

BUYERS LISTING PRESENTATION TOOLS

1. Set The Stage
2. Do the Needs Analysis
 - Buyer Consultation Questionnaire
 - The Five Must Haves
3. Share Your Value Proposition
4. Educate Your Buyers
 - My Showing Process
 - Customer Service Commitment
 - Buyer 10+ Experienced Questionnaire
 - My Expectations

Start the Needs Analysis

Mr & Mrs Buyer: Thank you for coming into the office today. My goal is to give you a 10+ customer service experience. To do that, the first step is to make sure that you are pre-qualified. Did you have a chance to talk with a lender?

The second step is for me to get a clear idea on what you are looking for in your new home. So, with your permission, I'd like to spend the next 10-15 minutes exploring what the right home for you would be like. We'll call this your 10+ home. Does that work for you?

NOTE: If the buyer hasn't been pre-qualified remind them how important it is. If they refuse don't bother showing them homes. They aren't serious.

Needs Analysis Dialogue

Let's say we were walking up to your home. What does it look like from the outside?

How many stories is it?

What style is your home?

What type of construction is your home?

What does the front yard look like?

Let's talk about the inside of the home. Tell me, as you walk through the front door, what does your home look like?

What is the layout of your home Like?

How many bedrooms and bathrooms does your home have?

Can you describe the rooms in your home?

When you're inside your home, what room do you most enjoy being in?

What type of flooring does your home have?

When you step out your back door and walk outside...

What does your backyaard look like?

Do you have a pool?

Buyer Consultation Questionnaire

Lifestyle Example

1. Who will be living in the home you purchase?
2. Will anyone else be spending more than an occasional overnight stay (e.g., parents)?
3. Describe your lifestyle. What do you enjoy doing at home? (e.g., Do you do a lot of entertaining? How do you spend your time in the evenings and on the weekends?)
4. Does your home need to accommodate any special needs?
5. Do you have any pets?
6. Do you have anything special that needs to be accommodated such as athletic equipment, fine art, large furniture, or a large collection?
7. When people come to your home, what do you want your home to say about you?
- 8. Is there anything I should know about your lifestyle that I have not asked?**

Location

1. Tell me about your ideal location.
2. What is your maximum commute time and distance?
3. What is your work address?
- 4. Are schools important?**
5. Is there a particular view you are seeking (e.g., skyline, lake, mountains)?
6. What else is important about your location?

House - General

1. Do you have a preference for when the house was built?
2. Do you want a house in move in condition, or are you willing to do some work on it?
3. When people come to your home what do you want your home to say about you?
4. Do you want to have a swimming pool or hot tub?
5. Are you looking for any structures such as a greenhouse or shed?

House - Structure/Exterior

1. What type of home are you looking for (e.g., single-family, condo, townhouse, etc.)?
2. Approximately what size house are you looking for (square footage)?
3. How many stories?
4. What size lot would you like?
5. What architectural styles do you prefer?
6. What type of exterior siding will you consider?
7. Do you want a porch or deck?
8. What are you looking for in terms of a garage (e.g., attached, **carport**, etc.)? 9. What other exterior features are important to you?

House - Interior

1. What kind of style do you want the interior of your home to have (e.g., formal, casual, cozy, traditional, contemporary)?
2. What kind of floor plan do you prefer (**e.g., open vs. walls** between all living spaces)?
3. In general, what are your likes and dislikes for **the interior of your** home?

Bedrooms

1. How many bedrooms do you **need**?
2. How will each of those rooms be used?
3. What are your preferences for the master bedroom?

Bathrooms

1. How many bathrooms do you need?
2. What are your needs for each of the bathrooms?

Kitchen

1. What features must your kitchen have (e.g., breakfast area, types of appliances, etc.)?
2. What finishes do you want (e.g., countertops, flooring, appliances, etc.)?
3. What are your likes and dislikes for the kitchen?

Dining Room

1. Would you like the dining room to be part of the kitchen configuration? What about the living room?
2. What size dining room table do you have?

Living Room | Family Room

1. Describe your likes and dislikes.
2. Do you want a fireplace?
3. What size room(s) do you have in mind?
4. What other rooms do you need or want?
5. What else should I know about the inside of the house you are looking for?

Conclude The Needs Analysis

The Five-Must Haves

Mr & Mrs Buyer, there is no such thing as a 100% house. When we find a house that has your Five Must-Haves - that is, a 90-95% house - I'm going to suggest you write an offer. Does that work for you? What are the Five Must-Haves for the home you buy?

Summary:

1. What are the top five things your home needs to have?

1. _____

2. _____

3. _____

4. _____

5. _____

2. Beyond those five things, what is something else you really want to have?

3. If you could have something else, what would that be?

4. If you could have one last thing to make this your dream home, what would that be?

Share Your Value Proposition

Having lived and worked in East Polk County for more than 15 years, I understand what makes our community and the people who call it home so special. From the summer watermelon festival at Pavilion Park to the local bookstores and coffee shops on Mulberry Avenue to the New Year's parade in the city square, Springfield is a special place that I am proud to call home.

That's what it takes to truly be a local real estate expert. Not just expertise in negotiation and marketing and access to real-time market data, but a love and understanding of our community and the people who live here.

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

My Showing Process

Mr/Mrs. Buyer, we'll be looking at about 5-6 homes when we go out. After you see each home, I'll ask you if you want to buy it. If the answer is 'NO", I'll ask you to tell me what it was that didn'tt work for you so that I can provide better customer service. Does that strategy work for you?

As we view homes, there are two things I want you to keep in mind. One, that the 100% house does not exist. A 90-95% house is really a 100% house. And two, I want you to keep your "Five Must-Haves" in mind, because these will be your determining factors.

The Process

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

1. Loan Pre-Approval Letter
2. Conveyances
3. Earnest Money
4. Option Period

My Customer Service Commitment

This is my 10+ Customer Service Commitment

As your REALTOR® I will assist you in the purchase of your new home, land or investment Property.

I promise that I will:

1. Provide you with 10+ customer service during the entire buying process..
2. Organize and schedule your home or land search process.
3. Discuss the benefits and drawbacks of each home or land in relation to your specific needs.
4. Provide you with on-going updates on available homes or land.
5. Help you to compare properties and make a decision.
6. Advise you on the terms and issues of the offer and fill out the purchase offer contract.
7. Present your offer and negotiate on your behalf.
8. Coordinate and supervise the preparation of all closing documents and guide you through the closing process.
9. Help you resolve any closing issues.
10. Coordinate move-in and assist with any post-closing issues.
11. Give you expert advice and assistance on land and investment purchases.
12. Communicate with you regularly to keep you informed.

I look forward to finding you your next home or land purchase!

Sincerely

Chad Lindsey

KW Realty Smart 1

863-660-7837

Grab the Buyer 10+ Experience Questionnaire doc and give to client.

My Expectations

- **What I Expect From All Of My Clients**

- Be honest in all things.
- Be available to look at homes.
- Let me know when you're out of town.
- If your wants, needs, or financial situation changes, let me know.
- If you want to see new construction, call me before you go into models, as there is a good chance that I have either worked with the builder/developer before and have toured or sold their homes before.
- If you see a For Sale By Owner, call me first with the street name and telephone number, as there's a good chance I have already toured the home.
- If you see an ad, sign, or information on the internet, call me so I can provide you with a Comparable Market Analysis.
- Let me know if you plan to go to open houses so I can help you if you see anything you like.
- Be as loyal to me as I am to you.
- Refer me to your friends, family, or colleagues. Give me their names and telephone numbers.

a custom consultation
exclusively prepared for

CATHERINE & CHAD LINDSEY



kw SMART 1
KELLERWILLIAMS. REALTY



Compliments of

Chad **Lindsey**

863-508-3000

Download my app: app.kw.com/xxxxx

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www.kw.com



- ▶ **Your Home Buying Analysis**
- ▶ **Your Expectations**
- ▶ **Walk Through The Process**
- ▶ **Representing You**

YOUR NEEDS COME FIRST



**Visualize your
dream scenario
for Buying
your home.**

What's the one thing that has to happen to make that dream scenario a reality?

If we could add just one more thing to make this process even better, what would it be?

How can I make that happen for you?

Why is that important to you?

Why is that important to you?

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



REPRESENTING YOU

REAL EXPERIENCE REAL EXPERTISE



CHAD LINDSEY
**CEO and Agent
of KW Realty Smart 1**

CREDENTIALS

BA History
Southeastern University

Board Member
EPCAR

Founder
Sum 120 Holdings

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That's what it takes to truly be a local real estate expert. Not just expertise in negotiation and marketing and access to real-time market data, but a love and understanding of our community and the people who live here.

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

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.

MORE MONEY

By attracting the maximum number of interested buyers, your property will sell for the highest marketable price possible.

kw SMART 1
KELLERWILLIAMS. REALTY

Keller Williams Realty Smart 1
407 1st Street South
Winter Haven, FL 33880

15

YEARS IN
BUSINESS

268

TOTAL CLIENTS
SERVED

61

REPEAT
CLIENTS
(23%)

40

CLIENTS SERVED
IN 2019

REPRESENTING YOU

THE PROOF IS IN MY NUMBERS

These numbers depict not only the trajectory of my business, but the expertise, dedication and commitment that you will receive.

\$ 315,879
MARKET AVERAGE \$267,775

18% 
HIGHER

**MEDIAN
SALES PRICE**

27 DAYS
MARKET AVERAGE 32

15% 
FASTER

**DAYS
ON MARKET**

98.3 %
MARKET AVERAGE 93.5%

4.8% 
HIGHER

LIST-TO-SALES

Outpacing the Market

85%

The **number of contracts**
I've written outpaced the market by 85%.

77%

The **total dollar value of contracts**
I've written grew 77% more than the market.

56%

I've outpaced the market in **listings sold** by 56%.

35%

The **dollar value** of all of my listings sold grew 35% more than the market.

CREDENTIALS & AWARDS

- 2013 KW becomes the largest real estate franchise in North America
- 2014 KW tops 100,000 in associate count
- 2015 KW named world's largest real estate franchise by agent count
- 2017 KW Labs, the innovation hub of KW, launches
- 2018 KW releases Kelle, a proprietary AI-based personal assistant for agents
- 2019 KW releases Command, a CRM-plus solution with a suite of apps hosted on the Keller Cloud
- 2019 Named #1 Most Innovative Real Estate Company by Fast Company

REPRESENTING YOU

“Chad Lindsey sold my condo in just 12 days. They went above and beyond to make sure all of my questions were answered and was in constant communication with me throughout the entire process. I would highly recommend Your Name to anyone looking for a world-class real estate agent!”

Lonnie, Client since 2018

“It was a joy to work with Chad Lindsey at Keller Williams. They made me feel at ease about the entire transaction. I've already recommended them to two of my friends, and they've had similar experiences as well!”

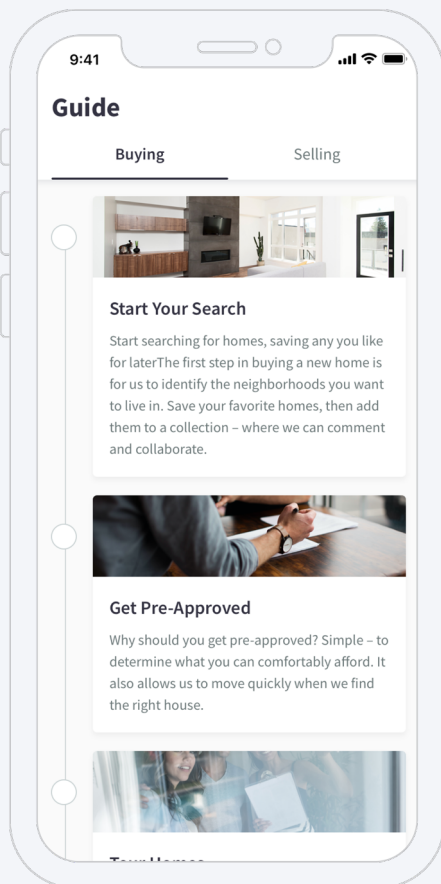
Bob and Marcia, Clients since 2019

“Chad Lindsey is a professional, hands down. Not only do they know real estate, they know Springfield like the back of their hand. Before we even met to discuss Your Name selling my home, they had compiled a list of 15 interested buyers looking at our neighborhood. Our house sold in just 10 days. I am beyond satisfied with my experience with Your Name.”

Lucy, Client since 2020

MY APP: THE SEAMLESS WAY TO BUY

Now, buying a property and keeping in sync with me has never been simpler. My app makes achieving your real estate goals more accessible than ever before. Get to know my favorite features before you take it for a spin.



Guide

When middle-of-the-night questions come up and you want real-time information about the status of your transaction, Guide is your go-to. Guide informs you on the action plan for every step of the selling process. Paired with my expertise, you'll know where we're at, what to do and what's ahead.

Neighborhoods

Get real-time stats on your neighborhood and understand at a glance which nearby homes are selling and for how much. Then, take a peek at any neighborhood across the country to view lifestyle and market trends, local restaurants and more.

Feed

Even after close, keep tabs on all things real estate with Feed - your source for neighborhood updates, emerging market trends and more. And, when you're ready to buy or sell in the future, I'll be ready to help.



Ready to download my app?
Head to app.kw.com/XXXXXX

THE PROCESS

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

- Get Pre-Approved from Lender
- Initial meeting, and needs analysis
- Sign buyers agreement
- Look at homes
- Make an Offer
- Negotiate contract
- Go under contract
- Negotiate any issues
- Final walk-through
- Close!

My Customer Service Commitment

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- If you see an ad, sign, or information on the internet, call me so I can provide you with a Comparable Market Analysis.
- Let me know if you plan to go to open houses so I can help you if you see anything you like.
- Be as loyal to me as I am to you.
- Refer me to your friends, family, or colleagues. Give me their names and telephone numbers.

REPRESENTING YOU

THE BOTTOM LINE

Real estate is complicated.

That's where I come in.

At the closing table, my goal is for you to feel that the experience of buying your home exceeded all your expectations, so throughout all of our interactions - from signing with me to closing - I will work hard to achieve that goal.

When you choose me as your partner, you are not just getting a trusted, respected agent - you are getting a local expert who is passionate about serving our community and those who call it home.

Let's get started.



A handwritten signature in black ink, appearing to read "Carl Johnson". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Here's how you can get in touch with me

407 1st Street South
Winter Haven, FL 33880

(863) 660-7837 (C)
(863) 508-3000 (O)
(863) 508-3005 (F)

chadlinsey@**kw.com**
www.yourwebsite.com
My app: app.kw.com/xxxxxx

kw SMART 1
KELLERWILLIAMS. REALTY

kw