



A CUSTOMIZED **MARKETING PLAN** THAT WORKS

Experience and Results that Move You. *Since 1999!*

METHODS AND STRATEGIES

Provide You With a Personalized Market Preparation Guide

- We'll discuss a list of suggestions based on our professional experience to bring out the best in your home.
- If needed, we will arrange a professional home staging. This will help us effectively stage your home to attract buyers.
- Our 55 Bright Ideas booklet will also provide many tips to sell your home quickly.

Provide a Comparative Market Analysis

- Determine the fair market price range for your home. This is done by comparing your home to recent home sales and current listings in the area that are similar to your property.
- This enables us to develop a target market for your home and generate the largest number of potential buyers.

Stage Your Home

As a Certified Home Marketing Specialist, I have had in-depth training on proven staging principles and techniques that have resulted in **increased selling prices** and **reduced market time**.

While each house is unique, my staging and pricing skills will work in any market to position your house against the competition.

- I work with a professional stager when appropriate, who will come to your house and suggest minor repairs and/or redecorating ideas. Little things can do a lot to attract bigger offers!

**LIST YOUR HOME WITH ME AND RECEIVE
1 HOUR OF COMPLIMENTARY STAGING SERVICES**

When appropriate.



Ensure Your First Impression is the Best It Can Be!

We know that you don't get a second chance to make a first impression. That's why we hire a **professional photographer** for your real estate photos! Afterall, 98% of homebuyers find their home online. We realize that great photos will get them to your door!

Your Trusted Advisor Since 1999

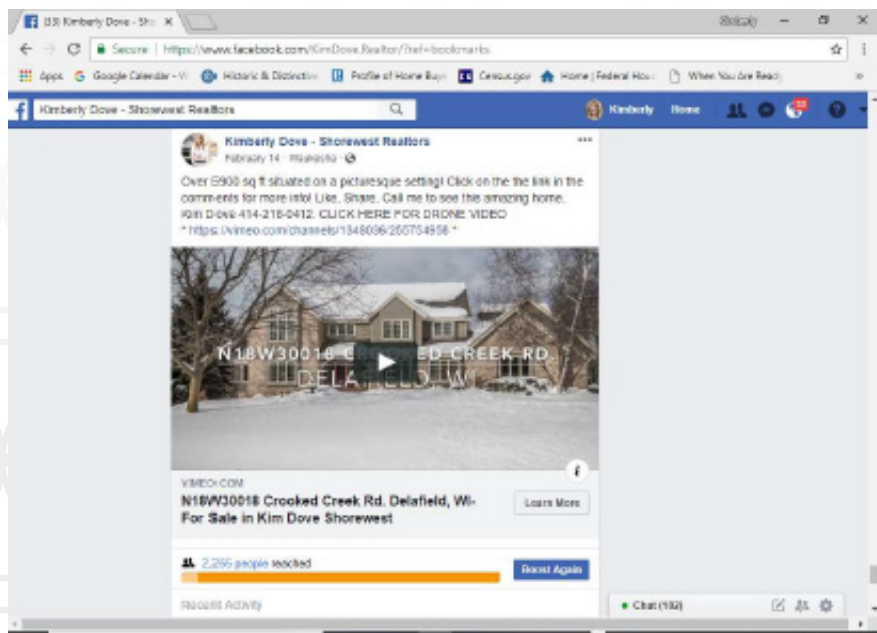
Pre-MLS Marketing

I will network your home:

- To over 900 Shorewest, REALTORS® agents
- On social media platforms as a “Coming to the Market Listing”
- Through email blasts

Paid Boosted Ads on Social Media Platforms

This will allow me to target specific demographics such as swimmers, nature lovers, sports enthusiasts, Mukwonago schools, etc.



Enroll Home in the Multiple Listing Databases

- Full details of your home entered into MLS within 24 hours.
- MLS is a master database of up-to-date information on all homes for sale through member real estate companies.
- Once in MLS, your home will immediately be available to thousands of other agents and their buyers.
- Within two days, your home is featured on realtor.com, the largest real estate website in the world.

Highly Visible, Most-Recognized Yard Signs

- Buyers often drive through neighborhoods before they decide where to buy.
- Directional signs will lead buyers to your home.
- We will install a Just Listed sign so we don't miss a moment until the large Shorewest sign is installed.
- A customized sign rider with your unique property identification number (PIN) will be installed, indicating a virtual tour or additional photos that can be viewed on my website. As buyers call on your home, I will receive an instant text message with the caller's information allowing me to reach them at the peak of their interest! All calls come directly to me or my office and are answered personally.
- Please note, I will also install a Lock Box for easy showings.



INTERNET STRATEGY

YouTube Videos are a Large Factor in Determining Google Rankings



- ▲ **90%** of buyers will start their search on the web
- ▲ **70%** will start on Google
- ▲ **73%** of sellers say they prefer to list with an agent who uses video to sell their home
- ▲ **Only 12%** of real estate agents have a YouTube channel
- ▲ **Only 1%** of real estate agents use YouTube to market their listings

85-95% of Listings are Viewed Through shorewest.com!

A Comprehensive, Cutting-edge and Unique Internet Presence

The internet is where **98% of buyers** begin their home search.

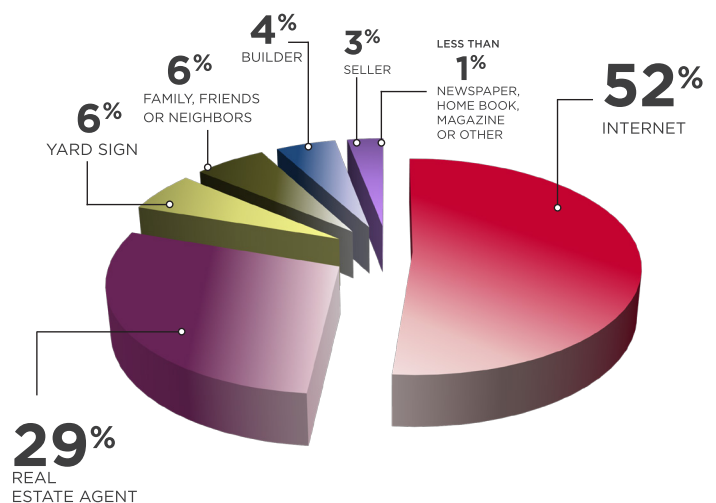
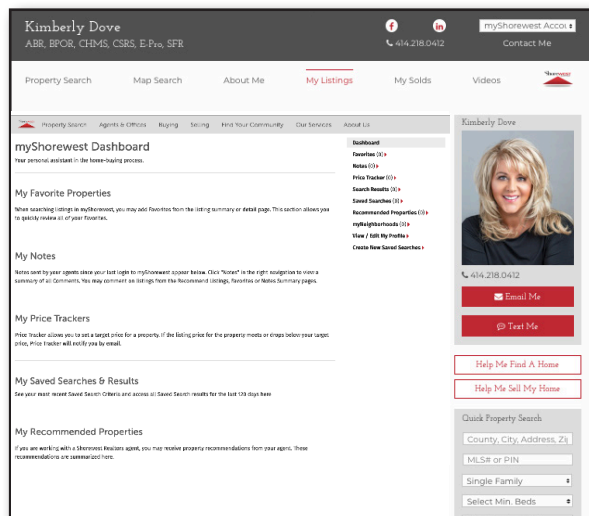
shorewest.com is the #1 most-viewed and used property search website in Wisconsin! With over 400,000 unique visitors every month, we offer an impressive multi-media internet marketing package available exclusively to Shorewest clients.

That's More Visitors Per Year Than These Visitors Combined!



The easy-to-use site allows for searches by location, price range, category and number of bedrooms, plus the ease of an online mortgage calculator and pre-approval. **shorewest.com** offers an exclusive YouTube Tour which provides audio and video tours of Shorewest listings. The Shorewest website is the area's most popular website for buyers!

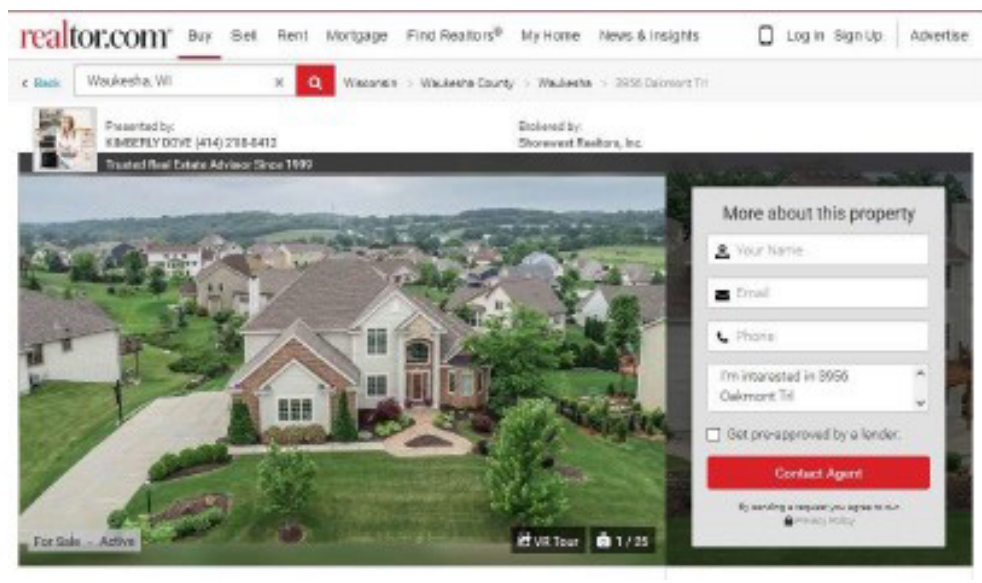
How Buyers Find Their Homes



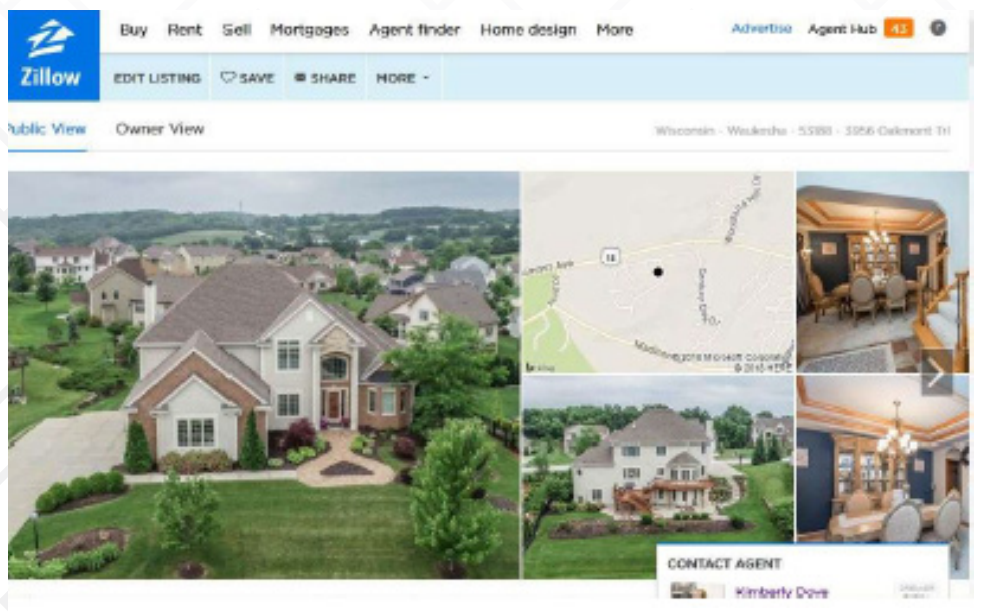
Buyers can sign up for **MyShorewest** to get emails of new listings that match their specific criteria.

•National Association of REALTORS® Profile of Home Buyers and Sellers survey 2020

Featured Placement on Realtor.com



Featured Placement on Zillow and Trulia

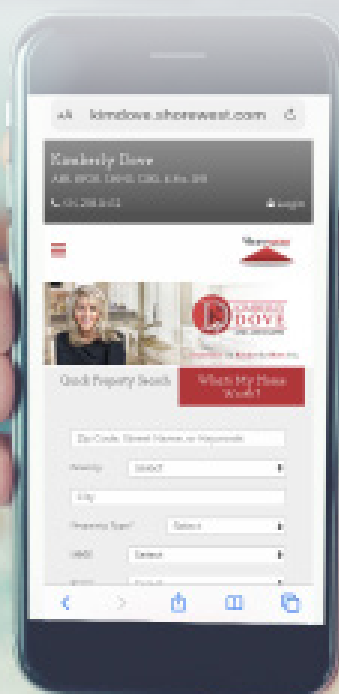


kimdove.shorewest.com

On my personal website, your home will have a full property description, multiple interior photos and a Virtual Tour, along with multiple links to school reports, mortgage information, maps and relocation tools.

When you list with Kimberly Dove and Associates, in addition to shorewest.com, your home will also be featured on the following websites:

- Realtor.com
- Zillow
- Trulia
- Google.com: Real Estate
- Yahoo Real Estate
- AOL.com: Home & Real Estate
- Front Door (HGTV)
- Oodle.com
- Hotpads.com
- MSN: House & Home
- MLS-Multiple Listing Service
- WI Homes.com
- RealtyExecutives.com
& REIntegrity.com
- FirstWeber.com
- ColdwellBanker.com
- Century21.com
- Prudential.com
- Leadingre.com ... And, more!



FURTHER EXPOSURE

We Will Schedule an Office Tour with Shorewest Real Estate Agents

- Every week, agents from Shorewest tour the new listings in our area.
- The agents offer valuable feedback regarding pricing and condition of the home. Frequently, an agent will bring a potential buyer back to the home for a private showing.

We Will Notify All Agents Working with Potential Buyers

- We will immediately include your home on our daily computerized “Hot Sheet” which goes to more than 900 sales associates.
- We will perform a “reverse prospect search” which will give us the names of all local agents working with buyers that may be interested in your home. They will be contacted via e-mail, phone or mail to inform them about our home.
- Your home will also be available in MLS for instant updates to potential buyers.

We Will Network Your Home and Talk It Up at Our Weekly Sales Meetings

National Advertising. A Strong Brand Attracts Buyers!

- Shorewest is a well-recognized brand in the market, attracting more buyers to your doorstep.
- We have the #1 Market Share in our community. You can have confidence that we are the company to get your home sold.

We Will Notify Neighbors that Your Property is on the Market by Sending High-Quality Just Listed Postcards

“Just Listed” cards will be mailed to neighbors, making them aware of your home selling plans.

Often neighbors know someone with an interest in moving into the area.



We Will Prepare a Customized Home Showcase Packet

Our customer Home Showcase Packet has information a buyer or agent would need to know about your home while they are touring.

The packet includes important information such as a color data sheet, interior and exterior photos, Real Estate Condition Report, Addendum S, tax information, recent updates and repairs, and any other useful pieces of information about your home and community.

We will also distribute a Home Showcase Packet to all associates at Shorewest.

We Will Place Special Feature Cards at or in Your Property to Point Out Highlights as Appropriate

We Will Follow Up On All Showings to Obtain Prospects and Agent Feedback

All agents that show your property will be sent an agent feedback form to e-mail back to us.

If we don't get the feedback within 48 hours, we will make multiple attempts to contact the agent so we can effectively communicate back to you.

Pricing feedback will be noted and discussed promptly.



ShowingTime Makes it Simple to Stay Informed and Easy to Confirm Appointments

You will be notified of showing requests.

Text Messages and Email Notifications

Easily confirm, decline or reschedule showings by text message, the ShowingTime Mobile App or email.

Showing Feedback Updates

When I receive new feedback remarks from a recent showing, that feedback will be sent to you via email.

FAQ AND TIPS

What are my choices for appointments? There are three types of appointments you can choose from which you may elect to receive notifications.

Appointment Required — a confirmation must be obtained before the showing may occur.

Courtesy Call — an appointment is automatically approved, but a call is placed to notify the occupant.

Go & Show — no approval is required, and the request can be immediately confirmed.

Check your messages. Be sure to continually check your phone or email for any notifications and respond as soon as possible. Delayed or missed responses could mean missed showings.

Have your home ready to show at any time. It is tough to keep your home tidy every moment but the practice of preparing for showings will result in a higher likelihood of an offer.

Provide one or two primary phone numbers where you can be reached. While you may use your cell phone as your primary means of contact, providing an alternate phone number such as a home or work number as a backup ensures confirmation of showings.



SELLER'S INVOLVEMENT

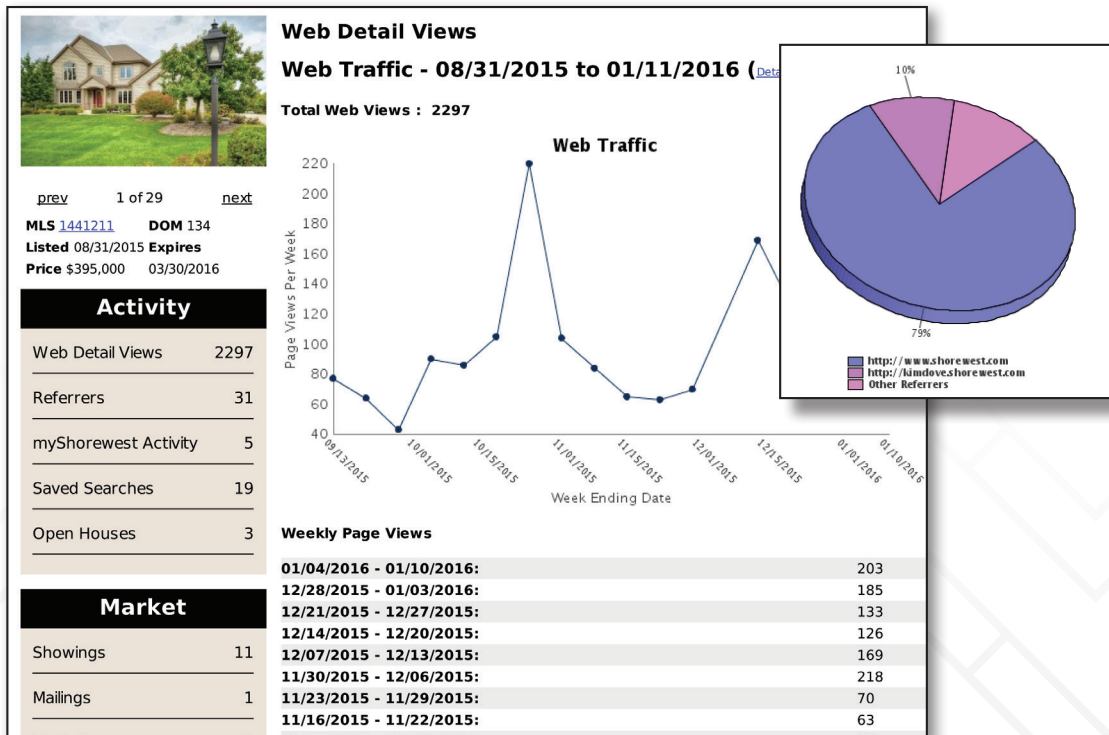
I Involve the Homeowner to Maximize the Marketing Position

A marketing Service Report will be provided approximately every 30 days.

This will provide you with a complete list of all showings, responses, an updated market analysis and a list of the activities completed to sell your home.

I Will Provide You With a Listing Activity Report

Once a week, I will generate a website traffic report showings the number of “hits” or views your home has received in the prior two weeks.



Furthermore, I Will:

- Schedule and host open houses, as mutually agreed upon with you
- Additional print advertising can be facilitated on an as-needed basis
- Provide financing plans for prospective buyers
- Provide pre-qualifications of all potential buyers before showings

STEPS YOU CAN EXPECT

OFFER AND CONTRACT

1. Advise buyer agents (with seller permission) multiple offers, to encourage competition.
2. Receive and review all Offer to Purchase contracts submitted by buyers or buyers' agents.
3. Evaluate offer(s) and prepare a net sheet on each for the owner for comparison purposes.
4. Counsel seller on offers. Explain merits and weakness of each component of each offer.
5. Contact buyers' agents to review buyer's qualifications and discuss offer.
6. Obtain pre-approval letter on buyer from Loan Officer.
7. Negotiate all offers on seller's behalf.
8. Prepare and convey any counteroffers, acceptance or amendments to buyer's agent.
9. Deliver copies of contract and all addendums to closing processor or title company.
10. When Offer to Purchase contract is accepted and signed by seller, deliver to buyer's agent.
11. Record and promptly deposit buyer's earnest money in escrow account.
12. Send deadlines and dates to buyer agent.
13. Disseminate Under-Contract Showing Restrictions as seller requests.
14. Send What Happens Next to seller.
15. Deliver copies of fully signed Offer to Purchase contract to seller.
16. Deliver copies of Offer to Purchase contract to buyer's agent.
17. Deliver copies of Offer to Purchase contract to lender.
18. Provide copies of signed Offer to Purchase contract for office file.
19. Advise seller in handling additional offers to purchase submitted between contract and closing.
20. Change status in MLS to Accepted Offer.
21. Negotiate inspection amendment or notice of defect.
22. Provide resources for well, water and septic system inspection, if applicable.
23. Receive and review septic system report and assess any possible impact on sale.
24. Deliver copy of septic system inspection report to lender and buyer's agent.

HOME INSPECTION

25. Coordinate buyer's professional home inspection with seller.
26. Review home inspector's report.
27. Ensure seller's compliance with Home Inspection Contingency requirements.
28. Recommend or assist seller with identifying and negotiating with trustworthy contractors to perform any required repairs.
29. Put pending status in MLS.

THE APPRAISAL

- 30. Schedule appraisal.
- 31. Attend appraisal and provide comparable sales used in market pricing to Appraiser.
- 32. Follow up on appraisal.
- 33. Enter completion into transaction management program.
- 34. Assist seller in questioning appraisal report if it seems to low.

CLOSING PREPARATIONS AND DUTIES

- 35. Coordinate closing process with buyer's agent and lender.
- 36. Update closing forms and files.
- 37. Ensure all parties have all forms and information needed to close the sale.
- 38. Select location where closing will be held.
- 39. Confirm closing date and time and notify all parties.
- 40. Assist in solving any title problems (boundary disputes, easements, etc) or in obtaining Death Certificates.
- 41. Work with buyer's agent in scheduling and conducting buyer's Final Walk-Thru prior to closing.
- 42. Research all tax, HOA, utility and other applicable prorations.
- 43. Request final closing figures from closing agent (attorney or title company).
- 44. Receive and carefully review closing figures to ensure accuracy of preparation.
- 45. Forward verified closing figures to buyer's agent.
- 46. Request copy of closing documents from closing agent.
- 47. Confirm buyer and buyer's agent have received title insurance commitment.
- 48. Provide Home Owner Warranty for availability at closing.
- 49. Ensure earnest money from escrow account is received by closing agent.
- 50. Coordinate this closing with seller's next purchase and resolve any timing problems.
- 51. Have a no-surprises closing so that seller receives a net proceeds check at closing.
- 52. Change MLS status to Sold. Enter sale date, price, selling broker and agent's ID numbers, etc.
- 53. Close out listing in management program.

FOLLOW-UP AFTER CLOSING

- 54. Answer questions about filing claims with Home Owner Warranty company if requested.
- 55. Respond to any follow-up calls and provide any additional information required from office files.

DAILY MARKETING PLAN

MONDAYS (Seller Follow-Up Day)

- Follow up with all sellers on the activity we had for the prior week
 - How many showings
 - How many web hits
 - How many buyers set your home on a “home watch”
- Phone calls, phone calls, phone calls
- Every seller gets an emailed Listing Activity Report

TUESDAYS (Preview the Competition Day)

- Tour homes in your marketplace to stay familiar with the competition
- Hold new properties open to the brokerage community, or do a virtual tour to agents in my office
- Analyze pricing of like properties that compare with your home
- Review week of what has sold in this price point, and how to improve listings through staging, price, etc. to sell current inventory



WEDNESDAYS (My Networking Day)

- Call the agents who have listings near my listings
- Network with them to do open houses, broker's opens and mailers at the same time
- Call the top brokers in that geographical area
- Call or email every buyer who came through the open houses for the weekend

THURSDAYS

- Touch base with sellers to go over all feedback from agents in written reports and broker's opens, and help the sellers with strategizing on pricing for the market
- Update websites with pictures, wording and pricing. Make any web changes.

WEEKLY MARKETING PLAN

WEEKS ONE AND TWO

- Provide Professional Services
- Place property on shorewest.com, MLS, Yahoo, YouTube and other social media sites
- Place new listing sign in the yard even before it hits MLS to build momentum
- Develop color brochures with interior photos, property condition report, addendums and Special Features Sheet
- Mailers and emails to all top agents to start BUZZ!
Promote at office meeting and on Shorewest's daily Hot List
- Prepare home for Broker's Open on Tuesday with brochure
- Mail Just Listed postcards to people in surrounding area
- Schedule all major advertising



			WED 01	THU 02	FRI 03	SAT 04
SUN 05	MON 06	TUE 07	WED 08	THU 09	FRI 10	SAT 11

WEEKS TWO AND THREE

- Showings begin before Broker's Open
- Broker's Open — often with catered lunch, gift certificate or other incentives
- Personally contact other top agents to prospect for qualified buyers for your listing
- Follow-up phone calls with Shorewest offices to prospect for clients who may be relocating
- Contact local companies to inform them of your listing
- Mail Just Listed postcards to my sphere and personal prospects

			WED 01	THU 02	FRI 03	SAT 04
SUN 05	MON 06	TUE 07	WED 08	THU 09	FRI 10	SAT 11

WEEKS THREE AND FOUR

- Send weekly email report with current market conditions so we can jointly monitor the market
- Contact Relocation Services
- Send reports on showing feedback, advertising, web hits, social media advertisements, etc.
- Network with top 10% of brokers in Southeastern Wisconsin



			WED 01	THU 02	FRI 03	SAT 04
SUN 05	MON 06	TUE 07	WED 08	THU 09	FRI 10	SAT 11

WEEKS FOUR AND FIVE

- Consider a price adjustment if there has not been an offer
- Review the competition
- Possible areas of improvement if needed:
 - Review showing feedback for recommendations



			WED 01	THU 02	FRI 03	SAT 04
SUN 05	MON 06	TUE 07	WED 08	THU 09	FRI 10	SAT 11

WEEKS FIVE AND SIX

- Consider open house
- 12 showings should produce offer.
If not, consider a price reduction
- Email brokerage community of price adjustment
- Call and email top agents about price adjustment
- Call all past showings and notify them of the price adjustment
- Continue to contact buyers from open houses

			WED 01	THU 02	FRI 03	SAT 04
SUN 05	MON 06	TUE 07	WED 08	THU 09	FRI 10	SAT 11

CRITICAL ASPECTS

- Exposure on the internet
- Networking, networking, networking
- Professional photos, video and drone video:
 - **99% of the buying public visits the internet before scheduling an appointment**
- shorewest.com
- Luxury Portfolio designation and marketing exclusive to any home over \$600,000
- Additional international marketing is done
- Social networking through Facebook, Twitter, LinkedIn, Instagram and social networking real estate sites

SELLER REMINDERS

- Have home ready for showings (Refer to letter “Now that you’ve listed...”)
- Provide keys to Kimberly, including sheds, pool areas and guest quarters
- Provide garage code
- Please notify Kimberly of any alarm systems and their codes
- Please notify Kimberly of any vacation plans or traveling schedule
- Winterize all properties if the home is left vacant during the coldest parts of the year
- Notify your neighbor of who your listing agent is and a phone number where they can reach her
- Have your mail stopped during vacation
- Put three lights on timers if vacant
- Any maintenance items discussed during the listing walk-through should be scheduled for repair
- Contact numbers for snow removal personnel, handymen, lawn care services, nannies, etc. should be provided to Kimberly
- All cell phone numbers, home numbers, vacation numbers, etc. need to be given to Kimberly

MAGIC OF GETTING SOLD

What is the magic of getting your home sold quickly and for the highest profit?

PRICE and CONDITION. Period.

Buyers shop for homes by benchmarking and comparing homes to one another. Therefore, your home is consistently in competition with other homes. In other words, this market is like a price war and a beauty contest all rolled into one. The playing field shifts every time a new home comes on the market and another is sold.

Simply put, a home must be sharply priced and in excellent condition to capture the attention of a buyer. If not, they have many other homes to choose from. No amount of advertising, negotiating or smooth talking will overcome a home that isn't priced competitively and doesn't show beautifully from the first day on the market. The truth is, there is no "magic."

Buyers don't care what you paid for the house, how much you spent in updates or what you need to get out of it. Pricing based on *your* need is almost always a recipe for making *less* money. The key to success is to ask a simple question:

"How do we compare?"

In this competitive market, the key to getting your home sold is to be either better than your competition at the same price; or the same as your competition at a better price. That's how you become the best value. If we can fairly and objectively say that we are the best value, then your home will be the next one to sell!

We should recognize that buyers are the ones who establish the final selling price. Therefore, we must adopt the mentality of a buyer when establishing the best price. Very often, several misguided methods are used that distract from the proper pricing approach — all of which are irrelevant to buyers. For example:

- **Amount paid**
- **Amount invested in updates**
- **Amount of seller debt (outstanding loans)**
- **City assessed value**

These things must certainly be discussed and weighed, but never once has a buyer been concerned about the seller's financial circumstances in order to determine their offer price.

How do buyers shop? They go from house to house and compare

- **Location**
- **Condition**
- **Finish quality**
- **Landscaping**
- **Architectural appeal**

My goal for sellers is always to try and gain the best price possible without over pricing.

In order to establish price, we make a thorough salability and marketability assessment. We study the comparable home sales within a one-year timeframe. As an experienced agent, I examine how your home compares and help you to establish the best competing price.

Home	Price
A	\$430,000
B	\$425,900
C	\$419,000
D	\$375,000
E	\$370,000
F	\$369,000

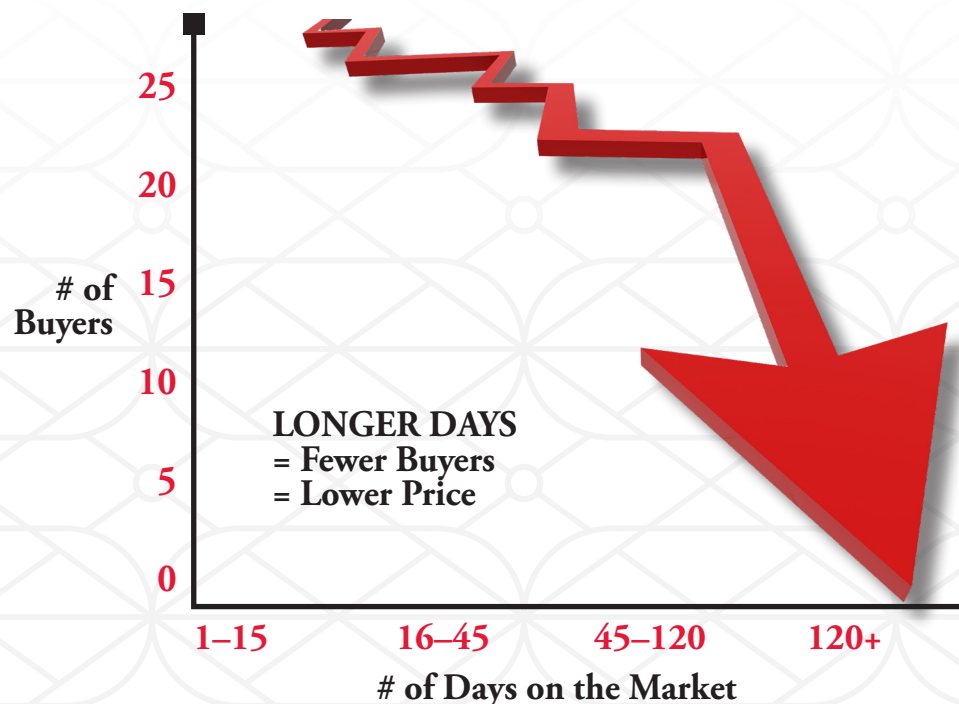


This example shows the importance of looking at the prices of our competition. Here, the top three homes are competing with each other; as are the bottom three. A natural opportunity exists at \$400,000, where there is a void and virtually no competition exists.

We consistently monitor new competing listings and new sales that may impact our market position and value equation for prospective buyers.

CHOOSING THE RIGHT PRICE

The First Few Weeks Are Critical:



GETTING STARTED IS EASY

**Once I have answered all of your questions,
we have some documents to sign. I can have your house
on the market in as little as 48 hours!**

Kimberly S. Dove

SERVICE PLEDGE GUARANTEE

Exceptional Customer Satisfaction!



I will do everything possible to make selling your house an exceptional experience.

My "Service Pledge Guarantee" gives you peace of mind that you are making the right choice.