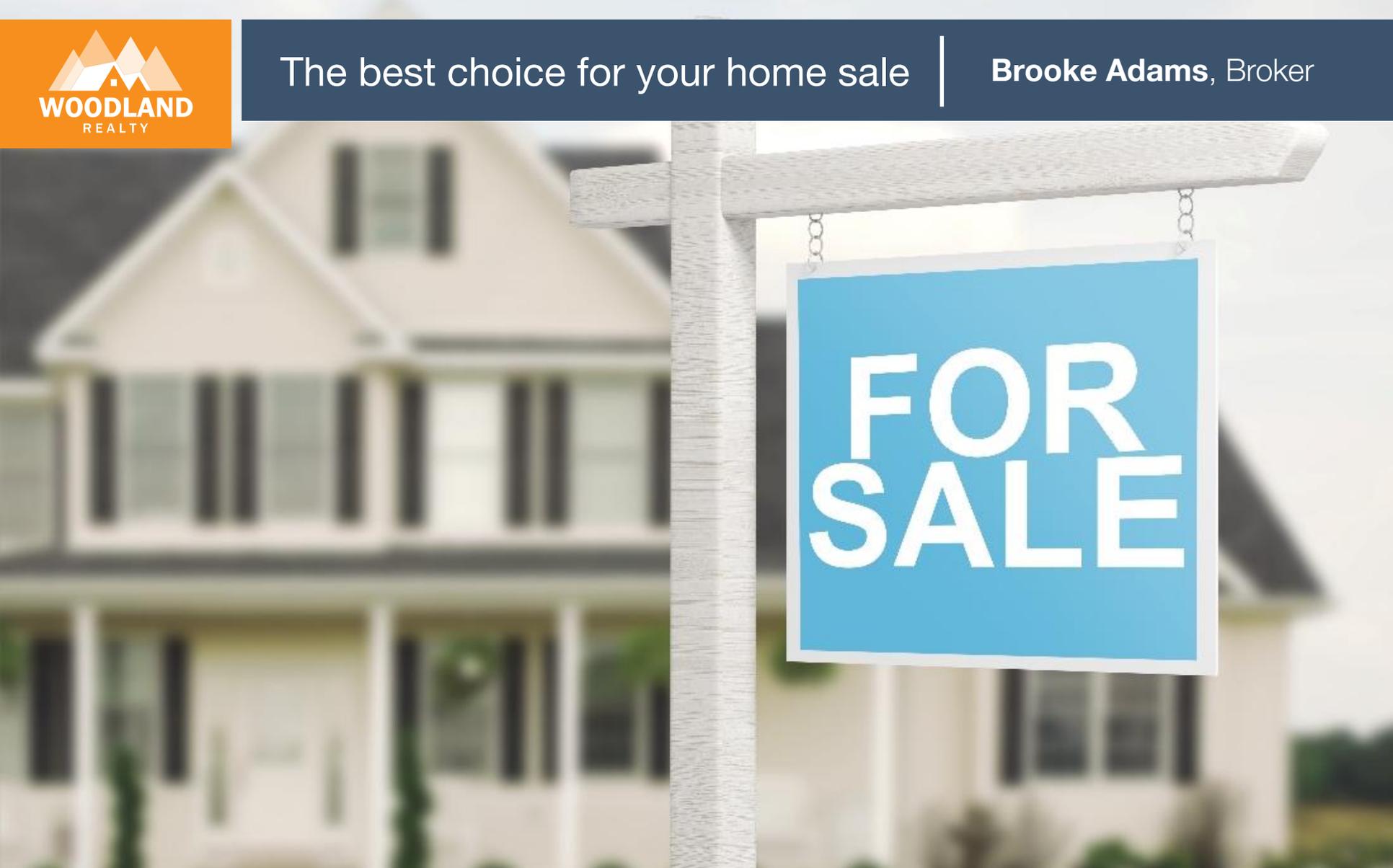




The best choice for your home sale

Brooke Adams, Broker

A wooden signpost stands in the foreground, holding a blue sign with the words "FOR SALE" in white, bold, sans-serif capital letters. The sign is suspended by two metal chains. In the background, a two-story house with white siding and dark shutters is visible, but it is out of focus.

**FOR
SALE**

Overview



- Get to know you better
- Answer all your questions
- Ask you important information
- Determine if I am the agent for you

About my business



2003

Graduated from Some Georgia State Univ.

2004

Received real estate license

2008

Managed 40+ REO listings/mo

2017

Graduated Goldman Sachs 10K SB

2018

Started own company, Woodland Realty



Brooke Adams, Broker

Based in Atlanta, GA

- Lived in Atlanta for 20 years
- Licensed for 16 years
- Degree in Graphic Design & Marketing
- Extensive background in social media marketing and website design

I am a high-touch Broker known for my extensive marketing knowledge and unmatched devotion for my clients. As a Real Estate Advisor, I've earned the respect of my clients by working tirelessly on their behalf and by always offering them candid advice.

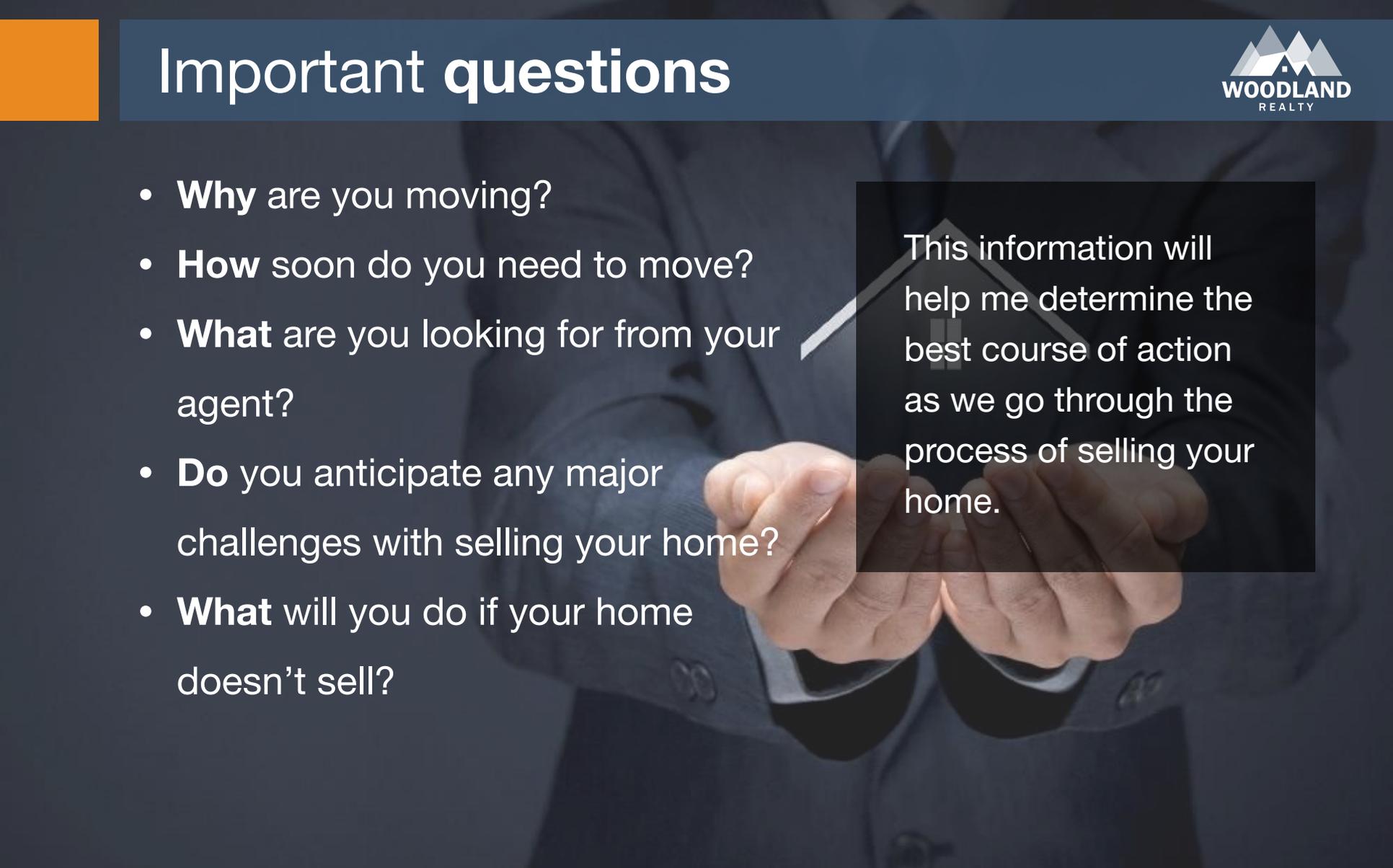
Tell me about **your** house

In the next 20 minutes we'll discuss:

- What drew you to this home when you bought it?
- What is your favorite feature of this house?
- What do you like about your neighborhood?
- What are some nearby attractions and amenities?
- What don't you like about it?

Important questions

- **Why** are you moving?
- **How** soon do you need to move?
- **What** are you looking for from your agent?
- **Do** you anticipate any major challenges with selling your home?
- **What** will you do if your home doesn't sell?



This information will help me determine the best course of action as we go through the process of selling your home.

Why I'm the best Broker for you



My Unique Selling Proposition

Reared in the Tri-State Area (New York, New Jersey, Connecticut) and Atlanta. I have an effective combination of Southern charm and Northeastern tenacity. I like to win (for my clients)!



My Signature Approach



- **I believe** in an upfront no-nonsense approach to selling real estate
- **I will tell you** if either I or my company is not the best fit for your situation
- **I will be honest** about the pricing of your property

STAYING ON TOP: I take quarterly classes to stay current with my industry.

Why I'm Different



**UNIQUE
SELLING PROPOSITION**



**DIVERSE SKILLS,
INTERESTS, AND
PERSONAL BACKGROUND**



**ONGOING TRAINING,
AWARDS, AND
ACHIEVEMENTS**

What my clients are saying



Robbin S.

“I appreciate Brooke's professionalism and commitment to ensuring that all issues are resolved prior to closing on a property.

Excellent job by a pro whom I highly recommend.”

Artra F.

“ Brooke is a very professional and knowledgeable realtor. She went above and beyond in securing the information I needed. I have purchased several properties and have worked with many realtors in the past and Brooke has proven herself to be amongst the best.”

Jeff M.

“I cannot say enough about this young lady. She helped me every step of the way and went above and beyond the duties of an agent.”

Jennifer P.

“Brooke was very helpful. She took notes on what I was looking for during an initial meeting and found homes that fell into my search parameters. She was very responsive to emails, calls, and texts. Brooke is extremely professional and great to work with.”

Titilayo A.

“Brooke is top notch, and we could not have chosen a better real estate agent to guide us through purchasing our first family home. She is incredibly knowledgeable about all aspects of real estate, and she provided a calm, smart, measured, and positive perspective in every phase of the buying process.

From making sure key terms were in the offer contract, the home inspection, raising issues to consider when choosing insurance, following through with the seller on terms, staying in regular communication with the seller's agent--Brooke was an invaluable resource and our trusted advocate.

On top of being incredibly sharp, Brooke has a calm and wise demeanor that was so reassuring throughout the ups and downs of the buying process. We would not be in our dream home without Brooke and can't recommend her highly enough! ”

What does **Realtor**[®] mean?

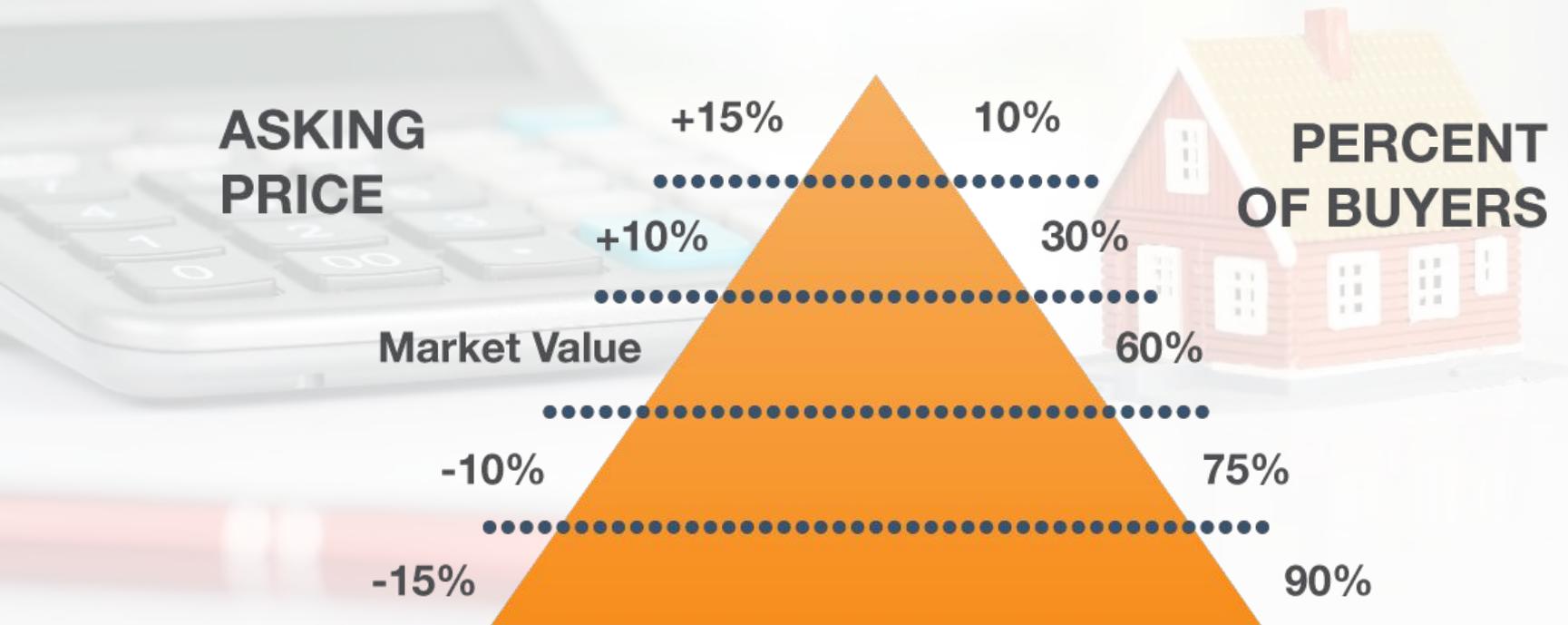


- **Only Real Estate Agents** who are members of the National Association of Realtors[®] can use this term.
- **Realtors subscribe** to a higher code of ethics.
- **Realtors are required** to have additional education.
- **I'm a member** of the Local, State, and National Association.



The Price Derivative

Every property will sell and has the potential to sell quickly, and the price is the No. 1 factor controlling this outcome.



Now, I want you to **imagine** ...



... this is no longer your home. You have jumped forward in time and you now live in the home and the neighborhood where you plan on moving to next.

Competitive Market Analysis



- Comparables include sales from all real estate agents and companies
- I check public records in addition to MLS
- The best measure of value is sold listings
- Active listings demonstrate supply and competition
- Withdrawn/expired listings usually demonstrate an overpriced listing.

Marketing your property

- What's Most Important
- Marketing Methodology
- The Digital Age

412k

356k

289k

178k

278k

189k

Marketing your property

Much of my marketing starts today, when we agree on a price for your home. The best marketing in the world will never sell an overpriced home.



THE RIGHT PRICE

+



GREAT MARKETING

+



SOLD!

Fact vs. Fiction



- **When it comes to online marketing**, many agents will try to convince you they have the “secret sauce.”
- **The fact is**, every agent’s listing is syndicated out by the MLS to hundreds, if not thousands, of web sites.
- **The truth:** If a buyer is house shopping online and your home matches their criteria, it would be almost impossible for them not to find your home.

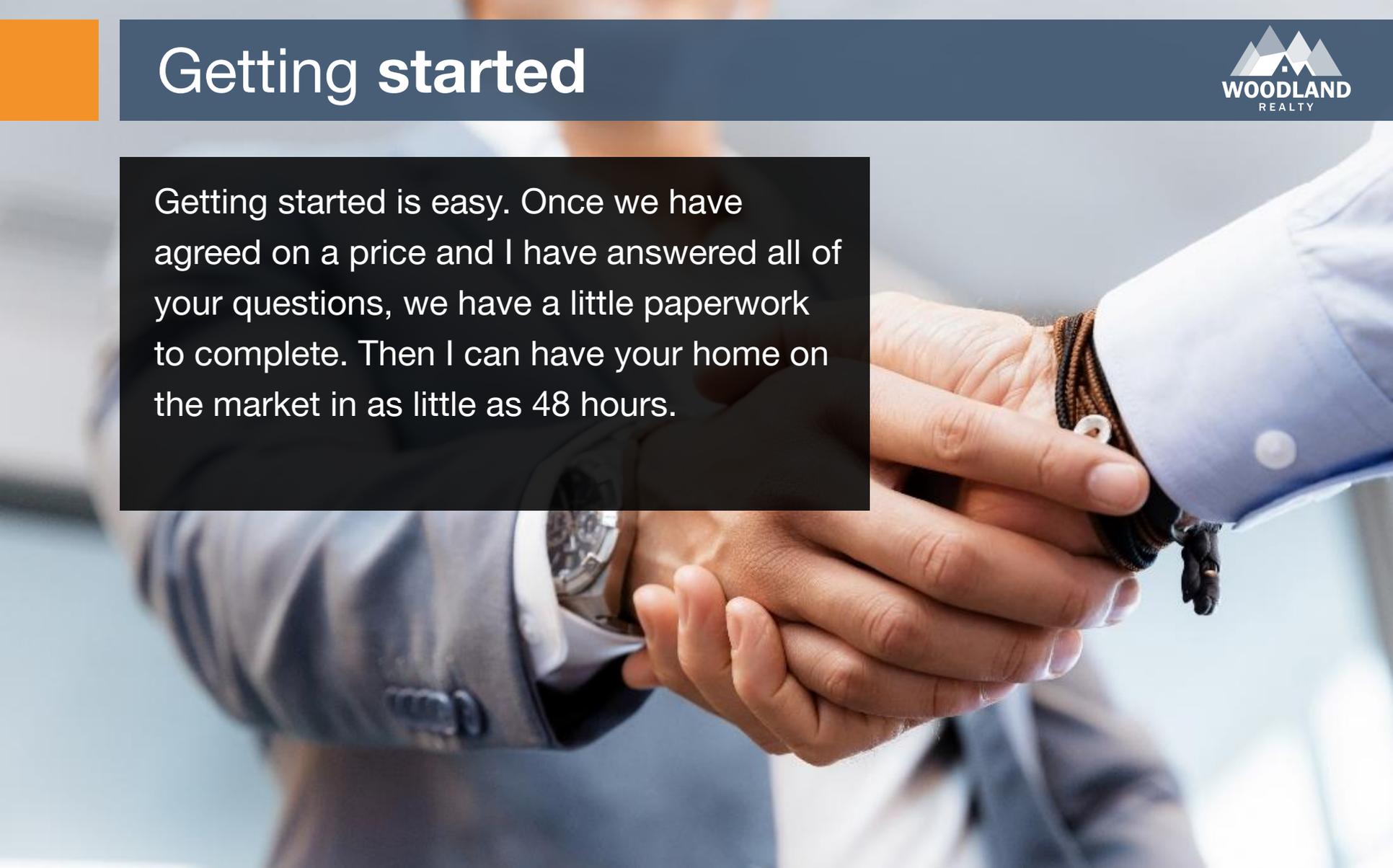
Marketing Channels

- **My brand has the following unique online marketing methods:**
 - Brand website
 - Brand Advertising
- **I offer the following unique marketing methods:**
 - Virtual Tours
 - Professional Photos
 - Yard Signs
 - Unique Landing Page
 - Flyers
 - Social Media
 - Database Marketing

Getting started



Getting started is easy. Once we have agreed on a price and I have answered all of your questions, we have a little paperwork to complete. Then I can have your home on the market in as little as 48 hours.



Thank you!



Selling your home is a big deal and I take the task very seriously. The fact that you have considered me to help you accomplish this means the world to me!

Cell: 678.704.6997

Office: 678.695.6990

Email: info@woodlandrealty.properties

Website: www.woodlandrealty.properties

I always check my email and text messages. I almost never answer the phone while showing clients homes but will check messages frequently.

