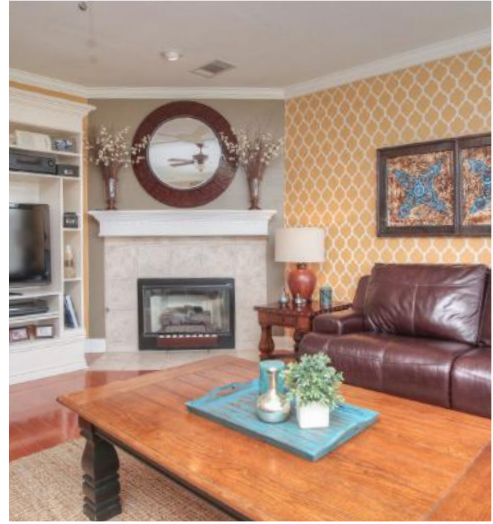




LISTING & SELLING
your home
with the Lichman Group

REALTY CAPITAL CITY



YOUR REAL ESTATE RESOURCE



REDEFINING THE CLIENT EXPERIENCE

We strongly believe that every client has a unique scenario, each with their own goals when it comes to selling a home. As such, our broad experience is a good match for a wide range of clients. Whether it's our marketing strategies, our ever-expanding sphere of influence, or our global reach in the real estate industry – we believe that every client can benefit from the fields of expertise that we bring to the table.

We are confident that our team approach to buying and selling real estate is far superior to the production that any individual REALTOR® can generate. Together we are real estate experts with unique areas of expertise. When you hire the Lichman Group to sell your home, you hire a team of dedicated professionals.

We value and respect the relationships of our clients and continually work to make them stronger. Our mission is to place the needs, goals and desires of our clients first and foremost to create a fiduciary relationship based on trust that goes far beyond any one transaction. Our ultimate goal is to be the go-to real estate resource our clients, their families, and friends confidently refer - knowing they're in exceptional hands.

We are ALWAYS available for your real estate referrals!

JASON LICHMAN

BROKER ASSOCIATE, GRI, SRS, SFR, RENE
(512) 595-4809 | Jason@LichmanGroup.com

KARI LICHMAN

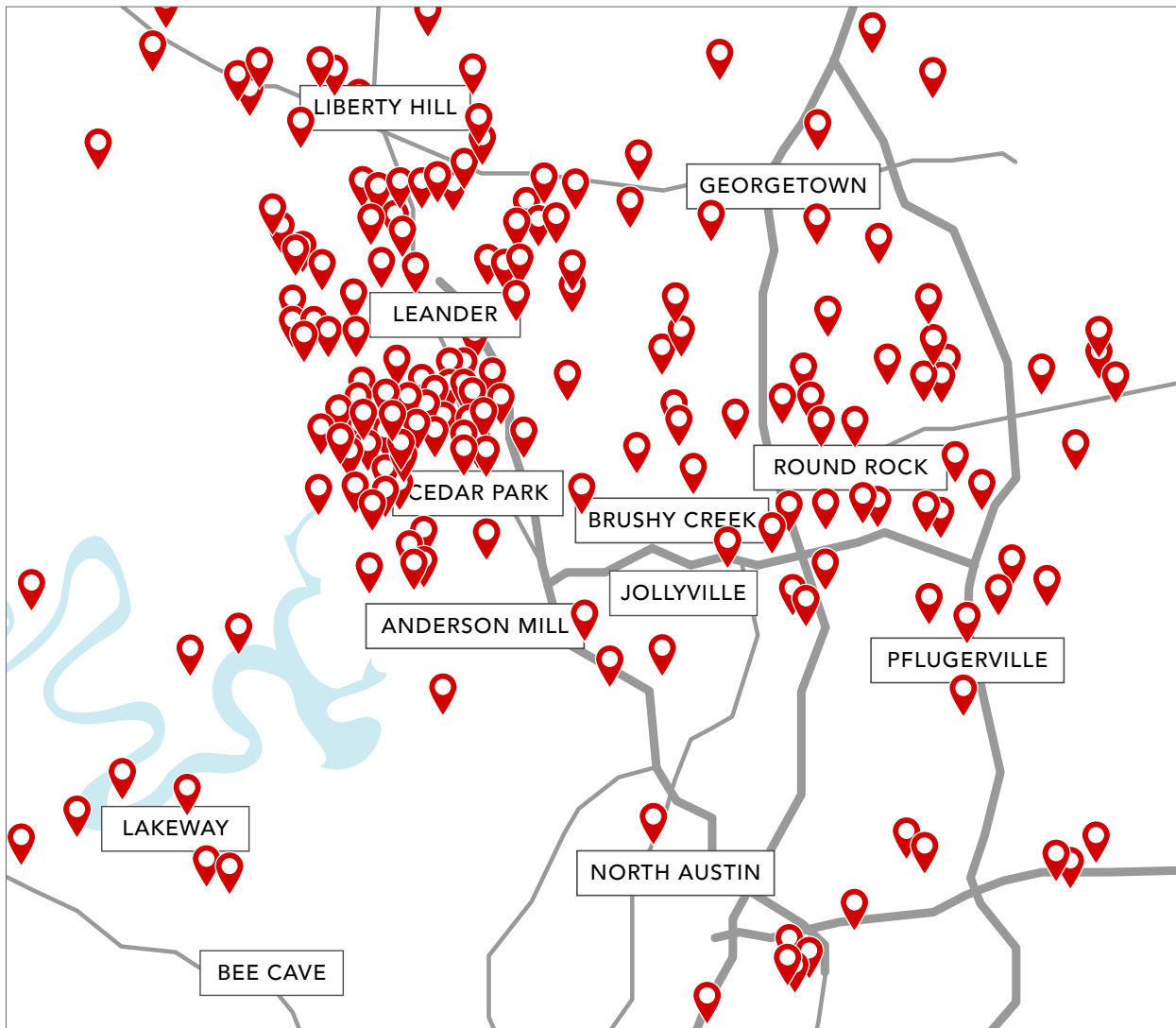
BROKER ASSOCIATE, GRI, ABR, SFR, RENE
(512) 800-1992 | Kari@LichmanGroup.com



SOLD!

YOUR GREATER AUSTIN AREA RESOURCE

- Austin
- Cedar Park
- Georgetown
- Hutto
- Jarrell
- Lakeway
- Lago Vista
- Leander
- Manor
- Liberty Hill
- Pflugerville
- Round Rock



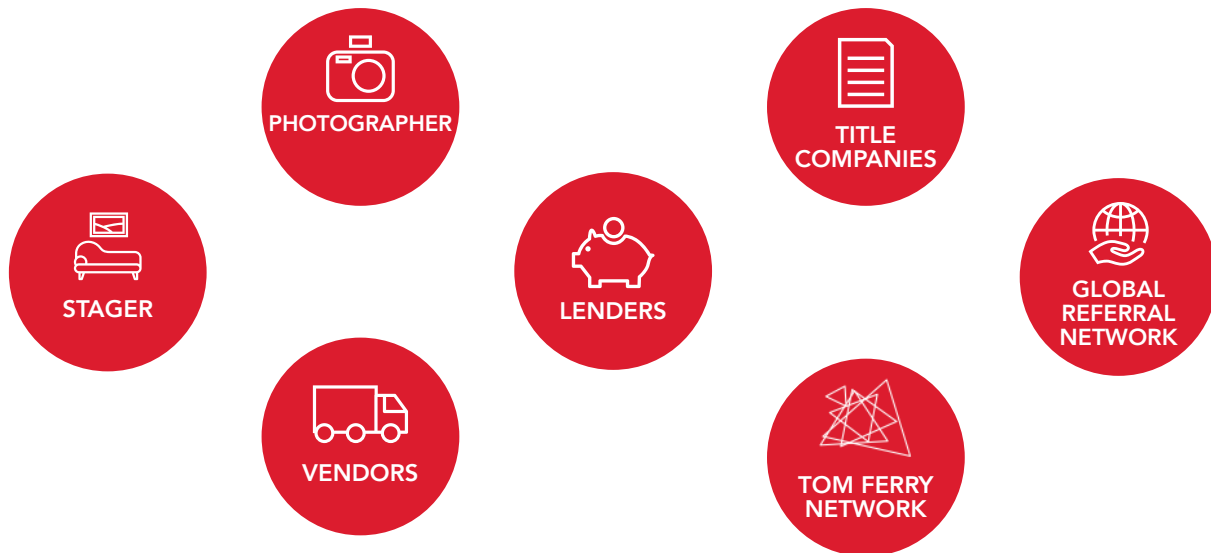
A NETWORK OF SPECIALISTS



AFFILIATES AND ADVISERS

The Lichman Group's expertise extends beyond our in-house sales and marketing team. We've spent time developing relationships with some of the best affiliates in the industry. These are connections that are necessary components to raising our level of service to an unparalleled standard. Our commitment to our affiliates grants us and our clients many competitive advantages. While we focus on marketing and selling your

home, we have a group of professionals on our side to attend to a different set of details in either preparing your home for the market or finalizing any number of items required for getting your home **SOLD**. When you work with the Lichman Group, you work with more than REALTORS® – you work with a set of team members who offer a tremendous advantage when it comes to efficiently marketing and selling your home.



WE ADVISE

We specialize in helping homeowners determine what is necessary to add value to their home. Not sure if you should renovate? We will help you understand your options.

WE COLLABORATE

Combining our expertise with the skill sets of our team members, along with the proficiency of our affiliates, we offer a complete and full real estate service.

WE PROVIDE A FINISHED PRODUCT

Using our 23-Point Marketing Plan, we will put your home on the market using our proven and effective strategies to sell your property efficiently and effectively.

REAL RESULTS



Every seller has unique needs and wants as they go through the home selling process. From first-time sellers to investors, we will work diligently to see that your goals are met.

EVERY HOME HAS A STORY



2109 JASPER LANE | This home turned from a frustrated expired listing into a successful sale. After only 1 day on the market the home went under contract. When the buyer terminated, Jason and Kari began aggressively marketing the home again to procure another buyer in just over 2 short weeks. The sale closed within 30 days and the sellers purchased their new dream home within hours of closing on the sale of their home in Cedar Park.

17511 BOTTLE SPRINGS LANE | The sellers of this home had a baby on the way and were relocating to California. They had specific goals and timeline needed to get their home sold. With Jason and Kari's resources, the sellers made the necessary make ready arrangements to aggressively market the property in Leander. At the time of sale, this home sold for the highest price / square foot in the neighborhood and within their desired time frame.



6306 WEEKS COVE | After a successful renovation and sale with another client, the seller of this home was referred to Jason and Kari to get the job done again. After years of being a tenant occupied property in Austin, the home was in dire straights. Jason and Kari's network of general contractors completely remodeled this home. The seller received multiple offers within days and sold the home for over \$30k than expected.

603 CHANDLER BRANCH | Another investor success story. This home, in the highly-desired Leander area, was completely remodeled. The seller received 9 offers and sold within 5 days over asking price.



REAL RESULTS



REAL REVIEWS AND SOCIAL PROOF OF OUR SUCCESS



3 DAYS ON MARKET
AUSTIN, TEXAS

Jason was exceptionally helpful to me, an out of town seller. He worked hard to make sure the extensive repairs on my property were complete and well done. He kept me well informed during the process. As a result, I got an above-listing offer immediately when the property was placed on the market, and the sale went off without a hitch.

- John, realtor.com



7 DAYS ON MARKET
MULTIPLE OFFERS
ROUND ROCK, TEXAS

The Lichman Group did a wonderful job both selling our house and helping us to buy a new house. They completely exceeded our expectations in all ways. I told them when the process was finished that it was so seamless and easier than I had anticipated and I know that it was because of all of the hard work they did behind the scenes. I would highly recommend using them as your realtor.

- Katharine, zillow.com



8 DAYS ON MARKET
MULTIPLE OFFERS
CEDAR PARK, TEXAS

When we decided to sell our house and buy a new house, we turned to Jason and Kari Lichman, and we were so glad that we did. Jason came and looked at our house and gave us a very professional assessment of its value. He helped us through every step from getting our house ready, to the open house, to negotiating the offer. And he was right! We love our new home and could not have done it without the help of Jason and Kari!

- Katy, facebook.com



LUXURY LISTING
MULTIPLE OFFERS
LEANDER, TEXAS

Jason and Kari go above and beyond to ensure they are protecting your investment and that the process will go as smoothly as possible. From ensuring that we have everything in place for the closing to consultations regarding the initial steps of evaluating the sale of our home- everything was top notch. The amount of marketing and open houses was above anything I have heard of. It really allowed us to capture the most we could from the sale of our home. I wouldn't use anyone else.

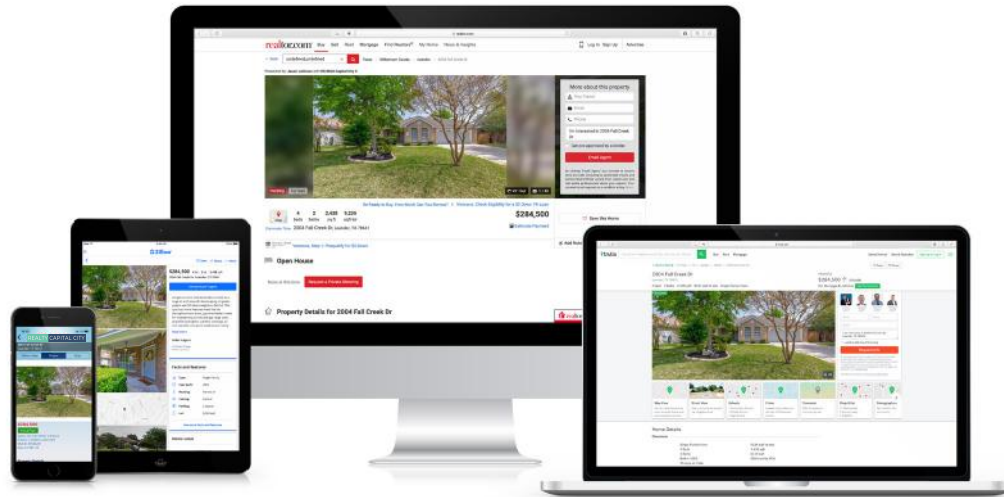
- Jason, zillow.com



OUR REACH



Getting the word out about your home to as many potential buyers as possible will lead to a quicker sale.



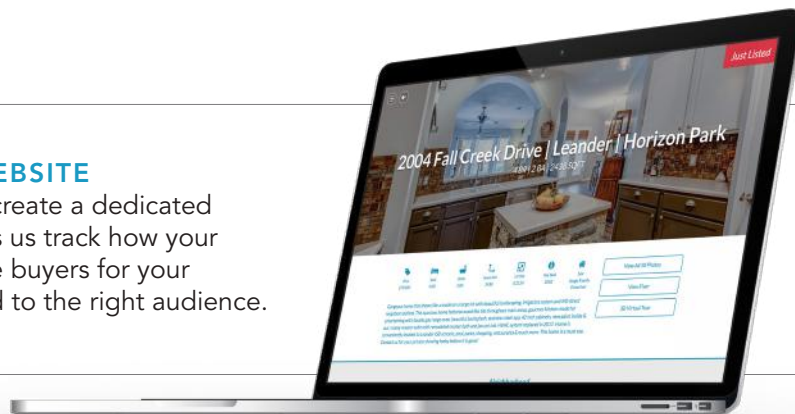
EXPANSIVE ONLINE REACH ACROSS THE MOST POWERFUL WEBSITES AND SEARCH ENGINES

With more than 90% of property searches now beginning online, a strong digital footprint is paramount to reaching today's mobile and global home buyer. This is why the Lichman Group and Realty Capital City have invested in internet marketing to ensure your property is seen by the widest audience. Additional exposure is generated when your listing is

immediately syndicated through a network of prominent online real estate websites and mobile applications, several of which comprise an elite list of top-tier outlets within our the network. The Lichman Group ensures your property is seen by buyers who take their search online.

EXCLUSIVE PROPERTY WEBSITE

For every property we list, we create a dedicated landing page online. This helps us track how your property is viewed, prospective buyers for your home, and develop ads geared to the right audience.



OUR REACH

SYNDICATIONS

When we submit your listing to MLS (Multiple Listing Service), we don't stop there. Once your listing is active, we also utilize syndication services to make sure your listing is viewable on relevant third-party websites and applications. Here are just a few of the over 100 sites you will be able to view your listing on.












MARKETING APPROACH






Selling your home is more than just putting it on the internet. We work behind the scenes, using our strategic marketing plan to target the right buyers and make sure your home sells quickly and efficiently.

23-POINT MARKETING PLAN

BEFORE WE LIST

 <p>QUALIFIED BUYER DATABASE Before we list, we send your property to our database of pre-qualified buyers.</p>	 <p>NEIGHBOR OPEN HOUSE We personally invite your neighbors to open house the week before your home is listed for sale.</p>	<p>Text: 88000 Msg: TLG1 Instant Info & Photos</p>  <p>TEXT MARKETING A "Text for Instant Info & Pics" sign will be placed on the yard sign to gain contact information for potential buyers.</p>
 <p>PROFESSIONAL STAGING To help your home look its best, we pay for a stager to get your home ready to SELL.</p>		 <p>YARD SIGN Start the buzz and attract neighbors and drive-by traffic with "Coming Soon" and "For Sale" signs placed in the front yard.</p>
 <p>PROFESSIONAL PHOTOGRAPHY Capture a stunning first impression online with high-quality photos to showcase the best elements of your home.</p>	 <p>3-D VIRTUAL TOURS Buyers can take a virtual walk through of your home with our online 360° tour.</p>	
 <p>PROACTIVE SOCIAL MEDIA MARKETING From coming soon videos and photos to paid ads we start advertising your property before it hits the market.</p>		

WHEN WE LIST

	<p>EXCLUSIVE PROPERTY WEBSITE A dedicated website for your property tracks views and leads online to bring interested buyers to your home.</p>	 <p>GLOBAL REACH We notify agents in our offices, region, and across the globe from our powerful network of agents.</p>
 <p>GOOGLE BUSINESS LISTING UPDATES Every new listing is featured on our Google Business page to boost visibility, attract local buyers, and keep our network informed in real time.</p>		

MARKETING APPROACH

WHEN WE LIST

(continued)



LISTING BOOKLET

A quick reference of materials including full-color takeaway flyers provide buyers with valuable information about your property.



MLS SERVICE

We list all our properties on Austin MLS and Central Texas MLS service. Utilizing both these services gets more exposure to buyers, agents, and relevant websites from Waco to San Antonio.



SOCIAL MEDIA MARKETING

Every property has a social media marketing plan including posts on all our social media channels and paid advertisements.



INTERNET EXPOSURE

Your home will be syndicated Zillow, Trulia, Realtor.com, Homes.com, Redfin, Yahoo Real Estate, HomeFinder, Oodle, HGTV Front Door, and 100s more.

AFTER WE LIST



OPEN HOUSES

We hold the open house the first weekend the home is active and as needed throughout the selling process.



PROPERTY TOURS

When available, our office and/or area agents will host property tours of current listings, giving your home more exposure.



SHOWING TIME

Our tool to keep track of showings and gain automatic email feedback from visitors to your home.



DAILY CALLING

We proactively call buyer leads and those in our database to secure a buyer quickly for your home.



AGGRESSIVE FOLLOW-UP

Within 24 hours, we follow up with prospective buyers and agents for your home.



EXPERIENCED NEGOTIATING

With our Real Estate Negotiation Expert designation and years of experience, we know how to work out the right offer for you.



WEEKLY REVIEWS

Every week, we review the price and market surrounding your home to suggest applicable price adjustments.



WEEKLY CHECK-INS

We call weekly to keep you "in the know" of your property's status and the current housing market.

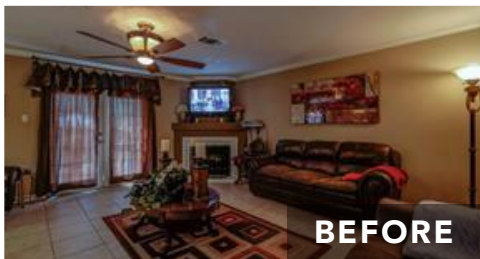
PHOTOGRAPHY & STAGING



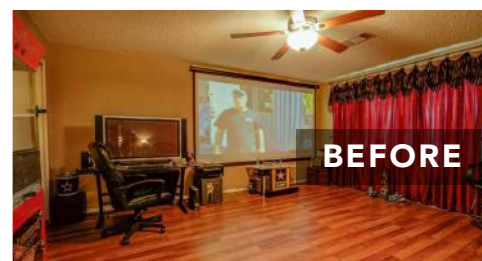
It is likely the buyer for your home will view it first online. Expert photography and staging will give your home the best first impression.

YOUR HOME DESERVES A FIRST-CLASS SHOWCASE

We work with only the most talented photographers and stagers, so no matter what the character of your home is – it's captured in its own unique light, and highlighted with a sophistication only our team members can produce.



Whether your home has an open floorplan or has a more private feel, we make sure our photographers showcase its strengths.



Staging Matters. Your home has a unique character best seen with the help of a designer's edge. We work with experienced stagers who specialize in transforming plain rooms to a welcoming home.

Even the smallest details of your home could easily be overlooked by an amateur agent or an amateur photographer. With the Lichman Group, showcasing your home is placed in only the most talented hands.

GIVING BACK

WE BELIEVE IN GIVING BACK

Our hearts are rooted in our community. It's more than just where we live and work—it's where we raise our families, build lasting relationships, and serve with purpose. Our community has continuously supported us, and in return, we're committed to showing up for our neighbors in meaningful ways. At The Lichman Group, in partnership with Realty Capital City, we proudly align ourselves with organizations that are making a real difference in the Greater Austin Area. Whether it's through faith-based outreach, supporting families in crisis, empowering at-risk youth, or advocating for those with disabilities, giving back isn't just something we do—it's who we are. We believe strong communities are built through connection, compassion, and a shared commitment to lifting others up. Every family we help allows us to support organizations like City Reach Church, Hope Alliance, The Table of Grace, and Easterseals Central Texas through a portion of our commission.



Hope Alliance is a domestic and sexual violence resource center. By allowing us the opportunity to serve you, we are able to contribute to meeting the needs of others. For more information, please visit hopealliancetx.org. If you know of anyone needing this resource, please have them call the 24-Hour Crisis Hotline at 1-800-460 – SAFE.



EasterSeals Life Center of Central Texas provides lifelong improvement through the fitness and education center which allows people with impaired mobility to access wheelchair accessible workout equipment and specialized care free of charge. The Life Center provides a way to maximize the potential recovery for each individual suffering from a spinal cord injury by utilizing strategic exercises and providing the proper stimulation for an optimal functional outcome.



Table of Grace was established in 2014 by former foster child, Stacy Johnson. The organization was formed to provide emergency shelter services to the foster children and administers the Grace365 Supervised Independent Living program for young adults aging out of foster care. Support contributes to an improved quality of life for youth and their families. Central Texas Table of Grace provides their children with a thorough foundation for success through the development of self-confidence, healthful living, and good judgment.



We invest in the Kingdom of God through our partnership with City Reach Church in Austin. We proudly support their mission to reach the lost, equip the found, and release the empowered by supporting their vision of helping people know God, find freedom, discover purpose, and make a difference in our city and globally. Every transaction helps us continue this mission of impact and faith-driven generosity.

WHO YOU WORK WITH MATTERS



The Lichman Group is not just about selling homes. We hold ourselves to a set of core values that drive our desire to serve the Great Austin Area. We go above and beyond for our clients, far beyond the sale to establish a trusted relationship with our partners and clients.

WE VALUE

WE VALUE: RELATIONSHIPS

The Relationships we keep with our clients, team and families are instrumental to our success. We hold them to the highest regard and continually work to make them stronger.

WE VALUE: AUTHENTICITY

Being Authentic with the people we serve is a must. We promise to deliver information you can count on to help make the most informed and confident decisions. We truly care about our clients and work hard to gain and maintain their trust and loyalty.

WE VALUE: RESPONSIBILITY & COMMITMENT

We acknowledge the significant responsibility we accept when someone entrusts us with their life's desires and goals, whether real estate related or otherwise. We honor the privilege of being a part of something greater than ourselves and are committed to our clients, business partners and team in delivering an exceptional experience.

WE VALUE: TRAINING & GROWTH

The real estate industry is constantly evolving. We continually seek education and training opportunities to stay abreast of relevant market trends and personal development.

WE VALUE: FAMILY

We have been married since 2003 and have two beautiful girls, Taylor and Kylee. We value our time spent together cherishing every moment. We enjoy spending time at the lake, camping, family vacations and moments gathered around the table sharing life together. We understand the importance of family and when you work with the Lichman Group you become an extension of ours.



ACCOLADES

RE/MAX TOP 20 TEAMS BY THE AUSTIN COUNCIL

- 2016 - 3rd & 4th quarter
- 2017 - 1st, 2nd, 3rd, & 4th quarters
- 2018 - 1st, 2nd, 3rd, & 4th quarters
- 2019 - 1st, 2nd, 3rd, & 4th quarters
- 2020 - 1st, 2nd, 3rd, & 4th quarters
- 2021 - 1st, 2nd, 3rd, & 4th quarters
- 2022 - 1st, 2nd, 3rd, & 4th quarters
- 2023 - 1st, 2nd, 3rd, & 4th quarters
- 2024 - 1st, 2nd, 3rd, & 4th quarters



2015, 2016, 2017, 2018, 2019,
2020, 2021, 2022, 2023, 2024



2016, 2017, 2018, 2019, 2020,
2021, 2022, 2023, 2024



2017, 2019, 2020, 2021,
2022, 2023, 2024



2021



AFTER THE SALE

LICHMAN GROUP PERKS

After the sale is done, we aren't done! Whether it's treating you to a special event or keeping you up to date on the latest local happenings, we enjoy staying in touch.

- **CLIENT APPRECIATION EVENTS**
Bi-annual gatherings to baseball games, breweries, and more!
- **REAL ESTATE NEWSLETTERS** Stay on the pulse of real estate market trends.
- **SOCIAL MEDIA ENGAGEMENT** Keeping you connected with local events, resources, and businesses.





REALTY CAPITAL CITY

LICHMANGROUP.COM



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