



**STACIE KVANVIG**  
REAL ESTATE DAME

Selling a home in today's market can be rewarding - Stacie Kvanvig understands that. The market can be rewarding and hundreds of homes are sold each week in Metro Phoenix. What's the difference between just selling your home and getting top dollar? The Details. Whether it's my **pre-listing system**, proven sales approach, **effective marketing campaign**, or utilizing my existing network, no detail is overlooked.

With a proven track record, the right skill set and years of experience, Stacie has all the tools to **sell your home**. If you are serious about selling your home and getting top dollar, I am serious about getting the job done. Who you work with in today's market matters.

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# — Stacie Kvanvig —

As one of the Southeast Valley's top agents, Stacie prides her self on her personal service and attention to your every detail.

Stacie has **16 years of real estate expertise**, including relocation, luxury, vacant land, investment property, distress sales, and traditional real estate sales. This vast understanding allows her to confidently handle complex transactions making Stacie the residential real estate authority.

Specializing in home sales in the Southeast Valley, Stacie's knowledge of our communities, understanding her client's needs and proven market strategies have catapulted her to one of Keller Williams Legacy One's top producing agents month after month and year after year.

Stacie is the recipient of the Eagle Recognition for being in the 200 agents in the Southwest Region.

Stacie thinks beyond the borders. As a Certified International Property Specialist and an owner of Keller Williams Costa Rica, Stacie recognizes the importance of international connectivity.





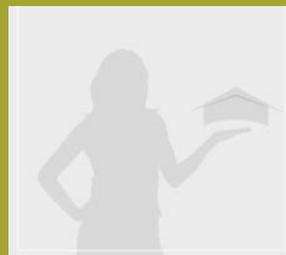
Real Estate  
is about  
people not  
houses.

## It's About Relationships

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The National Association of Realtors® states that 42% of all properties sell because of agents. Stacie, specializes in:

- Agent Networking
- Relationships with the Top Agents in the Southeast Valley
- Keller Williams Network of 180,000 Agents
- National Referral Network
- Convention Networking and More!
- International Networking

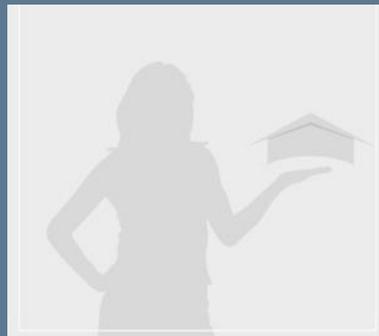




Today's buyer wants information delivered to them quickly and thoroughly. They expect ample photos, videos and property descriptions.

# We Give Buyers What They Want to Get You What You Want

- Pre-Marketing System
- Customized Direct Mail Campaigns
- Customized E-Mail Campaign
- Electronic Ad Campaign Sent to Thousands of Potential Buyers
- Bi-Monthly Open Houses
- Strategic Property Descriptions
- Customized Video Tours
- Professional Photography
- Comprehensive Buyer Pre-Qualification System
- Automated Showing Agent Feedback
- Agent to Agent Networking
- Use of Social Media for Maximum Exposure
- Massive Web Presence
- Staging



# Marketing Timeline

## ■ PRE-LISTING SYSTEM (see next page)

### PRE-MARKET

- Get Property in Top Showing Condition
- Lockbox
- Place Property on KWLO HOT Sheet
- Prepare Documents
- Organize Direct Mail Campaign

### ■ FIRST 24 HOURS

- ✓ Submit Listing to Multiple Listing Service
- ✓ Formal Email Blast Sent to over 1,000 Potential Buyers, Keller Williams Legacy One and Our Past Clients and Sphere of Influence

### ■ Daily

- ✓ Showing Feedback Provided to Seller
- ✓ Monitor Listing Activity

### • Weekly

- ✓ Real Estate Dame Blog Post
- ✓ Online Advertising
- ✓ Weekly Update on Marketing Efforts and Property Inquiries
- ✓ Every Week, Send Sellers an Updated Market Analysis
- ✓ Hold Open Houses Every 2 weeks (As deemed necessary)

**“Lost time is never found again.” Benjamin Franklin**

We take our timing and marketing deadlines seriously in exposing your property. We capture attention when buyer interest is high.



# Pre-Listing System

Before your listing “hits” the market, I conduct a series of activities to generate buzz around the home and make sure your home gets found online. The primary objective is to drive interest to *your home* before it’s available to the general market.

- *Place “Coming Soon” Sign on Your property.*

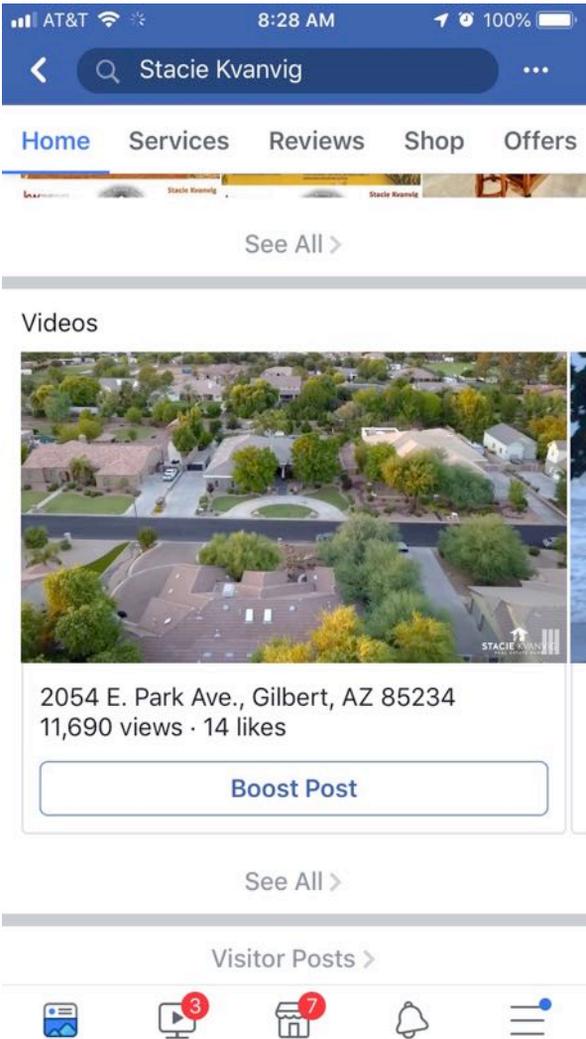
- *Create a “FeaturedProperty” Landing Page on my websites*

- *Professional Photography and Property Tour Posted Strategically to YouTube and Websites.*

- *Targeted Facebook and Instagram Ads and Campaigns*

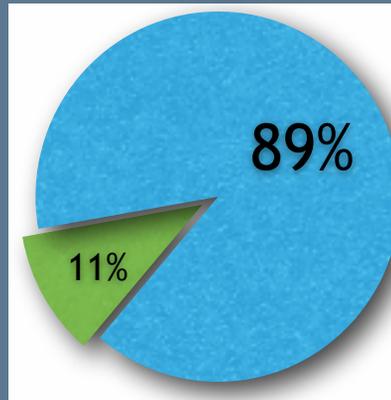


# Results of targeted marketing

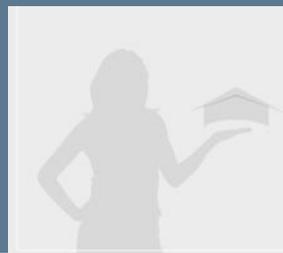


# We Attract Savvy Buyers Through Media & Internet

- Use the Internet in Their Home Search
- Use Other Sources



We are where the eyes are.





According to NAR, Arizona is one of the top 4 states attracting foreign buyers and it isn't just Canadians.

As a member of CIPS (Certified Global Property Specialist) and GPS (Global Property Specialist), I have specific training and tools to expose your property at the international level.

By networking and translating your property into 16 languages, your home will be seen world wide. This advantage breaks down the borders.





## Our Sales Approach

Stacie's sales approach—I do what it takes to sell your home in a timely manner and for top dollar. While the approach is comprehensive, communication is the vital component to our success. I am committed to involving you in every step of the process. Whether it is establishing a sales price, holding an open house, accepting offers or closing escrow, we will communicate with you on a regular basis.





## Our Belief System

- **Win-Win**, or no deal
- **Integrity**, to do the right thing
- **Commitment**, in all things
- **Communication**, seek first to understand
- **Creativity**, ideas before results
- **Customers**, always come first
- **Teamwork**, together everyone achieves more
- **Trust**, starts with honesty
- **Success**, results through people



**W I 4 C 2 T S**

