



POWERED BY EXPERTS.®

Prepared for

JOHN & JANE DOE

Listing Address



OUR COMPANY



Founded in 1965, Realty Executives is one of the largest and most established real estate franchise systems, with over 8,000 agents and 500 offices across the globe. Headquartered in Phoenix, Arizona, we are a privately held company that attracts and retains the most productive, efficient and successful real estate professionals in the industry through unparalleled brand, technology, training and concierge services. We pride ourselves on being the local experts in each area served. Our agents are there for every step in the home selling process, connecting with you, understanding your needs and knowing your community better than any other professional in your area.

Our network is steeped in experience and commitment to serving home buyers and sellers across the world. Backed by one of the largest privately held investment firms in the country, Outlier, Realty Executives continues to recruit top talent that outperforms other brands. With a global network of like-minded individuals and deep resources, Realty Executives offers a dynamic set of proprietary tools and integrated technology, providing our customers with friendly and professional service every step of the way. By providing the best to our Executives- we provide the best to you.

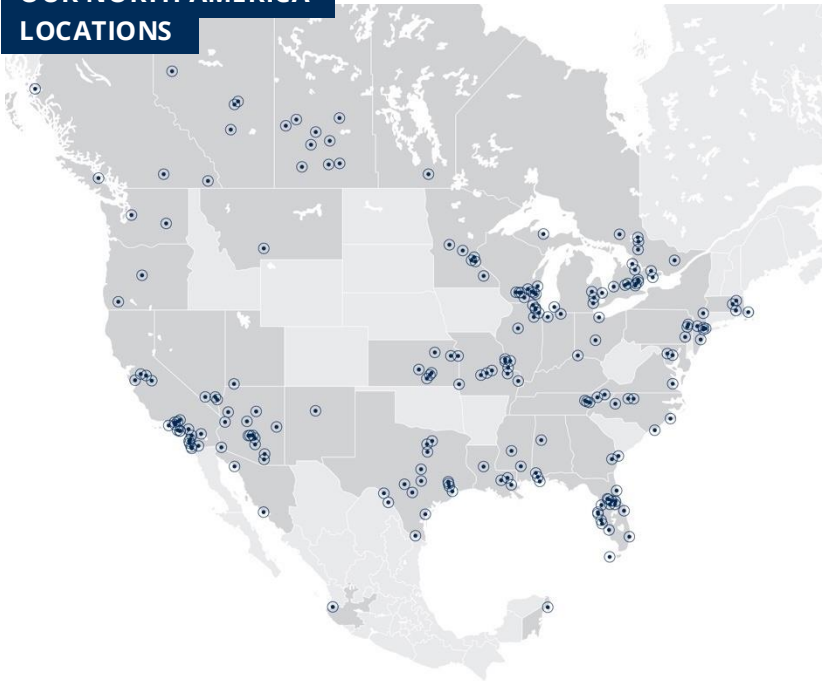
OUR MISSION



Whether you are educated and experienced in the home-selling process or a first-time home seller, we will evaluate and consult with you to ensure we fully understand and meet your expectations. Knowledge is a key factor in a business with an ever-changing environment. Having agents working for you with knowledge of the industry aids in a smoother process and better experience.

Our Amazing Network

OUR NORTH AMERICA LOCATIONS



Our agents
close **49% more**
transaction
sides compared
to the average
agent*

55+

Years Realty Executives
has been in business

500

Over 500 offices located
throughout North America

8k

8,000 Executives in
our network

Local Leaders



At Realty Executives of Kansas City, we are your local experts. We live and work in your community and are dedicated to providing friendly and professional service. Our brokerage serves all local communities. We also work to give back to the communities that provide our livelihood. Working with Realty Executives gives you the best of both worlds: hometown feel and service backed by resources and expertise of a stable, international brand.

OUR OFFICE

37904 US-50 W
Lone Jack, MO, 64070
816-697-4000
karenlux@realtyexecutives.com



Our Team



Karen Lux



Kealyn Wilkinson

- Local Real Estate Office in Lone Jack & Lee's Summit
- Residents of Lone Jack, very familiar with the area
- Aware of Jackson, Johnson, Lafayette, Cass County restrictions

- 20+ years as a real estate agent.
- 2nd in number of Units Sold Nationwide in Realty Executives - 2007
- 3rd in number of Units Sold Nationwide in Realty Executives - 2014
- Gold executive club
- Diamond executive club
- 100% club
- Top 10% of local office
- Five Star Professional - 12 yrs

Specialize in:

- Residential
- Small Acreage
- New Construction
- Farms

Always working to
assist **YOU!**

Stories of Success

We have the privilege of helping people start a new adventure everyday...here are a few success stories from past clients.



"Karen is a great realtor and I enjoyed working with her. She gets to know her clients and works on their behalf. She is great at negotiating between the buyer and seller and is diligent in verifying all deadlines and requests are met. She knows the process and coaches those who are less experienced in the realtor space by making sure all required documents are completed. I had a great experience working with Karen and would highly recommend her to others looking for a realtor."

- Michael

"Working with Karen on the sale of our home in Lone Jack was seamless and straightforward. From start to finish, Karen stayed on top of every detail and we always knew that she had our back. Every step of the way, she proved herself to be knowledgeable, professional, and proactive. Overall, a great experience. Thank you, Karen, for a job well done."

- Gerry & Stacey



"Karen is part of a family legacy of professional and personal real estate. Her mother, Carolyn, and the recent addition of niece Kealyn provide top-notch service in every way! Karen's photography skills showed our home in its best possible way! Karen utilized multiple media venues to bring our property to the attention of potential buyers. The communication provided before and after every showing was continuous and very informative to us. Karen's knowledge and expertise with EVERYTHING from preparation, listing, inspections, loan process, home warranties, and titling shines and makes the sale for the seller and the purchase for the buyer seamless and simple! Karen brings a personal relationship to all she does! We are grateful for the efforts of Karen and Lone Jack Real Estate - Realty Executives of Kansas City!"

- Randy & Robin McClain

YOUR HOME SELLING JOURNEY



Selling your home is likely the biggest financial decision you'll make, and it deserves a strong strategy!

We're here as your team to guide you through every step from pricing to closing. With the right plan in place, we'll take your home from "just listed" to SOLD while keeping your goals and timeline front and center.



The Right
Price



Custom
Marketing Plan



Sold!



Today's Market

Let's start with talking the housing market and what home buyers are expecting in today's real estate world. This will be a key part in creating our comprehensive strategy to prepare and market your home.

(insert local data and citation)



\$350,000

Local average sold price



79

National average days
on market



500

Number of homes for sales
in local market



HOME PREPARATION

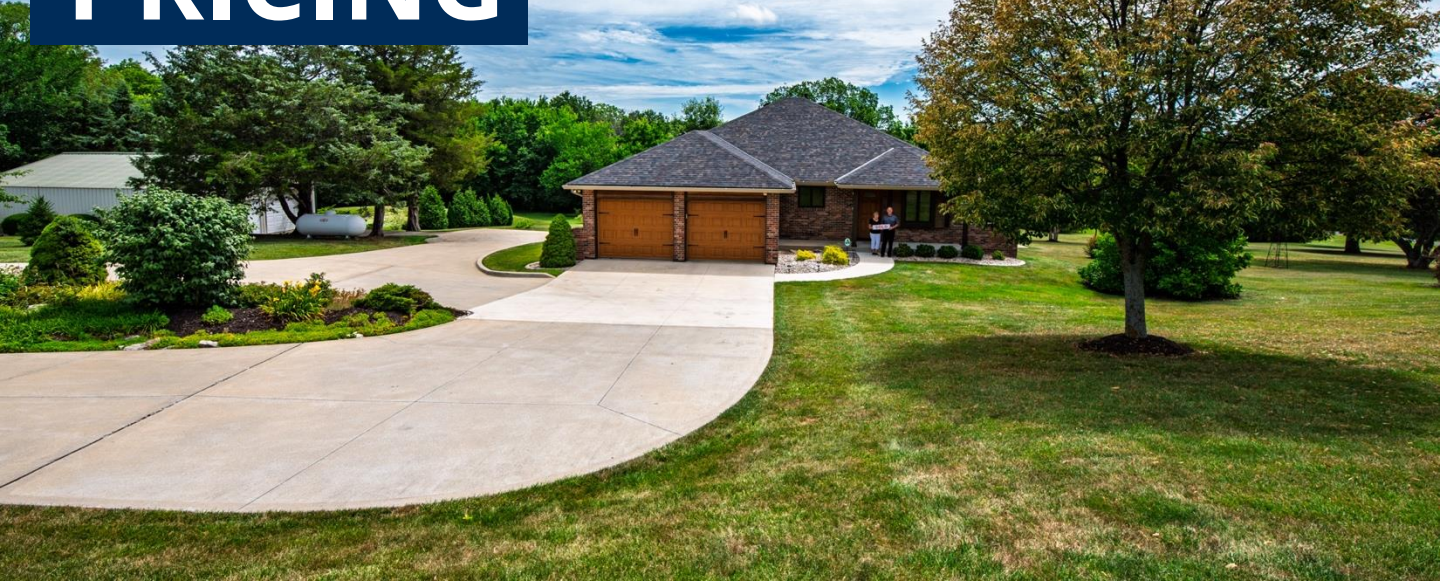


First impressions matter — and we're here to help you get your home ready to shine. Even small wear and tear can affect value, so we'll walk through each space with you and suggest updates that make the most sense. From quick DIY fixes to bigger projects, we'll guide you on what's worth the investment. We also have trusted local contacts to help tackle any job, big or small.

**Curb appeal is always key for potential buyers...
so make sure to give them a memorable first
impression!**



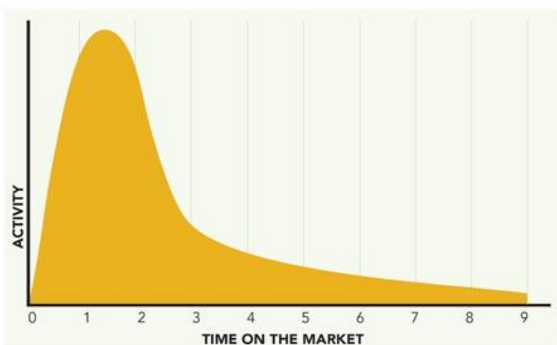
STRATEGIC PRICING



Pricing your home right from the start is key. The first 1–2 weeks are when your home gets the most attention — it's new, it's fresh, and buyers are watching. We'll analyze recent sales, current competition, and your home's unique features to set a price that attracts serious buyers fast while maximizing your return.

The Price is **Right**

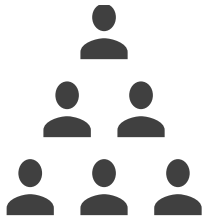
Timing is extremely important in the real estate market. Your property gets the most attention when it first comes on the market. Be sure the asking price is attractive when the interest and activity are both high.



Pricing correctly helps strike a deal when there is more competition for your home.

Prime Pricing

When discussing price, we will need to decide what is most important to you- timeframe or profit? The amount of time your home is on the market can affect market value.



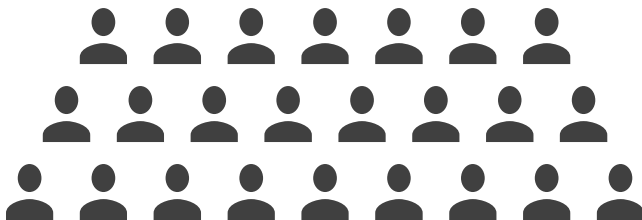
Above Market Value

Maximize your possible profits but you'll dramatically reduce the number of interested buyers and increase the time it takes to sell.



Fair Market Value

Increases your chances of a faster sale without sacrificing your profits.



Below Market Value

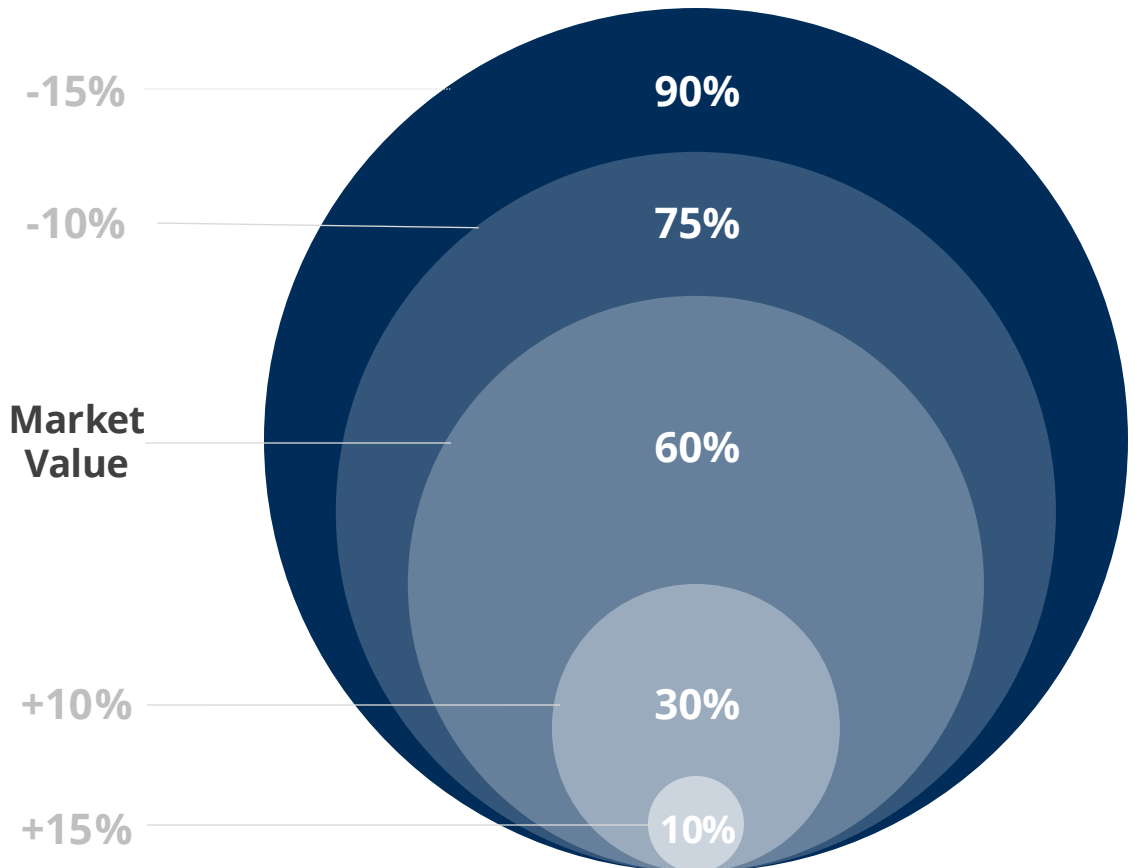
You'll get a lot more interest, but you'll be cutting your potential on the profits from your property.

Pricing vs Potential Buyers

Properly pricing your home will give you the best possibility of bringing more buyers to look and compete for your home. The better the asking price fits with the local market value, the higher the percentage of potential buyers.

**Asking Price Compared
to Market Value**

**Percentage of Potential Buyers
Who Will Look for Property**

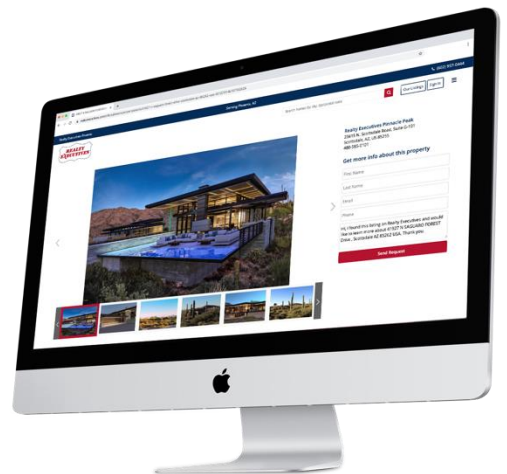


MARKETING YOUR PROPERTY

Now that we've covered prepping, pricing, and presenting — let's talk marketing. We take our own high-quality photos *and* drone aerial shots to make your home shine. Your listing will be featured on our website and shared across top real estate platforms and social media to reach the right buyers fast.

karenlux.com lonejackrealestate.com

karenandkealyn.com



20 Point Strategy



We use a broad-based marketing approach designed to expose your property to the maximum number of qualified buyers, which may include some or all of the following:

1. Initial Consultation

Meet to understand your goals, timeline, and top priorities for selling your home.

2. Market Analysis & Pricing Strategy

Provide a detailed Competitive Market Analysis (CMA) and recommend a pricing strategy to maximize exposure and return.

3. Home Presentation

Recommendations

Offer suggestions to enhance your property's appeal, including vendor referrals if needed.

4. Paperwork Review & Authorization

Review, explain, and sign all necessary listing documents.

5. Signage & Lockbox Placement

Install professional "For Sale" signage and secure lockbox for showings.

6. Photography & Videography

Coordinate high-quality interior, exterior, and drone aerial photography, plus optional video tours.

7. Preliminary Title Work

Order a preliminary title report to confirm the property is free from legal encumbrances.

8. Online Exposure on Our Platforms

Feature your property on:

KarenLux.com

LoneJackRealEstate.com

KarenAndKealyn.com

9. Maximum MLS & Online Reach

List your property on the Multiple Listing Service (MLS) and top real estate search engines such as Zillow, Realtor.com, Redfin, and Homes.com for nationwide visibility. (See next slide)

10. Targeted Marketing Campaign

Present your property at our weekly office networking meeting, email it to our client and agent database, and feature it in our monthly e-newsletter.

11. Offer Presentations

Review all incoming offers with you and explain the terms clearly.

12. Skilled Negotiation

Represent and assist you in negotiating the best possible price and terms, including counteroffers.

13. Buyer Qualification Verification

Contact the buyer's loan officer to confirm financing strength and reliability.

14. Inspection Coordination

Arrange the buyer's home inspection and guide you through any repair negotiations.

15. Appraisal Support

Attend the appraisal appointment and provide supporting market data to the appraiser.

16. Consistent Communication

Provide weekly progress updates and feedback from showings.

17. SOLD Sign

Once under contract and closed, place a professional "SOLD" sign on your property.

18. Closing Assistance

Attend the closing at the title company to answer questions and support you through the process.

19. Final Funding Confirmation

Monitor the buyer's loan funding to ensure a smooth closing.

20. Post-Sale Follow-Up

Check in after closing to ensure your expectations were exceeded and assist with any next-step needs.

The Whole Package

With our large network of industry sites and social platforms, we can ensure maximum global and network exposure.



The Whole Package: **Social**

Want to sell your home faster?

Social media is one of the most powerful tools for advertising your home today. We'll showcase your listing with eye-catching photos, videos, floor plans, and aerial views across platforms like Facebook and Instagram — to reach the right buyers.

You can help amplify your listing by sharing it on your social media and asking friends and family to do the same. We'll make it easy by providing ready-to-post content — just copy, paste, and share! The more eyes on your home, the better. Let's work together to get your house SOLD!



Lone Jack Real Estate



@realtyexpertkaren
@soldbykealyn



Kealyn Wilkinson  **Karen Lux**

KANSAS CITY
816-246-7500

**YOUR LOCAL REAL ESTATE
"EXPERTS"**

 816-566-4344  816-697-4000

 @soldbykealyn  Lone Jack Real Estate

 LONEJACKREALESTATE.COM

The Whole Package: **Email**

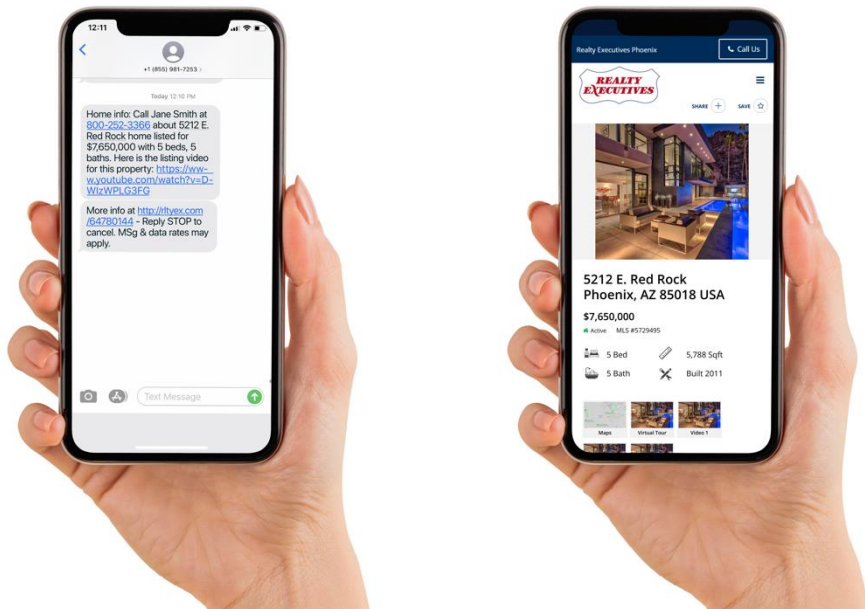
Staying connected with past, current, and potential clients helps us market your home effectively. With customizable, automated email campaigns, we can quickly share your listing, price changes, open houses, and more — right to buyers' inboxes.



Through our in-house technology, we are able to track interest and monitor views by evaluating clicks and open rates of various viewers. By engaging the network, your listing can be seen by hundreds of potential buyers in the matter of seconds.

On-Demand Mobile Marketing

Our On-Demand Mobile Marketing lets buyers instantly access your home's details, photos, and virtual tours — 24/7 — just by sending a quick text. We receive their contact info so we can follow up right away. It's fast, easy, and effective.





Thank You for Choosing Us

Our mission is simple: to guide you through every step of your real estate journey with professionalism, dedication, and results.

We combine **proven marketing strategies** with modern, innovative methods to give your home maximum exposure—locally, regionally, nationally, and globally. From MLS listings and targeted online campaigns to personal networking and community connections, we work tirelessly to find the right buyer for your home.

We believe in **clear communication, quick response times, and personalized service**—because your goals are our top priority. **Thank you for trusting us with your real estate needs.** We look forward to helping you achieve your next chapter.



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