



# EXEMPLARY

REAL ESTATE GROUP

## LISTING PRESENTATION

Compliments of

CHRISTINE DOWNING-HUGHES

&

BAILEY DOWNING-CORDINGLEY



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# WE WORK FOR YOU – MEET THE TEAM

*We understand that each individual and family has different needs. We are determined to understand and meet your real estate goals. We look forward to working with you.*



CHRISTINE DOWNING-HUGHES

*Licensed Broker/Owner*

I am a designated Real Estate Broker in the state of Texas, and also have a Certified Luxury Specialist and Graduate Realtor Institute designation. I have been in the Real Estate and construction business since 1989 and was raised in a family who has been in the Dallas real estate market for multiple generations. My experience in the construction industry has supported my success in helping my clients make decisions on improvements or upgrades to sell their home with the least amount of expense for the greatest impact and return. My background has given me the understanding and knowledge of the DFW metroplex and what it takes to build and sell homes in today's market.



BAILEY DOWNING-CORDINGLEY

*Licensed Agent*

I am a licensed Real Estate Agent in the state of Texas. I graduated from Utah State University with a bachelor's in Health Education and Promotion with an emphasis in Community Health. My family has been in the Dallas real estate and construction business for 3 generations, which contributes to my knowledge and understanding of the real estate market in the DFW area. I am dedicated to providing exceptional, personalized service for all our clients. I intend to be your trusted resource and represent you in a professional manner to help you reach your real estate goals.

## OUR SUPPORT TEAM



DIANNA MANNEWITZ

*Team Coordinator*

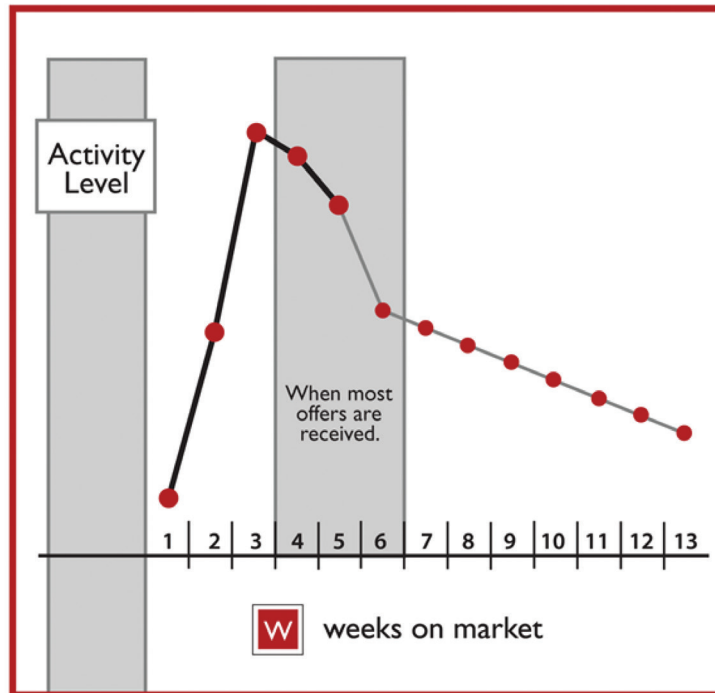


LAEL ROGERS

*Transaction Coordinator*

# PRICING IS CRUCIAL

Initially you will receive a detailed Comparative Market Analysis (CMA) indicating three values: Market Value (based on comparative sold properties), a competitive List Value, and a "Worst-Case-Scenario" Value. In addition to the MLS updates that you will receive from your portal, you will get a weekly report so that we are up to date on the movement of the comparative homes. The first 30 days are critical as a property generates the most interest when it first hits the market. Pricing at a realistic market value is crucial, as you can see from the graph below.



- A property generates the most interest when it first hits the market.
- The number of showings is greatest during this time if it is priced at a realistic market value.
- Starting too high and dropping the price later misses the excitement and fails to generate strong activity.
- Many homes that start high end up selling below market value.

# 2022 EXEMPLARY REAL ESTATE STATISTICS

**54** NUMBER OF CLOSED TRANSACTIONS  
*13 of those sales were over \$750,000 (24%)*

**\$32,075,233**  
TOTAL VOLUME DOLLAR PROCESSED

**105%** PERCENT OF SALES PRICE  
TO LIST PRICE

**93%** REPEAT & REFERRAL BUSINESS

**Top 100**

Exemplary Real Estate is in the top 100 Agents in the North Texas Real Estate Information System (MLS). Every year since 2011, Exemplary Real Estate has been recognized in "D" Magazine as Top Producer and Best Real Estate Agency and has received the 5 Star Professional award.

## WHAT OUR CLIENTS ARE SAYING

“

Professional, responsive, knowledgeable, and kind. We have sold 1 house and bought 2 with Exemplary with great results every time! Highly recommended. – *Alan L.*

Exemplary Real estate is excellent. Super knowledgeable about schools and neighborhoods throughout the north Dallas area. – *Tristan F.*

We are so glad we sold our house with Exemplary Real Estate Group! The team members are all top notch - from answering our many questions, handling details, and maximizing the marketability and sales price of our home. – *Teresa K.*

Highly recommended! Great sense of urgency, thorough communication and truly professional. If you are buying or selling, I wouldn't recommend any other firm, as this experience was Exemplary! – *Alexander M.*

Exceptional, professional, warm, and wonderful! This team defines excellence in service! Every step of the way they were there with experience and insights crossing every "T" dotting every "I." Grateful for their hard work and tenacity and their concern for our family's investment and interests. A personal touch that makes an often-difficult transaction process feel easy! – *Karin B.*

”

# EXEMPLARY MARKETING WORKS

**INTERNET – #1 METHOD HOMES ARE SOLD** – Visibility and presentation are extremely important.

**MULTIPLE LISTING SERVICE** – Information to agents (90% of homes sold through agents)

- Up to 40 photos.
- Short description on each photo.
- Additional media: seller's disclosures and addendums, survey, special features, and floorplans if available.

**INTERNATIONAL MLS** – As a member of the Institute for Luxury Home Marketing®, homes listed over \$750K will be advertised on the International MLS system.

**REALTOR.COM** – Information to buyers

- Enhanced listings.
- Expanded descriptions and unlimited photos.
- Downloads to national real estate web sites.

**EXEMPLARYRE.COM** – Info to Web Surfers and Handheld Junkies

- Listing information and Mobile Tour distributed to over 3,500 of the most popular websites and mobile apps.
- Expanded descriptions and unlimited photos.
- Links to other property websites and other media presentations.

**FACEBOOK** – Your listing will be posted on the Exemplary Real Estate Facebook page.

**TWITTER** – Your listing will be posted on the broker's Twitter page.

**LINKED-IN** – Your listing will be posted on the broker's Linked-In page.

**MOVETUBE** – An app on Roku, Fire TV, Apple TV, and more that pulls listings from the MLS so buyers can search for homes and view listings on their television.

**REVERSE PROSPECTING** – Weekly emails to agents who have clients with criteria that matches your property.

# EXEMPLARY MARKETING WORKS

**INFORMATION PACKET** – to leave on the counter in the home for showings.

- Beautiful 8.5" x 11" Property Brochures on heavy card stock.
- Special feature page as needed. Many of our homes are unique and require a page to help buyers see the special features of the home.
- Seller's disclosure, survey, floorplan (if available), and other attachments needed to make an offer or answer questions while at the home.
- Listing Report that gives additional information about your property and neighborhood, and includes information about nearby stores, entertainment, etc.

**OPEN HOUSE** – Open house held if applicable.

**STAGING** – Your home will put its best foot forward. Homes sell because of correct pricing and great presentation. We know what it takes to make the terrific first impression that will get your home sold. Our team will give you guidance and assistance in staging your home so potential buyers can visualize your property as their future home.

**PHOTOGRAPHY** – With modern technology, most homes are "sold" on-line before they are sold in person. I have a professional photographer who captures the beauty and key selling points of your home, working with lighting and balance in an artistic way that is pleasing to the viewer.

# EXEMPLARY MARKETING WORKS

## INSTITUTE FOR LUXURY HOME MARKETING

*for homes over \$750,000*

Why many affluent sellers trust their listings to members of The Institute for Luxury Home Marketing®

### **SPECIAL COMPETENCIES EQUAL THE RIGHT RESULTS FOR YOU.**

Marketing a luxury property demands competencies over and above those of the typical real estate agent. Thanks to the special training I've received, you can count on me to have the skills necessary to help you accomplish your real estate goals.

### **NO COOKIE-CUTTER MARKETING FOR YOUR UNIQUE PROPERTY.**

Thanks to training, I understand how to develop and implement a customized lifestyle marketing plan for your luxury residence.

### **YOU'LL TAP INTO AN INTERNATIONAL NETWORK.**

Through the International MLS system and the institute's network of luxury real estate experts reach around the globe, your home will be featured world-wide. This means there are thousands of luxury agents – located across North America and around the world – with whom I can network. You'll benefit from these valuable contracts.

### **PUT A BIGGER TOOL BOX TO WORK SELLING YOUR PROPERTY.**

Institute membership provides a long list of special marketing tools which I will put to work for you. Here are some of the extra tools available which may be appropriate for your home:

- Proprietary high quality property brochures and other printed marketing pieces specifically designed to appeal to the affluent buyer.
- The ability to enhance the online marketing of your property by listing it in an international MLS which reaches hundreds of thousands of real estate professionals around the world. One of these professionals may have the buyer for your home.
- Special access to WealthEngine tools for screening and conducting targeted marketing campaigns to financially qualified prospects.

THE INSTITUTE FOR LUXURY HOME MARKETING® is comprised of real estate professionals who have completed special training in understanding and meeting the needs of the very successful. Unlike other groups of luxury agents, members of The Institute are not limited to those of one real estate company or brand, nor can an agent simply pay his or her money and join. The Institute is committed to providing the training and tools necessary to help its members deliver outstanding service to the buyers and sellers of luxury homes.



# COMMUNICATION

**COMMUNICATION** is key to working together to accomplish the goal at hand. We will determine what is the best method of communication between us, as well as the expected frequency. E.g. by phone, email, text message, and once a week or once a day.

Feedback is crucial and will be provided as follows:

**SHOWINGTIME SERVICE** – Where buyers schedule their showings and provide feedback.

- Your own password to access the system.
- Buyer's agent feedback emailed to you as soon as it is received.
- Number of showings in your area report (example below).
- Pricing comparison report.
- Supply and demand report (example below).

**MLS** – Where buyer's with agents look and you watch the competition.

- You will have your own portal in the MLS to watch competing properties in your area. You will receive daily updates if there are changes in your criteria. You can make notes on the properties in the portal, which I can view upon request.
- We can reverse prospect for agents who have a similar portal set up with their clients. If they "favorite" or make notes on your listing, we are notified, and can follow up with their agent.

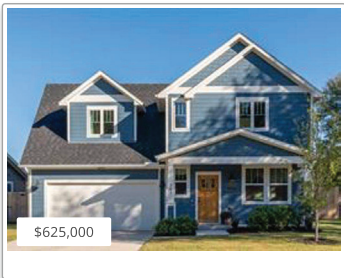
## SAMPLE SHOWINGTIME REPORT

Pricing Benchmark Report presented on Jan 17 2023 by:



**Christine Hughes**  
info@exemplaryre.com  
(214) 923-2738 (Mobile Phone)  
(972) 469-5529 (Office Direct Line)  
(214) 923-2738 (Mobile Phone)

Exemplary Real Estate LLC



\$625,000

**105 E Graham St**  
McKinney, TX, 75069  
4 Beds | 3 Baths | 2247 Sqft

Scheduled Showings: DOM:

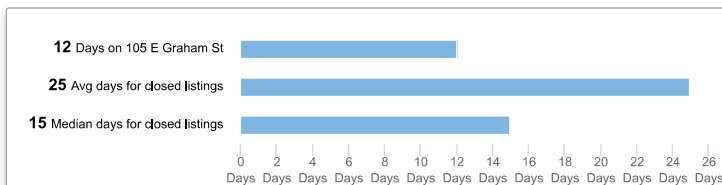
<b>6</b> First week	<b>7</b> Total	<b>12</b> Days on market
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Applied filters:  
Zip Code of 75069, \$500,000 - \$781,999 Price Range, Single Family

**Scheduled Showing Activity**

	105 E Graham St, McKinney	5 Active Listings	4 Pending Listings	70 Closed Listings
As of the first week	6	1.3 (avg)	1.7 (avg)	3 (avg)
As of day 12	7	2.3 (avg)	4.3 (avg)	5.6 (avg)
Total Showings	7	6 (avg)	22.3 (avg)	9.5 (avg)

**Compare Days on Market**



The calculations presented in this report exclude your current listing except where noted

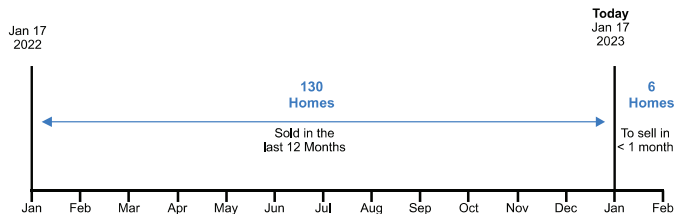
**Supply and Demand**

Real estate professionals pay close attention to supply and demand dynamics for the local market by calculating the recent absorption rate and applying that to the amount of inventory currently available. The greater the supply (or competing listings), the less pressure on buyers, especially if recent demand (home sales) isn't keeping pace with listings. Fewer listings and a higher sales pace for similar homes can indicate a seller's market.

Applied filters:  
Zip Code of 75069, \$500,000 - \$781,999 Price Range, Single Family

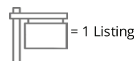
**The Results**

The monthly absorption rate for properties like this is **180.6%**, meaning it would take **0.6 months** to absorb the **6 active listings** if no new listings entered the market. 0.6 months of supply indicates a seller's market, where sellers tend to be in the driver's seat as demand outpaces available supply and buyers have fewer purchase options.



**Absorption Result**

At the current absorption rate, **6.0** out of **6** homes currently for sale will sell in a one month period.



The calculations on this page include your current listing.

# DOCUMENTS AND PAPERWORK

The complexities of your real estate transaction will be well-handled and you will always be kept “in the loop” with our on-line e-signature document program. My Transaction Coordinator will make sure that from listing to closing you will stay informed and have access to all the contract documents. The Transaction Coordinator manages the deadlines and ensures that we are compliant with the Texas Real Estate Ethics and Standards. The Transaction Coordinator also follows up with the buyer’s agent, lenders, and title company to ensure that we will close on time with all the necessary documents.

## PREPARING YOUR HOME FOR SALE

Did you know well-placed furniture can open up rooms and make them seem larger than they are? Or that opening drapes and blinds and turning on all lights make a room seem bright and cheery? It’s a fact; acquiring the highest market value and elevating your home above others in the same price range often comes down to first impressions.

Here are some inexpensive ways to maximize your home’s appeal:

### EXTERIOR

- Cut and edge grass.
- Remove all yard clutter and yard art.
- Apply fresh paint/stain to wooden fences.
- Freshen the paint/stain on the front door
- Weed and apply fresh mulch to garden beds. Plant seasonal flowers for a pop of color.
- Put edging around flower beds to sharpen the line between mulch and grass.
- Clean windows inside and out. Replace window glass with broken seals and/or condensation between panes.
- Wash or paint home’s exterior, ensuring there is no raw wood.
- Caulk and seal all openings.
- Tighten and clean all door handles.
- Ensure gutters and downspouts are firmly attached and cleaned out.

### INTERIOR

- Remove excessive wall hangings, furniture, and knickknacks (remember you are selling your home, not ‘you’).
- Clean or paint walls and ceilings.
- Shampoo carpets.
- Clean and organize cabinets and closets.
- Repair all plumbing leaks, including faucets and drain traps.
- Clean all light fixtures, ensure all bulbs are operable and the same color (prefer bright white).
- Clean all HVAC vents and change filters.
- Service your HVAC Unit(s) if you have not done so in the last 6 months.
- Clean tile and grout. Caulk any cracks or voids.

### FOR SHOWINGS

- Turn on all the lights.
- Open drapes in the daytime.
- Keep pets secured outdoors.
- Empty all trash cans and make sure toilet lids are down.
- Light the fireplace (if seasonally appropriate).
- Infuse home with a comforting scent like apple spice or vanilla.
- Vacate the property while it is being shown.
- “Set the stage” by playing quiet background music.

# CLIENT CONTACT & INFO

## PRIMARY CONTACT

NAME \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

Preferred form of contact:  call  text  email

## SECONDARY CONTACT *IF APPLICABLE*

NAME \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

Preferred form of contact:  call  text  email

What is the best time to make contact? \_\_\_\_\_

What is prompting your move? \_\_\_\_\_

Where are you moving? \_\_\_\_\_

When do you need to be in your new home? \_\_\_\_\_

Do you need a referral to a real estate agent outside of our area? \_\_\_\_\_

Are you pre-approved for a mortgage? \_\_\_\_\_

Do you need a referral to a mortgage broker? \_\_\_\_\_

What is your price range? \_\_\_\_\_

How many bedrooms do you need? \_\_\_\_\_

How many bathrooms do you need? \_\_\_\_\_