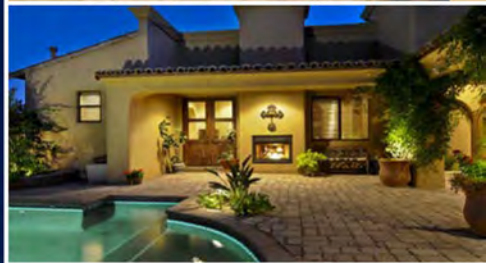


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of Working with
an Executive.*



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*This home sold in seven days for 102% of the list price! * Another Identity Construction home. The rustic contemporary flair and 'minimalist' nature of this home are what attracted the buyers. Preparation continues to be the key to success in early and good offers! *Major Furniture Included Less Accessories, Artwork, and Personal Items*





This home was one of my listings. It was one of only 11 in its price range to sell in the entire county in the month it sold and there was four years of inventory in this price range at that time! Preparation. Pricing. Networking. Negotiating. Successful Closing!

My mission is to position your home to sell quickly. I'll share with you how to best present & stage your home to make it market ready and get you on board to price it correctly given the market analysis. Finally, I market to and network with industry professionals to get the best price for your home!

A photograph of a living room with a rustic, warm aesthetic. The room features a large leather sofa with patterned cushions, a wooden coffee table, and a large window that looks out onto a dining area. The ceiling has exposed wooden beams and a ceiling fan. The walls are a warm, light brown color, and there are several potted plants and framed pictures. The overall atmosphere is cozy and inviting.

This home sold for top dollar per square foot in 45 days! Preparation. Pricing. Networking. Negotiating. It doesn't end there....effective communication throughout the escrow, making partners out of everyone involved and taking a forward-thinking approach to any conflicts that arise are all necessary steps to a successful closing.



This beautiful listing I had sold for the highest dollar per square foot of any true custom home in the subdivision that year! Situated at the top of the 14th Fairway of Scottsdale's Legend Trail Golf Club this 5 bedroom, 4 ½ bath home featured a media room, wet bar, gourmet kitchen, expertly manicured landscaping And the best views of Pinnacle Peak & Troon Mountains down the fairway.....

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EXECUTIVES**



I represented the buyer on this stunning golf course lot with double fairway views of the 2nd and 8th holes in Troon. This lot was one of the last available lots in the boutique gated subdivision of Troon Fairways that has just 106 residents in total. It was one of the first originally selected and is a premium lot with gorgeous saguaros and unobstructed views of Troon Mountain, the McDowell Mountains, Pinnacle Peak and incredible sunsets!

The quality custom home builder, Identity Construction, is building a new custom home on the site for the client to be completed in 2015. Visit this design-build company at www.IdentityConstruction.net

**REALTY
EXECUTIVES**

You

**REALTY
EXECUTIVES**



Below is a list of factors that will contribute to the sale of your home; all of these are important. My history and experience in luxury home sales has taught me the importance of preparing a home at the outset including the recommendation that all my sellers get pre-listing inspections. In challenging markets or with unique properties, some sellers choose to get a pre-listing appraisal. I cannot emphasize enough how important home presentation and market readiness is to your sale success.

	LOW	MODERATE	HIGH
Preparation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Broker Qualifications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Communications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Pricing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Escrow & Transaction Management	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
After Sales Follow-Up	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Current Market Conditions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Time on the Market	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Walk-Away Dollars	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Open Houses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Target Marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Marketing & Advertising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Internet Exposure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staging & Merchandising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



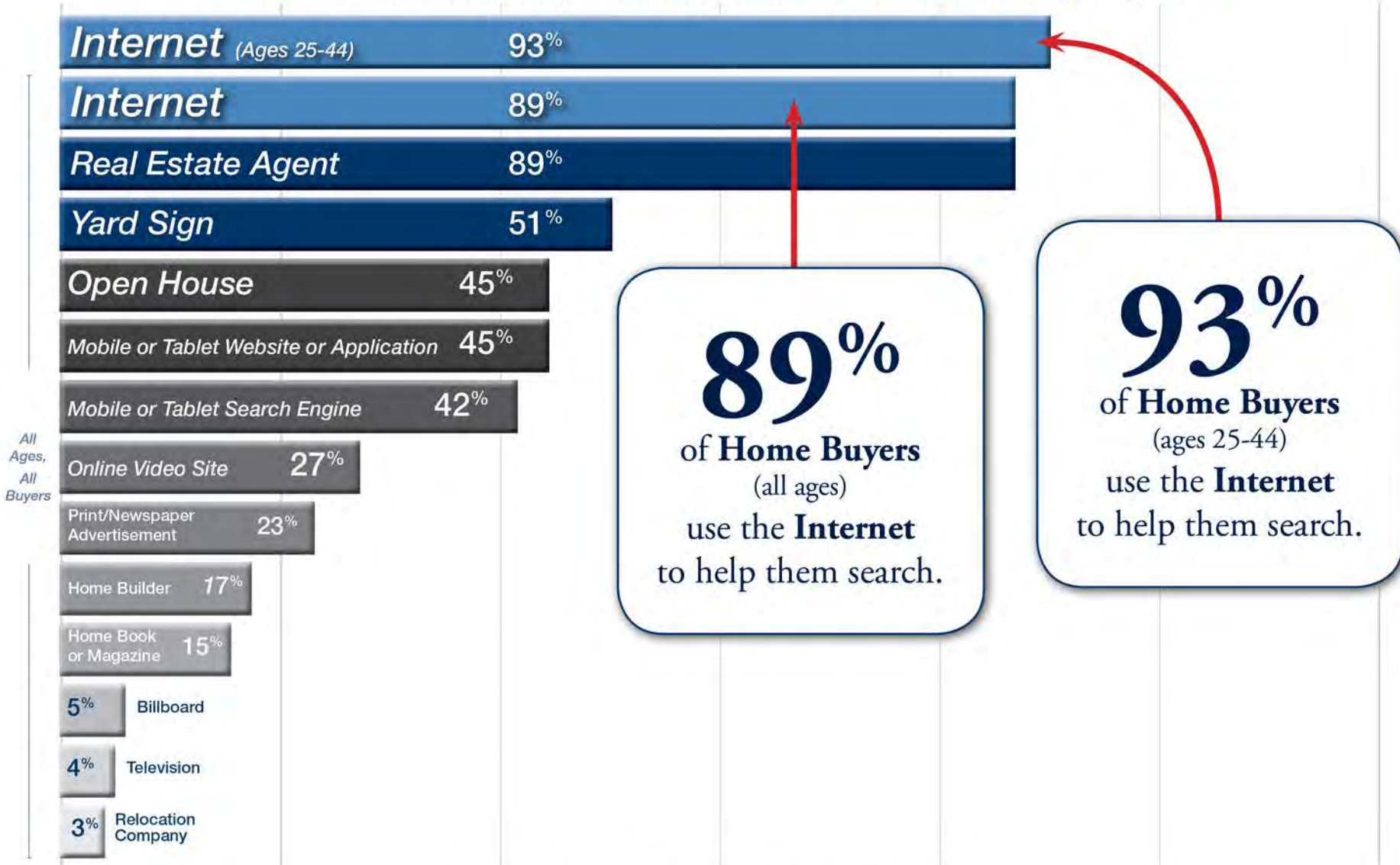
Top Priority Selling Your Home

Your Buyer

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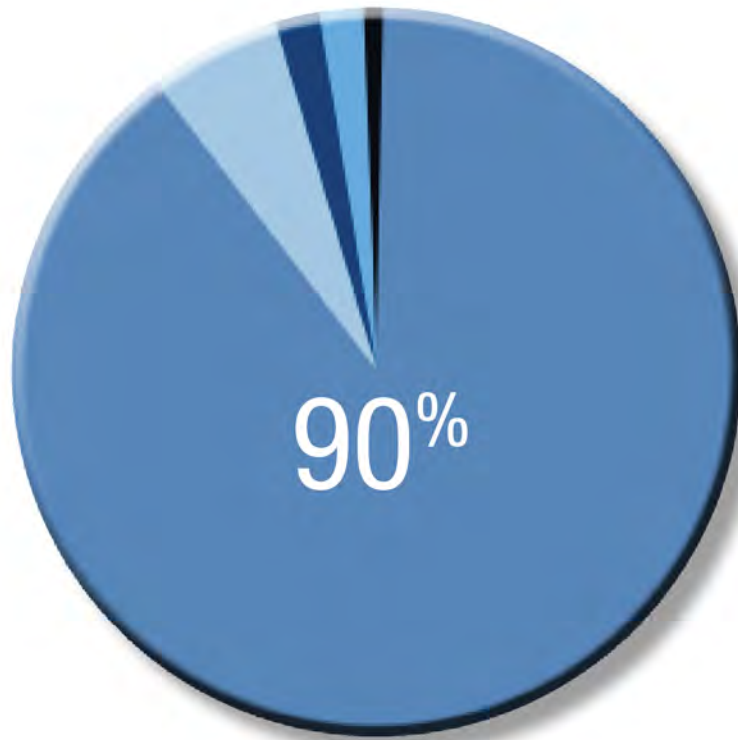
Bringing Buyers to Your Home

Chart illustrates multiple sources used in home search by buyers.



Bringing Buyers to Your Home

While buyers use a variety of information sources to learn about homes for sale in their target neighborhood, it's common knowledge that the vast majority will discover your home with the assistance of a real estate professional and the Internet. It is so important for me to offer a powerful combination of expert real estate representation and a dominant Internet presence. I rely on staging, professional photography and careful photo arrangement to capture prospective buyer's attention!



Percentage of Home Buyers Who Used a Real Estate Agent To Purchase Their Home

METHOD OF HOME PURCHASE	
90%	Through a real estate agent/broker
6%	Directly from builder or builder's agent
2%	Directly from previous owner whom buyer didn't know
2%	Directly from previous owner whom buyer knew
1%	Other

Source: National Association of REALTORS® 2013 Profile of Home Buyers and Sellers



Bringing Buyers to Your Home And A Sale to Fruition....

Just some of what I do.....

- Evaluation of your wants, needs and highest priorities when selling your home. Consult to see if there are any title issues before listing
- Marketing and pricing consultation and Competitive Market Analysis (CMA)
- Review and sign all contracts and disclosures
- Submit all contracts, disclosures and documents into office for legal recording
- Make suggestions for presenting and enhancing your home, including staging if necessary and help you set up a pre-listing inspection to make any repairs beforehand
- Discuss the Seller's Property Disclosure Statement with you
- Order sign, brochure box and insert color marketing flyers, if desired
- Get an extra set of keys and place in lock box at property
- Order and attend the professional photography appointment
- Order a preliminary title report and document the home is free of any legal encumbrances IF NECESSARY
- Place your home on the Multiple Listing Service (MLS) with professional photos and virtual tour

- Place your home on my personal and local websites
- Place your home on RealtyExecutives.com
- Place your home on a variety of other search engines via ListHub
- Discuss a schedule of open house days with you, if any
- A blanket email is sent out to the valley agent population
- Set up MLS tour, if available, where all brokerages and agents working in your area can preview your property
- Prepare all "open house" marketing materials
- Arrange showings as necessary and follow up with all agents to gain feedback
- Provide on-going updates regarding the market in your area
- Submit buyer offer
- Follow up with buyer's lending professional or proof of funds provider to establish buyer's material ability to buy your home
- Represent & assist in negotiating offer(s)

- Once escrow is opened, follow up with the Escrow Professional to share your contact information so your portion of the paperwork can be completed
- Make myself available to discuss with you in detail the escrow and closing process
- Correspond with selling agent to comply with contractual obligations and keep escrow on track by meeting deadlines
- Discuss with you the timing of any agreed upon repairs and provide resources & tradesman, if necessary
- Attend appraisal appointment with a complete appraisal package with permits, if any, & answer any questions for the appraiser
- Follow up with buyer's lending professional throughout to insure buyer's loan progress
- Manage and communicate all pre-settlement activity via progress reports
- Attend closing sign off at title company and answer any questions you may have
- Monitor final funding of buyer's loan
- Follow-up consultation ensuring your expectations were met throughout entire home selling process

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*My marketing plan
reaches and attracts potential buyers
throughout our community,
our state and around the world.*

Online Marketing

An online marketing plan is essential in addition to thorough home preparation. The two together, as well as networking with industry professionals and correctly pricing your home, is what will earn the earliest possible sale for the highest amount.

- Realty Executives Company Website: <http://www.realtyexecutives.com>
- My personal Website: <http://www.shellyssmith.com>
- Google
- GoogleBase
- Zillow Group
- Yahoo

and more as distributed through ListHub...

This is only a short snapshot.



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*My marketing plan
is complemented by our local,
regional, national and global
advertising, marketplace coverage and
industry leadership.*

Reaching Buyers Through The Internet and Other International Advertising

With 89% of homebuyers beginning their search for a home on the Internet, I couple my marketing strategy with a broad reach on the worldwide web by using websites, search engines, portals, blogs, virtual communities and more. Realty Executives supports me with additional and powerful international advertising to create opportunities, attract potential home buyers and generate interest in your home. This combined marketing strategy allows me to reach large networks of home buyers, other real estate agents and industry professionals.

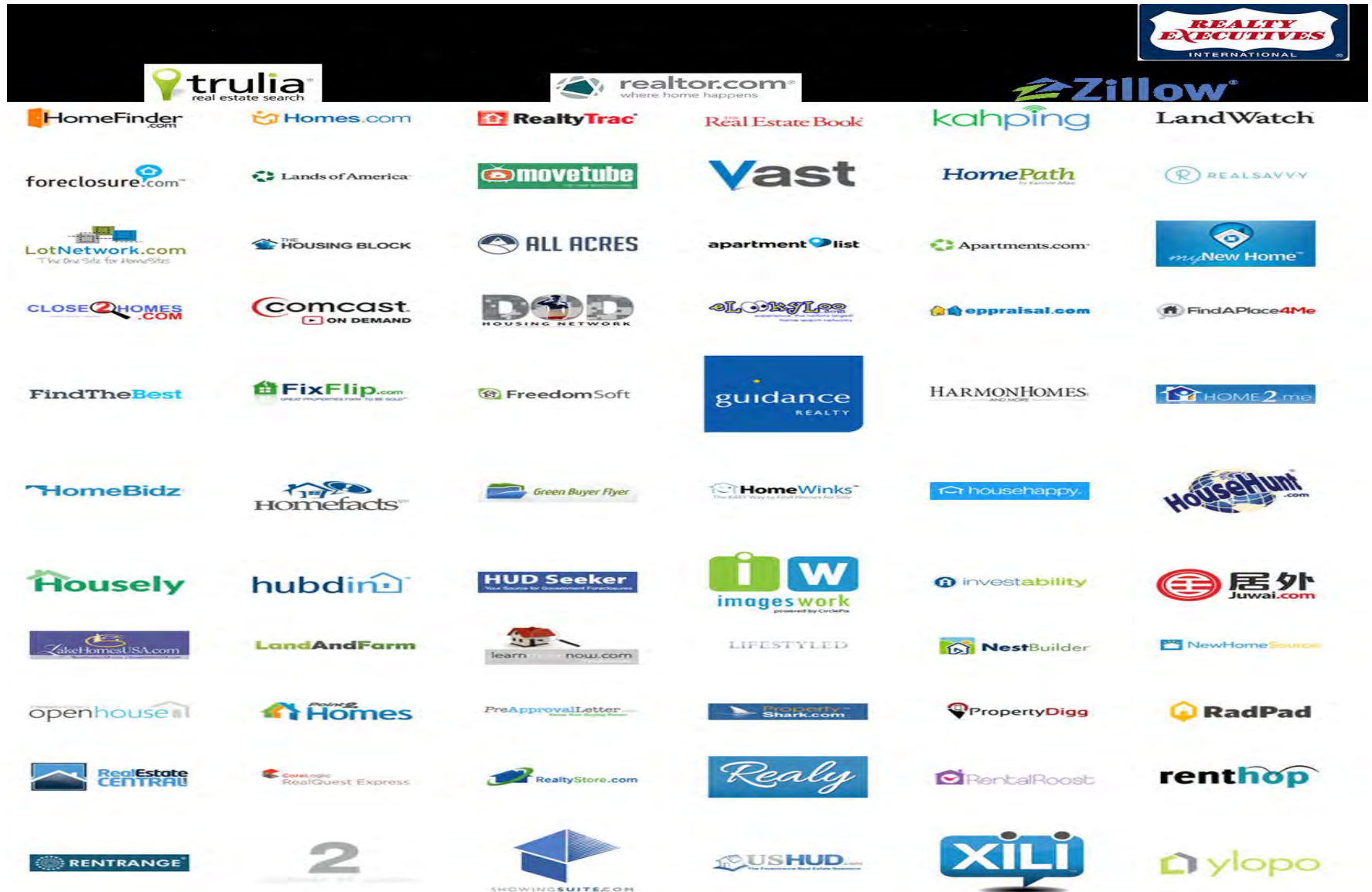
The ultimate benefit to you – my client – is more exposure for your home, making it easier for home buyers to take action on purchasing it.



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With 89% of homebuyers beginning their search for a home on the Internet, I couple my marketing strategy with a broad reach on the worldwide web by using websites, search engines, portals, blogs, virtual communities and more. Realty Executives supports me with additional and powerful international advertising to create opportunities, attract potential home buyers and generate interest in your home. This combined marketing strategy allows me to reach large networks of home buyers, other real estate agents and industry professionals.

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Our Global Network

The Power of an International Franchise



United States



Canada



Mexico



France



Greece



Australia



Israel



Poland



Costa Rica



Belize



Nicaragua



Romania



Panama



Spain



Honduras



Colombia



Turkey



Dominican
Republic



United Arab
Emirates



Saudi Arabia



Qatar



Oman



Bahrain



Kuwait



Malaysia



Egypt



Jordan



Lebanon



Singapore

Realty Executives International's broad reach and global community network enable me to access buyers from around the world, network with other Executives and their clients, share best practices and refer buyers and sellers.



Reaching Buyers Through Technology

As we know, technology is changing how we live. And, it has changed the way I run my business and service you – my client.

I embrace technology and have invested in it to reach, communicate and motivate your buyer – making it easy for them to purchase your home. From my mobile phone and e-mail to my website, my goal is to get your home in front of as many potential buyers as possible.

And, since research shows that a fast response time to inquiries on your home is very important to home buyers, I use technology to react quickly to their requests. I embrace technology to reach your buyer – and to be accessible to you.

Social Networks • Mobile Phone • E-mail • Text Messaging • Website • Internet



*My marketing creates
interest and exposure
for your property ...your home
preparation holds their interest!*

*and that is often the difference
between “For Sale ”
and “SOLD ”*



Home Staging Tips

When selling your home you must begin to experience your home as a potential buyer might. Imagine looking at your home through a different pair of eyes – your potential buyer's eyes.

Home preparation and staging are critical to increasing your probability of a successful sale earlier in the process!

First Step: See What Your Buyer Sees

Walk outside your property. Take a look at the front door and the overall curb appeal. Notice the condition of the paint, the trim, the light fixtures, the door hardware and, if you own a detached home, notice the lawn and landscaping. In looking at your home through a potential buyer's eyes, how does it look? Are there things you need to address?

Second Step: Create a Clean Canvas

When setting the stage for your home to be 'for sale,' you must take into consideration how a buyer will feel while viewing your home. You want to create an environment where potential buyers can visualize themselves in your home. If you have a lot of personalized items throughout the house – this may hinder them from doing so. Personalized items may include specific colored walls (as opposed to neutral) or, it might be walls full of pictures and family heirlooms. Again, this will prevent them from thinking about your home as potentially becoming theirs.

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Home Staging: Tips to Consider

- Check visibility of house address from the street
- Create an inviting entry way
- Keep windows open, light candles or bake items which appeal to a buyer's sense of smell
- Pay attention to details such as door knobs, light switches, faucets and polish or replace as necessary
- Turn on all lights and keep window coverings open to keep the space light and bright
- Remove unnecessary furniture – you want to keep rooms appearing as large as possible
- Unify your home décor to be as neutral as possible, to appeal to the masses (i.e. no dark paint colors!)
- Place plants and fresh flowers to add color and life to rooms



Me

A little about me:

As former co-owner and current client relations representative for a custom home building company, I believe my ability to represent buyers and sellers, particularly in the luxury home division has been enhanced. As someone who personally sells her own homes for top dollar versus competing properties, I understand what sets apart the well-staged, well-cared-for property from its competition.

Your home may not be a custom home but with attention to detail, maintenance and staging you can realize the advantage you have over other sellers! This is important particularly when inventory is plentiful and it's a balanced or buyer's market, of course. When representing buyers my background in construction has made me appreciate how critical it is to pay attention to things others might not notice, i.e. poorly done remodeling and deferred maintenance.

Let me help you set your home apart from the competition and get the most out of your sale. Being a frequent seller myself gives me the compassion and knowledge to help you through your transaction!



As an ***EXECUTIVE***, I will position your home to get it SOLD.

I List

As a REALTOR®, I will post your home on the Multiple Listing Service (MLS), making it available to thousands of other REALTORS® in our city, state, across the country and around the world. I will also access all of the REALTORS® in my office and in our surrounding areas leveraging my sphere of influence.

I Market

It is important to give your home the most exposure possible. The key is to use multiple streams of influence using the power of the MLS, word-of-mouth marketing, social spheres, online and print marketing in addition to my local, regional, national and global reach. I will put together a custom marketing plan so we target the right buyers for your home. My plan integrates traditional, proven methods with progressive modern methods all with one strategic purpose – getting your home SOLD.

I Call, I Communicate, I Respond

Once we have listed your home and created the maximum opportunity for exposure, emphasis turns to servicing the interested buyers and their REALTORS®. Prospective home buyers and their REALTORS® can reach me or Realty Executives through a wide variety of communication modes around the clock – mobile phone, voicemail, answering service, office attendant, text messaging, instant messaging, the internet and email – all enabling me to quickly respond to interested parties.



I Show

I am the best person to showcase all that your property has to offer because of our extensive conversations and my independent research. I will coordinate all showings of your home. And, during the showing process I will control the visit and make sure your home is presented in the best possible light. (For homes NOT lockbox accessible)

I Verify

My goal is to sell your home in the quickest amount of time with the least amount of inconvenience to you. Throughout the listing process it is my job to verify that your home is continuously being positioned well. From marketing, advertising and staging, to showings and researching the competition. And, when necessary, I communicate with you to make the necessary modifications to ensure a seamless transaction.

I Represent & Negotiate

I have a responsibility to meet your needs to ensure the sale of your home. I will represent your best interests when dealing with prospects and their REALTOR® so you can concentrate on other things. You can be as little, or as much involved as you desire. Once a purchase contract is submitted, I will negotiate on your behalf to assure your satisfaction. I will partner with you throughout the entire process. A pre-listing consultation allows me to understand your moving needs in order to insure the contract terms meet those needs.

I Satisfy

It's my job to market your home so that it is best positioned to sell fast, and for fair-market top dollar. My goal is to make this transition as stress-free as possible so that you can enjoy the experience of what lies ahead.

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My Mission

Whether you are educated and experienced in the home selling process, or a first time home seller, I will evaluate and consult with you to ensure I fully understand – and meet – your expectations. I will walk you through the sales, negotiation, contracts and disclosure processes to make sure you are informed, and more importantly, protected. I will not compromise my professional or ethical responsibilities throughout this entire process. ***In the event Realty Executives represents both you and the buyer, understand that both parties will be treated as clients; we will not advocate for one to the disadvantage or detriment of the other should a contract come to fruition.***



I knew from the beginning you were “the person” to sell our home. Thank you so much for all of the hours and hard work you put in for us!
-Terri and Stephan, Owners of Grime Reapers

I want to thank you again for all the help you have given Kim and I. The card and Target gift card are over the top. You are truly an amazing person.
-Bruce

Words cannot express the gratitude and thanks we owe you for all of your help. After numerous travels through ALL of Scottsdale, I ended up with my dream home in Phoenix! Who would have thought I would get all that I wished for—all of your patience paid off. Many thanks, again, you are a SUPERSTAR.
-Leslie & Chris

Thank you for the opportunity to share our great experience and express that we truly enjoyed working with Shelly Smith. We feel that she is not only a remarkable sales consultant but also an extremely professional and delightful person and we are fortunate to have had such a pleasant experience!
-Tommy and Lilia, Northeast Phoenix (Letter to Office Manager)

We worked with Shelly to both buy and sell our home. She is an extremely attentive and detail-oriented realtor, and we trusted her judgment and advice on all levels. Her follow up on all aspects of the transaction was timely and very reassuring; she is an excellent communicator.

I would highly recommend using Shelly as your realtor.
-Greg Chapman, SVP Chief Consumer Experience Office, Provide Commerce

Thanks for all that you do for us. We appreciate you more than we express but I want you to know we realize how hard you work for us and how good you are at what you do. 54th St. was a challenge all the way through and I think we are all surprised it actually got done given all the issues. Windrose went through without any issues.

I don't think it gets any smoother than that! I can say that now that the \$ has hit our account! Thanks again for working so hard and for being our friend.
-Skip



Bring Buyers to you

My Company

**REALTY
EXECUTIVES**



BRAND RECOGNITION

With franchise offices around the world, you are never far from the power of Realty Executives brand and its strong reputation for excellence, integrity, experience – and results.

PEACE OF MIND

You'll have peace of mind that comes from doing business with a company that practices the highest standards of professionalism and integrity.



POWERFUL MARKETING

Our world-class website combined with our international, regional and local marketing programs will help you buy or sell real estate fast, easily and at your desired price.

KNOWLEDGE

Our Executives average more years in the real estate profession and, typically, represent more buyers and sellers than the average agent. The result? The knowledge of what it takes to achieve the best possible results for you in the shortest period of time – whether you're buying or selling.



MORE EXPERIENCE

As some of the most seasoned professionals in the market, our Executives use their knowledge and skill to provide the best service available to clients nationwide – and worldwide – as they have for over 45 years.

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PERSONAL SERVICE

We equip each and every Executive with the tools, information, and support they need to make the most of every client relationship – enabling them to personally serve you throughout every step of the entire process.

Maybe that's why we typically service more clients per REALTOR® than any other national Real Estate firm.



STRENGTH

You are never far from the power of Realty Executives and our strong network of professionals, properties and potential home buyers. We cover the market like no one else.



EXPERTISE

There is a difference between a “typical agent” and an Executive. Our Executives are typically educated and honored with titles and accreditations mean that you are working with someone with experience, knowledge, ethics – and expertise in real estate.



CUTTING EDGE TECHNOLOGY

Our Executives are equipped with the latest technology tools designed to help them work more efficiently with you, for you and with everyone involved in the process. Our MLS systems, CRM systems and websites gives properties broad exposure on the World Wide Web, empowering our Executives to find the exact property you are looking for.



RESULTS

For over 45 years, Realty Executives has led the industry in innovation, service and results. Our Executives are committed to excellence and have one goal in mind: Serving you, our customer, and getting you the results you desire. It shows in every single transaction. Whether you are buying or selling.



Our Brand Promise

In an industry where most companies

focus on the average agent, **REALTY EXECUTIVES** is the company with the **systems** and **tools** designed for the productive real estate professional –

enabling them to better **serve** the market, and ensuring a superior experience for **you** – our client.™



1. Innovative, Entrepreneurial Spirit

Realty Executives is characterized by an innovative, entrepreneurial spirit. We have a proven legacy of entrepreneurialism and industry innovation which translates to more exposure and higher levels of efficiency for you.



2. Trusted and Effective Advocate

We have a non-negotiable value system – it's a priority to us that you experience our integrity-driven environment by working with me.

3. Uniquely Personalized Experience

As a brand, and as individuals, we exhibit genuine warmth, caring and individual focus throughout each step of our time working together.



4. Connected, Caring Family

Our underlying desire to offer exceptional service is born out of a deep-rooted commitment to service. We're a family business, and real estate is a means to serve others.



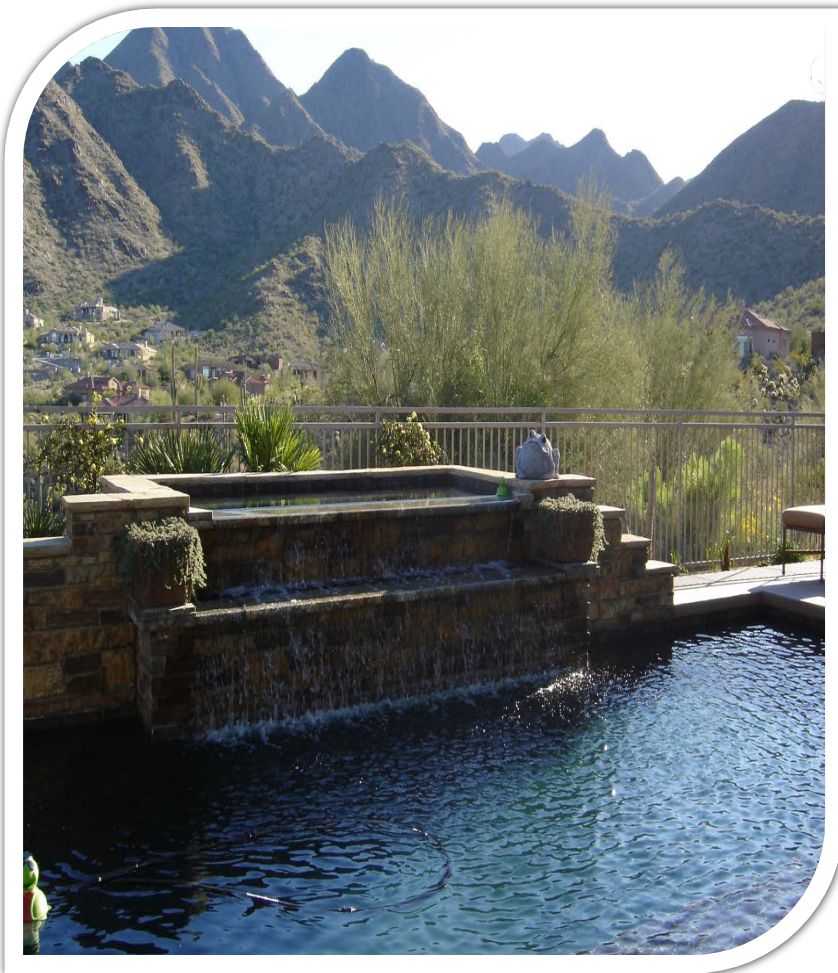
When you list your home with
REALTY EXECUTIVES, you're
putting your largest investment
in the hands of experts.

Realty Executives was founded on the principles of attracting the best professionals in the industry. That means you receive the knowledge, service and support both you and your home deserve. Realty Executives and I are committed to a smooth and successful transaction.

Together Realty Executives and I set the bar – and raise the standard – in filling all five fundamental seller needs:

The five fundamental seller needs:

1. Maximize property equity
2. Utilization of the industry network
3. Manage risk
4. Ensure trust
5. Communicate effectively



Your Market Analysis

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Fair market value is set by what a buyer is willing to pay



Determining an appropriate list price is the single act which will have the largest impact on how much or little activity you receive.

I will help you determine the list price of your property through three key steps:

1. Know the physical and material qualities affecting the value and desirability of your home

The condition of your home will impact a buyer's perception of its value. Even moderate improvements (such as touch-up paint on walls) can dramatically improve the perceived value, therefore driving buyer interest, offers and, ultimately, a higher purchase price.

2. Know your market conditions

Location, lifestyle opportunities, job growth, the economy, inventory and demand to name a few are all mitigating factors in how fair market value will be determined for your property.

3. Evaluate your competition

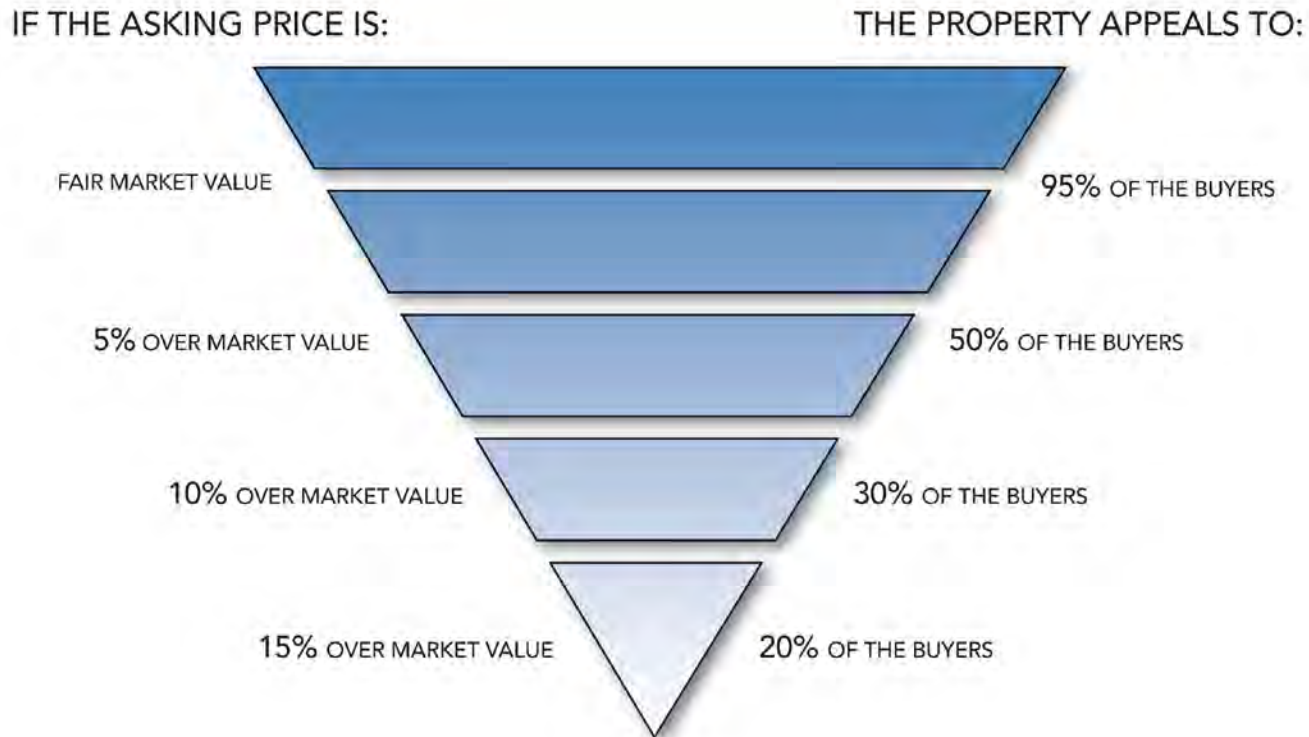
The more we know about the competition, the better prepared I am with how to position and sell your home successfully. The competition is how we will gauge where we need to be, to get your house SOLD.

It is my responsibility and obligation to help you make an informed decision.

Statistics Have Shown

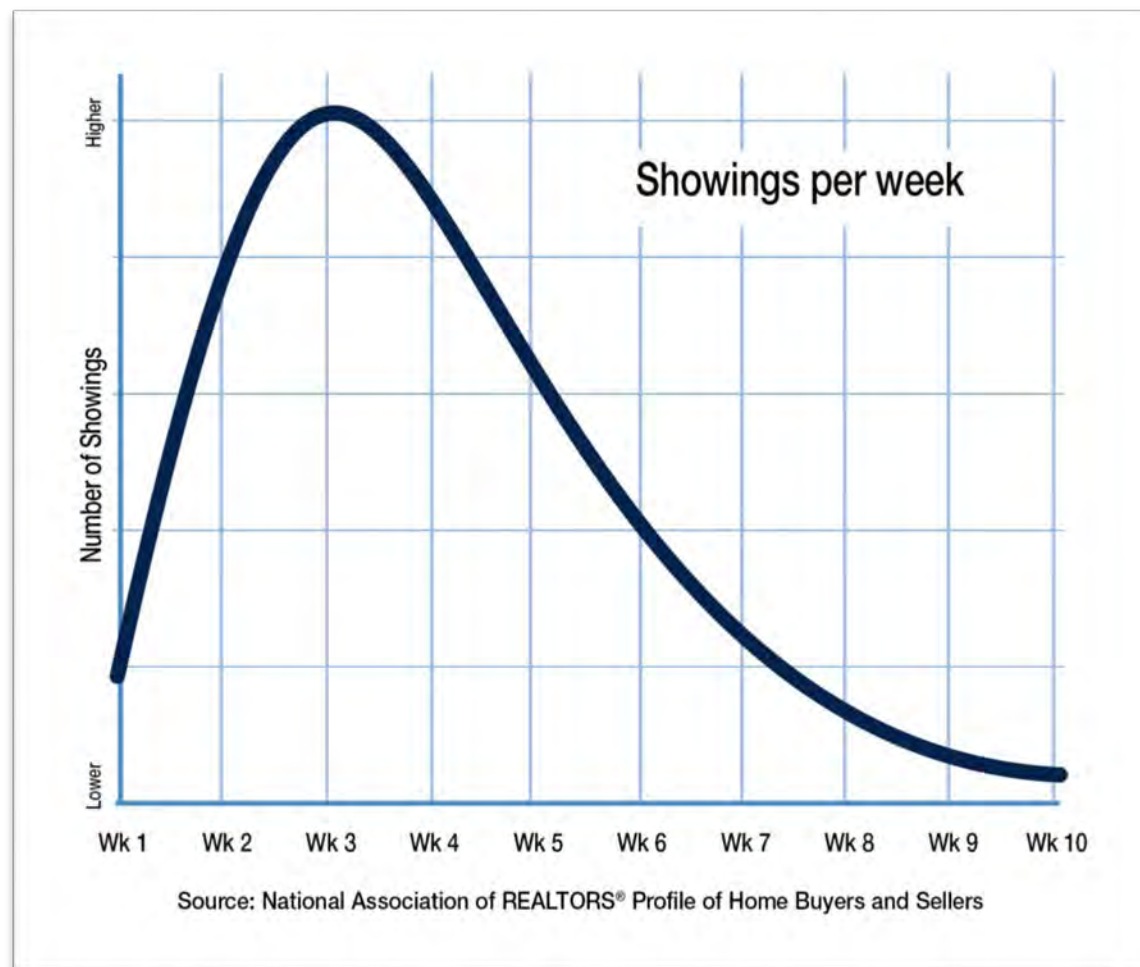
- Fair market value pricing will enable you to reach 95% of the buyers searching in your homes criteria

- Just 15% above fair market value will decrease your buyer pool to 20%



Overpricing your home can mean a decrease in interested buyers and an increase in days on market

Although the illusion of more walk-away dollars is enticing, overpricing one's home typically results in the opposite effect. Overpricing a home is often a result of being uninformed or misinformed about the true value of your property. Serious home sellers that want to sell their home for the most amount of money, in the shortest amount of time, do not overprice their home. If you price your property at fair market value from the beginning you will likely increase your buyer pool and decrease days on market.



- **Lower levels of brokerage exposure**
- **Lower levels of buyer exposure**
 1. Agents will not show overpriced properties to their buyers.
 2. Buyers not working with an agent perform enough research to know an overpriced home and will not take the time to view that home.
- **Longer days on market**

An overpriced property is perceived as 'stale' regardless if price reductions are implemented or there is 'room' for negotiating.
- **Perception that the home is not as desirable**

Overpriced homes typically experience longer days on the market. Buyers interpret longer days on market to mean 'buyer beware.'
- **Difficulty with obtaining financing**

Lenders base decision on fair market value. If a lender's appraiser determines the home to be above fair market value, and above what they are willing to finance, they may require a buyer to make up the difference in cash.

Sellers receiving 100% or more of listing price based on number of weeks home was on the market.



Source: National Association of REALTORS® 2013 Profile of Home Buyers and Sellers

Results

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My job is to manage the details to get your home from “for sale” to “SOLD”. No one should do it alone, and that’s why I’m here to make sure you don’t have to.



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