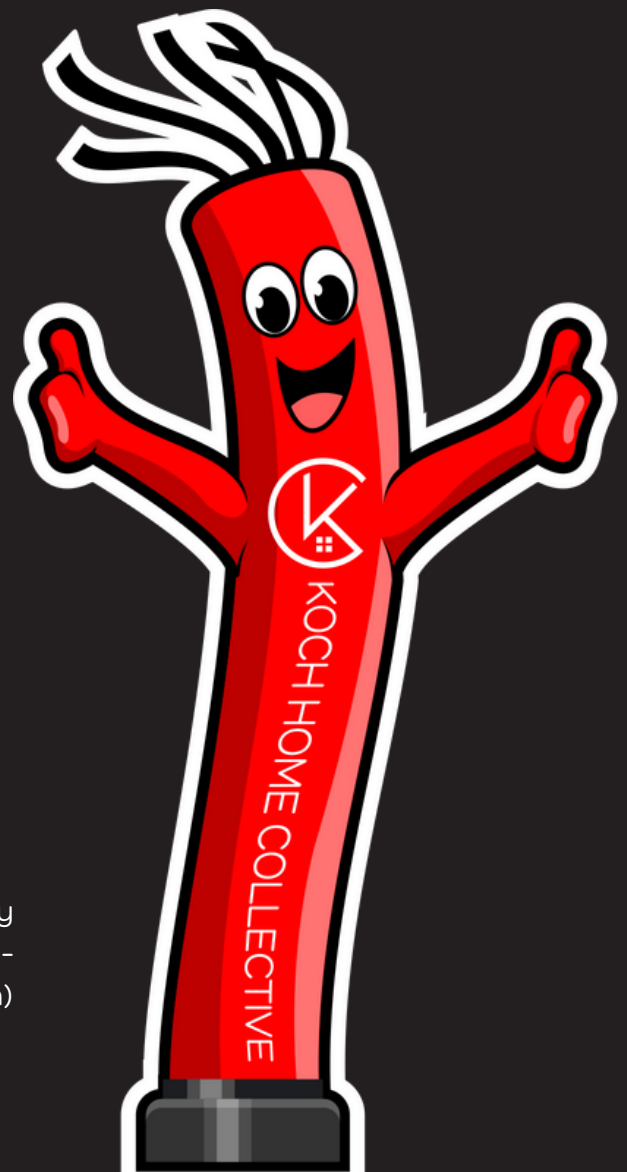


Sell With Stanley



(This is Stanley, our wacky
waving inflatable arm-
flailing tube man)



KOCH HOME
COLLECTIVE

kw ONE LEGACY
PARTNERSSM
KELLER WILLIAMS REALTY



HIRE A TEAM THAT WORKS FOR YOU!



Why Hire Us?

Our mission is to serve you by putting your interests above our own. Everyone on our team has the same goal, because owning real estate provides security, safety and opportunity for our clients. Koch Home Collective's strategy is to efficiently help clients find and sell their homes. We are passionate to give our clients solutions because we know what is at stake and want to give our clients peace of mind.

Core Values



Honesty



Communication



Teamwork



Trust

Our Vision

To be the team of choice for anyone that has real estate needs and wants to work with agents that value relationships over transactions. We strive to always be the best and honest agents to help our clients and impact our community.



KHCTopeka.com



785.268.1035
785.250.4122
785.250.3668



2655 SW Wanamaker Road
Suite A
Topeka, KS 66614

The Process

The real estate transaction is complex - navigating you through every step of the sale is our expertise.



- | | |
|--|--|
| ☐ Initial meeting, walk-through, and needs analysis | ☐ Negotiate contract |
| ☐ Sign a listing agreement | ☐ Go under contract |
| ☐ Prepare your property for sale: photography, cleaning, etc. | ☐ Facilitate inspection process |
| ☐ Establish a competitive price | ☐ Negotiate any issues |
| ☐ Officially list your property | ☐ Oversee appraisal |
| ☐ Start showing your house and hold an open house | ☐ Final walk-through |
| ☐ Receive and present offers | ☐ Close! |

Your **Custom** Marketing Plan



With 95% of buyers looking online at some point in their home search, mastering the digital space is a must. Our award-winning suite of technology marketing tools in combination with our market expertise will deliver optimized search, social media, and email campaigns to ensure your listing shines online. In addition to digital marketing, we really value personal marketing: going directly to agents and clients who could be interested in your property.



It's in the Details

MARKETING PLAN

Some properties require more marketing than others. Depending on the property, we will make a custom marketing plan after our team sees the property in person. Below are some of the ways we can market your property.

YOUR LISTING, AMPLIFIED

When you list with us, we'll have access to the Multiple Listing System, or MLS. This proprietary, exclusive system ensures your property is marketed online 24/7 through hundreds of the most popular search sites.

DOOR-KNOCKING

While online marketing is critical in today's business environment, sometimes nothing beats grabbing a pair of comfortable shoes, some fliers, and pounding the pavement. You can rest assured that if selling your property quickly and for the best price possible requires knocking on a hundred doors, we'll do it.

HIGH-QUALITY PROFESSIONAL PHOTOGRAPHY

Crisp, clear photos will make your property pop online and maximize visual appeal. We work with highly qualified, professionally trained real estate photographers who specialize in making your house look its absolute best.

ENGAGING VIDEOGRAPHY

Video is at the heart of an effective digital marketing campaign and can provide a distinct advantage in a competitive market.

Pre-Listing Checklist

Interior

- ☐ Wash windows & doors
- ☐ Dust blinds, baseboards, light fixtures, & fans
- ☐ Vacuum & mop all floors
- ☐ Check ceilings, walls, & corners for cobwebs

Updates

- ☐ Fresh paint
- ☐ Remove pictures & personal items
- ☐ Repair any defects
- ☐ Clean all carpets

Bathrooms

- ☐ Clean toilets
- ☐ Bleach tubs & shower to remove discoloring
- ☐ Clean mirrors
- ☐ Empty trash
- ☐ Clean off counters & organize closets

Kitchen

- ☐ Wipe down all surfaces
- ☐ Declutter drawers & cabinets
- ☐ Deep clean all appliances
- ☐ Empty trash cans

Exterior

- ☐ Mow lawn
- ☐ Trim trees & shrubs
- ☐ Pressure wash siding
- ☐ Touch up exterior paint
- ☐ Wash exterior windows
- ☐ Inspect the roof

Open **House** Strategy

Whether or not an open house is where your buyer comes from, they serve a strategic purpose - aggregating interested buyers in a specific geographic area. By showcasing your property with an open house, or simply leveraging the leads generated at another nearby open house, we will create and target a highly qualified, localized group of buyers.

- ☐ Advertising via social media and the MLS
- ☐ Door knocking/circle calling
- ☐ Put out signs 72 hours in advance
- ☐ Bringing Stanley (our wacky waving inflatable arm-flailing tube man) to attract as many people as possible
- ☐ Follow up with everyone who attended to gauge interest



Our **Promise** is

to deliver the best real estate experience you'll ever have. The only thing we ask of you in return is to bring us just one person who deserves the same level of service.

to over-communicate with you during the transaction. From our initial appointment, to inspections and appraisals, we promise to make sure you are in the loop every step of the way.

to have a win-win mentality. Ethics are at the core of our business. We believe both sides of the transaction deserve to have an awesome experience.

to make this transaction as smooth as possible. Will there be some hiccups? More than likely, but our job is to make sure that you are as stress-free as possible.

