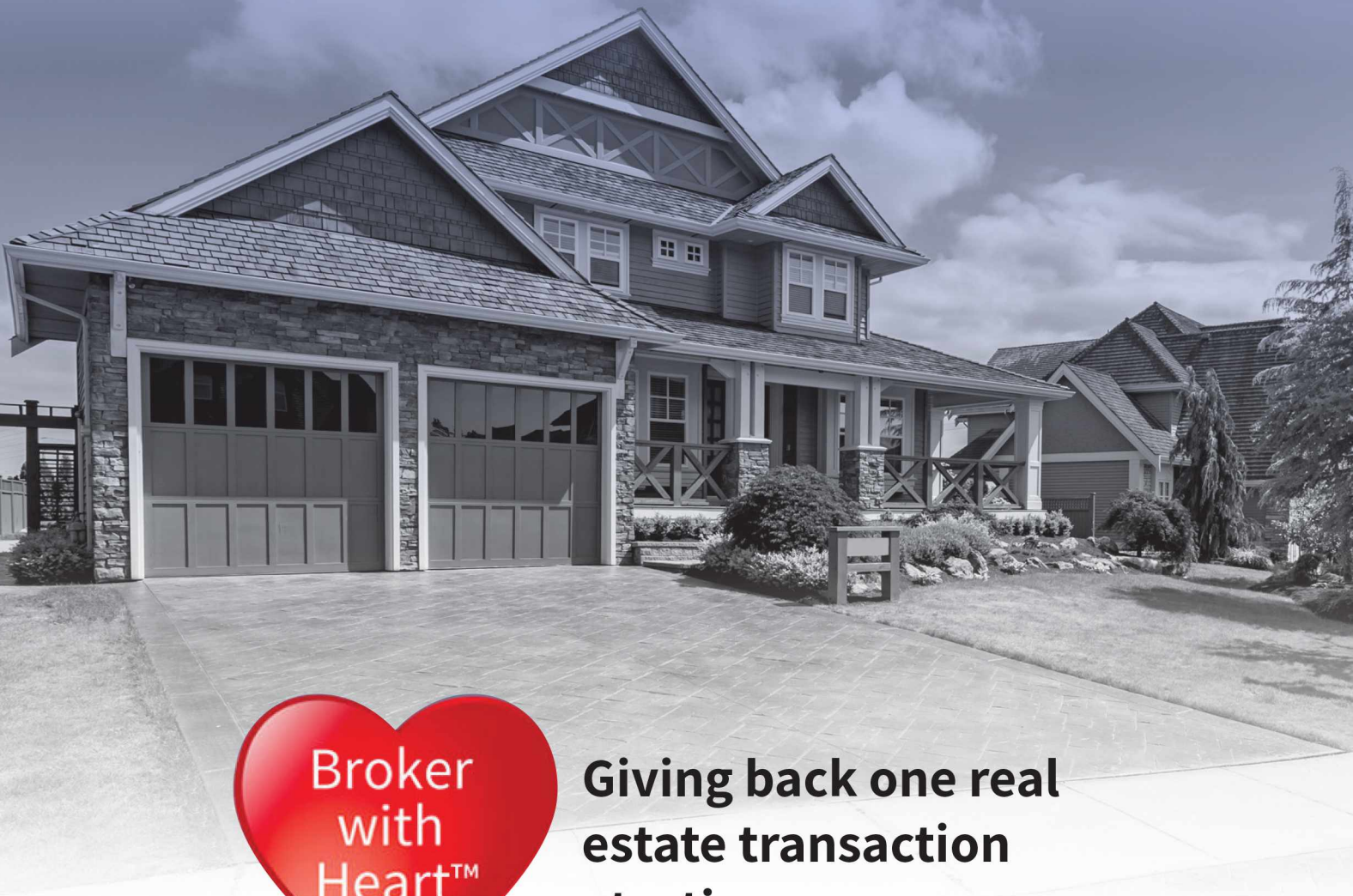




QUINLAN
— REALTY —

A GUIDE TO SELLING YOUR HOME



Broker
with
Heart™

**Giving back one real
estate transaction
at a time.**



QUINLAN
— REALTY —

11710 Administration Dr., Ste 29
St. Louis, MO 63146

314-266-8484

www.quinlanrealty.com

Quinlan Realty was founded on two basic principles:

Putting people before paychecks and giving back to the communities we serve.

We are proud members of the Broker with Heart program.

When your house sells, we will donate
a portion of our commission to the
charity of your choice on your behalf.



Giving back one real estate transaction at a time.



MARKETING

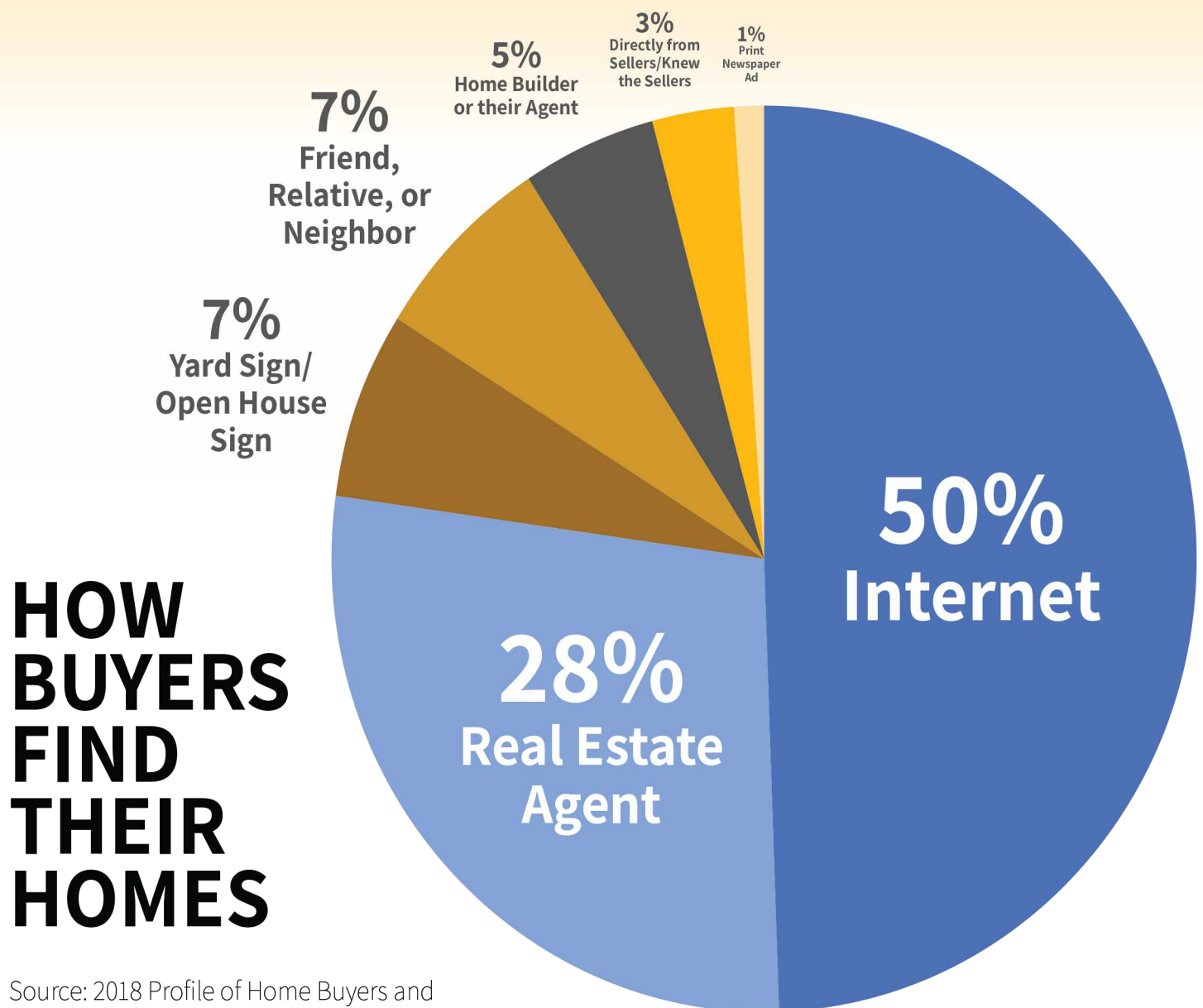
A person is working at a wooden desk. In the foreground, a laptop is open, displaying a 'MARKETING STRATEGY' document with various charts and graphs. To the left of the laptop is a white mug. To the right is a large calculator and some papers. The background shows a person's hands and arms, one holding a pen and the other resting on a document. The overall scene is a professional workspace.

Your Custom Marketing Plan

Your home is unique and
so is the world-class
marketing plan employed
to sell it for top dollar.

FINDING YOUR BUYER

The best marketing plan is one that targets the channels buyers are already using to find homes. From optimized Internet exposure to networking with local agents, buyers, and investors, we'll work diligently to find your buyer as quick and efficiently as possible.



Source: 2018 Profile of Home Buyers and Sellers National Association of REALTORS®

YOUR CUSTOM

Well-researched Pricing

Capturing the right price in any given market is essential in a successful real estate transaction. Correctly pricing your home means diligently analyzing the market to know what current buyers are willing to pay and to price within that range. This will position your house to stand out against other listings and increase the amount of showings.

Captivating Staging

Staging is what triggers a "wow factor" when a buyer walks through the door. It creates an emotional response and can often be the difference maker when a buyer is considering similar homes. Staging also helps buyers understand the layout and dimensions when viewing photos Online. We will guide you on how to capture maximum buyer interest by highlighting the unique features of your home.

Open House Strategy

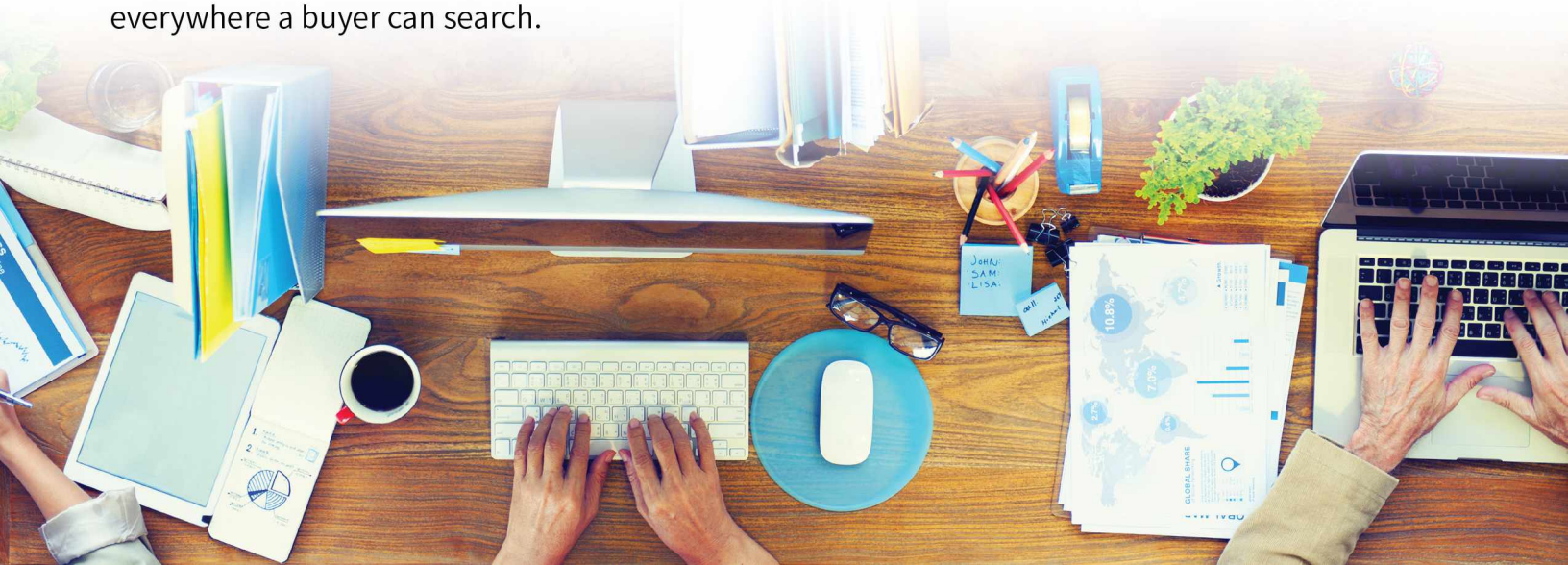
The open house is great opportunity to speak with potential buyers and buyers agents. We are able to answer any questions and highlight the best features of your home. Buyers will provide us with valuable feedback and often times the traffic generated creates urgency and offers.

Targeted Networking

In real estate its not only what you know, its who you know. As active members not only in the real estate community but our community at large, we will market your listing to the top agents and buyer specialists. We have a great reputation, other agents trust and loving working with us.

Syndication

When you list with us your home will be seen on Maris, Zillow, Trulia, Realtor.com, and hundreds of other targeted websites. This proprietary exclusive system ensures your property is marketed everywhere a buyer can search.



MARKETING PLAN

Professional Photography

Crisp, clear accurate photos will make your house pop Online and maximize visual appeal. We use only the best professionally trained real estate photographers to make your house look its absolute best.

Engaging Video

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

Digital Marketing

With 95% of buyers looking Online, mastering the digital space is a must. Our digital marketing strategy for both Online and mobile platforms will be sure to get maximum exposure.

Effective Email Marketing

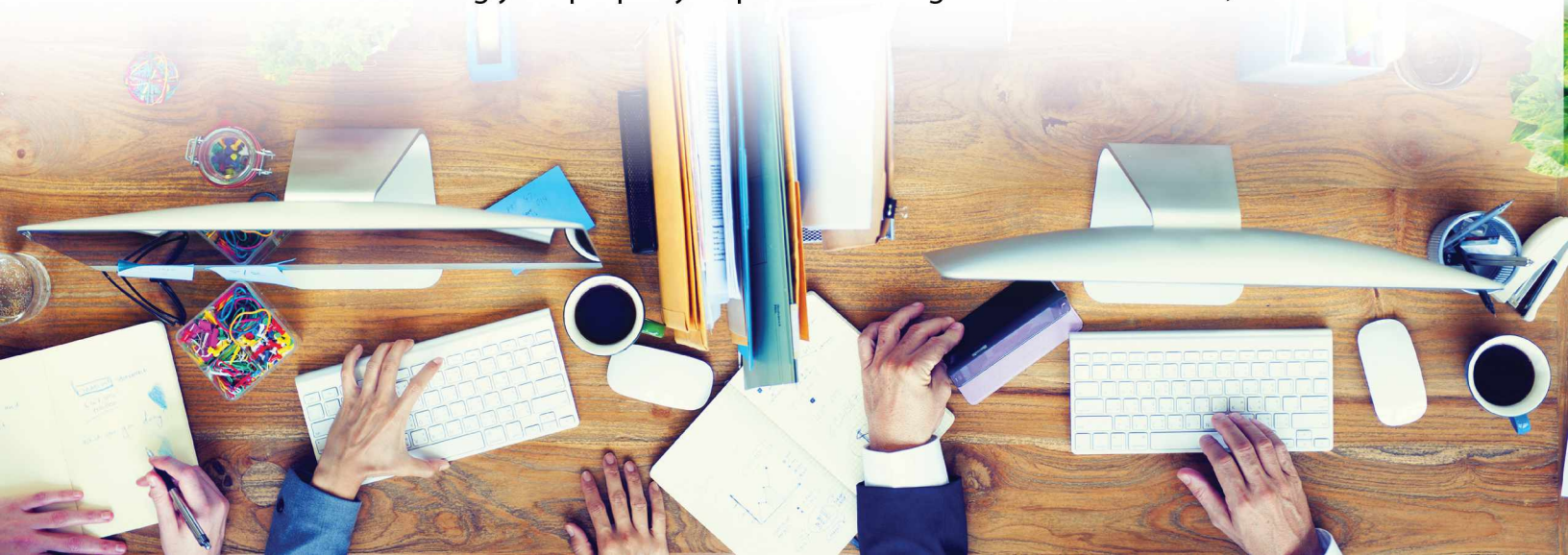
We maintain a database of over 5,000 previous clients, industry contacts, and community influencers with whom we regularly communicate. Your listing will be blasted to these contacts and any interest shown will be followed up with.

Print Marketing

From flyers to postcards to custom listing books, we'll determine what professionally printed marketing pieces will help the sale.

Door Knocking

While Online marketing is critical in today's business environment, sometimes nothing beats face to face interaction. If selling your property requires knocking on a hundred doors, we'll do it.



STAGING

What is home staging?

Think of the final steps a manufacturer takes when they take a product to market. They invest in the product's marketing, of course. "Who is our target market?" "What is the most eye-catching packaging we can design for this product?" Home staging is just that: the marketing and packaging of a home. It is an essential component of a strategy to sell your home fast for top dollar.

Occupied Home Staging

Most people occupy their homes while selling. They typically live in an environment that feels personal and accommodates their lifestyle. We like to admire our family photos, hang our children's artwork on the refrigerator, the list goes on and on. It is important to make adjustments to your home to maximize the marketability. With some key changes in furniture layout, artwork, and pairing down accessories, buyers will be able to see their vision for the home.

Vacant Home Staging

As you may know, empty homes can be more difficult to sell than furnished homes. Why is that? Most buyers have a difficult time envisioning how they would furnish an empty room. Where does the couch or tv go? Would this bedroom fit a king size bed? Contrary to what you might imagine, a furnished room actually feels larger than an empty room.

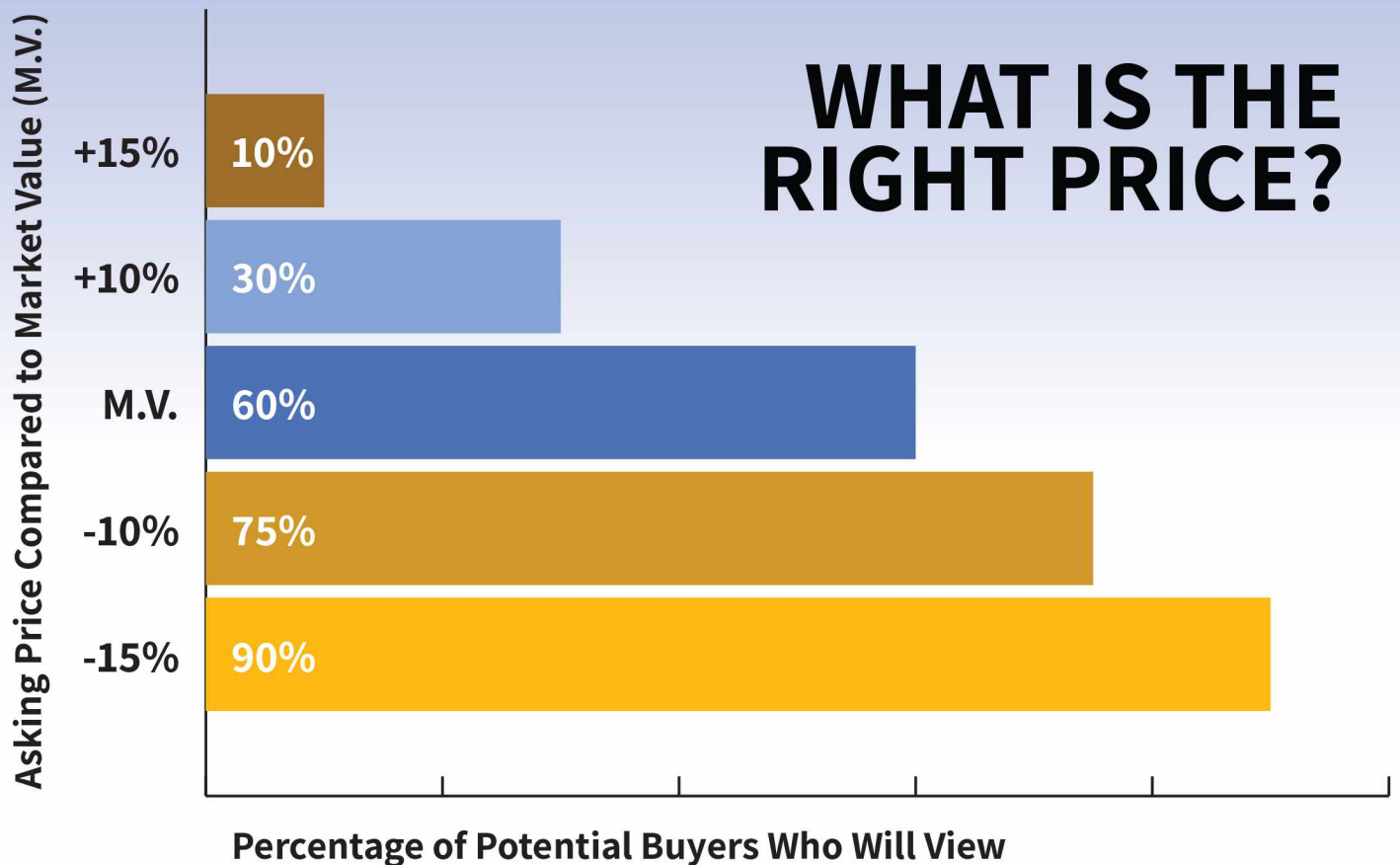
Quinlan Realty is proud to partner with Sisters Stage St. Louis. Please ask about our complimentary staging packages included with our full service listings.



THE PRICE IS RIGHT

Through our competitive market analysis, we'll help you find the correct pricing to sell your house for top dollar as quickly as possible.

When it comes to selling your home, the right price matters. Competitive pricing generates the greatest activity from buyers, while a price that is above market value can contribute to a longer stay on the market and ultimately a lower sales price.



YOUR OPEN HOUSE

Open House Timing & Strategy

In most situations, the best plan is to restrict all showings until your open house. This allows us to market your home and build anticipation leading up to the event. When buyers walk into a busy open house it creates urgency and often times results in stronger offers. It also increases the odds of multiple offers or "bidding wars" which is the best-case scenario. Since most buyers do their house hunting on the weekend, this ensures you receive enough feedback to know if the offer you received is the best possible offer rather than responding to an early offer that may not be. When a listing has been on the market for an extended time people begin to wonder if something is wrong or consider "low-ball" offers. The open house is a great opportunity to sell your house fast and for top dollar.





OUR PROMISE

To serve the community as a leader in the real estate industry and as a friend and neighbor.

To always do the right thing, even if it isn't what is easiest.

To take care of your needs at the highest level through unparalleled professionalism and attention to detail knowing no request is too small.

To serve as a trusted local expert and advisor by your side.

To consistently and clearly communicate with you in the manner and frequency that you prefer.

To treat you and your family with straightforwardness, integrity, and respect at all times.

To answer your questions, ease your concerns, reduce your stress, and expertly handle the entire real estate transaction from listing to closing and beyond.

To hold ourselves accountable to selling your home for top dollar-after all, that is what our business is built on.



Giving back one real estate transaction at a time.

OUR HAPPY CLIENTS



Craig was such a caring, knowledgeable, responsive, above and beyond person to work with from start to finish. I could not have imagined how seamless the entire process went. I cannot stress enough how wonderful and personal the service was to my family. I will definitely recommend Quinlan Realty to anyone looking.

Craig was fantastic! He helped us sell a rental house on the first day! He made sure to keep us informed of all the processes and talked to us about different ideas to make sure the house sold fast. He was truly our partner in this process and would recommend him and Quinlan Realty to everyone. Craig helped us with two sales. He is incredibly adept at this business while at the same time wonderfully compassionate. He went **way** above and beyond for my family and we will always appreciate him for how he helped us, down to the minute details. He secured a place in our heart and we won't forget him for his service.

If you have ever had a bad experience with a REALTOR® and you are ready to give up on them: before you do contact Craig. He worked hard for us and helped us every step of the way. He has connections and makes things happen.

Craig Carr is an amazing REALTOR® who we loved working with. He made every step easy. When we couldn't think because we were so overwhelmed and our heads were spinning, he stepped in and calmed us down. We completely trust him with every decision we made. He was a great sounding board and listener. He is not only an advocate for you but a friend. You're missing out if you don't use Craig Carr to buy or sell your next house By the way. Did you happen to notice his smile??? It's contagious

Craig is the hardest working REALTOR® in the St. Louis area. He has been in the industry for a long time and it shows. From a service standpoint, I don't believe there is better. He kept me up to date with what was going on throughout the entire process. I felt like he was invaluable throughout negotiations and truly had my best interest at heart.

Craig was just a flat out rock star. He was referred to us by a friend of ours and was a pleasure to work with. My wife and I found him professional, knowledgeable, eager to help and most of all he listened to what we wanted and worked accordingly. He worked hard for us on the sale and was creative during the negotiations as well as helpful guiding us through the process and offering advice. We felt he was always ahead of the game and went above and beyond on our behalf. As a result of his efforts our house sold in 2 days which was quite a relief as we were needing to commit to holding a lot for our new house build and needed to sell quickly! Our house sold at a great price. As most know selling a house can be stressful and not an 8-5 job. Craig was very responsive and easy to get a hold of anytime we needed. We will absolutely refer anyone to him and we're sure they will have a great experience as well.

Craig was AMAZING to work with. He was very responsive, friendly, knowledgeable and truly cares about his clients. He is certainly a unicorn agent and I have nothing but great things to say about him and his company.

Craig has been amazing to work with! He genuinely cares about his clients. Craig is very good at follow and extremely reliable. I would highly recommend Craig if you are looking to buy or sell your home. Craig Carr helped find my new house fast and he also helped me sell my previous house fast as well.

I selected Craig Carr to sell my house because he seemed honest and an agent of integrity. And he proved me right. We set a realistic sale price, with his assistance and research. He had a good knowledge of the Bridgeton, MO neighborhood where my home was located and the house sold quickly. Craig has the background to understand the mortgage restrictions that buyers will have to negotiate and didn't waste my time with offers from unqualified buyers. I highly recommend Craig as your listing or buying agent.

Craig is a true professional and he works very hard to assist you in your needs when it comes to real estate. I would highly recommend Craig. He and his team is as good as it gets! I worked with Tayler Karhliker and she was exceptional! She was professional, responsive and level-headed. When buying or selling a home in the gt_ Louis region, this team and these people are top notch! I will always come back to them for my real estate needs.

5 stars for Craig, absolutely. Craig was referred to us through a friend/ coworker connection, and so not to affect the coworker connection, made sure to refer us to the best. Craig is very personable and he is as loyal as he is smart, so he was a brilliant deal-maker for us. He understands all perspectives and his natural skill of empathy makes him a master at what he does. For anyone who is relatively new to home buying like we were, Craig also is wonderful at explaining the process to anyone. All around good guy so his experience and intelligence make a unique agent you can trust from start to close.

Craig Carr was an excellent agent. He was always available to answer questions and guided me through the entire process. His knowledge, honesty and communication skills helped sell my house fast. I highly recommend him!

We came to Craig Carr at Quinlan Realty with a very tight time frame and a unique property. He was extremely thorough, professional, and really went above and beyond to make the experience pleasurable. Needless to say, he had our property under contract in just over 1 week. We are extremely pleased that we chose Craig Carr and Quinlan Realty to sell our home!



FINANCING WITH USA MORTGAGE

HELPING YOU FIND THE RIGHT MORTGAGE, EACH STEP OF THE WAY.

USA Mortgage's team of dedicated professionals have but one goal: to provide a superior customer service experience while properly matching them with a home loan product to help them realize their dream of homeownership.



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LOAN PRODUCTS**



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jdaniel@usa-mortgage.com

jdaniel.usa-mortgage.com

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WHY DOES A SELLER NEED A TRUSTED LENDER TO PRE-APPROVE OFFERS ON THEIR HOME?

USA Mortgage's team of dedicated professionals have but one goal: to provide a superior customer service experience while properly matching them with a home loan product to help them realize their dream of homeownership.

YOUR REALTOR®

...knows that if you're also buying using financing, the lender has more control over timing both closings.

...understands they're lender will match or beat rates/fees of outside lenders.

...will have confidence that the client will be in good hands and keep your closing on track.

...knows he can get the lender on the phone if needed.

...can hold the lender more accountable.

...will have trust in their ability to close the deal on time.





www.quinlanrealty.com