

The Premier Group

Keller Williams Realty, Woodstock, GA

*Striving daily to be remarkable in
everything we do!*



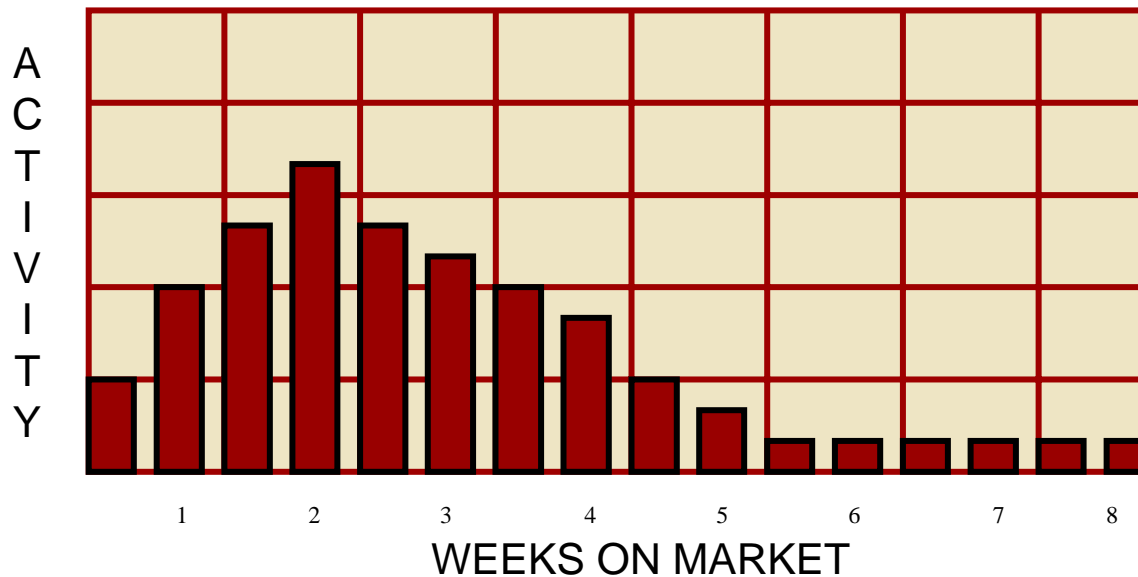

KELLER WILLIAMS.
R E A L T Y

KW

What to expect at your Listing Appointment...

- Lisa will take a solo stroll through your home, looking through a buyers' eyes.
- Together, we will address three key components to selling your home:
 - *Market*- review its current state of reality.
 - *Motivation*- discuss your needs and timeframe
 - *Price*- We will agree on a price
- We will decide today, if you want to work with us and if we want to work with you.

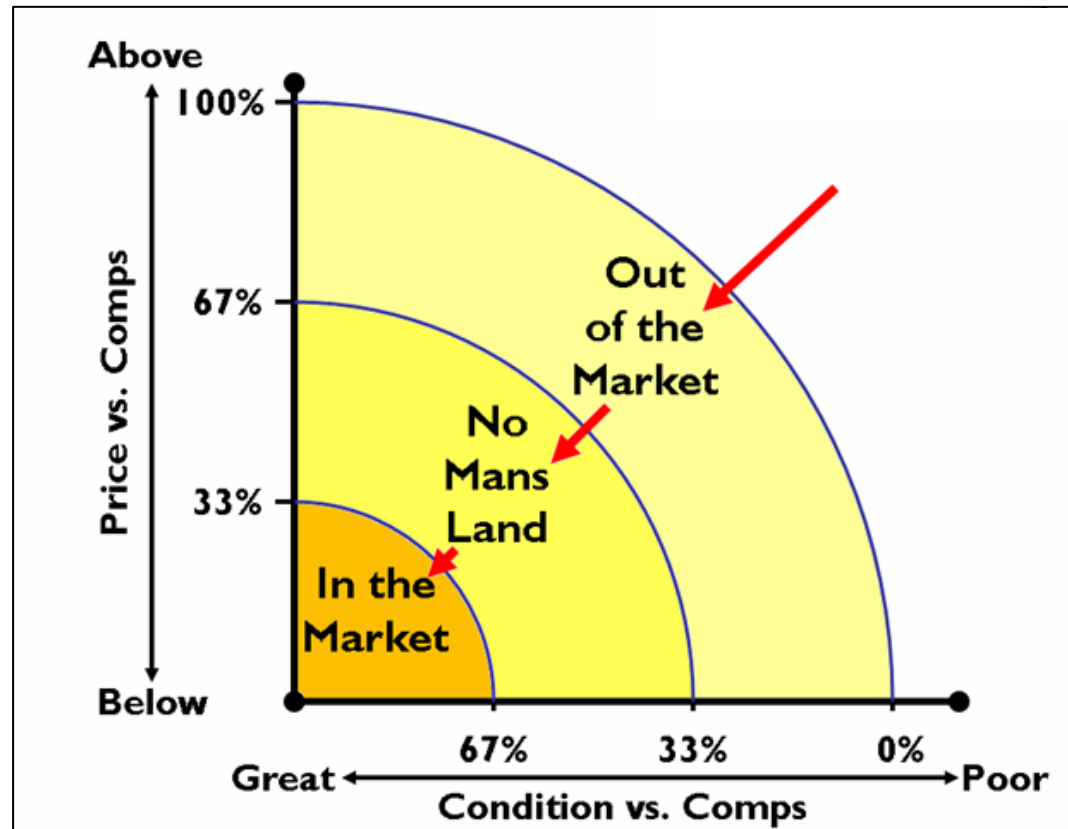
Selling Price Vs. Timing



A property attracts the most activity from the real estate community and potential buyers when it is first listed.

It has the greatest opportunity to sell when it is new on the market.

Optimally Price and Condition Your Home to Sell



Who Are We...

Team Leader and Visionary, **Kris McKeeth**

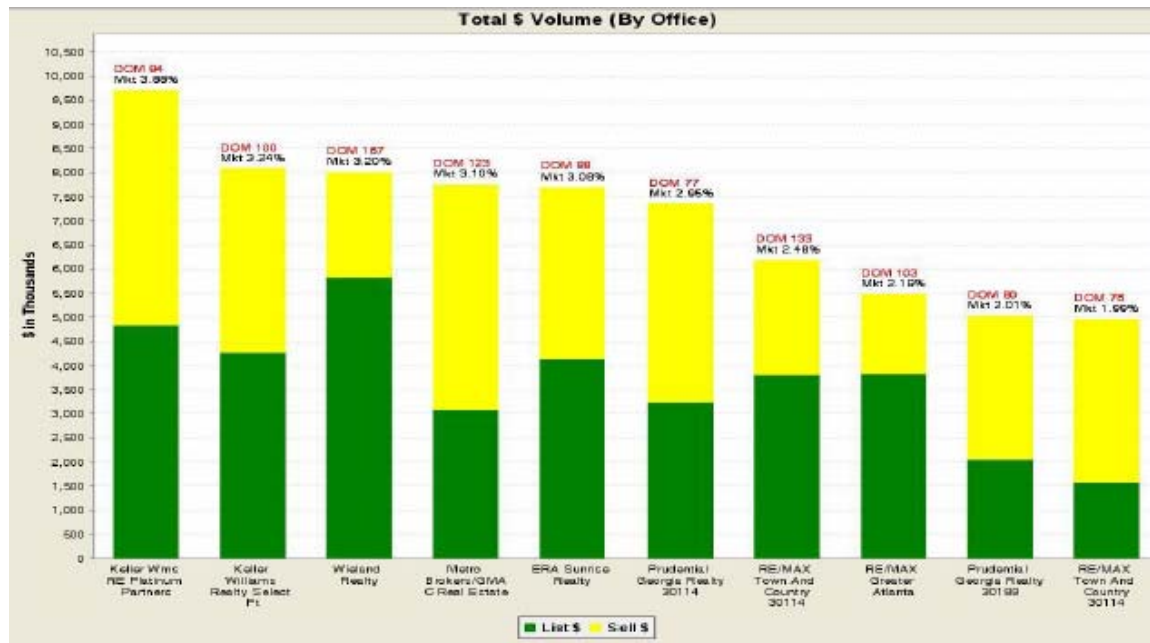
- *Full time Listing specialist :*
 - **Lisa Morton** is expert in current market conditions and pricing homes
- *Two full time buyer specialists:*
 - **Lisa Russell and Donna Ripley** focus solely on finding perfect homes for buyers for the best price possible
- *Dedicated Listing Manager:*
 - **Amiee Kane** handles marketing and weekly communication with listing clients.
- *Dedicated Closing Coordinators:*
 - **Amiee Kane and Nikki Lear** act as single points of contact for everything once under contract.
- *Dedicated Lead Manager:*
 - **Nikki Lear** contacts internet lead ensuring that any interest in your home is addressed.

Why Hire Us?

- 13 years experience in Cherokee county real estate
- The Top Producing team of 2007 for Keller Williams, Platinum Partners, Woodstock, GA
- Days on market average 40% less than average Cherokee county statistics
- Ongoing and knowledge based review of market trends
- Remarkable service
- Tough and professional negotiators
- TRUSTWORTHY, HONEST and STRAIGHTFORWARD consultation regarding what it will take to get your home sold!

Market Share

Keller Williams Platinum Partners claims the largest market share in Cherokee County.



Testimonials/References

- **I was so pleased with my experience with Keller Williams when purchasing our new home that I listed another home with them. Their agents show up on time and are always prepared with lots of suggestions whether you are buying or selling.**
- Pat Bennett
- **Lisa Morton and her team did a wonderful job for us . We had experienced a difficult situation with a previous realtor's listing and were discouraged. However, Lisa was able to list our home and go to closing inside of 7 weeks. We were thrilled! She handled all the details for us since we were living out of town. Her professionalism and attention to detail made our association with Keller Williams a great experience.**
-Janet Merkel
- **Extremely professional and knowledgeable. We especially liked the honest and refusal to simply "butter us up". Hard work and results instead of unrealistic forecasts!**
-Ralph Kitts



Testimonials/References

- **Your team approach was excellent, right from the initial marketing visit to both closings. We never really expected such a quick turnaround but your team of professionals made it happen for us. Thank you all so very much.**
-Robert and Maria Bonniwell
- **My experience with Keller Williams was by far the best realty experience I've ever had. The personalized service was exemplary. Each team member had specialized expertise that gave us the utmost confidence. The team took time to answer every question fully, to explain contracts and terms and to handle last minute glitches. This was the smoothest and easiest selling of a home ever. As we are now out of state, I dread ever having to sell a home without this group...my only complaint is that now I will be disappointed with every other realty team!**
-Ken and Jami Hegburg



Testimonials/References

- We have bought and sold 8 homes in 25 years and this is by far the best experience we've had . The flow if information was excellent. Feedback on showings was very good. The professionalism of everyone in the office was exceptional. No detail was left unattended. I am a detail oriented person- a CPA by training and I appreciate when others are organized and do exactly what they promise. Every detail was taken care of. The closing firm did an excellent job. We have recommended The Premier Group to neighbors and would use you again if needed...Your expertise was invaluable and greatly appreciated-

-Millie and Dave Browning
706-999-1499
- Lisa Morton did an excellent job of walking two inexperienced home sellers through the process and holding our hands through the steps to make sure we were comfortable. The office staff, Amiee and Penny were professional and quick to respond to our questions. Great overall experience!-

-Ken and Jami Hegburg

Cancellation Guarantee

We are so confident that our real estate system will work for you that we guarantee you the right to cancel our listing agreement at any time prior to accepting an offer to purchase your home, with no penalties or obligations, if you feel our service does not live up to our promise.

Entering into a listing agreement with a real estate agent can be risky business. Every sales representative will promise the world when it comes to effectively marketing your home, but how many of them can back that up with solid performance?

We are offering you a way to list your home that is **totally risk free**.

Our pledge is to provide you with the highest level of service in the real estate industry, and our commitment to this pledge is 100%.

Your right is to evaluate whether we live up to this standard. You may cancel your listing agreement with us at any point, with no penalties or obligations, if we fail to deliver the quality of service we have promised.

The Premier Group

Homeowner

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W I 4 C 2 T S

Win-win – or no deal

Integrity – do the right thing

Commitment – in all things

Communication – seek first to understand

Creativity – ideas before results

Customers – always come first

Teamwork –together everyone achieves more

Trust – starts with honesty

Success – results through people