

KELLER WILLIAMS ADVISORS

# MARKETING & LISTING YOUR PROPERTY

**kw**  
KELLERWILLIAMS.



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## ABOUT ME

Selling your home is more than a transaction—it's a major life decision. That's why you need a real estate professional who brings strategy, experience, and results to the table.

I'm Gayle Quill, and I specialize in helping homeowners like you sell with confidence, clarity, and maximum return. From pricing your home strategically to marketing it with professional photos, targeted advertising, and compelling storytelling, I make sure your property stands out in today's competitive market.

My approach is data-driven, but my service is deeply personal. I treat your home as if it were my own.

I know what buyers are looking for—and I know how to position your property to attract serious offers fast.

With clear communication, strong negotiation skills, and a proven marketing plan, I'm here to make your selling experience smooth, successful, and stress-free. Your next chapter starts with a strong sale.

Let's make it happen.

# WHY KW?

- The largest independent real estate franchise
- A network of over 170,000 real estate consultants with a projected growth of 300,000
- 800+ offices in the United States and Canada (50) major markets
- Excellence in cutting-edge real estate training, real estate coaching and real estate education
- Named “Most Innovative Real Estate Company” by Inman News

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**kw**  
KELLERWILLIAMS



## LEVERAGING OUR GLOBAL CONNECTIONS

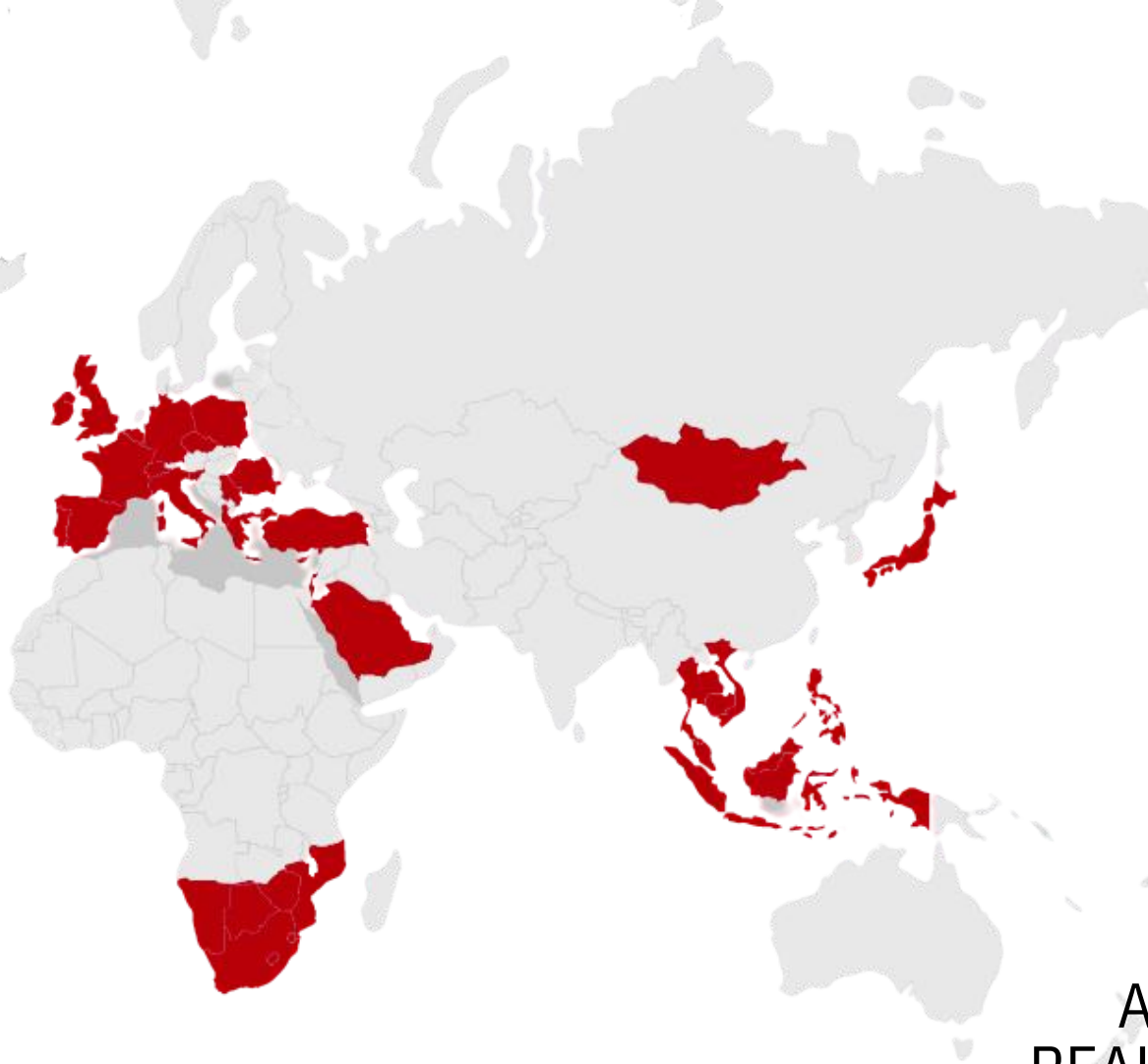
KW Advisors offices stretch up and down the US West Coast. This brings an extensive network of agents and connections. Having access and connections to thousands of international brokers through the power of Keller Williams Luxury Homes International and KW Global Property Specialists, you can feel confident your home will have an unmatched level of exposure.

### KW WORLDWIDE REGIONS

- As of February 2023

Keller Williams is the largest real estate franchise in the world – home to more real estate professionals than any other company. As of February 2023, master franchise agreements have been awarded across 50+ regions outside of the United States and Canada.

- Albania
- Argentina
- Aruba
- Belgium
- Belize
- Bermuda
- Bolivia
- Bonaire
- Cambodia
- Chile
- Colombia
- Costa Rica
- Cyprus
- Czech Republic
- Dominican Republic
- Dubai, UAE
- France
- Germany
- Greece
- Guyana



## A GLOBAL REAL ESTATE POWERHOUSE

5

CONTINENTS

50+

REGIONS

300+

MARKET CENTER LOCATIONS

- Honduras
- Indonesia
- Ireland
- Israel
- Italy
- Jamaica
- Japan
- Luxembourg
- Malaysia
- Mexico
- Monaco
- Mongolia
- Nicaragua
- Northern Cyprus
- Panama
- Paraguay
- Peru
- Philippines
- Poland
- Portugal
- Puerto Rico
- Romania
- São Paulo, Brazil
- Saudi Arabia
- Serbia
- Sint Maarten
- Slovenia
- Southern Africa
- Spain
- Suriname
- Switzerland
- Thailand
- Turkey
- Turks and Caicos
- United Kingdom
- Uruguay
- Vietnam

# KW ADVISORS OFFICES

KW Santa Monica  
KW Pacific Palisades  
KW Brentwood  
KW Marina del Rey  
KW Oakland  
KW San Mateo  
KW San Francisco  
KW Napa Valley  
KW Burlingame  
KW San Mateo  
KW Oakland  
KW Alameda  
KW Castro Valley  
KW Los Gatos  
KW Saratoga  
KW Carmel  
KW Honolulu  
KW Fremont





# GETTING YOUR HOME SOLD

## *Our proven sales strategy*

Our listings have sold at an average of 103.5% of the original price.

Selling a home for the highest possible price requires a cohesive strategy, deliberate process and a talented team.

We follow a strategic plan to get your home sold for top dollar, as quickly as possible.

First, we analyze both market conditions and the property to determine how best to position it in the current market.

Based on our analysis, we develop a marketing plan and execute it with the intention of generating quality offers from qualified buyers.

Prep your home, bring it to the market and show your property.

Then, we negotiate fiercely on your behalf and when both parties agree on price and terms, we proceed to the closing process.

Let's look at each of these steps in greater detail.

**Phase 1**  
Analyze &  
Position

**Phase 2**  
Develop A  
Marketing Plan

**Phase 3**  
Bring It Market &  
Show Property

**Phase 4**  
Negotiate

**Phase 5**  
Close  
Property

# ANALYZE & POSITION

*For a fast, efficient & profitable sale*

Market fluctuations, time of year and inventory will all have a direct impact on pricing your home. For a fast, efficient and profitable sale, I will provide you with a detailed report outlining the latest market trends, a full market valuation of your home and a Comparative Market Analysis.

No matter how hot the market might be, simply placing your home on the MLS (Multiple Listing Service) is not enough. I will consult with you on how to best position your home for sale and attract the right prospects to your doorstep.

## PRICE

Should you price your home at or below market? It depends. Pricing your home in a manner that will attract multiple buyers who will compete with each other, and not you, requires experience and a thorough understanding of the market. I will advise you on the most appropriate pricing strategy.

## PREPARATION

It is a psychological advantage for prospective buyers to see themselves living in your uncluttered home. For this reason, painting, deep cleaning and depersonalizing are crucial elements to a quick sale. I will manage the preparation of your home in a manner that suits your comfort level. Key cosmetic fixes are also important. Should you refinish your cabinets, change out the sink in the guest bathroom or invest in a new front door? I will advise you on changes that yield the greatest ROI.

## PRESENTATION

Staging can be crucial to obtaining the highest price and fastest sale of your home. According to a survey by the Real Estate Staging Association, homes spend 78% less time on the market after being staged. I will advise you on how to stage your home or provide a professional who can do it for you. We have a broad repertoire of interior designers and stagers to meet just about any budget.



# MARKETING PLAN

For maximum exposure, I use a proven Cross Media Marketing Strategy utilizing multiple online and print mediums, my extensive agent network and the advantage of Keller Williams' global presence.

Your home will be featured on Keller Williams Listing System, or KWLS. This proprietary, exclusive system ensures your property is marketed online 24/7 through more than 350 of the most popular search websites.

As the largest real estate franchise in the world, Keller Williams offers "My Listings, My Leads," wherein every single Internet inquiry on your property comes directly to me, allowing immediate follow-up with potential buyers. We distinguish ourselves from other agents with the breadth and depth of services we provide and our goal is to make selling your home painless, profitable and predictable.

## **We proudly offer our sellers with the following à la carte services:**

- Individual property website that is both mobile and desktop friendly
- Cross-platform social media exposure on both Keller Williams sites and my personal sites
- Professional photography, video and 3D walk through
- A detailed floor plan included on the site and print marketing
- Print marketing - beautifully crafted postcards, brochures and property statements to showcase your home

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# STAGING & PROFESSIONAL PHOTOGRAPHY

It has been studied and shown that both the length of time on the market and sales price are positively impacted by a beautifully staged and photographed home. These are powerful tools not to be overlooked or underestimated.

Selling a home is part science, part art. Beyond analytics and market conditions, there is the human element to consider. Every buyer is trying to imagine themselves living in the home they are viewing.

Through the magic of staging and photography, you can ignite the flame of desire in a potential client to want to own and live in the space you are selling, and now call home.



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# PRINT MARKETING

*With our in house graphic designer you can feel at ease knowing that there is a dedicated professional to make your home look the very best.*

## **PROPERTY BOOKLETS & STATEMENTS:**

Should you price your home at or below market? It depends. Pricing your home in a manner that will attract multiple buyers who will compete with each other, and not you, requires experience and a thorough understanding of the market. I will advise you on the most appropriate pricing strategy.

## **JUST LISTED POSTCARDS:**

Sent to the surrounding community with the understanding that many buyers can come directly from contacts living right in the neighborhood.

## **ADVERTISING:**

As part of the marketing campaign, your home will be featured in newspapers, all across different social media platforms, our website and some of the most popular sites such as Zillow and Trulia.



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# ONLINE ADVERTISING & SOCIAL MEDIA

*We believe each and every home needs its own individual marketing plan to achieve the maximum exposure.*

## **SOCIAL MEDIA:**

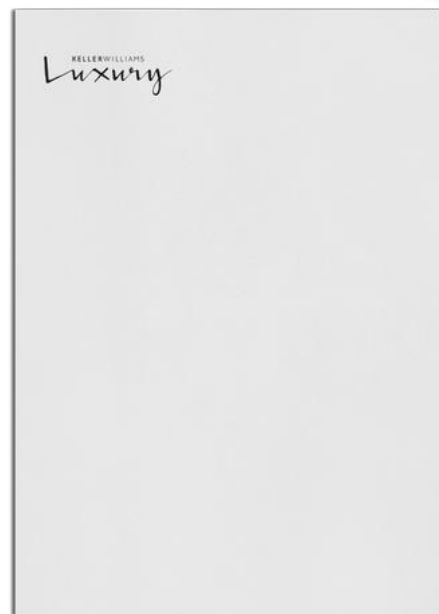
There is no denying the power of positioning your home in the midst of a strong social media campaign to create interest. Your property will be included in a well-crafted and consistent program.

## **KELLER WILLIAMS LISTING SERVICE (KWLS):**

The Keller Williams Listing Service is a powerful search engine that will further propel your property into the reaches of the internet and gain additional exposure to serious and qualified buyers.

## **INDIVIDUAL PROPERTY WEBSITE:**

A dedicated web page specific to your home is useful for marketing your home online to generate interest and foot traffic.



# SHOW YOUR PROPERTY

Listing appointments provide a potential buyer with the opportunity to be in your home and imagine themselves living in the space. It is one of the best ways for buyers to discover and explore your home.

We will design an open house program convenient for you that may include weekend events, broker and twilight tours, private showings and agent-only lockbox access.

Additionally, every open house will be promoted on the MLS which syndicates to major portals such as Zillow, Trulia and RedFin.

To capture local traffic, each event will be well marked with directional signs on key street corners.





# NEGOTIATE & CLOSE

## NEGOTIATE

Should you accept, counter, or reject the offer? Negotiating the terms for the sale on what may be your biggest asset requires a professional team that has your best interests in mind. Do you need a short or long escrow? Will you need to rent the property back? Are you buying another home on contingency or moving out of state? As an experienced negotiator, I ensure that your best interests are represented and that you get the best terms and price for the sale of your home.

## CLOSE

Congratulations! You've accepted an offer and now the countdown begins. The closing of your home is urgent and time sensitive. It requires organization, experience and expertise. As your agent and project manager, I will help you navigate the seller's disclosures, and make sure your interests are sufficiently protected and the net proceeds are accurately deposited into your bank account.

*Who pays what?*

### **The Seller Customarily Pays:**

- Transfer Taxes
- Broker Commissions
- Any judgements or tax liens
- Any unpaid homeowner's dues
- Delinquent property taxes

### **The Buyer Customarily Pays:**

- Escrow fee from the title company
- Loan Fees required by your lender
- Title insurance premium
- Fire and hazard insurance premium



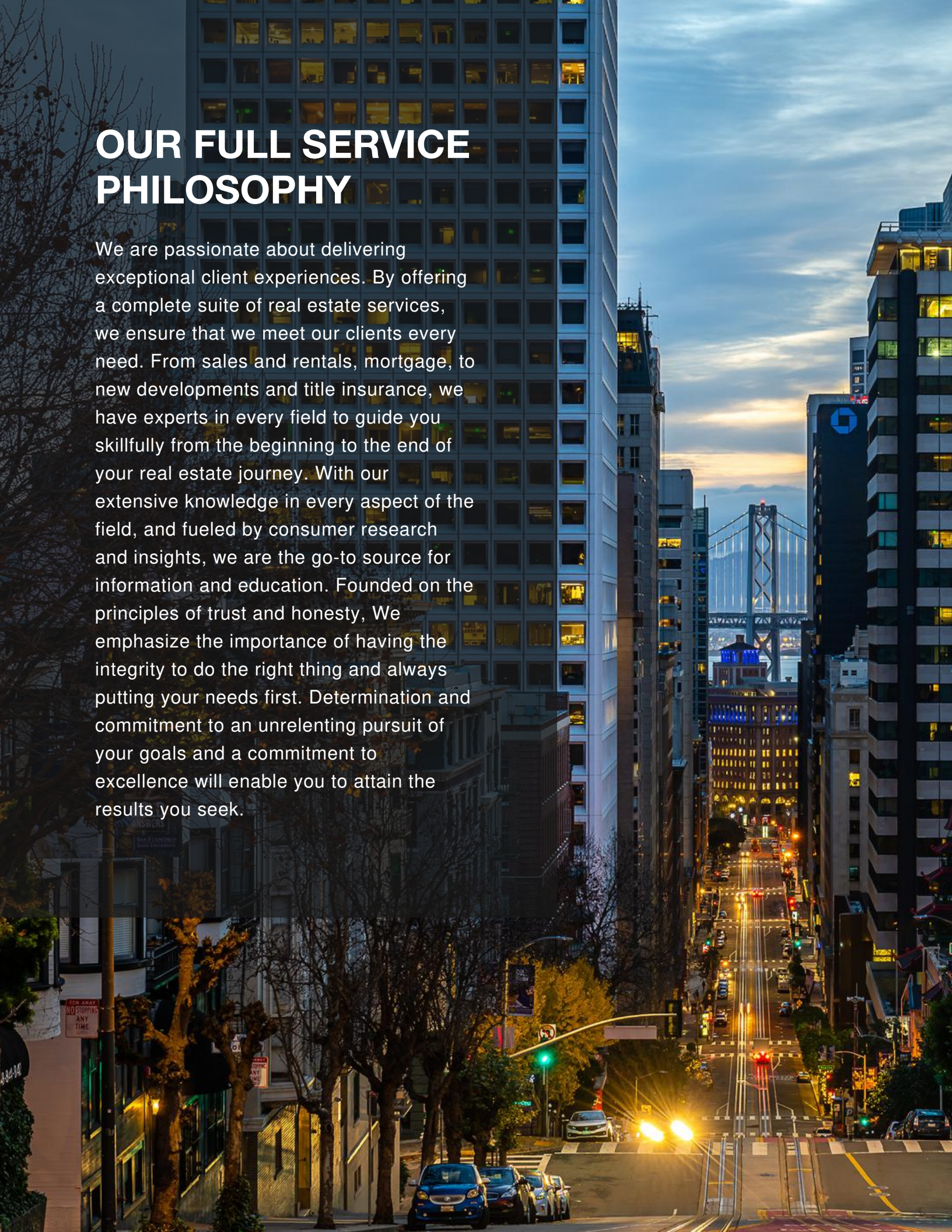
## TRANSFER TAX

Transfer tax is a transaction fee imposed on the transfer of land real property from one person (or entity) to another. The transfer tax rate is variable, depending on the purchase price OR the fair market value, as shown in the chart.

If entire value or consideration is ...	Tax rate for entire value or consideration is ...
More than \$100 but less than or equal to \$250,000	\$2.50 for each \$500 or portion thereof
More than \$250,000 but less than \$1,000,000	\$3.40 for each \$500 or portion thereof
\$1,000,000 or more but less than \$5,000,000	\$3.75 for each \$500 or portion thereof
\$5,000,000 or more but less than \$10,000,000	\$10.00 for each \$500 or portion thereof
\$10,000,000 or more	\$12.50 for each \$500 or portion thereof

# OUR FULL SERVICE PHILOSOPHY

We are passionate about delivering exceptional client experiences. By offering a complete suite of real estate services, we ensure that we meet our clients every need. From sales and rentals, mortgage, to new developments and title insurance, we have experts in every field to guide you skillfully from the beginning to the end of your real estate journey. With our extensive knowledge in every aspect of the field, and fueled by consumer research and insights, we are the go-to source for information and education. Founded on the principles of trust and honesty, We emphasize the importance of having the integrity to do the right thing and always putting your needs first. Determination and commitment to an unrelenting pursuit of your goals and a commitment to excellence will enable you to attain the results you seek.





# READY WHEN YOU ARE

We put this booklet together to help you understand the scope of our services.

You have many options when choosing an agent to represent you in one of the most important transactions of your life. It is important that you select an agent with whom you are comfortable discussing potentially sensitive issues, and someone you trust will represent your interests above their own. We would be honored to represent you in the sale of your home.

You will have the full support, enthusiasm and passion of our team to deliver the exceptional results you expect and deserve.

A nighttime photograph of a city skyline, likely Los Angeles, viewed from a hillside. The city lights are reflected in a body of water in the distance. The sky is dark with some light clouds. The foreground is a dark, silhouetted hillside.

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Each office is independently owned and operated. 