

# kw SAINT LOUIS

KELLERWILLIAMS®

1717 Hidden Creek Ct.  
St. Louis, Mo 63131





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## Leave-Taking: A Guide for Listing Your Home



**LAURA WEBER**  
REALTOR®

-  314.677.6122
-  l.weber@kw.com
-  1717 Hidden Creek Ct St. Louis,  
MO 63131

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KELLERWILLIAMS

Environmental Solutions, LLC  
www.environmentalsolutions.com

# Environmental Solutions, LLC



Specializing in  
Adaptive Change



**kw** SAINT LOUIS  
KELLERWILLIAMS.



- ▶ Uprooting Can Be Challenging
- ▶ Working Together Matters
- ▶ Advertising and Attracting Buyers
- ▶ Pricing & Presenting Your Home Well

**Selling Means Change is  
On the Horizon.**

**How Will We Navigate?**



**Your Needs  
Come First.**

**What Matters to You  
Matters to Me.**

**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?





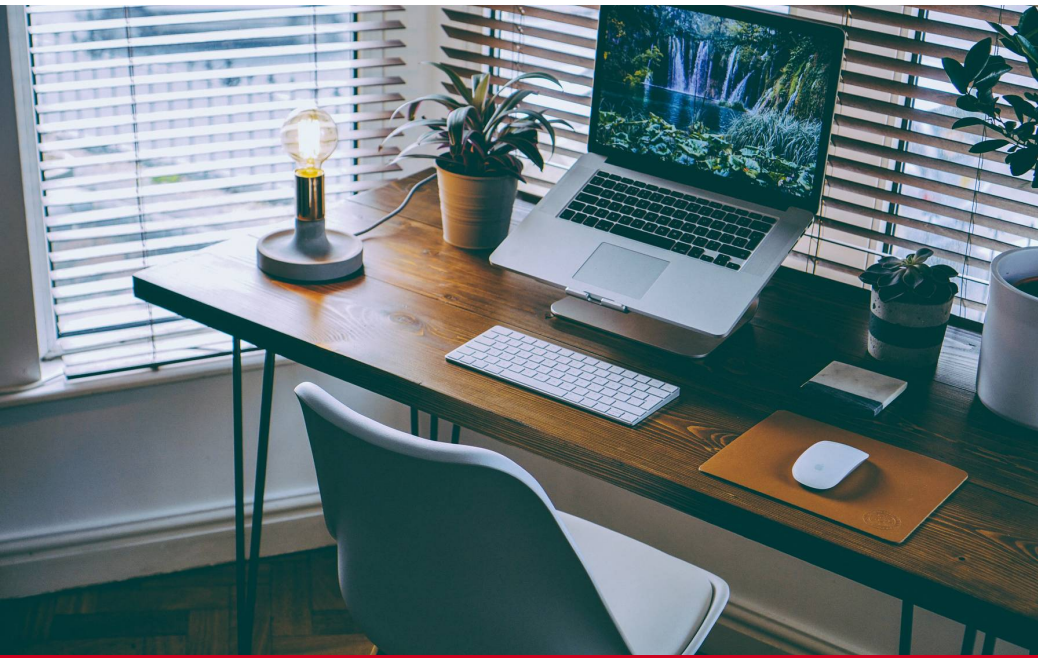
# THE PROCESS



YOUR TRANSACTION TIMELINE

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

- Initial meeting, walk-through and needs analysis
- Sign listing agreement & Seller's Disclosure
- Prepare your property for sale: de-cluttering, staging, photography
- Launch "coming soon" marketing campaign
- Establish a competitive price
- Officially list your property
- Launch "just listed" marketing campaign
- Start showing your house and hold open house
- Receive and present offers
- Make necessary adjustments from feedback
- Negotiate contract
- Go under contract
- Facilitate inspection process
- Negotiate any issues
- Oversee appraisal
- Coordinate and prepare for further inspections
- Final walk-through
- Close!



# YOUR CUSTOM MARKETING PLAN

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## **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.

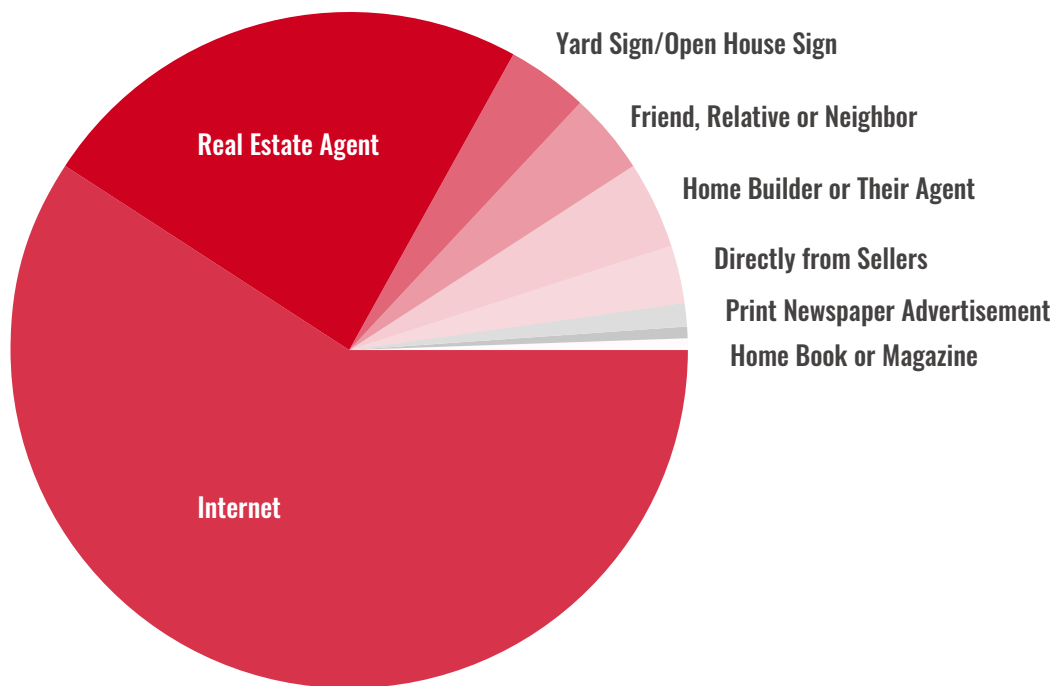
# FINDING YOUR BUYER

The savviest marketing plan is one that targets the channels buyers are already using to find homes. From optimized internet exposure to networking with local agents, I'll work diligently to find your buyer as fast and efficiently as possible.



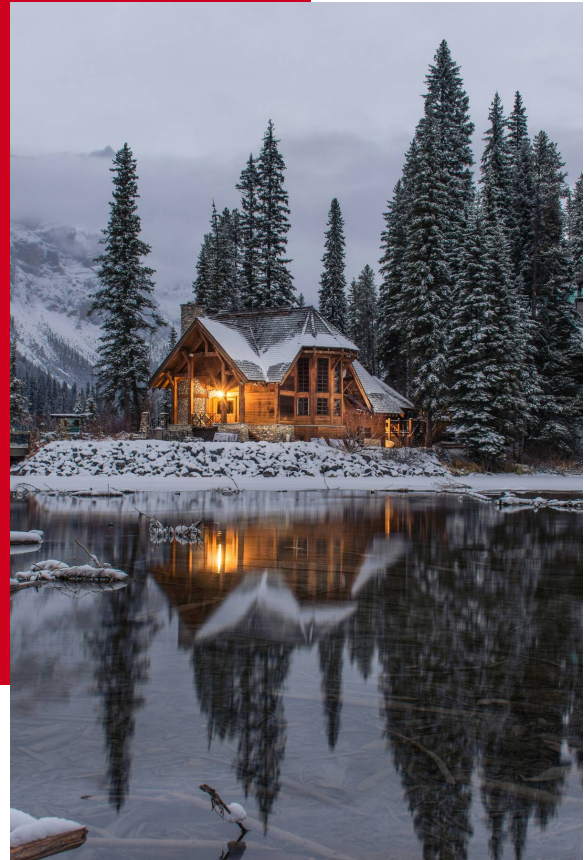
## HOME BUYERS FIND THEIR HOME

National Association of REALTORS®  
Profile of Home Buyers and Sellers 2018





# STRATEGIC PROMOTION



## COMING-SOON CAMPAIGN

- Walk-through and needs analysis
- Professional photography and videography
- Professional yard signage
- “Coming soon” email blast to database
- “Coming soon” social media touch on Twitter & Facebook
- “Coming soon” callout campaign to highly qualified buyers

## JUST-LISTED CAMPAIGN

- Launch listing on KWLS, MLS, and other syndication websites
- Professional yard signage and takeaway fliers
- “Just listed” email blast to database
- Custom landing webpage and funnel campaign promoting open house
- “Just listed” social media video on Twitter & Facebook
- “Just listed” callout campaign to highly qualified buyers
- Open house three days after listing





# OPEN HOUSE STRATEGY

Whether or not an open house is where your buyer comes from, they serve a strategic purpose - aggregating interested buyers in a specific geographic area. By showcasing your property with a coordinated open house among competing properties, or simply staging the home to maximize selling potential and leverage our competitive edge, we will create and target a highly-qualified, localized group of buyers. They won't be able to resist making an offer.

## CAPTIVATING STAGING

Staging is what creates a “wow factor” when a buyer walks through the door of your property. It's what creates an emotional response and can often influence whether or not an offer is made. Professional staging is recommended, or I can offer research-based suggestions for staging your home.

- Placing a yard sign and directional signs on key corners, with embellishments and riders
- Getting on the phone the week of the open house to remind everyone about attending
- Scheduling other open houses in the area in various price ranges to attract the maximum amount of interested buyers
- Distributing fliers, dynamic emails, and a lead-optimized landing page to actively drive buyers to your open house
- Personally knocking on your neighbors' doors to invite them to attend and tell their friends
- Offering suggestions for de-cluttering and staging your home for optimized showings



# REAL EXPERIENCE REAL EXPERTISE

When you choose to work with me, you're working with someone who understands change management and has walked with clients through major life and professional change for over 35 years. You're partnering with a trained Realtor who has the backing of the world's largest real estate company, consisting of 180,000+ associates around the globe. That puts a global selling community at your disposal. By choosing to collaborate with me and the Keller Williams family of realtors, you gain access to a suite of technology that goes to work immediately to sell your home to qualified buyers.

You're also working with a seasoned change management specialist. I can help you navigate this significant life transition in a way that promotes your overall health, growth, financial stability, and the integrity of your own life path.

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



**Founder and Creative Curator,  
Environmental Solutions, LLC**

**Laura A. Weber, Ph.D.**

**CREDENTIALS**

BA | St. Louis University

Ph.D. | Marquette University

Licensed Realtor



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**35+**

**YEARS SERVING CLIENTS  
IN TRANSITION**

**1000+**

**TOTAL CLIENTS SERVED**

**250+**

**REPEAT CLIENTS &  
COLLABORATORS**

**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.

**FINANCIAL SECURITY**

By pricing your property properly, and attracting the maximum amount of interested buyers, your property will sell for the highest marketable price possible.



# LEADING THE INDUSTRY

When you work with me, you work with a trained and ethical agent who 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, **Keller Williams St. Louis** consistently out-performs the competition in homes sold year after year. There is simply no one better in our area to sell your home.

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

If you choose to work with me, you are working with someone you can trust, someone who knows the process, and someone who cares that your transition in life is about much more than packing boxes and moving. It's about moving forward toward your best future self.

## WIN-WIN

or no deal

## INTEGRITY

do the right thing

## CUSTOMERS

always come first

## COMMITMENT

in all things

## COMMUNICATION

seek first to understand

## CREATIVITY

ideas before results

## TEAMWORK

together everyone  
achieves more

## TRUST

starts with honesty

## EQUITY

opportunities for all

## SUCCESS

results through people

# 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





# Walking Your New Path



Real estate - and all major life change - can feel overwhelming.

That's where I come in. Uprooting or transplanting requires someone who can help you through transition, who will walk with you with calm competency, honesty, and patience.

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 - you feel you have a trusted companion who listens and guides you every step of the way.

When you choose me to walk with you, you are not just getting a seasoned, respected agent - you are getting a "Life Midwife," who is passionate about serving people in times of transition and helping you to welcome that new life with confidence and joy.

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Let's get started on the journey.