

kw CONSULTANTS

KELLERWILLIAMS.



***It's Your Turn, List With
the KING Team Today!***

www.the-KINGteam.com
facebook.com/kingteamlistings

Experience The KING Team Advantages...

- Agent on Call 8am to 9pm 7 days a week!
- Guaranteed Quick Response Time to Inquiries on your Home
- Full-time Marketing, Listing, Closing & Relocation personnel
- We Market your Home to the World – 80+ major websites (total of 900+ all together), E-mail, Direct Mail & print ads for Open Houses
- Customized Website – 24-hour Web Access to Sale of Your Home
- Automatic Prospecting – Instant E-mail Notification of NEW Comparable Homes for Sale – so you know your competition
- Community Involvement & Support
- Belief System

As you can see, the KING Team is your One-Stop Real Estate Shop!



Kim KING
937.645.7691

Ashleigh McKITRICK
937.537.1722

Mike KING
937.645.0447

The KING Team Stats

Thanks to You The KING Team was ranked in the top 5-10% of

Keller Williams Consultants

Not bad for a company with over 260 agents in-house.

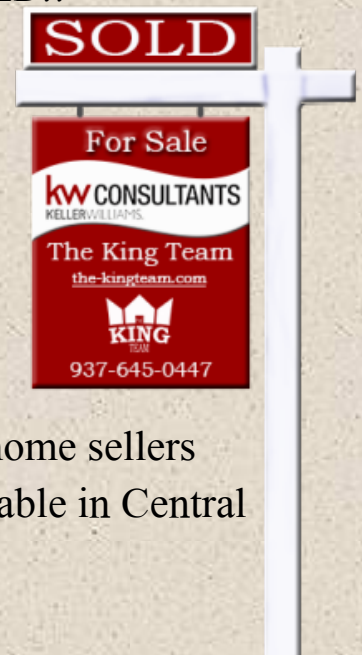
We would like to take this opportunity to thank each and every one of you for your support during the past year. We had an awesome year. Our team and business is 100% dependent on you! At least 85% of our business comes from Referrals. We strive to meet as clients and leave as friends.

The Market is Changing and we're constantly promoting our Listings on over 900 websites with listhub.com as well as mail & newspapers for Open Houses. Remember – people get relocated all the time. If you aren't listed – they won't find you!! Folks still have to move. DON'T WAIT TOO LONG!!!

The economy is showing signs of recovery therefore interest rates are slowly beginning to creep up. Nothing to be alarmed with yet, but just know they have seen their bottom right along with the purchase prices.

This is an Ideal time to sell and move up to your next *castle*...

GIVE US A CALL AND LETS GET YOURS LISTED!!



Mission Statement

The King Team will consistently and efficiently provide home sellers and buyers the most professional real estate services available in Central Ohio.

Keller Williams Realty *Philosophy*

Our Mission – To build careers worth having, businesses worth owning and lives worth living.

Our Vision – To be the Company of choice for a new generation of real estate agents and owners.

Our Values – God, Family, then Business

Our Belief System – Our beliefs are an essential part of who we are and how we conduct business. The Keller Williams Belief System is the foundation for providing the ultimate in service for our clients.

WI4C2TS

Our Belief System In Action...

Win-Win...

Integrity...

Commitment...

Communication...

Creativity...

Customers...

Teamwork...

Trust...

Success...

Or no deal

Do the right thing

In all things

Seek first to understand

Ideas before results

Always come first

Together Everyone Achieve more

Starts with honesty

Results through people

Meet The KING Team ...



Mike started working at the early age of 12. From there he worked as a partner in a landscaping business until he graduated college as a Mechanical Engineer. After working for a couple years in his profession he realized he would rather be the 'Boss' than answer to one. It was then that he decided to jump into real estate – during the basement of the real estate slump. Kim, his Senior partner – and Mom welcomed him into her business. Since joining her he has become the **LEAD AGENT** for listings and negotiating.

As you can see by the photo, Mike plays as hard and fast as he works, piloting a McIlvain dragster to relax!!

Great with People, Awesome with Numbers!!

937/645-0447

mike.king@kw.com

Kim, a native of the community, has been an agent since 1997. Her background was in Corporate America as a Senior Packaging Buyer for Scotts and the Materials Buyer for McAuliffe's Industrial.

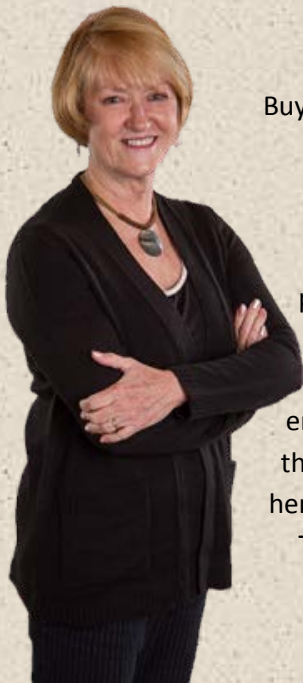
She spends her time doing the '**pretty stuff**' such as taking the pictures, managing the websites and developing the Marketing material for each Listing. Kim enjoys this aspect of the business the most, giving her time to enjoy her family along with her husband, Terry, who recently retired from Honda.

937/645-7691

sales.thekingteam@gmail.com

Ashleigh was born and raised in Union County – her family has deep roots in the community. Ash is a detail oriented young lady that's handles every aspect of the business. 2013 was a record year for her with lots of Buyers and Sellers keeping her constantly on the go. She works long and hard at whatever she's doing, dedicated to her clients, no matter where or who they are. She's a great people person, great team player, always being there to help in whichever aspect she is needed keeping Mike on his toes and a smile on Kim's face. She does whatever's necessary to get the job done.

937/537-1722 Ashleigh@kw.com



Choosing a Real Estate Consultant

What Sets The KING Team Apart

<u>Questions to Ask...</u>	<u>The KING Team</u>	<u>Other Agents</u>
Are you full-time?	YES	
Do you have a resume?	YES	
What designations do you have?	ASP,CMS,E-PRO	
What % do you rank in company business?	Top 10%	
Can you supply at least 6 references tonight?	YES	
Do you have a marketing plan with you?	YES	
Do you have additional team members	All KW agents work together	
Do you personally mass mail	YES	
Do you personally target mail?	YES	
What unique marketing tools do you utilize?	900+ Websites Direct mail campaign E-mail campaigns Newspaper ad for Opens Virtual Tour	

The KING Team Marketing Plan

The following marketing services are performed for each KING Team Listing within the first 5 days. During this ‘5-Day Push’ we spend an average of \$1000 per home and strive for maximum market exposure:

- Your property is entered in **TWO** Multiple Listing Services (both the Columbus MLS and WRIST).
- Your Property is entered into the Keller Williams Listing System (KWLS)
- Yard Sign is Placed at the Property
- Agent on Call 8am – 9pm, 7 Days a Week to Capture and Answer all Inquiries of Your Listing.
- Homebook Delivered.
- NEW LISTING postcards mailed as soon as delivered.
- E-mail with Links Describing Your Home are Sent to surrounding Agents plus Referral Circle.
- Your Property is entered onto 900+ Websites.
- A Virtual Tour of Your Home is Created.
- The Virtual Tour Link is Added to both MLS’s and the following websites: Realtor.com, The-KINGTeam.com, KWLS, etc.
- An Open House is Scheduled, if desired, and is Advertised in the local Newspaper, Realtor.com & KWLS.
- Weekly Marketing Service Reports are provided via e-mail to keep you informed of progress.

Selling Your Home with The KING Team

Location

Although location is the one thing you can't change, it is the key factor in setting your price. It is critical for you and your agent to know all the negatives about a location in order to have answers to any objections. This is called market knowledge. It is the basis for appraisals and for knowing where your property stands against the competition. A volume agent can make a difference with their knowledge of market demand and market shifts. An experienced volume agent will help you receive the highest price in the shortest length of time. A low volume agent simply doesn't have enough experience to judge the market properly.

Size

Size is the next factor for a buyer to take into consideration. Size is reflected in both square footage and in the number of rooms. Is your home 1800 or 2000 square feet? Does it have 3 or 4 bedrooms? 2 or 3 bathrooms? Formal living and dining rooms? Family room or great room?

You may not be able to physically change your floor plan, but you can do things to open up the space and make your home appear larger by clutter removal or enhanced lighting techniques. You may have ideas on possible remodeling. Your agent and you should know if a kitchen wall can be removed to create an open family room/kitchen area. Market knowledge will help define what you need to know.

These factors, location and size, are what most buyers use to decide what price to pay. A sale or the loss of a sale could be determined by a 100 square foot difference, an extra bedroom or bath, better curb appeal, or a 3% price difference. In-depth market knowledge allows you to position yourself against the competition while juggling all these factors.

Condition/Amenities

Amenities refer to the finish treatments of the house and are closely related to the condition of the property. These are the cosmetics of the house. Amenities are the items owners normally use to vigorously defend the price. They've added special blinds, upscale flooring and custom plumbing. Unfortunately condition and amenities have the least to do with the amount of value a property has.

This is not to say that they are not important. They are. A squeaky clean, beautifully finished home has a much better chance of selling than the same home in normal condition and with ordinary finishes. Amenities and good condition of the home can help create a fast sale yet, not create a higher value for the home. Although, the more personalized the finishings of a home are, the less likely the average buyer will find everything to their satisfaction.

Price

It is very important to price your property at a competitive market value right when you list it. The market is so competitive that even overpricing by a few thousand dollars could mean that your house will not sell. It's interesting, but your first offer is usually your best offer. Here are reasons for pricing your property at the market value right from the start in order to net you the most amount of money in the shortest amount of time. An overpriced home:

- Minimizes offers
- Lowers showings
- Lowers agent response
- Limits financing
- Limits qualified buyers
- Nets less for the seller

80% of the marketing is done when we decide on what price to list your home. If you are unwilling to list at current market value, you would be better off not putting it on the market at this time.

Pricing your property is based on all of these factors: location, square footage and room layout, overall condition and amenities of the home and the terms you are seeking. Proper pricing is the one factor the typical seller is most concerned with and often chooses an agent based on the one that gives them the highest price. Instead a wise seller hires the agent that offers the most marketing tools to get you more chances at bat with buyers.

Terms

Many sellers approach a contract with a very rigid mentality. It has been our experience that this can sometimes be detrimental to successful contract negotiation. One of the greatest benefits of using a skilled negotiator is their ability to negotiate a win-win contract. A win-win contract is one in which the buyers needs are met AND the seller gets the money they want. A seller's concern should be focused on the bottom line. People skills are the intangible asset that creates more highly successful Realtors. The ability to close with a win-win contract is hard to define but, it's essential that your realtor have this quality and experience.

Marketing

Identifying Potential Buyers

Home buyers exist in three separate groups:

- Neighborhood buyers including people who rent, work or travel through the neighborhood. Friends or relatives of residents in the neighborhood. **These buyers will browse the internet, attend open**

houses, take brochures from brochure boxes and have a fairly good knowledge of the competition in the neighborhood.

- Local Buyers – Largest group of buyers. Comparison shoppers often DO NOT have to move, often DO HAVE to sell in order to buy. These buyers typically read newspaper and magazines featuring homes for sale and browse the internet often. Internet advertising and direct mail are most effective in reaching this group.
- Out of Town Buyers – Most motivated group of buyers. Often have very little time to move; often a high need for them to buy. These buyers are reached through internet marketing, third party relocation services, out of town marketing (identified by market research), interest marketing and e-mail promotions.



*Here's What a Few Of
Our Past Clients Had to
Say...*

MIKE WENT ABOVE AND BEYOND TO MAKE SURE MY HOUSE WAS SOLD. HE WORKED WITH THE BANK AND ATTORNEYS TO MAKE IT HAPPEN. I NEVER KNEW A REAL ESTATE AGENT COULD DO SO MUCH. THANK YOU. *Kelle Rapp*

The "SOLD" sign on your business card says it all!! – Thanks for everything, We want to thank you for making the sale of our home in Marysville such a positive experience.

It impressed us how professional & efficient your team operates. The marketing that was put together for our home was beautiful, it definitely made our listing stand out from the other listings & buyers took notice. The activity & showings were amazing. Today's real estate market is a challenging one as everyone knows; however, based on the short time it took you to sell our home only proves that even during this difficult real estate market & during the winter months, you are able to reach serious buyers & close deals.

The three of you are a great team & think of everything. We have, & will continue to recommend the KING Team to everyone we know that is considering buying or selling a home.

Kelly and Steve Ray

6 Simple Steps You Can Take to Ensure Your Home Sells at Top Dollar:

Step 1: Pricing

It is very important to price your property at a competitive market value right when you list it. The market is so competitive that even overpricing by a few thousand dollars could mean that your house will not sell. It's interesting, but your first offer is usually your best offer. Here are reasons for pricing your property at the market value right from the start in order to net you the most amount of money in the shortest amount of time. An overpriced home:

- Minimizes offers
- Lowers showings
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- Limits financing
- Limits qualified buyers
- Nets less for the seller

80% of the marketing is done when we decide on what price to list your home. If you are unwilling to list at current market value, you would be better off not putting it on the market at this time.

Step 2: Cleanliness

Most people are turned off by even the smallest amount of dirt or odor when buying a home. Sellers lose thousands of dollars because they do not adequately clean. If your house is squeaky clean, you will be able to sell your home faster and net hundreds, if not thousands of dollars more. If you are planning on moving, why not get rid of that old junk now so that your house will appear larger? Make more space. Odors must be eliminated especially if you have dogs, cats, or young children in diapers or if you are a smoker. You may not notice the smell, but the buyers do!

Step 3: Easy Access

Top selling agents will not show your home if both the key and access are not readily available. They do not have time to run around town all day picking up and dropping off keys. They want to sell homes! The greatest way to show a house is to have a lockbox accessible to real estate agents!

Step 4: Showtime

When your home is being shown, please do the following:

- Keep all lights on
- Keep all drapes and shutters open
- Keep all doors unlocked
- Leave soft music playing
- Take a short excursion with your children and pets
- Let the buyer be at ease and let the agents do their job
- Make sure that the agent showing the property uses the lock box to enter your home even if you are still home when they arrive.

We will know when your home is shown by any agent. Please let us know if there are agents that DON'T enter this way. One of us will immediately email the agent for feedback which will give us useful information to use in marketing your home. Call or email us anytime.

Step 5: Paint & Carpet

Paint is your best improvement investment for getting a greater return on your money. Paint makes the whole house smell clean and neat. If your house has chipped paint, exposed wood, or the paint looks faded, it is time to paint. If your carpet is worn, dirty, outdated, or an unusual color, you may need to seriously consider replacing it. Many houses do not sell because of these problems. Don't think that buyers have more money than you have to replace carpet. They don't. They simply buy elsewhere!

Step 6: Curb Appeal

Last but not least – your front yard immediately reflects the inside condition of your house to the buyer. People enjoy their yards. Make certain that the trees are trimmed so the house can be seen from the street. Have the grass mowed, trimmed and edged. Walkways should be swept. Clean away debris. Remove parked cars. This all adds to curb appeal. If a buyer doesn't like the outside, they may not stop to see the inside!!

We do offer a 'no quibble' guarantee that if you are ever unsatisfied with our service we ask that you give us 48 hours to correct the problem. If you are not happy we will gladly withdraw your listing. That also works for us – if you, for some unknown reason, can't bring yourself to cooperate with our requests and suggestions we can also call it a day – and walk away. **We do know that you'll never find a team that works as hard as we do at selling your property! *We're ready if you are!!***



What We Do

The Columbus & WRIST MLS Services

The first step in marketing our properties for sale is entering them into the Multiple Listing Services. Since our area is close to a couple of MLS areas we've opted to join the 2 mentioned above. This doubles the agent count that see your property. By doing this we have hired these agents to help us sell your home. Agents are working with the most probable buyers for your home and it is important to get you property in front of them as soon as possible. By joining two MLS Services your property will be seen by Agents in the following counties: Auglaize, Champaign, Clark, Logan, Mercer, Miami, Shelby, Franklin, Delaware, Union, Madison, Pickaway, Fayette, Licking, Knox, Muskingham, Fairfield, Hocking, Perry, Marion & Morrow.

The Keller Williams Listing System (KWLS)

The Keller Williams Listing System was designed specifically by and for Keller Williams agents. It automatically links you to some of the biggest names on the web like, Trulia.com, GoogleBase.com, CyberHomes.com, and more. In addition, it links you to all other KW agent sites nationwide – approximately 72,000 individual sites.

Yard Sign & QR codes

There's a reason that Realtors use yard signs – they are a much more powerful marketing tool than most people realize. The KING Team has researched what yard signs work best and studies show that people respond more positively when the signs have the listing agent's information prominently displayed on them. We also include a QR code as one of the riders so folks with smart phones can readily view the visual tour for your property.

Just Listed E-Mail

A “Just Listed” Customized E-mail featuring Your Home is sent to our Referral Database as well as all co-operating Realtors.

Social Media

Your Property will be advertised on Craig’s List, as well as You Tube and Facebook with photos and links for more information.

Agent on Call 8am – 9pm, 7 Days a Week to Answer Inquiries on Your Listing

One of our pet peeves are folks that do not return phone calls from voicemail. We believe in having someone ready and available to answer questions from prospective buyers. That is why one of us is always on call 7 days a week from 8am – 9pm to capture buyers and provide information about our listings via phone and e-mail.

Homebook and Flyers for Property Delivered

Homebook and flyers, either for a box in your front yard or for inside are assembled off-site by Talon Title. These books include information regarding the neighborhood demographics, schools, churches and businesses in the community. One of us will personally deliver these items as soon as they are received in house. This info is extremely helpful to prospective buyers because they provide pertinent community information.

Virtual Tour of Your Home is Created

The Virtual Tour Link is Added to the MLSs as well as Realtor.com, Trulia.com & Zillow.com if allowable. The virtual tour provides vital statistics and information about your home. Your property is 600 times more likely to be viewed when a virtual tour link is provided. We have

2 virtual tour designs – placing the most detailed tours on the MLS & Realtor – the other tour is placed on smaller websites for capture possibilities.

900+ Websites for Maximum Online Exposure

The National Association of Realtors Annual Report indicates that over 85% of home buyers begin their search online. When we market your home online, we market it to the world. You will not find another realtor in Central Ohio who markets online as aggressively as we do!

Follow-up and Communication

The KING Team is diligent and committed to keeping you well informed throughout the entire home selling process. Each Friday computer reports will be generated by Kim. Most phone conversations will be with Mike. We are constantly discussing better ways to market your property. An updated Comparable Market Analysis (CMA) will be done periodically during the time period your home is on the market. Sometimes it's not pretty – but it needs to be done in order to keep you abreast of what the market is doing in your area.

The KING Team Difference

- Annual Pumpkin Giveaway each Fall to benefit one of the local non-profit organizations. Free pumpkins as well as refreshments for everyone involved.
- Annually participate in the United Way Community Care Day Drive.
- We take an ‘interest’ in at least one elderly individual or couple making sure they are capable of maintaining their lifestyle and home as best as possible.
- Weekly volunteer at Union County Senior Center serving lunches to the elderly in-house.
- Our Keller Williams Consultants office has been recognized for the fourth year in a row as the Best Real Estate Office in the area.

