed to the listing going stale.



LISTING → SOLD ROADMAP

01 / PRE-LISTING PREP

Make necessary repairs and clean, stage, and declutter to optimize your home for professional photography and videography. Listing remarks, data entry & ad templates prepped at this stage.

02 / MEDIA

Schedule professional photography and videography, as well as film short form content for social media to have marketing prepared prior to listing,

03 / SIGN & BOX

An oversized sign will be placed in the front yard and a secure bluetooth enabled lockbox placed at a location of your preference (front/side door) for showings.

04 / GOING LIVE

After photos and video are uploaded to the listing on the MLS, the listing gets marked live when we are ready, showing notifications set up, and introductory e-mail sent.

05 / ADVERTISING

Paid ad campaigns run and video and graphics for listing are distributed to our social media channels. Just listed postcards sent out, and marketing materials get delivered to property.

06 / SHOWINGS

Showing requests will be filtered through and approved by you, and you will vacate the property during showing windows to accommodate private viewing of the property.

07 / OFFER

When a buyer makes an offer and you're successfully able to negotiate it, the process ensues to go from "under contract" to getting the deal closed.

08 / CLOSING

After all contingencies to the purchase agreement have been met, closing takes place, and possession transfer occurs as outlined in the purchase agreement.

CLOSING PROCESS

HOME INSPECTION

Unless otherwise negotiated, our local Buy and Sell Agreement allows for a 10-day home inspection contingency period, allowing a buyer to conduct inspections and potentially negotiate depending on the findings. If both parties don't come to terms on inspection, buyer may exercise their right to terminate the contract.

TITLE SEARCH & INSURANCE

Title companies are deployed by both buyer and seller to research the history of the title of the home to ensure there are no liens or encumbrances on the property, and if there are, such items must be removed, and title insurance provided, at the consummation of the sale.

APPRAISAL

If the buyer is getting traditional financing, an appraisal is usually required, and the Buy and Sell Agreement normally contains a contingency that states the property must appraise for at least the purchase price for the contract to be binding. Otherwise, the buyer may try to renegotiate the price.

CLEAR TO CLOSE

Once the buyer's file has made it through underwriting (assuming they are getting financing), the lender will issue a Clear to Close, which gives the final clearance for the closing to be scheduled, and the loan to get funded.

CLOSING & POSSESSION TRANSFER

All parties will meet at the buyer's title company, and the assigned closer at the title company will facilitate the signing and recording of all necessary documents to complete the sale. In most cases, possession transfers as soon as the closing is over, unless otherwise agreed upon.





**PARKER IS HERE
TO MAKE YOUR
EXPERIENCE
SEAMLESS.**

MY PROMISE


- ✓ I will provide you weekly updates, at a MINIMUM, as well as feedback provided after showings.
- ✓ I will be responsive and straightforward with any questions, concerns, or objections you have during the selling process.
- ✓ When requested, I'll provide any analytics you would like to see from paid marketing efforts to try and get the best possible price for your home.
- ✓ While I cannot dictate the market value of your home, I WILL do everything in my power to make sure to get the best price and be the best negotiator for you.
- ✓ As my client, I guarantee that my fiduciary duty to you, as my client, will always be upheld and protected at all costs.
- ✓ I will accept constructive feedback, and will be understanding and respectful of your needs during the selling process.

TESTIMONIALS

"Parker is **amazing to work with**. He is dedicated to his craft and it shows. He is always right on top of things. He goes above and beyond to make your dreams a reality. My husband and I never once second guessed our decision to work with Parker. He is **driven, passionate, and professional**. Even in a very challenging market, Parker made the processes as stress free as it could be. My husband and I will continue to recommend and work with Parker for all of our future needs. In a sea of realtors, **he is OUTSTANDING!**"

"Parker is a **wonderful listener!** In the matter of my Dad's estate, there were many conditions that needed to be addressed and Parker made note of all of them. He stayed in touch with me from the moment the house was listed, explained the process and helped make a smooth transition at closing. This was a hard time for my family and Parker made it **much less stressful**. I will be highly recommending Parker to everyone I know!"

"Simply stated, I cannot recommend Parker enough! He is **responsive, enthusiastic, and works tirelessly** to serve those who choose to do business with him. Parker made the buying and selling process smooth and stress-free for my wife and I, which we value tremendously. We had bought before, but never sold and we were **guided with practical advice** every step of the way. Above all else, Parker has become a friend and someone I would **recommend time and time again** to anyone planning to buy or sell. Best Realtor in SW Michigan!"



"IN A SEA OF
REALTORS,
(PARKER) IS
OUTSTANDING!"

See More Zillow
Testimonials Here!



ABOUT THE COMPANY

Graystone Real Estate was founded in 2026 as a traditional real estate brokerage in Kalamazoo, Michigan. Co-founders *Parker and Nikki Gray*, with a shared passion for real estate and nearly two decades of combined real estate experience, envisioned a brokerage to set the standard for real estate in Southwest Michigan.

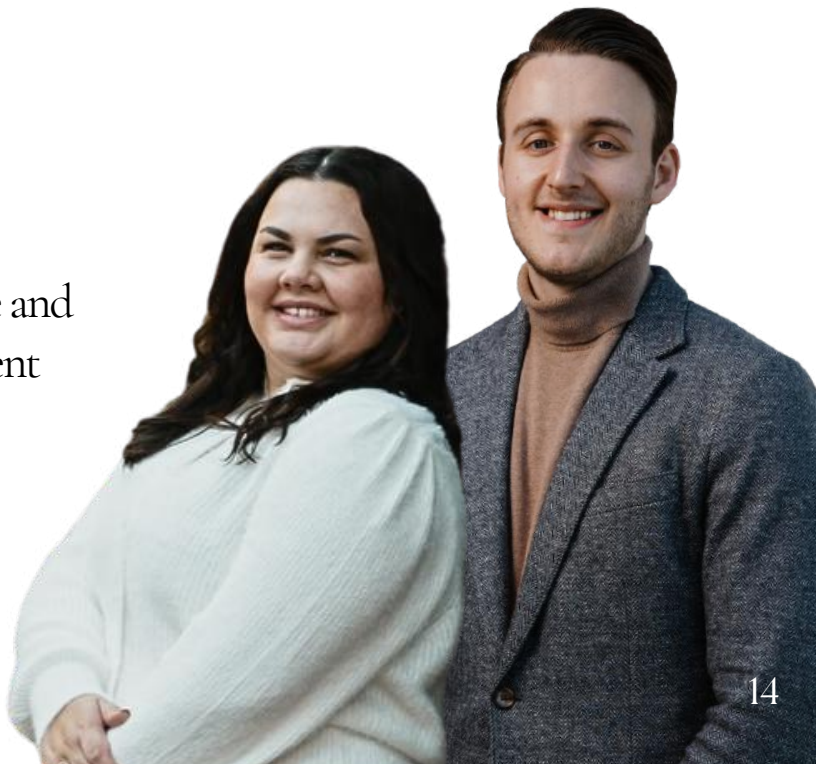
Leveraging their background within an international brokerage model, Graystone Real Estate was built to provide resources that rival larger firms while offering individualized agent support and maintaining deep-rooted connections to Southwest Michigan.

Graystone has a unique and powerful foundation. Nikki spent her entire career exclusively in real estate administration, including onboarding, recruiting, retention, and operations. Meanwhile, Parker built a real estate sales business that earned him recognition in the top 1% of real estate agents in the Greater Kalamazoo Association of Realtors®. Their complementary experience allows Graystone not just to operate effectively as a brokerage, but also to mentor agents in building successful businesses of their own.



“At Graystone, we *refine* agent expertise and *define* excellence for every real estate client in Southwest Michigan.”

PARKER & NIKKI GRAY
Co-founders of Graystone Real Estate





PARKER GRAY | Broker / Owner
GRAYSTONE REAL ESTATE

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Check out my website!

