THE 71B TEAM

YOUR LISTING PROGRAM · NORTHWEST ARKANSAS

THE 71B SELLING SYSTEM

MORE MONEY. LESS TIME. LESS HASSLE.

Selling your home is a major financial decision. You deserve a clear strategy, strong marketing, proactive communication, and a process designed to make the experience easier from start to finish.

01
MORE MONEY
Pricing, marketing and negotiation built to protect your equity.

02
LESS TIME
A launch strategy that builds buyer demand before day one.

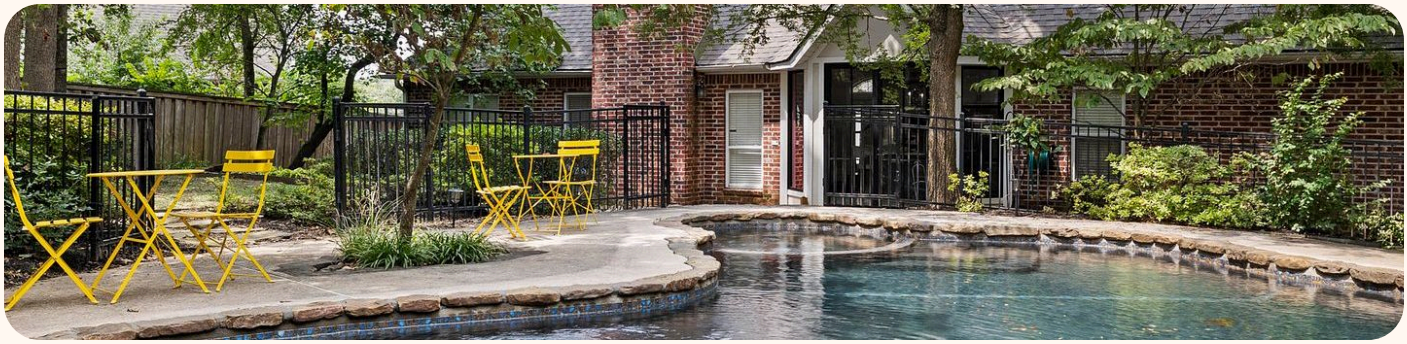
03
LESS HASSLE
We coordinate showings and the moving parts for you.



ADAM FLEMMING & JOHN HERRIMAN · KELLER WILLIAMS MARKET PRO REALTY

01 MORE MONEY

pricing, marketing
& negotiation



Every part of our marketing is built to put your home in front of more qualified buyers and protect what you net.

01 STRATEGIC PRICING & COMPETITIVE MARKET ANALYSIS

Build a data-backed pricing strategy designed to attract serious buyers while protecting your equity.

02 BEST-IN-CLASS VISUAL MARKETING

Professional photography, lifestyle marketing video, and detailed floor plans make your property stand out wherever buyers discover it.

03 PREMIUM DIGITAL EXPOSURE

Zillow Showcase, Homes.com Featured Listing, digital marketing, Facebook advertising, real-estate-group exposure, and targeted online promotion put your property in front of more potential buyers.

04 AGENT-TO-AGENT BUYER MARKETING

Direct agent email marketing, Keller Williams brokerage exposure, reverse prospecting, and a dedicated buyer-agent selling packet help put your property in front of agents representing potential buyers.

05 NEGOTIATION & DEAL STRATEGY

Apply Fortune #1 negotiation positioning to help protect your interests and pursue strong terms when buyer interest develops.

02 LESS TIME

launch with momentum



COMING-SOON LAUNCH STRATEGY

Build anticipation before your property fully launches so buyer interest is already developing when it hits the market.

VIP LAUNCH WEEKEND

Create a coordinated launch experience designed to generate attention, urgency, and qualified buyer activity quickly.

03 LESS HASSLE

we handle the moving parts

SHOWING COORDINATION

Manage showing logistics and communication so you don’t have to constantly coordinate access around schedules.

PROACTIVE COMMUNICATION & TRANSACTION MANAGEMENT

Keep you informed and coordinate the moving parts so you always know what is happening and what comes next.



MORE MONEY. LESS TIME. LESS HASSLE.

BONUS GIFTS

included free
when you list with 71b



When you list with the 71B Team, these four bonuses are included to help you sell for more, with fewer surprises.

BONUS GIFT #1

SELLER HOME WARRANTY

$200 VALUE

Home warranty protection during the listing term for peace of mind.

BONUS GIFT #2

PRE-LISTING HOME INSPECTION

$400 VALUE

Identify potential issues before buyers do, helping reduce surprises during the transaction.

BONUS GIFT #3

BEST IN CLASS PHOTOGRAPHY

$700 VALUE

Professional photography that makes your home stand out wherever buyers discover it.

BONUS GIFT #4

HOME MEASUREMENT BY APPRAISER

$200 VALUE

Capture every square foot to maximize your sale price.

TOTAL BONUS VALUE

INCLUDED FREE WHEN YOU LIST WITH 71B.

$1,500

THE 7-1-B GUARANTEE

our promise
to you



7 DAYS. 1 OFFER. OR BROKER DROPS $1,000 OFF THE BROKERAGE FEE.

7	1	$1,000
calendar days of showings after the agreed listing date	written offer is all it takes to qualify	off the brokerage fee if we don't deliver

IF WE DON'T RECEIVE 1 WRITTEN OFFER IN THE FIRST 7 DAYS, THE BROKER PROVIDES $1,000 OFF THE BROKERAGE FEE.

Any written offer resulting from the first seven calendar days of showings following the agreed on listing date qualifies. Terms apply. Broker approval required.

WHY SELLERS TRUST 71B

real clients.
real results.



5.0 ★★★★★ AVERAGE RATING

23 five-star Google reviews
4 on Zillow · 3 on Realtor.com

GLAD I CHOSE HIM TO HANDLE THE SALE

Adam came from a recommendation. I am so glad I chose him to handle the sale of our house. He came fully prepared with a comprehensive marketing plan and executed at a high level.

★★★★★ **Paul S.** · Google Reviews

GREAT COMMUNICATION AT EVERY STEP

Adam did a fantastic job throughout the entire process of us selling our home. He was always in great communication with us at every step and was quick to answer any question we had. Highly recommend!

★★★★★ **Teri C.** · Google Reviews

ALWAYS GOES THE EXTRA MILE

Working with Adam to both sell and buy our homes has been fantastic. A consummate professional, Adam is knowledgable, experienced and always goes the extra mile to answer questions or solve problems.

★★★★★ **Kiley R.** · Google Reviews

READ MORE: Google Reviews · Zillow Reviews · Realtor.com Reviews

THE 71B TEAM

LISTING CASE STUDY

3662 TOWNSHIP

Sold with four offers in the first weekend, $46,000 over list price.



LISTED AT	SOLD FOR	OVER LIST PRICE
$740,000	$786,000	+$46,000

THE SITUATION

The sellers were moving to Texas and had a tight timeline to sell. With two kids and a dog at home, keeping the house showing-ready every day was a real challenge. So we built a plan to give them the best chance of an offer on the very first weekend.

OUR STRATEGY

Our goal was to funnel all buyer demand into the first weekend.

- ✓ Marketed the upcoming listing to over 3,000 realtors before it went live
- ✓ Featured the listing on Zillow Showcase
- ✓ Personally contacted agents with matching buyers
- ✓ Hosted an open house on the first weekend on market
- ✓ Most important: priced the home appropriately for current market conditions

THE RESULT

4	+$46,000	#1
offers in the first weekend	over list price, from competing escalation clauses	highest price per square foot in Covington Park

Our two best offers came with competing escalation clauses, which drove the final price up to $786,000.

> *"Adam was exceptional throughout the selling process of our home. He had very good communication, solid marketing plan, and brought many potential buyers to see our home. Once we were under contract, he got us connected with local professionals to make necessary repairs. Overall, the entire selling experience with Adam was very smooth."*
>
> BRANDON F., ZILLOW REVIEW

THE 71B TEAM

LISTING CASE STUDY

2458 WORTHINGTON WAY

Covington Park. 16 showings in two days and an exceptional offer, $11,000 over asking price.



LISTED AT	SOLD FOR	OVER LIST PRICE
$749,000	$760,000	+$11,000

THE SITUATION

The sellers were moving to Missouri and still living in the home with a child and a dog. They didn't want to be on the market for multiple weeks or deal with random showing requests, so we built a plan to attract the right buyer quickly.

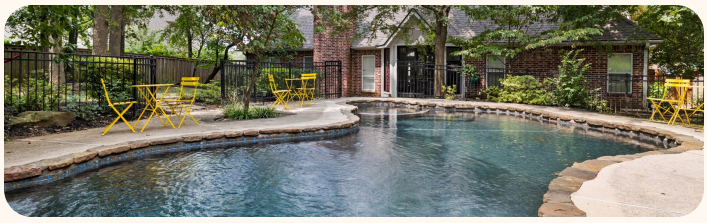
OUR STRATEGY

- ✓ Highlighted the home's upgrades with best-in-class photography
- ✓ Hosted an open house on the first day on market
- ✓ Showcased the neighborhood lifestyle with a lifestyle video
- ✓ Invited neighbors to help spread the word to their friends and family
- ✓ Priced the home attractively to minimize time on market

THE RESULT

16	+$11,000	1
showings in the first two days	over asking price	exceptional offer, accepted on the sellers' timeline





A SMOOTH HANDOFF

We would have had multiple offers, but an exceptional one came first. The buyer also agreed to the sellers' move-out schedule, so the family stayed put until they were ready to leave for Missouri.

The 71B Team at Keller Williams Market Pro Realty
Adam Flemming, Executive Broker

LET'S BUILD YOUR SELLING PLAN
Text "71B" to 479-435-5353

THE 71B TEAM

LISTING CASE STUDY

116 KINCARDINE

A private lakefront sale: a cash offer $22,000 over list price within 24 hours.



LISTED AT	SOLD FOR	OVER LIST PRICE
$1,040,000	$1,062,000	+$22,000

THE SITUATION

The sellers were very private. They didn't want a for-sale sign in the yard or an open house, and they wanted to keep showings to a minimum. We required a preapproval letter before anyone could tour the lakefront property.

OUR STRATEGY

Our goal was to funnel all buyer interest into the first weekend, without a sign or a public open house.

- ✓ Marketed the upcoming listing to over 3,000 realtors before it went live
- ✓ Personally contacted agents with matching buyers
- ✓ Hosted a broker's open house the day before going live
- ✓ Priced for current market conditions, which was the hard part: lake values depend on view, lake access and home features, and this beautiful home had limited square footage

THE RESULT

24 hrs	+$22,000	36 days
to a cash offer after listing	over list price	from list date to close date

The 71B Team at Keller Williams Market Pro Realty
Adam Flemming, Executive Broker

LET'S BUILD YOUR SELLING PLAN
Text "71B" to 479-435-5353

OUR METRICS

listing results,
last 3 years



99.8%

Average sale-to-list price for our listings

36 days

Average total days on market, including pending days

9

Recent listings under contract in the first week on market

71B TEAM BIO



The 71B Team at Keller Williams Market Pro Realty is led by Executive Broker Adam Flemming. Our listings sell for an average 99.8% of list price and 36 days on market (including pending contract days), and 9 of our recent listings went under contract in their first week on market! These results come from a clear system: advanced marketing, proactive communication, and Fortune #1 negotiation.

Alongside Adam, John Herriman brings buyer agent expertise and is a licensed real estate appraiser.

We are life long Arkansans, Razorback fans, and outdoor enthusiasts. When you list with us, you're not just another address. You're a neighbor, and we've got your back from the first conversation to closing day.

We are blessed to be recognized as one of the fastest growing real estate teams in Northwest Arkansas.

YOUR NEXT STEP

let's build your selling plan



LET'S BUILD YOUR SELLING PLAN

Every home is different. Let's look at your home, your goals, the numbers, and the strategy.

I'll walk you through:

- ✓ Your competitive market analysis
- ✓ Recommended pricing strategy
- ✓ Marketing and launch plan
- ✓ How the 7-1-B Guarantee applies
- ✓ What you can expect from the 71B Team

If the plan makes sense to you, we'll talk about the next steps from there.

ADVANCED MARKETING. PROACTIVE COMMUNICATION. FORTUNE #1 NEGOTIATION.

LET'S SCHEDULE YOUR CONSULTATION

Text "71B" to 479-435-5353

Or get your **free home value report** at 71bteam.com/cma/property-valuation



ADAM FLEMMING

Executive Broker · AR Lic. #EB00095726

The 71B Team at Keller Williams Market Pro Realty · 71bteam.com

Services and marketing vary by property and are governed by your listing agreement. Each Keller Williams office is independently owned and operated.

Keller Williams Market Pro Realty, 1200 N. College Ave, Fayetteville, AR 72703