

MY STRATEGY
TO GETTING
YOUR HOME

SOLD



MELISSA WATERS
REALTOR®

SELLING YOUR HOME

WITH KELLER WILLIAMS MILWAUKEE

When you work with me, you work with a trained agent that has the backing of the world's largest real estate company, consisting of 180,000+ associates around the globe. That puts your listing within the largest real estate network with the furthest reach.

And, by choosing to partner with me and the Keller Williams family, you gain access to a suite of technology that keeps you informed and engaged in what's happening in your neighborhood.

Keller Williams was built on a simple-yet-revolutionary principle: people are what matter most. To help cement this understanding, we've formalized a belief system that guides how we treat each other and how we do business.

WIN-WIN

or no deal

INTEGRITY

do the right thing

CUSTOMERS

always come first

COMMITMENT

in all things

CREATIVITY

ideas before results

TEAMWORK

together everyone achieves more

TRUST

starts with honesty

EQUITY

opportunities for all

SUCCESS

results through people



A HISTORY

OF KELLER WILLIAMS REALTY

1983 - 91

1983 | Keller Williams Realty founded in Austin, TX

1987 | Associate Leadership Council, open books and profit sharing are implemented

1989 | Agent commissions paid into the company are "capped"

1998 - 2005

1998 | Associate Technology Council founded

KW expands to Canada

First Mega Camp and Agent Masterminds are held

2003 | *The Millionaire Real Estate Agent* published and becomes a national bestseller

KW Cares officially founded as company-wide initiative

2005 | KW Cares raises \$5.3 Million for Katrina relief

The Millionaire Real Estate Investor published and becomes a New York Times bestseller

2012 - 14

2012 | First overseas franchises awarded - Vietnam, Indonesia and South Africa

2013 | KW becomes #1 franchise by agent count in the United States and, later, North America

KW Launches a custom, agent-branded mobile app for every agent in the company

Gary Keller published *The ONE Thing*, becomes #1 Wall Street Journal bestseller

2014 | 100,000+ associates strong across the world

KW Kids Care founded, a new nonprofit benefiting associates' children

1992 - 97

1992 | The Keller Williams "language" is created - W14C2TS and MVVBP are written

1994 | First KW "convention" is held in San Antonio

1995 | KW.com goes live

1996 | Keller Williams University and KW MAPS Coaching are founded

2006 - 11

2006 | KWConnect becomes the industry's first on-demand, online learning portal

KWLS launches My Listings, My Leads in place for all syndication

2007 | KW Luxury Homes founded

2008 | KW Commercial founded

SHIFT: How Top Real Estate Agents Tackle Tough Times is published and becomes a New York Times bestseller

2009 | KW MAPS Coaching rolls out revolutionary training program, BOLD

RED Day, the KW annual day of service, kicks off in all KW offices

2011 | eEdge launches and wins the Inman News Innovator Award

2015 - PRESENT

2015 | Keller Williams Milwaukee North Shore opens in Whitefish Bay, WI

KW becomes world's #1 real estate franchise by agent count

2017 | Keller Williams Milwaukee Southwest opens in New Berlin, WI

2019 | Keller Williams Lake Country opens in Hartland, WI

2021 | Keller Williams Innovation opens in Wauwatosa, WI

Keller Williams Prestige opens in Germantown, WI



RESULTS DRIVEN

5,842 # OF CLOSED UNITS

\$2.235 CLOSED SALES VOLUME
BILLION

KW MILWAUKEE

METRO MLS

\$382,000

\$327,000

AVERAGE HOME PRICE

*KW WORKS IN AN AVERAGE PRICE POINT
17% HIGHER THAN THE MARKET AVERAGE.

14% KW MARKET SHARE
VS. OTHER TOP BROKERS

*YTD 2022 **KELLER WILLIAMS IS THE #1 BRAND**
FOR SE WISCONSIN SELLERS & BUYERS

*Source: Broker Metrics 2022





RESULTS DRIVEN

2,564 # OF LISTINGS TAKEN

\$1.062 LISTINGS TAKEN VOLUME
Billion

KW MILWAUKEE

METRO MLS

101.7%

100.2%

LIST TO SALE PRICE %

*ON AVERAGE, KW AGENTS HAVE THE ABILITY TO GET
2% MORE PER LIST PRICE THAN MARKET AVERAGE

KW MILWAUKEE

METRO MLS

**21
DAYS**

**33
DAYS**

AVERAGE DAYS ON MARKET

*KW SELLS HOMES **36% FASTER** THAN
THE MARKET AVERAGE.

*Source: Broker Metrics 2022





PROVEN SUCCESS

MELISSA WATERS

With more than 18 years as a landlord and healthcare experience in the operating room, Melissa has worked in both clinical and business-oriented roles. Her diverse background has made her a versatile leader with a clear vision for providing the highest quality care.

Melissa assisted with several repair and flip homes which helped improve many communities and she is also the preferred licensed realtor for Watersview Investments Group LLC.

Throughout her career, she has effectively managed strategic portfolios and partnerships consisting of several projects. Always having a passion for real estate, Melissa transitioned to the real estate industry and shortly joined Keller Williams Realty. She is a licensed Real Estate Agent for the state of Wisconsin.

Melissa leverages her unique skill sets to build trusting and lasting relationships with clients. Melissa specializes in all facets of real estate which is important to ensure clients have a smooth and seamless home buying/selling experience.



4 STAGES OF HOME SELLING

PRELISTING

- schedule an appointment
- meet with Staging Consultant
- discuss the best strategy for selling
- property evaluation
- complete market analysis
- establish sales price
- executed listing agreement

PREP FOR MARKET

- marketing campaign started
- professional photography taken
- signs installed
- submitted to MLS
- showing times selected
- property brochure delivered
- direct mail campaign launched
- e-mail campaigns started
- open house scheduled

ACTIVE ON MARKET

- showings started
- curb appeal kept up
- house is kept ready to show
- showing feedback shared
- open House held
- neighborhood door knocked

OFFER & CLOSING

- offer(s) received
- offer(s) negotiated
- offer accepted
- back-up offer(s) accepted
- inspections & disclosures completed
- appraisal completed
- contingencies removed
- property closes
- refer friends to us!



EIGHT STEPS

TO GETTING YOUR HOME SOLD

MARKET PREPARATION

STAGING

PHOTOGRAPHY

ONLINE MARKETING BLAST

SOCIAL MEDIA

OPEN HOUSES

PRINT MARKETING

ACTIVE PHONE WORK



PREPARING YOUR HOME

We advise on decluttering, making repairs/alterations that will help you gain financially. As well as show the home in its best possible form. Remember... First Impressions Last a Lifetime Spacious: Rooms should appear spacious. Store any unnecessary pieces of furniture to allow for easy movement around the room and throughout the house.

INTERIOR

**WASH ALL WINDOWS
AND MIRRORS**

**REMOVE ALL PET-RELATED
ITEMS AND FOOD**

**TAKE PERSONAL ITEMS
OFF THE WALLS**

**ALL LAUNDRY IS EITHER
PUT AWAY OR HIDDEN**

TAKE ALL TRASH OUT

**MOVE ALL SENSITIVE
PAPERWORK AND
MEDICATION TO A
SECURE AREA**

EXTERIOR:

**WASH ALL WINDOWS
AND CLEAN SCREENS**

TOUCH UP PAINT

**MOVE ANY EXTRA
VEHICLES FROM THE
DRIVEWAY**

**DISPLAY SEASONAL
FLOWERS AND
LANDSCAPING**

WEED ANY FLOWER BEDS

**CLEAN FRONT PORCH
AND SECURE ANY LOOSE
HANDRAILS**

STAGING YOUR HOME

Staging makes your house look and feel like a model home. It's the process of simplifying, rearranging furniture, adding decorative elements, and depersonalizing a home to maximize its appeal to buyers. The whole point of staging your house is to make it easy for prospective home buyers to envision themselves living in your home. To be successful, there are a few things you need to understand about what characteristics of a house are universally appealing to homebuyers.

83%

OF BUYERS' AGENTS SAID STAGING A HOME MADE IT EASIER FOR A BUYER TO VISUALIZE THE PROPERTY AS A FUTURE HOME.

67%

OF TOP AGENTS SAY THAT HOME STAGING HELPS A SELLER FETCH MORE MONEY FOR THEIR HOUSE AT RESALE.

40%

OF BUYERS' AGENTS CITED THAT HOME STAGING HAD AN EFFECT ON MOST BUYERS' VIEW OF THE HOME.

PROS OF STAGING

- + Staging makes the listing photos look phenomenal, attracting more buyers into the home
- + Staging allows buyers to envision themselves living in your home
- + Staging has been proven to get a higher price in a shorter time

CONS OF STAGING

- Staging can take time to set up and take down after selling
- Staging can be costly when hiring a professional stager company
- If done poorly, staging may not be in the buyers' taste

PROFESSIONAL PHOTOGRAPHY

Over 95% of home buyers start their search online, so professional photography is imperative to selling a home! We hire a professional to come to take the best pictures and they are all completely edited to make sure your home is shown perfectly!



HOMES WITH PROFESSIONAL PHOTOGRAPHY...

Receive an average of 87% more views than their peers across all price tiers.

A home with one photo spends an average 70 days on the market, but a home with 20 photos spends 32 days on the market.

Have a 47% higher asking price per square foot.

MY
**ONLINE
MARKETING
BLITZ**

- All (200+) MLS & ListHub syndicated websites including:
 - Zillow
 - Trulia
 - Realtor.com
 - Homes.com
 - KW.com
- My Personally Branded Website & Consumer Search App
- Targeted Email Campaign
- Social Media Post
- Social Ad Campaigns
- +Many More!

SOCIAL MEDIA STATS



Melissa Waters

Melissa Waters, Realtor

📍 Whitefish Bay, WI



Agent License # 91000-94 (WI)

About Melissa

With more than 15 years as a landlord and healthcare experience in the operating room, Melissa has worked in both clinical and business-oriented roles. Her diverse background has made her a versatile leader with a clear vision for providing the highest quality care. Melissa assisted with several repair and flip homes which helped improve many co...

Connect with Melissa

- An average user spends 2 hours and 24 minutes per day on social media in 2020.
- 50.1% of the time spent on mobile is done using social media apps in 2020.
- Facebook is the most popular, costing people an average of 2 hours and 24 minutes each day.
- Youtube takes an average of 40 minutes per day.
- Users spend an average of 30 minutes per day on Snapchat in 2020.
- Instagram users are spending an average of 28 minutes on the platform daily in 2020.
- Pinterest users take it slow and scroll through ideas for only 14.2 minutes every day.

DOWNLOAD MY
KW APP



@Melissa Waters Realtor



@MelissaWatersRealtor



OPEN HOUSES



I LOVE
SHOWCASING
YOUR
HOME WITH AN
OPEN HOUSE

A lot of buyers like to look at a home without any pressure. This is what we call the "two step" buyer. Most the time they start the process by going to the open house first then follow up with a tour by their real estate agent.

HOW I PREPARE:

- Posted on all major websites including KW.com, Realtor.com, Zillow, Trulia, and the local MLS
- Several signs strategically placed around your neighborhood
- Postcards/letters mailed to area
- Posted on our social media accounts
- Social Media Ads
- Weekly Newsletter Blast
- Door Knock Neighborhood

PRINT MARKETING

It is no longer acceptable for your real estate agent to just print and hand out the MLS stat sheet. Here are my top 3 marketing pieces I have printed with each listing.

01

Custom
Property
Flyer



02

3-Part
Custom
Postcard
Campaign



03

Custom Door
Hangers for
canvassing the
neighborhood



FOLLOW UP MARKETING

According to a study done by MIT, the odds of contacting a lead more than 5 minutes versus 30 minutes drops 100 times. From 5 to 10 minutes the odds decrease by 5 times. Is there any wonder why the average single agent misses so many opportunities to convert buyer leads for their seller?

I am trained and prepared to follow up immediately with all possible buyer leads.



LAST-MINUTE SHOWING CHECKLIST



- ☐ Secure valuables (tech devices such as laptops, tablets, phones), bills, spare keys to the house and prescription drugs
- ☐ Have all counter tops cleaned off. Remove countertop appliances such as toasters or coffee makers.
- ☐ Keys and personal items should be stored away.
- ☐ Declutter / put away everyday items: dishes, mail, shoes, coats, kids' toys, sporting equipment, etc.
- ☐ Take 15 minutes and organize / purge your fridge - because a buyer WILL look!
- ☐ Make sure the thermostat is set appropriately for the weather and make the home comfortable for showings.
- ☐ Play soft music
- ☐ Turn on all of the lights
- ☐ Organize toys or store them while your home is on the Market
- ☐ Less is more. Remove excess furniture if possible.
- ☐ Walkways to and from the home should be clean and clear.
- ☐ Make all of the beds.
- ☐ Take the trash out and consider hiding garbage cans.
- ☐ Minimize family photos
- ☐ Do a thorough cleaning - even if you have to hire a cleaning service
- ☐ Improve curb appeal: Mow the lawn and trim back overgrown shrubbery
- ☐ Make the bathrooms shine: Toilet seats down, clean mirrors and other glass surfaces.
- ☐ Put fresh flowers or flowering plants on the dining room table
- ☐ Offer snacks and water
- ☐ Take all the magnets and pictures off the refrigerator.
- ☐ Open the windows - buyers love lots of natural light.
- ☐ Replace light bulbs that are burnt out. The better the lighting, the better the results.
- ☐ Hide feeding bowls, litter boxes, dog beds, etc.
- ☐ Do a final dusting, sweeping and vacuuming just before the open house or showing.

SHOWING YOUR HOME



STEP 1:

**A SHOWING HAS
BEEN REQUESTED**

STEP 2:

**YOU APPROVE OR
DISAPPROVE**

STEP 3:

**HOME IS PREPARED
FOR THE SHOWING**

STEP 4:

**YOU LEAVE AND THE
SHOWING IS COMPLETED**

STEP 5:

**FEEDBACK IS
RECEIVED**

STEP 6:

**REVIEW FEEDBACK
OR OFFER**



THE OFFER PROCESS

AFTER YOU RECEIVE AN OFFER

We will meet and review your offer together. Once the details are thoroughly reviewed and understood, you will have three options:

1 - ACCEPT THE OFFER AS WRITTEN

2 - DECLINE THE OFFER

If you feel as though the offer isn't close enough to your expectations to further negotiate this offer.

3 - COUNTER OFFER

If you agree to most the offer but want to change a few details, we can counter the buyer with the new terms.

You can negotiate back and forth as many times as needed until you reach an agreement or someone chooses to walk away.

**ONCE AN OFFER IS ACCEPTED
BY BOTH PARTIES, YOU ARE OFFICIALLY UNDER
CONTRACT.**

CONGRATS!!

HOME SELLER BENEFITS



**KELLERWILLIAMS
APPROVED VENDOR**

 **America's Preferred[®]**
Home Warranty
800.648.5006 | APHW.COM

**SELL YOUR HOME
FASTER & EASIER**

Adding our warranty to your listing when you first put it on the market:

GIVES YOUR LISTING A COMPETITIVE ADVANTAGE

Providing a warranty shows you stand behind your home. Buyers like that.

KEEPS YOUR DEAL TOGETHER

Your home buyer is purchasing a previously lived-in home. Your appliances and home systems are now "used" equipment. Should one or more of those items break down after the buyer moves in, they have peace of mind knowing they have a home warranty.

COULD GET YOU A BETTER OFFER

Studies show that homes listed with a home warranty generally sell for more money.

PREVENTS POST-SALE HEADACHES

When your home buyer has an appliance/system breakdown after moving in, THEY CALL US...NOT YOU.

PROVIDES POST-SALE LEGAL PROTECTION

If you add our warranty when you first list your home, you have our LISTSECURE[®] coverage at no additional cost. It provides you with two years of additional legal protection, up to \$1,000. (Terms and conditions do apply.)

Our coverage is complimentary for the length of your listing (no expiration date). You don't pay us until your home sells.

Add our SELLER PREFERRED UPGRADE for a nominal fee. It enhances HVAC and kitchen appliance coverage.



Keller Williams Approved Vendor Program members are business entities independent from Keller Williams Realty, Inc. Neither Keller Williams Realty, Inc. nor its affiliated companies warrant APHW, their products, or their services.





"EXTREMELY KNOWLEDGEABLE, DETAILED, AND STRATEGIC! IF YOU WANT TO WIN A MULTIPLE OFFER IN TODAY'S SELLER'S MARKET OR GET MULTIPLE OFFERS ON YOUR LISTING, I HIGHLY RECOMMEND YOU WORK WITH MELISSA!"

BREE J.



"MELISSA WAS NOT ONLY PROFESSIONAL, BUT VERY KNOWLEDGEABLE. SHE IS DEFINITELY A LEADER, THAT UNDERSTANDS AND LISTENS TO HER CLIENT! WHEN I SAY LISTEN..I MEAN SHE REALLY LISTENS!! SHE'S TOUGH WHEN IT COMES TO REPRESENTING HER CLIENTS AND COMPASSIONATE WHEN IT INVOLVES EDUCATING THEM! SHE FULLY UNDERSTANDS CUSTOMER SERVICE AND PROUDLY UPHOLDS IT WELL!"

HOME BUYER, CLOSED DEC '21



"MELISSA WAS AWESOME, ESPECIALLY BEING PATIENT AT THE VERY MOMENTS WHEN I FELT OVERWHELMED &/OR PANICKY FROM TIME-TO-TIME THROUGHOUT THE ENTIRE PROCESS. IT WAS A PLEASURE WORKING WITH HER."

HOME BUYER, CLOSED SEP '21



STAY IN TOUCH

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