



KELLERWILLIAMS  
*Luxury*  
INTERNATIONAL

# MARKETING PLAN

[CROMANOREALTOR.COM/512.627.4849](https://CROMANOREALTOR.COM/512.627.4849)

Compliments of:



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KELLERWILLIAMS  
*Luxury*  
INTERNATIONAL

Keller Williams Luxury Homes Division  
Austin, Texas

Dear Client,

Selling a luxury property requires an agent with a specific expertise, a robust network and a commitment to deliver top dollar. When you choose to partner with me, you can expect all of these credentials and more, along with a dedication to serving you at the highest level.

From initial consultation to closing, I am committed to providing a seamless experience for you. That means serving you at the level that you anticipate and deserve, handling every detail and making certain the sale of your property is smooth and effortless.

I recognize that, above all else, what matters most is earning your trust by delivering on your expectations. That includes anticipating your every need and, most notably, working tirelessly to deliver top dollar on the sale of your property.

Most agents simply list homes. I employ a best-in-class marketing strategy that ensures your property gets the attention it deserves. Experience, along with a comprehensive market analysis of relevant properties, is just the start. ***I also check public records, talk to other agents about their experiences in your neighborhood to get a pulse of the buyers, and also look at withdrawn and expired listings—which usually demonstrates overpriced listings. I will also take the time to show you your competition!***

After you've had the chance to review this information, please contact me. I'd like to prepare an in-depth analysis of relevant properties, identify the unique features of your home and recommend a personalized marketing program and pricing strategy for you.

I appreciate the opportunity to earn your trust and your business so you can **MOVE** on!

Sincerely,

## Cathy Romano



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## What I Do for You

As your agent, my top priority is to maximize your gain and minimizing your work. I will keep you apprised of the market, and help you transition from thinking of your house as a home into a product you are selling and determine our best course of action to achieve this.

By working to deliver top dollar for your home and navigating every step of the transaction, I want to make the process of selling your luxury property rewarding. I also recognize that selling a home successfully requires energy, time and resources.

### Energy

***I'm different than most agents because of my energy and enthusiasm used to get your house sold. I'm not afraid of hard work, and have been known to personally declutter shelves, plant flowers, clean out closets—whatever it takes so get the job done!***

### Time

Selling a home involves hours of preparation, open houses, phone calls and paperwork that you shouldn't have to concern yourself with. I will expertly handle every detail for you, while keeping in constant communication with you every step of the way.

### Resources

Keeping your home in front of potential buyers requires marketing 24 hours a day, seven days a week. I will ensure your property receives the attention it deserves through the latest technology and a thoughtfully crafted marketing campaign. I'm creative, clever and can deliver catchy marketing materials that will bring potential buyers to your home.

## The Right Connections

Your property is unique – and uniquely suited to a specific buyer. ***Because I've lived in Austin for 27 years, my connections in the community, along with the powerful network of KW Luxury International, serves as an asset during the selling process by increasing the potential reach of your property, both locally and globally.***

KW Luxury International is a sophisticated alliance of real estate consultants with incomparable expertise, pertinent resources and vast connections that represent the pinnacle of the industry. In fact, in 2016, KW Luxury International members sold over **\$18.9 billion** of real estate and are significantly outpacing that in 2017.

### WHAT WE OFFER

#### Knowledge

Powerful curriculum through the Institute for Luxury Home Marketing and Keller Williams University keeps us ahead of trends, tools and advancements in the real estate industry.

#### Speed

Our leading-edge technology solutions accelerate our efficiency and productivity.

#### Reliability

Keller Williams and KW Luxury International were founded on the principles of trust and honesty, emphasizing the importance of having the integrity to do the right thing and always putting the customer's needs first.

#### Success

Keller Williams and KW Luxury International have a long legacy of delivering unparalleled service to our clients. That's why our company continues to grow throughout all the ups and downs of the real estate market.

# 82%

**of home sales are  
the result of  
agent  
connections**

Source: National Association of  
REALTORS®

## Why KW Luxury International?

KW Luxury International offers an elite network of qualified luxury consultants that set the standard for service and expertise in the upper-tier real estate market. This robust network spans numerous countries and consists of thousands of professionals who have unsurpassed skills, education, values and technology.

### MY MISSION

*I have the dedication, enthusiasm, knowledge, and resources to get you the most money for your property, in the shortest time possible so you can MOVE and MOVE ON with your life!*



## Gain International Exposure

KW Luxury International has a global reach that allows your property to be showcased to interested buyers all around the world. The global real estate market continues to grow every year and serves as a significant opportunity to those who are selling highly desirable properties.

According to the National Association of REALTORS®, international buyers:

- Purchased 214,885 residential properties totaling \$102.6 billion in volume in the last year
- Paid a 79 percent higher average purchase price
- Paid cash 50 percent of the time
- Bought 2.8 percent more residential properties than this same time last year

My global network of connections allows me to strategically market your property to the largest audience possible. And, as a member of KW Luxury International, I will:

- Ensure your listing will reach **100+ countries**
- Translate your listing into more than **28 languages** if needed
- Syndicate your listing to more than **80 international portals** including China's Fang.com, which hosts more than 3 million unique visitors per day
- Directly access a wide network of Keller Williams associates in over **24 countries** around the world who can assist in connecting your property with the right buyers

## The Home Selling Process

Preparing for Sale  
Marketing Your Home  
Communicating With You  
Coordinating Your Sale  
Other Ways I Can Help

Many details must be skillfully handled when selling a property such as yours. The following overview was designed to detail the process that I will use when you partner with me:

### Preparing for Sale—just call me the “House Whisperer...”

- Analyze relevant properties to establish an optimal price point for your property
- Prepare and complete the listing agreement
- Provide any recommendations to maximize your home's value such as staging and outdoor preparation
- Place a lockbox on your property if required
- Determine the best photography plan for professional photos or videos

### Marketing Your Home

- Enter listing information into the MLS and post information on the internet
- Showcase your luxury listing as such on our KW Listing Service
- Place an exclusive luxury for-sale sign on your property
- Notify top local agents of this new listing
- Schedule your home for an office and MLS tour
- Distribute custom designed KW Luxury International listing fliers to your neighborhood
- Schedule and hold open houses and arrange showings for other agents
- Notify all potential buyers with details of listing
- Place on KW Luxury International members' social networks
- Use tools through the Institute for Luxury Home Marketing to target mail outs

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### Communicating With You

- Communicate in your preferred method of phone, text, email, or all three
- Prepare and deliver regular progress reports to you and provide honest feedback
- Discuss all marketing activities and their results with you
- Always let you know the next step

### Coordinating Your Sale

- Pre-qualify potential buyers
- Present and discuss all offers with you
- Negotiate your transaction with the other agent
- Keep you informed throughout the process of contract to closing
- Prepare and finalize the closing

### Other Ways I Can Help

- Arrange for an agent to assist you in your relocation
- Provide you with a helpful moving or downsizing checklists
- Recommend preferred companies for any related services you may require



## What Sets My Business Apart?

One simple answer: **ME!**

**And to date, 80% of my listings sold before going on MLS**

*“Cathy far exceeded our every expectation, interviewing enthusiastically, with “homework” completed and detailed. To my surprise, the next morning, Cathy called me and suggested that I sign her up now, as she already had our buyer.*

*Not only did we not have to go through the painful process of showing our home over and over, but received full price for our home. Cathy’s work did not stop there, but she was there to hold our hand through every aspect of selling our home. We received Cathy’s full attention. We had found a superlative realtor, truly one of the very best in the industry.”*

*--Allison Batlin*

*“I chose Cathy for several reasons—I knew her already, and trusted her, but before making that decision, I first performed due diligence and spoke with/interviewed other potential agents.*

*I then decided to work with Cathy and I’m glad I made the choice! She provided insight on how to prepare the home for sale and--*

- *Made a presentation on prior sales comps in the Lost Creek Area*
- *Actively sought my opinion on establishing the price either as is or with upgrades*
- *Spent much of her personal time at my home providing visual improvement*
- *Planted flowers and shrubs in an area to “capture the eye.”*
- *Was extremely diligent in follow up and constant communication*
- *Already had potential buyers arranged prior to show date*

*The house essentially went “on and off” the market the same day!”*

*--Lee Guillory*

## **What Else Sets My Business Apart**

***I've had a successful business career starting in 1983***

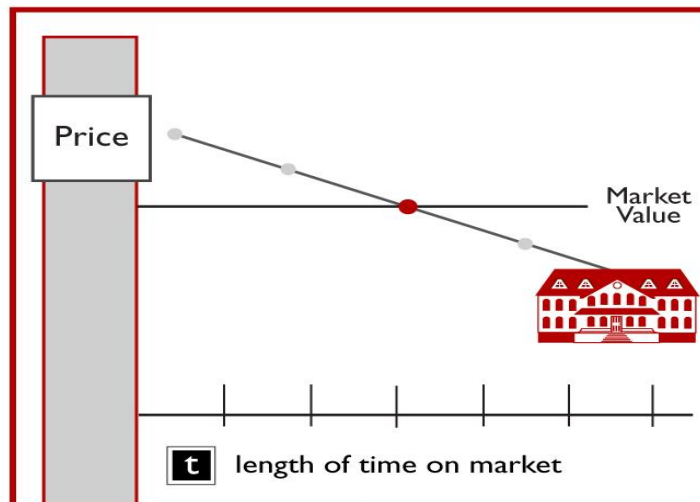
- ***Foster and Marshall/Shearson Lehman Brothers: Top stockbroker in my training class***
- ***Promo Resources: Landed accounts like Livestrong, Polycom, Convio and Austin Java as a promotional products marketing representative***
- ***Keller Williams Realty, Austin, Texas, Southwest Market Center: Top realtor in my training class, Rookie of the Year runner up***

**The Power of Pricing—first, I am going to ask you to imagine that this is no longer your home. You have actually jumped forward in time and now live in the home that you planned on moving to next...**

According to a 2015 survey from the National Association of REALTORS®, houses that were on the market two weeks or less received a median of 100 percent of their asking price. Meanwhile, houses that were on the market for three to four weeks received only 97 percent of their asking price. For a \$1,000,000 home, that's a difference of \$30,000.

Selling your property requires an expertly crafted and researched pricing strategy that maximizes the excitement and momentum of your property as soon as it goes to market, while also reflecting its distinctive features and amenities.

**Every property will sell and has the potential to sell quickly, and the PRICE is the Number One factor controlling this outcome. The #1 mistake sellers make is thinking they will list their house at a high price and if it doesn't sell, simply lower the price later. As you can see from the chart below, buyer activity peaks in 3 WEEKS, yet most overpriced sellers don't make a reduction until 5 or 6 weeks out, missing the peak of buyer activity!**



## My Pricing Strategy

Setting an optimal price point for your property involves:

- Conducting a detailed, custom market analysis
- Understanding the unique characteristics and amenities of your home and its location
- Relying on my expertise in the real estate market and understanding your expectations around timing

I believe this pricing plan, matched with my marketing plan, will draw buyers to your home and position it as a ***highly appealing, highly competitive property.***

The recommended list price is based on relevant properties that have recently sold, have recently expired and those that are currently for sale in your market area.

**Average Sales Price: \$ (Depends on Area)**

**Average Sales Price \$ / sq ft: (Depends on Area)**

**Recommended List Price: \$TBD**

A home priced at market value will attract more buyers than a home priced above market value. Also consider that a home priced competitively will attract a greater number of potential buyers and increase your chances for an expedited sale.

***You want your home to sell for the most money, right? Great! I look forward to working together with you to do just that, in the shortest time possible.***

## **Marketing Your Home (but remember this--the best marketing plan in the world will never sell an overpriced home.)**

My custom marketing strategy is designed to get your home the maximum amount of exposure in the shortest period of time. Each step involves proven techniques that leverage the opportunities to showcase your home to key people that can either buy your home or help us find the right buyer:

My 10-step marketing plan includes:

1. Pre home inspection, if we decide that's best. Pre-Inspecting your home enables us to know about, and handle, any potential issues with the property BEFORE you receive an offer. This reduces the possibility of "surprises" during negotiations. Addressing repairs upfront has been proven to minimize the cost of repairs by up to 400%.

***FACTS TO REMEMBER: When buyers uncover repairs, they attempt to renegotiate the price lower, and demand expensive repairs. If you get a pre-inspection, you can use it as a marketing tool, it will eliminate stress or worry, and it will actually help sell your home for more money***

2. Staging ideas—bring new stuff in or work with what you already have
3. Professional photos, videos, drones, floorplan—all at my cost.
4. Custom flyers and e-blasts—this is where my creativity comes in.
5. ***Yard sign and street appeal—buyers make impressions within the first 10 seconds of looking at your home from the street. Let's make it look inviting so they want to come inside!***
6. Social media tags—Instagram, Facebook, Twitter, LinkedIn and YouTube.
7. KW Intranet marketing—I can reach thousands of agents in one click of a button.
8. Networking—everyone I know will find out about your fabulous home for sale!

## Contract to Close: My Promise

Once we accept an offer on your home, the process to closing and funding begins. I will carefully monitor the progress and ensure all requirements are met by all parties, so that you will always be informed of the next step in the process, including the following:

- Inspection – negotiation and paperwork
- Appraisal – checking on status and requirements
- Loan Process – status and approval
- Homeowners association paperwork and documents
- Direct all necessary documentation to closing attorney or title company, lender, co-op agent, unrepresented buyer, etc.
- Provide contact information for utilities, vendors for repairs, insurance requirements, tax information, etc.
- Arrange final inspection if necessary
- Arrange final walk-through if desired
- Keep in constant contact to keep you well informed of the closing process
- Review the settlement statement in advance when possible and distribute to you
- Attend closing and transferring of keys

## Frequently Asked Questions

### ***Are there things we should do to our home to help ensure the maximum price?***

Yes. There is a benefit to making sure your home looks its best prior to offering it for sale. I can advise you about specific improvements that will ensure your property is valued as highly as possible. ***It is a known fact in today's real estate market that homes with neutral colors sell quicker, and for more money...***

### ***How often will you advertise our property?***

I don't just list homes; I market them. Properties such as yours require a curated marketing plan that employs a variety of communication channels including web, print and in-person networking, I will make sure your home is marketed to potential buyers around the clock, 24 hours a day, seven days a week.

### ***Will you be present at all showings?***

At open houses I always try to will be there, but if I am unable to for whatever reason, my KW Partner, Angela D'Andrea, will fill in. For private showings, potential buyers will bring their own agents to see your home. Most buyers prefer only their own agents be with them but if asked, I will gladly meet them at your home.

### ***What if another agent tells us they can get us more for the house?***

Some agents will quote a higher listing price in an attempt to earn your business, but a home that is priced out of the market will not sell. If you choose to work with me, I will conduct a comparative market analysis prior to recommending an asking price for your home. I will explain how I arrived at the price, but ultimately the decision is up to you. I will offer my professional opinion on how the market will value your home.

### ***Do we have any responsibilities during the marketing of our home?***

Rest assured that every aspect of the transaction will be handled from start to close. Should you require anyone to assist you in ensuring your property is kept neat and clean for showings and open houses, I can connect you with trusted professionals. Additionally, staging, which includes everything from furniture placement to home fragrance, can be arranged by a professional, or I may advise you on effective techniques by just reconfiguring what you already have!

### ***What if we have questions or concerns?***

I return phone calls in an incredibly timely fashion. For urgent situations, feel free to text me. I'm an early riser so you can reach out to me when you need to.

## My Commitment

I care for my clients and seek to earn your trust. I understand that you are discerning in who you conduct business with, and I am committed to delivering world-class service and expertise. I don't take short cuts.

I strive to understand and appreciate all of the finer details of your property – from its architecture and amenities to your area's unique history.

I am dedicated to making this relationship and transaction successful through uncompromising service and attention to detail. I listen to my clients and act accordingly.

My goal is to get your home sold and exceed your every expectation.

## Testimonials—if you don't believe me, believe them!

*I have been a realtor and learned that most realtor's interest is to sell themselves. They convince you to list your home with them, put it in their marketing, stick a sign and lock box on the property and move on. They take no time to learn or communicate the selling features of your home. If your home sells they take the credit, if it doesn't their solution is to lower the price. With Cathy you get someone who truly wants to sell your home rather than herself. She has incredible high energy and pays attention to the details. I live out of town and since listing with Cathy she has worked tirelessly to do everything possible to sell my home. Give her a chance and she will make it happen.*

*--Mike Mohan*

*We'd like everyone to know that our neighbor, Cathy Romano, did a fantastic job selling our house and was a pleasure to work with. She stayed in constant communication with us throughout the process, was always charming and professional, and did exactly what she'd promised to do. Cathy definitely exceeded our expectations! We recommend her without reservation.*

*--Justy & Merrick Leler*