

SELLING YOUR HOME

homes.wilmingtonnc.com



AMY BROWN & NAT CRISS

Keller Williams Realty

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kw

KELLERWILLIAMS.



WELCOME



AMY BROWN

I grew up visiting the North Carolina Coast and after living in 10 other states, moved to Wilmington in 2003. I love this community for the historic downtown, the gorgeous beaches, and the people. Previously I spent 22 years selling advertising in New York City and in Wilmington. I'm thrilled to be in real estate at an exciting time in the market.

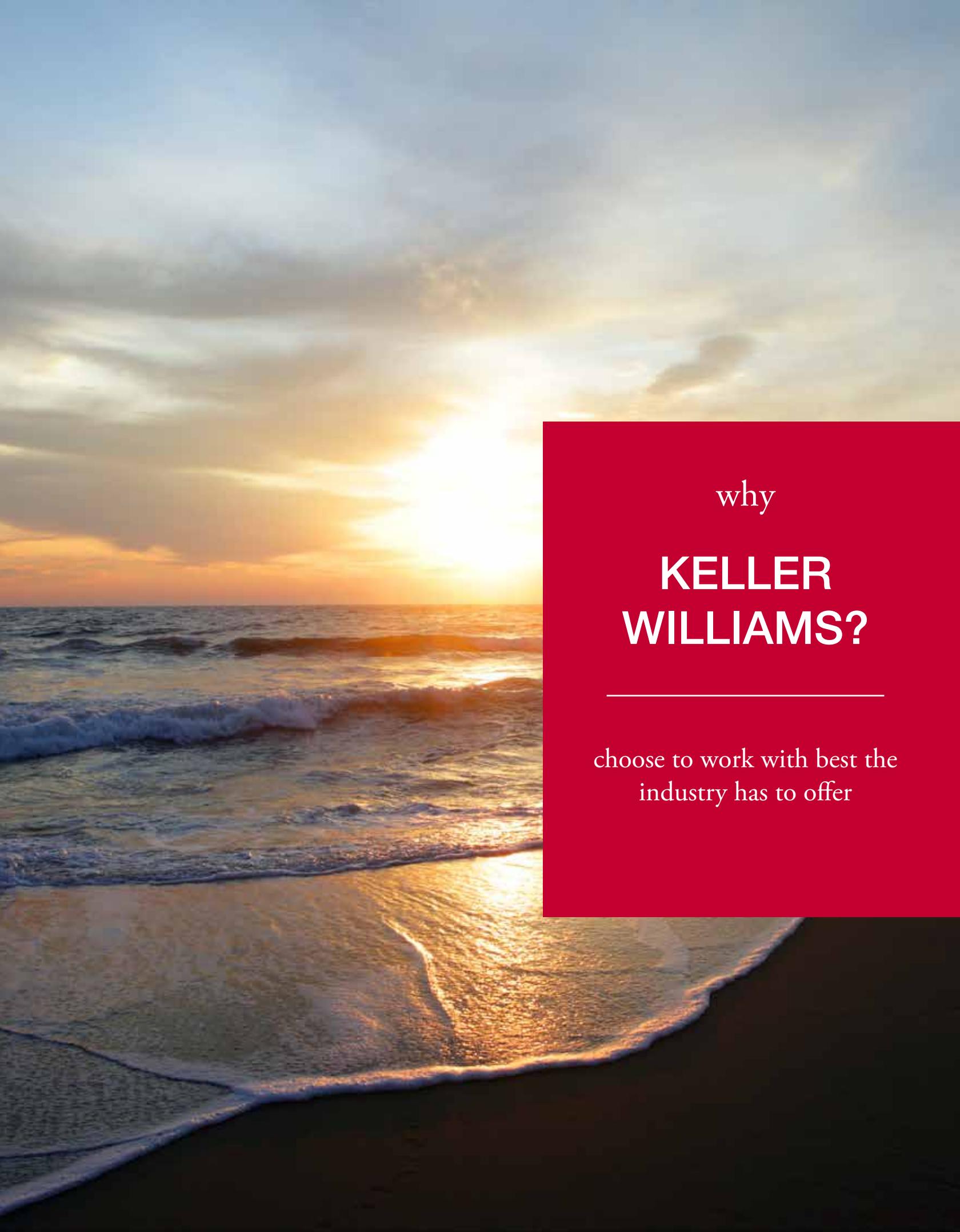
When not working, I enjoy spending time with my two boys, Jake and Orion, running down the riverwalk, and playing at Shell Island. I practice yoga regularly and paddleboard as much as possible.



NAT CRISS

I have been involved in the real estate, mortgage, and marketing industries since 1996 and am one of the owners of ILM Marketing, a digital marketing firm based in Historic Downtown Wilmington. Previously, I was the Marketing Director for one of the nation's leading mortgage brokers and continue to offer marketing services to some of the country's premier lending institutions and real estate professionals.

Originally from Meadville, PA, I graduated from the College of Wooster in Ohio and spent seven years in Burlington, Vermont before relocating to Wilmington in 2005. My wife Megan and I live in the Masonboro Loop area of Wilmington with our two boys, Cooper and Jalen.



why

KELLER WILLIAMS?

choose to work with best the
industry has to offer

TECHNOLOGY

Leading-edge tech tools and training give us the edge in effectively marketing your property online, 24 hours a day, seven days a week! Through the exclusive Keller Williams Listing System (KWLS), your property is fed to more than 350 online search engines and is available on KW's Web network of more than 76,000 sites. Best of all, because of Keller Williams Realty's "My Listings, My Leads" philosophy, every single Internet inquiry on your property will come directly to us so that we can follow up quickly with those potential buyers.

TEAMWORK

Keller Williams Realty was designed to reward agents for working together. Based on the belief that we are all more successful if we strive toward a common goal rather than our individual interests, we're confident that every Keller Williams professional shares the common goal of serving you, our client, in the best way possible.

KNOWLEDGE

Keller Williams Realty helps us stay ahead of trends in the real estate industry through its comprehensive, industry-leading training curriculum and research resources. It's what prepares us to provide you with unparalleled service.

RELIABILITY

Founded on the principles of trust and honesty, Keller Williams Realty emphasizes the importance of having the integrity to do the right thing, always putting your needs first. It reinforces our belief that our success is ultimately determined by the legacy we leave with each client we serve.

TRACK RECORD

We're proud to work for the world's largest real estate franchise by agent count. It's proof that when you offer a superior level of service, the word spreads fast.



our

MARKETING PLAN

designed to capture the
maximum exposure in the
shortest period of time





PRICING

We will work with you to price your home strategically so you're competitive in the current market.

STAGING

We will stage your home to cast a positive light on the features most important to buyers: uncluttered rooms and storage areas, fresh paint, and terrific curb appeal.

VISIBILITY

Place "for sale" signage, complete with property fliers easily accessible to drive-by prospects. Use an interactive voice response (IVR) system to provide free recorded information about your home 24 hours a day, seven days a week. Each caller's inquiry will be followed up with a personal phone call.

ONLINE PRESENCE

We will deliver an engaging description and excellent photos of your home across a wide selection of online platforms where buyers are looking for information. These include the local and global MLS systems and Social Media such as Facebook and Instagram.

In addition, when you list with us, we'll market your home through the Keller Williams Listing System. This proprietary, exclusive system ensures your property is marketed online 24/7 through more than 350 of the most popular search websites including Google Maps, Yahoo Real Estate, AOL Real Estate, Trulia.com, Zillow.com, HomeFinder.com, CyberHomes, and many more.

PROMOTION

Create an open house schedule to showcase your property to other agents and prospective buyers, and market those open houses. We will reach out to potential buyers in our extensive database who are looking to purchase properties in your area in the price range of your home.

COMMUNICATION

We will keep you up to date on the progress throughout the sales process, let you know how things are going, and relaying comments from house hunters and agents who have toured your home.



our

ONLINE EXPERTISE

leveraging technology to find
buyers for available properties

We bring decades of marketing experience and a numbers focused mindset to the real estate business. Amy worked in advertising in New York City and North Carolina for twenty-two years, and understands how to get the most impact out of a marketing budget. Nat has been involved in digital marketing since 1996 and in addition to working in real estate is an owner of ILM Marketing, a Wilmington, NC marketing firm.

When promoting a property the goal is to showcase the most desirable features, and deliver the message to a highly targeted group of potential buyers. We will identify target audiences based on location, income, online search and social behavior and more, and reach them via Google, Yahoo, and Bing search, Social including Facebook, Twitter, and Instagram, and through their popular real estate website, homes.wilmingtonnc.com. We will invest in paid advertising through these channels to ensure wide distribution.



get ready

TO SELL YOUR HOME

impress potential buyers, inspire
them to make an offer

EXTERIOR

- Keep the grass freshly cut.
- Remove all yard clutter.
- Apply fresh paint to wooden fences.
- Paint the front door.
- Weed and apply fresh mulch to garden beds.
- Clean windows inside and out.
- Wash or paint home's exterior.
- Tighten and clean all door handles.
- Ensure gutters and downspouts are firmly attached.

INTERIOR

- Remove excessive wall hangings, furniture and knickknacks (consider a temporary storage unit).
- Clean or paint walls and ceilings.
- Shampoo carpets.
- Clean and organize cabinets and closets.
- Repair all plumbing leaks, including faucets and drain traps.
- Clean all light fixtures.

FOR SHOWINGS

- Turn on all the lights.
- Open drapes in the daytime.
- Keep pets secured outdoors.
- Play quiet background music.
- Light the fireplace (if seasonally appropriate).
- Infuse home with a comforting scent like apple spice or vanilla.
- Vacate the property while it is being shown.



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