

# Marketing Proposal





# Welcome

We are the husband-wife partnership, The Charles & Annette Team, dedicated to bringing you the best experience in real estate transactions whether you're a buyer or seller. We are honored you've taken the time to read about us and we thank you for considering us as your real estate team.

Real estate is our passion! We believe that home ownership is one of the largest investments and biggest joys our clients may encounter. We are dedicated to making the process a pleasurable experience. We are able to do this because we live by core values.

Our core values are the foundation of who we are. They speak about what we stand for, not just who we are as individuals or as partners. We live by them and embrace them in all aspects of our lives and it's because we both believe in them, that we can be so successful together. These core values define how we treat our clients.

# Testimonials

**pseagrave**

08/08/2019

Bought a Single Family home in 2019 in Myrtle Beach, SC. Charles and Annette were fantastic. They had knowledgeable answers for our questions and if needed found the answers very quickly. They continually kept us informed throughout the home buying process. We were very happy and have already recommended them to our friends that are considering.

**billviper**

07/24/2019

Bought a Single Family home in 2019 in Myrtle Beach, SC. These guys are a great team. We had many questions, and they were always very responsive in reaching out to the seller's agent and getting the answers. They did a great job helping us to negotiate a good deal. They also pulled off a miracle and were able to arrange closing in under 2 weeks.

**john golombieski**

07/29/2018

Bought a home in 2018. Charles and Annette went well beyond our expectations. Their knowledge of the area and dedication to making our purchase a great experience was top shelf. We feel we not only walked away with a realtor team for future purchases but we made two new friends.

# Testimonials

**johnbyrdartandglass65**

12/02/2019

Bought a Townhouse home in 2019 in North Myrtle Beach, SC.

First off, wonderful people. We called from out of state and asked about beach front condos- Charles contacted us right away and schedule a day for us to view homes- the homes he showed us were exactly what we requested, so we didn't feel like we were wasting our time.

**hlywydsk**

11/26/2019

Sold a Single Family home in 2019 in North Myrtle Beach, SC. Charles & Annette Wrenn are very knowledgeable, communicated well with me, answered all my real estate questions and was very attentive to all my real estate needs. They are personable, honest and confident. I would highly recommend Charles and Annette Wrenn for all your real estate needs.

**gregrabidoux**

11/25/2019

Bought a Single Family home in 2019 in Myrtle Beach, SC. Charles and Annette are a super team truly dedicated to their clients. My wife and I have had many agents over the years in a variety of areas and properties and Charles and Annette are the best, most professional of them all. They are easy to work with, very prompt and responsive, they work with.

# Testimonials

**maryvellines4**

07/23/2019

Bought a Condo home in 2019 in Little River, SC. It was a pleasure having Charles and Annette Wrenn as our real estate team. They were friendly, patient and professional, and worked so hard to help my husband and me find a vacation condo that would suit our needs. We would not hesitate to recommend to our friends.

**vze44dju**

07/29/2018

Sold a Single Family home in 2018 in North Myrtle Beach, SC. Peace of Mind is the first thought that came to mind regarding my experience with Charles and Annette. As someone selling a home long-distance, I especially valued their frequent updates and knowledgeable advice. I would absolutely recommend their services!

**john golombieski**

07/29/2019

Bought a Condo home in 2018 in North Myrtle Beach, SC. We loved working with Charles and Annette! They went out of their way to help us find the best place. They were super flexible and ready at a moment's notice. We will definitely use them again and we highly recommend their services!!



# Testimonials

**zuser20140222192742597**

*06/20/2018*

Bought a Condo home in 2018 in North Myrtle Beach, SC. We loved working with Charles and Annette! They went out of their way to help us find the best place. They were super flexible and ready at a moment's notice. We will definitely use them again and we highly recommend their services!!

**Chris Scates**

*06/03/2018*

Bought a Single Family home in 2018 in Longs, SC. Charles and Annette were top notch. We moved from another state. They helped us find a house that we loved and that met all of our needs. They directed us to a lender that completed the job. I would recommend them to everyone wanting to move into a new area.

**tdodgin**

*06/03/2019*

Bought a home in 2018 in Machpelah, Iron Station, NC 28080. They went out of there way to help us above and beyond their duty. Charles even climbed up ontop of a 5 story roof with me to check out the condition of an AC unit. They are the best!

# Testimonials

**maryangel29566**

06/01/2018

Bought and sold a Single Family home in 2018 in Little River, SC. Charles & Annette did a wonderful job in finding us just the house we wanted and then helped us to sell our present home. We had a contract within a week of their putting it on the market. I would recommend their team to anyone who is in the market to buy or sell a house.

**todd cresley**

04/08/2018

Bought a Single Family home in 2018 in Daniels, WV. Charles and Annette were very available and responsive to us throughout our entire real estate transaction period. They were uniformly helpful, courteous, and a great resource to us. We would recommend them without reservation to anyone looking for property in the Myrtle or North Myrtle Beach.

**mrock4916**

04/06/2018

Bought and sold a home in 2018 in Nixons Crossroads, Little River, SC 29566. Charles and Annette were awesome to deal with. They were very professional but more importantly they were very personable. They provided us with exactly what we were looking for and made our home purchase a very simple transaction. I would highly recommend them to anyone.



# Testimonials

**Iminge7**

04/04/2018

Bought a Condo home in 2018 in North Myrtle Beach, SC. Charles and Annette were wonderful!! They listened to what we were looking for and gave us excellent choices. They were always on time and extremely professional. They were very quick to respond to our needs and questions. They are very knowledgeable of the area, the amenities, etc.

**sepope76**

01/09/2018

Consulted me on buying or selling a home in Myrtle Beach, SC. Charles and Annette will make your most important purchasing decision, the ownership of your new home everything you hoped for and more. They are very professional, knowledgeable and great listeners. I'm confident your experience with them will lead you to exactly what you are looking for when purchasing your new home!!!

**msTanya**

12/29/2017

Douglas Showed home in 2017 in Crescent Beach, North Myrtle Beach, SC 29582. When you are making one of the most important decisions in life to purchase a home you want agents that are patient, knowledgeable and experienced. The Wrenn's are all of the above. I would highly recommend Charles and Annette Wrenn. They go out of there way to take care of every detail.



# Testimonials

**sharkn4me**

12/21/2017

Showed home in 2017 in Crescent Beach, North Myrtle Beach, SC 29582. Looking for 2nd home-great team to work with. They will take the time to find out your needs and wants before just showing you homes. Totally satisfied with their knowledge of the area and their desire to help you.

**jeffgriffin03**

12/20/2017

Showed home in 2017 in Myrtle Beach, SC. Annette and Charles were very friendly, professional and all around excellent. They were knowledgeable and very helpfully, I would recommend them to anyone. They made it a pleasurable experience and very easy. I felt like I knew them for 30 years!!

**deeric2000**

12/14/2017

Showed home in 2017 in Crescent Beach, North Myrtle Beach, SC 29582. Very nice people with tons of knowledge about real estate. Answered all my questions and were very patient throughout the process. I would recommend them highly to anyone in need of buying property anywhere.



# Testimonials

**carbiz29**

12/14/2017

Showed home in 2017 in Coopers, Myrtle Beach, SC 29588. Charles and Annette are great. They answered all questions in a timely manor and were very knowledgeable regarding a multitude of topics. Do yourself a favor. Don't waste your time with anyone else.

**Brendapoff**

12/14/2017

Bought and sold a home in 2017 in Duncan, Willis, VA 24380. We felt at home with Annette and Charles. They were very helpful to us. We even bought two houses. They were sooooo helpful to us. I still from time to time call them about things in the area that we want information about. They were very knowledgeable and patient with us.

**Bernard Phelps**

12/13/2017

Bought a Single Family home in 2017 in Conway, SC. Annette and Charles were very helpful, friendly and professional. They were very patient with us. They are very easy to communicate with and answered any questions we had . They kept on top of things. Everything went real smooth and fast.

# Testimonials

**jwcatoe**

12/13/2017

Bought a Condo home in 2017 in Myrtle Beach, SC. Charles and Annette are a very professional team to work with in real estate. Everything went smoothly from start to finish when we made a recent purchase. We were very pleased with our experience with them!

**arendosh**

12/12/2017

Showed home in 2017 in Crescent Beach, North Myrtle Beach, SC 29582. This team has the knowledge, work ethic, and the technology to get the job done. Took time to show us many properties that fit our needs. Not only professional but genuinely nice people to work with. Highly recommend.

**rvbaskins**

12/12/2017

Showed home in 2017 in Skimmer Bay, Myrtle Beach, SC 29572. Charles and Annette are an outstanding professional team! Enjoyed working with y'all. Their knowledge of available properties was helpful. They were always timely with responses. I recommend them to anyone looking for property in the Myrtle Beach area.

# Testimonials

**jimmy catoe**

12/12/2017

Bought in 2017 in Myrtle Beach, SC 29577. Charles and Annette have been very helpful to us in our business transactions with them. They have shown professionalism and kindness to us as we have bought/sold real estate. Their team is efficient and I would highly recommend them to everyone who needs to buy or sell property.

**tonyarwilk**

12/11/2017

Showed home in 2017 in Myrtle Beach, SC. Charles and Annette were very helpful and knowledgeable on the properties they showed us. They were very friendly and able to answer all of our questions. It was obvious they put a lot of preparation into the showing.

**ahenley36**

12/10/2017

Bought a Single Family home in 2017 in Little River, SC. Charles and Annette were wonderful. They walked us through the everything and were very knowledgeable and responsive. They were great to work with and made us feel confident and comfortable during our home buying

# UNBROKERAGE

Opening doors for every**ONE**, everyday!

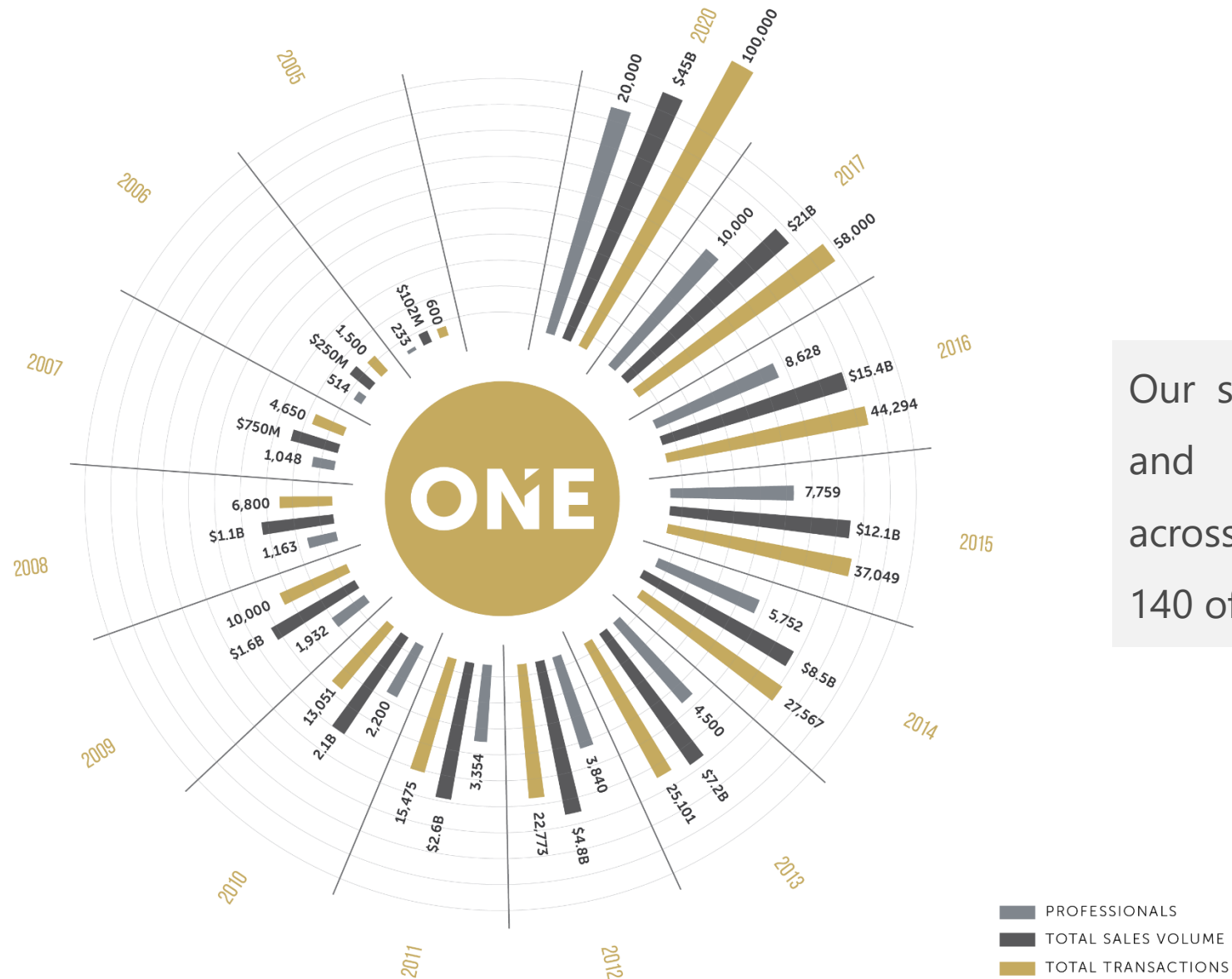
- At Realty ONE Group, we believe in providing a **YOU**-First Focus to our real estate professionals so that they in turn can provide you with that same attention.
- The goal of every Realty ONE Group real estate professional is to provide phenomenal and seamless service for their clients to ensure the transaction will be a success from start to finish. We do this by providing unmatched, yet accessible, technological tools and behind-the-scenes support that allows them to engage and feel empowered in representing you and your listing.



Chief Executive Officer



# Growth



Our significant market share and powerful momentum across the country, with over 140 offices and 35 + states.

RECOGNIZED BY:

REALTRENDS  
THE TRUSTED SOURCE

CNN.com inman

WALL STREET JOURNAL  
Entrepreneur FRANCHISE 500

RISMedia swanepoel



# Connect



On Average 25+ People  
Are Involved With A Realty  
ONE Group Transaction





Our goal as professionals  
is to sell your property for  
the **HIGHEST** amount of  
money in the **LEAST**  
amount of time!

**Prepared By:** Charles & Annette Team

**Contact info:**

**Mobile:** 843-231-5313

**Email:** wrennteam@gmail.com

BRE#: 100747







# How I Will Get Your Home Sold

1. Submit your home to our local Multiple Listing Service. It will go out to several hundred sites
2. Price your home competitively. We like to use an Active Market Strategy
3. Post the property on the Realty ONE Group Dockside Facebook page.
4. Post property on additional social media sites
5. Suggest and advise you as to any changes you can make to your property which would make it more saleable.
6. Update you regarding changes in the marketplace.
7. Prospect for potential buyers daily.
8. Individually market your property to my buyer leads, sphere of influence, past clients and referrals.





# How I Will Get Your Home Sold

9. Add additional exposure through professional signage
10. Whenever possible pre-qualify the prospective buyers.
11. Be current on financing options for potential buyers.
12. Encourage cooperating Brokers and agents in the area to view your home.
13. Follow-up with agents who have viewed your home.
14. Represent you in all offer presentations to negotiate the best possible price and terms.
15. Handle the follow-up during escrow.



# Marketing Strategy

- Conditioning your property to sell
- Pricing strategy
- Identifying active buyers
- High quality photos
- Video
- Local & national network of over 100,000 agents
- Massive internet exposure
- Realty ONE group enhanced marketing & signage

**INITIAL LIST PRICE IS CRITICAL**







## Conditioning The Property To Sell

- Valuation
- Preparing Your Home For Showing
- Staging Options

# The Importance of Home Staging

**Before**



**After**





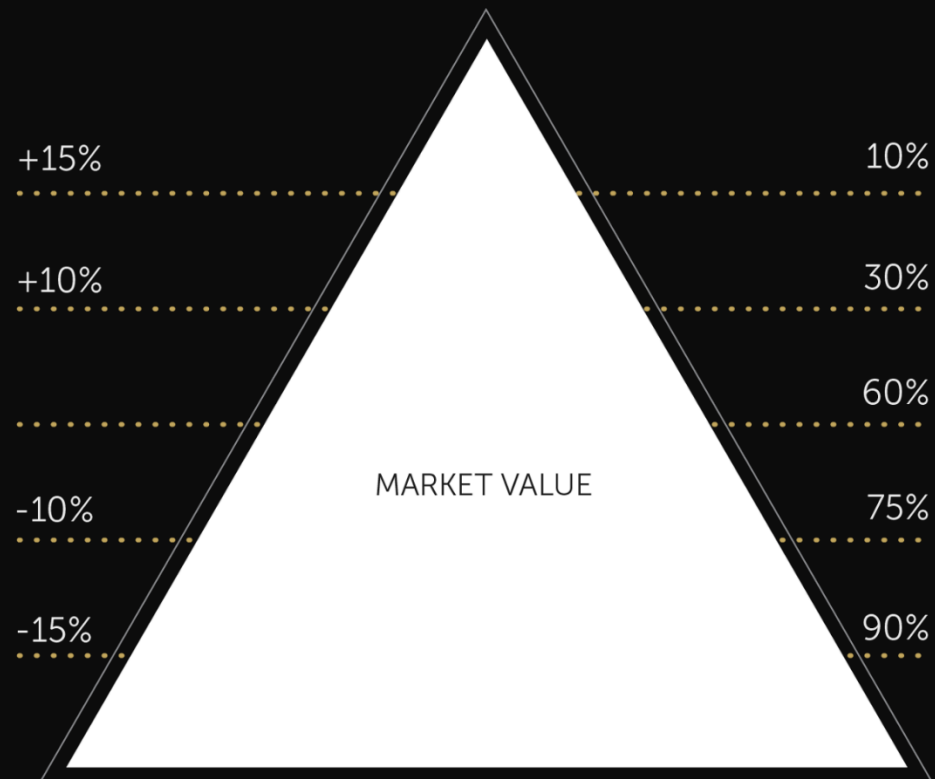
# Pricing Your Home to Sell

- Location
- Condition of property
- Supply & demand
- Economic trends
- Strategic negotiations

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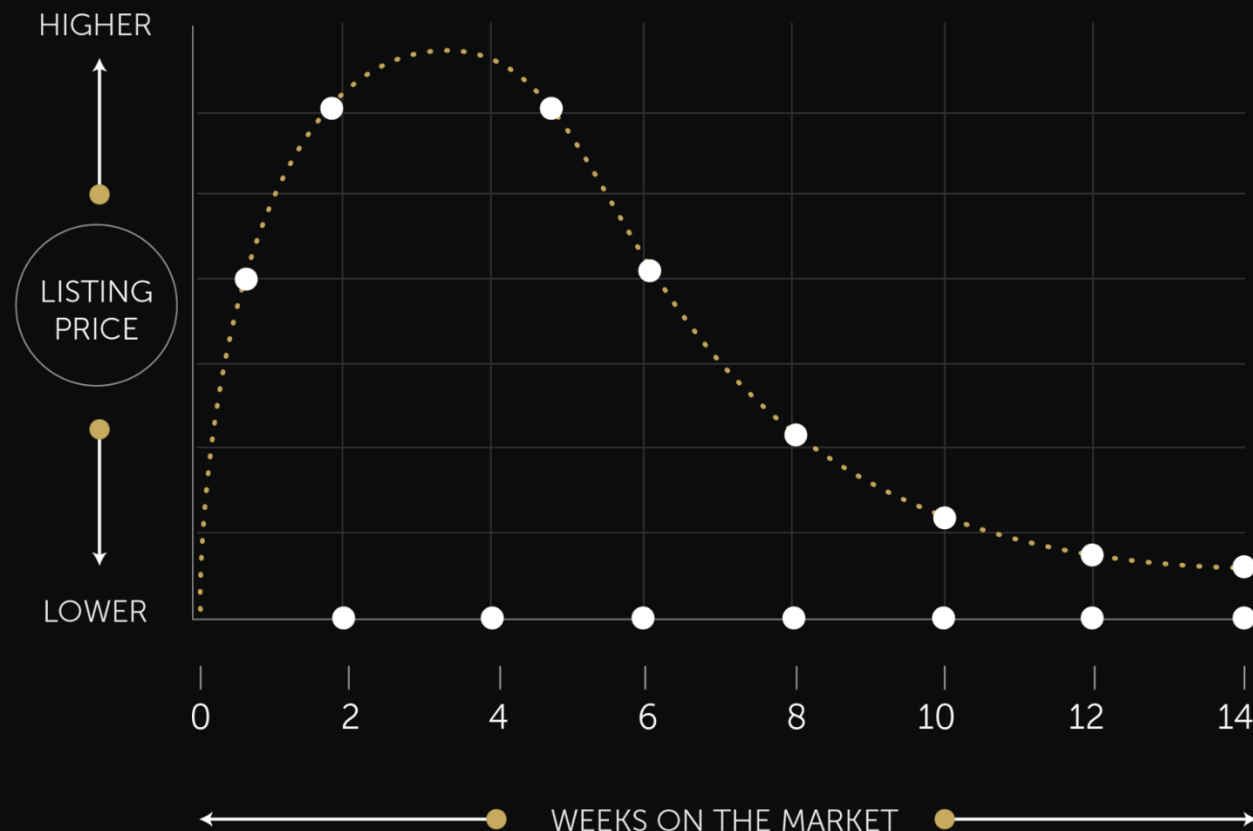


# Initial List Price is Critical



ASKING PRICE IN  
RELATION TO  
MARKET VALUE

% OF POTENTIAL BUYERS  
WHO WILL LOOK  
AT PROPERTY



# How Are Home Buyers Finding Homes?

*87% of Homebuyers Come From 3 Sources*

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Internet	24%	24%	29%	32%	36%	37%	40%	42%	43%	43%	44%	51%	49%
Real Estate Agent	36	36	34	34	36	38	35	34	33	33	33	34	31
Yard Sign / Open House Sign	15	15	15	15	12	11	11	10	9	9	9	8	7
Friend, Relative or Neighbor	7	8	7	7	6	6	6	6	6	6	6	4	6
Home Builder or Their Agent	7	8	7	7	8	4	5	5	5	5	6	2	6
Directly From Sellers	3	3	2	2	2	2	2	2	2	3	2	1	2
Print Newspaper Ad	5	5	3	3	2	2	2	1	1	1	1	1	1
Home Book or Magazine	1	1	1	1	-	-	-	-	-	-	-	-	-
Other	-	-	-	-	-	-	-	-	1	-	-	-	-

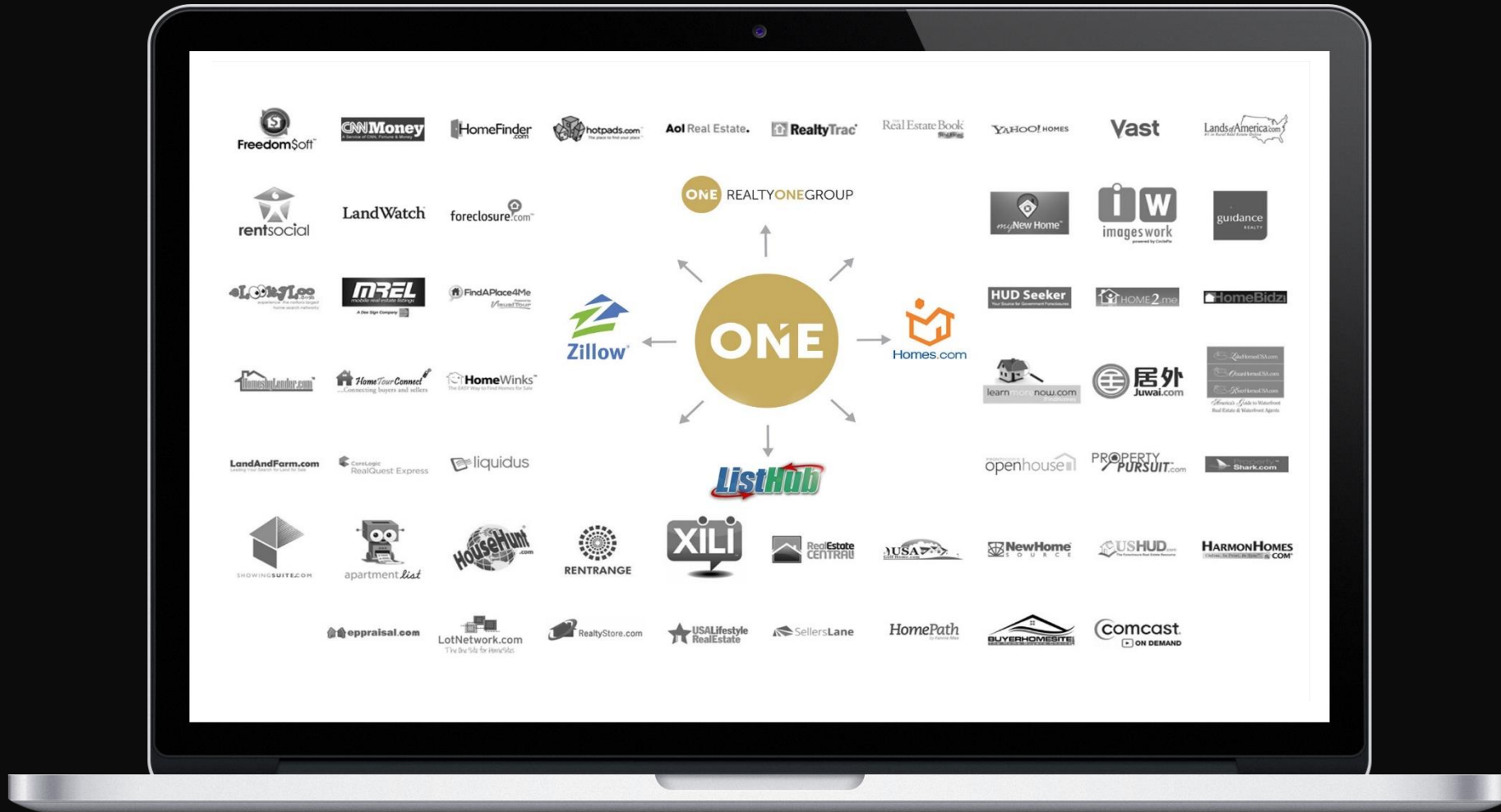


# Buyers Finding Homes By Age

	All Buyers	37 & Younger	38 to 52	53 to 62	63 to 71	72 to 92
Internet	48%	56%	51%	45%	37%	24%
Real Estate Agent	31	28	27	32	37	41
Yard Sign / Open House Sign	7	5	8	8	8	15
Friend, Relative or Neighbor	6	6	5	6	8	9
Home Builder or Their Agent	6	4	6	6	8	8
Directly From Sellers	2	2	3	1	2	1
Print Newspaper Ad	1	-	-	1	2	2
Home Book or Magazine	-	-	-	-	-	-
Other	-	-	-	-	-	-

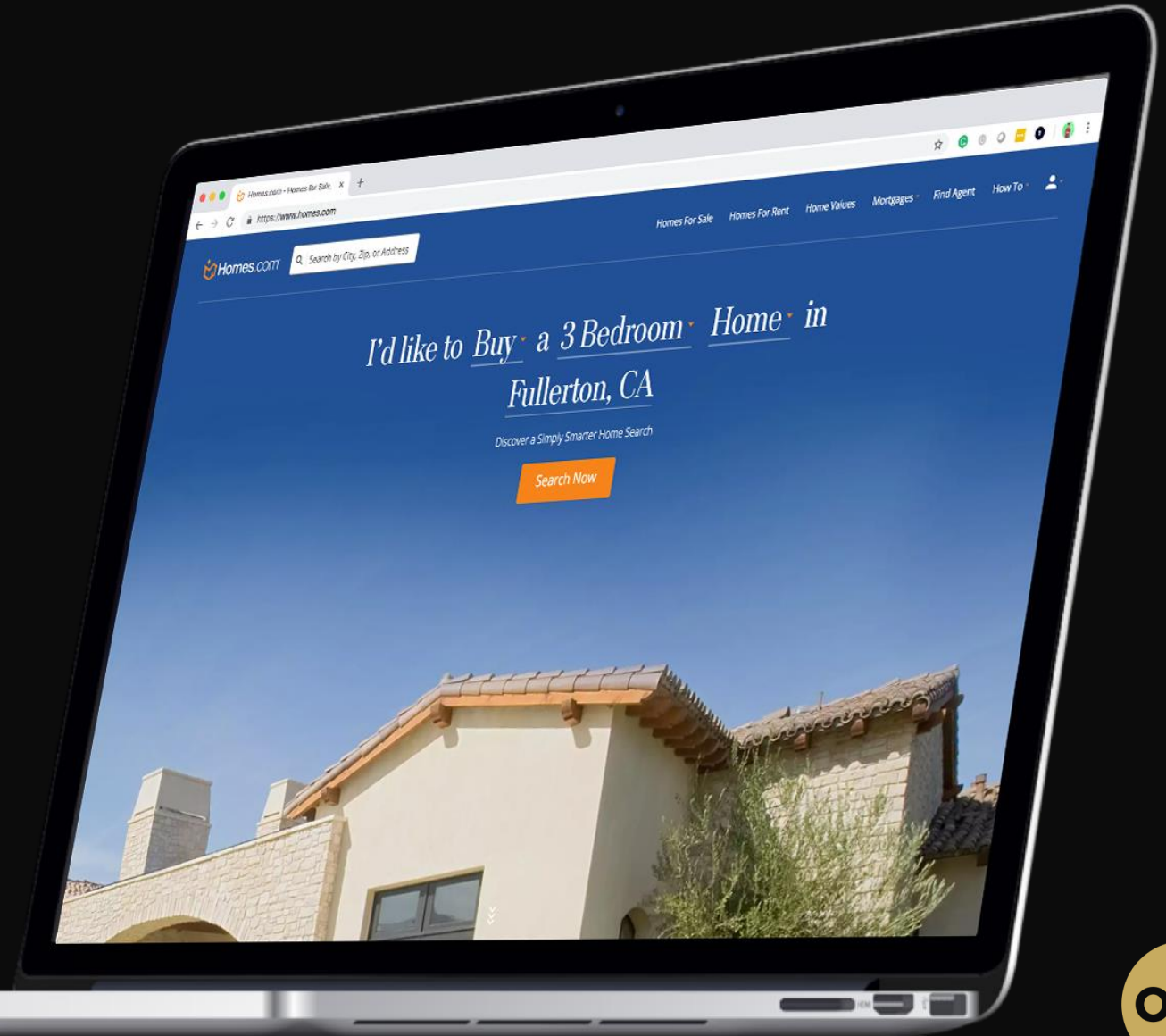
# Maximize Online exposure

*Leveraging Realty ONE Group Relationships To Get Your Listing A Worldwide Exposure*



# We Feature Your Property On...

- 13 million unique visitors per month
- Prominent placement in search results
- Noticeable in listing detail pages



# Power of Video

**Powered By Videolicious** - Virtual Tours That Can Be Viewed From Anywhere With Internet Access Giving Your Property More Exposure And Allowing Potential Buyers To Get A True Feel Of The Property.

**403%**

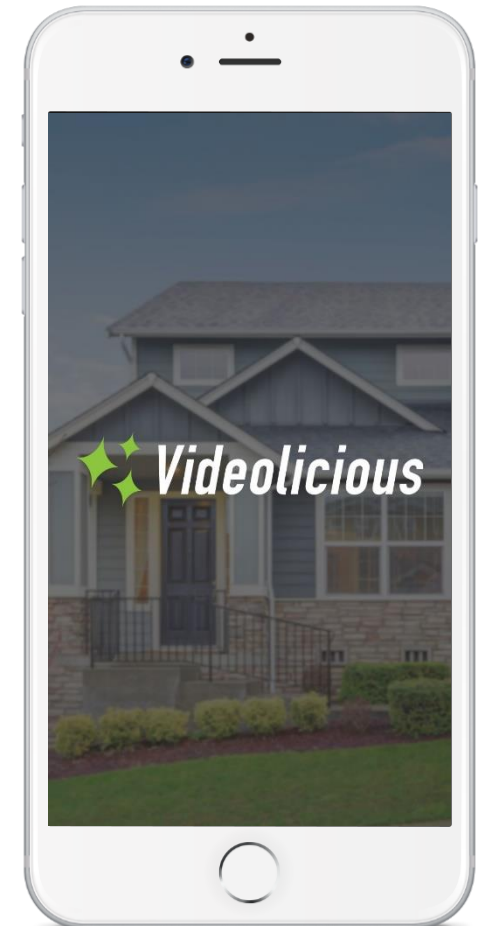
Increase in response  
rate when using  
video for your listing

**ONLY 9%**

of Agents are using  
video in Real Estate

**~8 Billion**

Video views per day  
in Facebook



# Our One App

- **PROMOTE:** Tell your clients and network of buyers about the ONE app.
- **SHARE:** Download the ONE app and share it with your friends and colleagues.
- **CONNECT:** Your property is included in every agent's home search app across the network.



*Powered by Smarter Agent*

**ONE**





# First Impressions

*A picture is Worth a Thousands Words!*

- One of the elements that immediately hooks buyers is curb appeal.
- Low-cost yet high-return investments such as a fresh coat of paint, lighting, and landscaping are easy ways to attract buyers while adding significant value to your home.

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# Additional Marketing

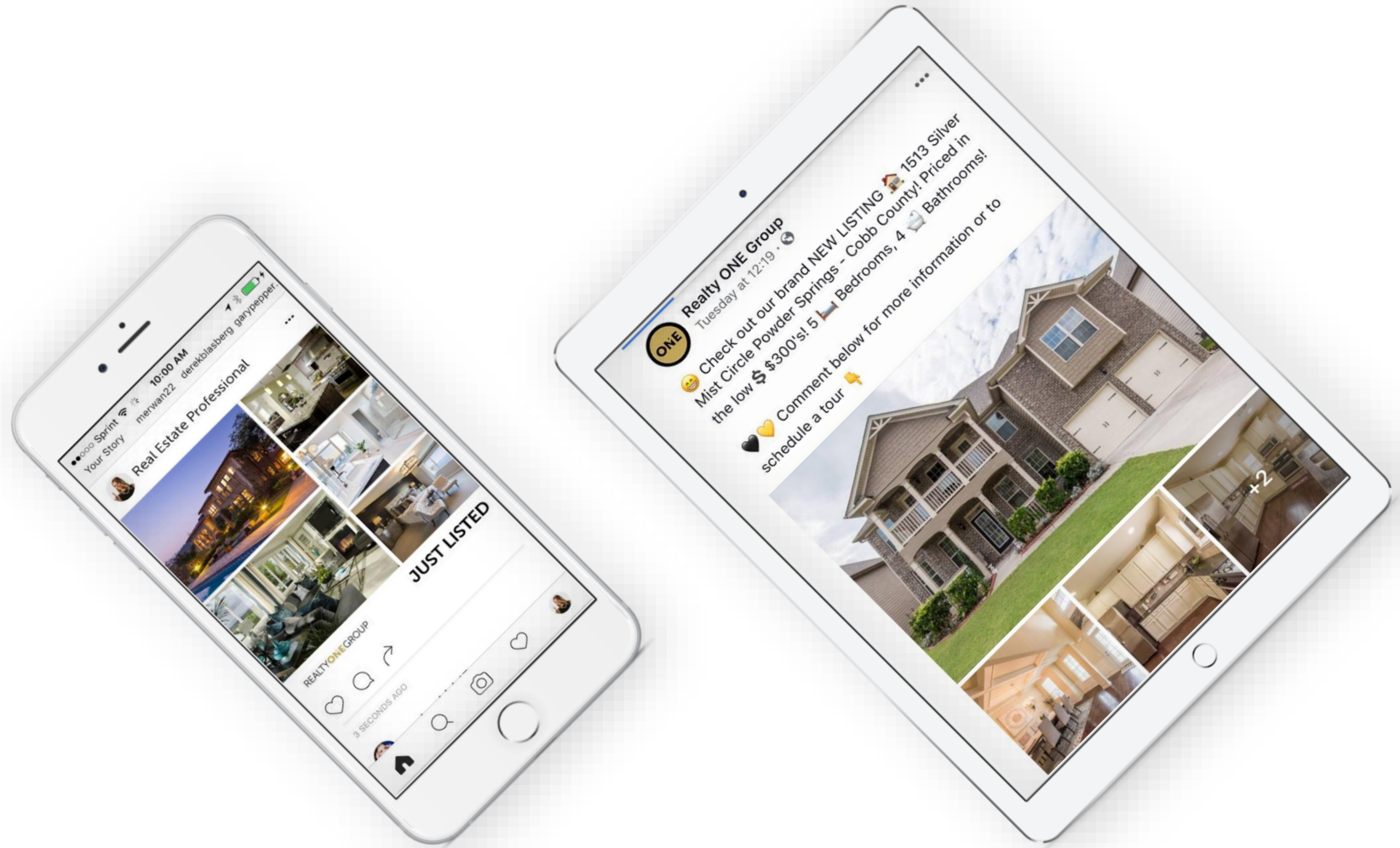
*Your Listing Will Be Included Across various Marketing Channels, With Vivid Photos Of Your Property  
Complementing Each Piece Of Collateral*





# SOCIAL MEDIA

Social media is a powerful and engaging tool, and we will utilize all the necessary social media platforms in tandem with our ONE App and global listing syndications to market your listing to a wider audience, starting with the Open House to generate interest.





# Going Global

*Realty ONE Group Listings Over \$300K Are Advertised Across A Trusted Network Of International Websites Powered By Listhub Global.*



Your listing will appear across a vast network of over 85 top international sites located in over 50 different countries and translated into more than 16 languages and currencies, reaching over 60 million buyers and investors worldwide.



# Let's Get Started

- Competitive market analysis
- Determine list price
- Listing agreement & disclosure
- Initiate the market plan
- Install electronic lock-box
- Install yard sign

**ONE**

# Frequently Asked Questions

- **Can't we save the commission by selling yourself?**

**A:** I agree you can save the commission by selling it yourself ... Statistically less than 10% of the homes and condos sold are “For sale by Owner. That means over 90% are sold traditionally with a professional real estate agent? Can you afford to have only a 10% chance of selling your property?

- **Q: Why don't we list high and come down later?**

**A:** I understand you want to list high, to leave room for negotiating and have you considered the problem that creates for you? Most people won't even bother looking at properties that are priced too high. Would you rather have a bidding war on your home or not have an opportunity to negotiate any offers at all?

- **Q: We have a friend in the business...**

**A:** I can appreciate that and almost everyone does. So let me ask you, do you absolutely have to *sell this house* or are you just looking to do your friend a favor?

# Frequently Asked Questions

- **Q: The other agent said that they can help us get more money, why can't you?**

**A:** I can appreciate that and what you probably don't understand is that an agent that will list your property *overpriced* assumes they can take your listing now and then start beating you up on the price, week after week after week after week. Is that what you want? Who would? They're afraid to tell you the truth up front.

- **Q: What do you do to sell homes?**

**A:** That's a valid concern. Let me ask you, are you aware that there are two kinds of real estate agents? There are passive and active, I am an active agent, meaning when you list your home with me, I will spend all of my time actively marketing your home to qualified buyers as well as the other active agents in town. Isn't that what you want?

**YOU WANT SOMEONE WHO WILL WORK ACTIVELY AND AGGRESSIVELY TO  
GET YOUR HOME SOLD RIGHT?**

# EASY EXIT AGREEMENT

When you list your home through our EASY EXIT Listing Guarantee, you can cancel your listing with us at any time. No hassles... it's just that simple.

Our team has strong opinions about real estate service. We believe that if you are unhappy with the service you receive, you should have the power to fire your agent. It takes a strong belief in the quality of one's service to make this kind of stand, but we never settle for less than the highest professional standards, high performance, and high quality client service.



**WE ARE SO CONFIDENT YOU WILL BE HAPPY WITH OUR SERVICE AND RESULTS, THAT  
WE HAVE NO PROBLEM MAKING THIS KIND OF CLAIM. THAT'S THE SIMPLE TRUTH. WE  
ALWAYS STAND BEHIND OUR SERVICE.**



## The Guarantee

If you are unhappy with the service we are providing you, we ask that you first discuss it with us because we would like the opportunity to improve. Simply tell us the problem, give us 48 hours to attempt to fix it. If you are still unhappy, simply ask for an unconditional release in writing (email is fine), sign the release, and your listing will be withdrawn from MLS, it's that simple.

**EXCEPTIONS:** *If there is a pending or accepted offer, or an offer in progress, the listing cannot be released. Broker Protections as per the listing agreement continue to be in effect as explained on the listing agreement until such time as you re-list with another broker.*



**THANK YOU**

