

Your guide to *Home Selling*



With **Cory & Brandi Wilks**
Your Friends In Real Estate



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A FEW WORDS *From Us*

Dear New Seller Client,

So you're considering Selling your house?

Well, whether you are new at selling a house or are experienced at selling, you can feel safe and confident that you are in the right place, at the right time, with the right team, The Wilks Real Estate Team.

Our Team is committed to taking extra special care of you throughout the enter homes sales process by providing you the very best Seller Experience, as well as providing you with the very best Professional Advice at each and every step along the way!

As a courtesy, we have put together this Seller's Information Packet to help answer the 6 Most Common Questions our sellers ask us:

How Much Can I Sell My House For?

What is the Home Sales Process?

What do you do to sell my house quickly AND for top dollar?

What is your track record?

What does your Team look like?

How Do I Get Started?

As you read through this Seller's Information Packet you will first notice our Proven Home Sales Process that sells houses just like yours Fast & for Top Dollar, then you will be introduced to our wonderful Homes Sales Team whose job it is to cater to each of our valued sellers individual custom needs, then you will read first hand testimonials from previous clients who were once in your shoes and who have already been through the home sales process and comment on how well we treat our seller clients, and finally we will show you the next steps on hiring us as your Trusted Homes Sales Team and how to get started on choosing a list date on your timeframe and choosing and an asking price that makes sense for you.

Thank you for considering The Wilks Real Estate Team to sell your house. We are genuinely looking forward to being Your Real Estate Team.

Sincerely,

Cory & Brandi Wilks

Your Friends in Real Estate

VALUE OF YOUR

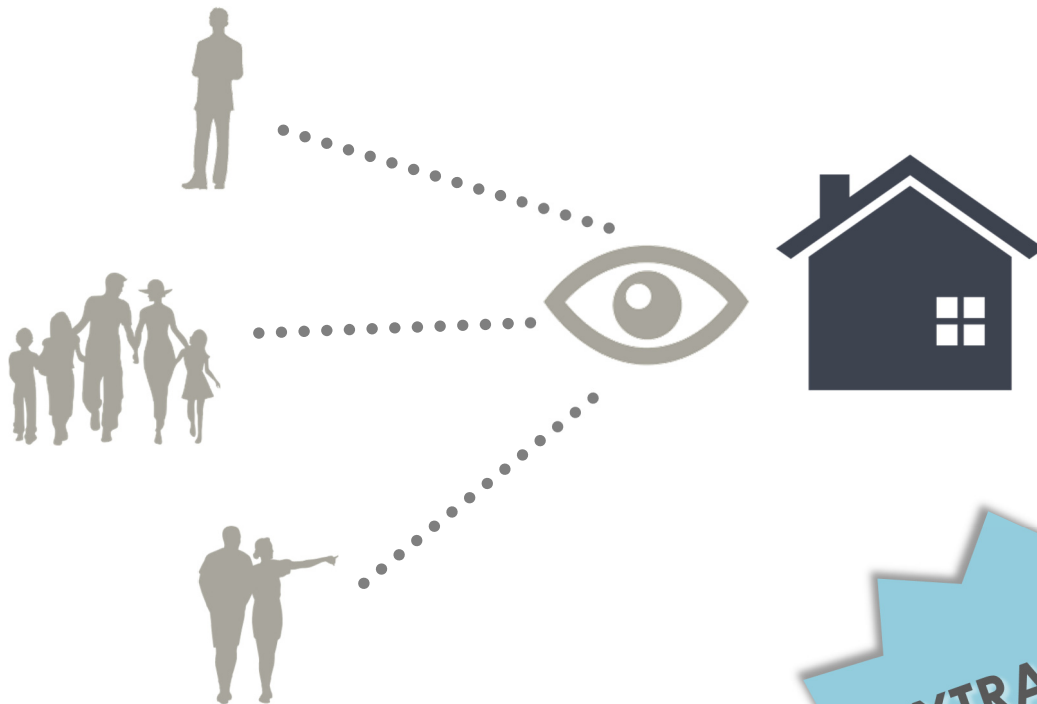
House

WHAT DOES THE MARKET SAY YOUR HOUSE IS *WORTH*

VALUE IS IN THE EYE OF THE BEHOLDER.

At any given moment there is a pool of buyers that we call "The Market". In the market there are different types of buyers that have unique needs for their home purchase. **For Example:** Lets say your house has 4 bedrooms and 3 bathrooms. To a single person with no children, that much space may not be as valuable as it is to a married couple with 3 kids. So the person that doesn't need as much space might offer less on that specific house than the couple with 3 kids who needs the space and will offer more for that house.

What we do at Wilks Real Estate is help you determine who your target buyer should be and then customize a marketing plan for that specific type of buyer which allows us to sell your house fast and for top dollar.

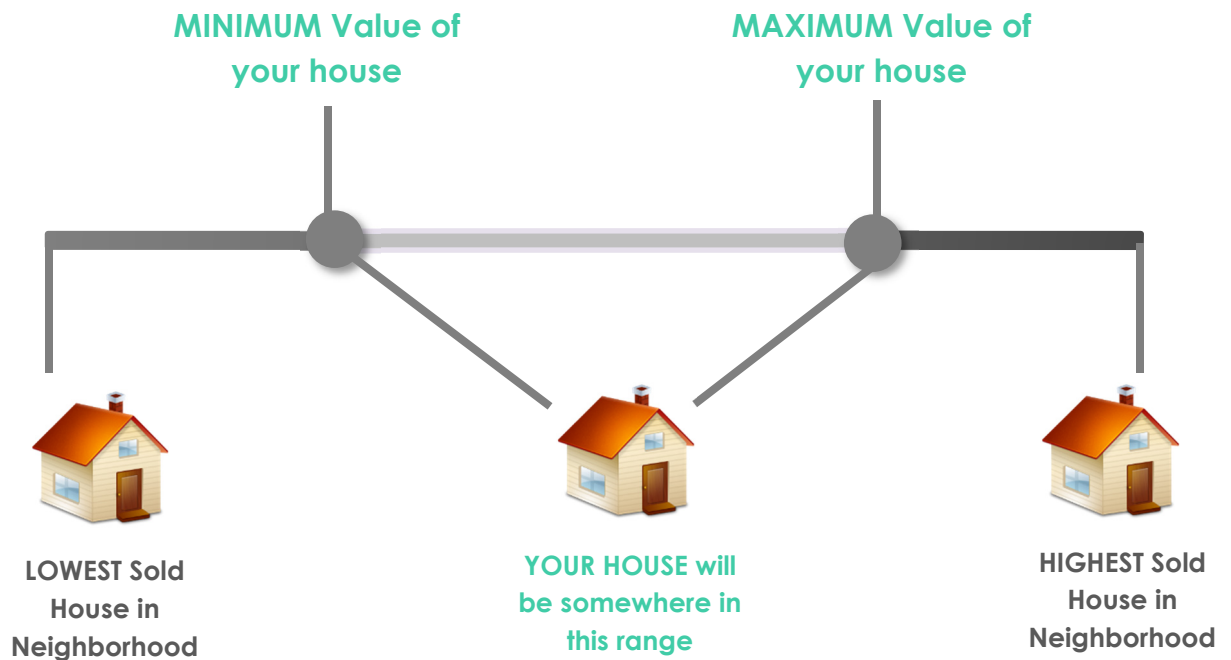


**EXTRA VALUE!
CORY WAS A
LICENSED
APPRAISER**

VALUE IS A RANGE NOT A *Number*

You should know that Cory was previously a licensed appraiser. And as an appraiser, we know it can be confusing to someone not in the industry that value is a range and not simply one number. The job as an appraiser is to determine market value down to a 2-3% range of value, and then within that range they perform a "reconciliation" to pick one number within the range as the price of the home.

The advantage to our Sellers, is we use our appraiser experience that other agents simply don't have to help you sell your house fast and for top dollar. **NOTE: It may be a shock to you that the vast majority of realtors have NOT FORMAL appraiser, or valuation education. Which is why you want to work with Wilks Real Estate.**



AT THE LISTING INTERVIEW

We will present to you what the market says about the value of your house, meaning we will have already evaluated the market and narrowed down the most likely sales price to a 2-3% range of value. Then we will consult you on any Pricing Adjustments that need to be made for things like busy streets, mountain views, finished basements, upgrades, etc. and professionally consult you on how to appropriately price your house in your market. Below is our process on how we do a pricing consultation:

1 MARKET SEARCH

We search the market for all active, under contract & previously sold properties in your neighborhood.

2 CHOOSING COMPARABLE PROPERTIES

We narrow down the results based on houses that are similar to yours in size, bedrooms, bathrooms, etc.

3 PROFESSIONAL MARKET EVALUATIONS

We evaluate the remaining properties and make adjustments based on condition, improvements, location, views, etc. and provide you with our value range & price opinion.

OUR SELLING

Process

STEP ONE: *The Listing Interview*

This is a chance for us to Interview EACH OTHER and make sure that we are

#1 Clear on your goals and clearly understand why you are looking to move. The more we know about your goals the better service we can provide.

#2 We need to get eyes on the house and the neighborhood to be able to make our professional opinion on how to sell your house fast and for top dollar.

#3 We need to make sure that we are a good fit for each other and that we in fact should be doing business together. We run a proven sales model that requires our sellers to trust the system.

PREPARING FOR YOUR LISTING INTERVIEW:

Gather all information about work done on the house that you have.

Have your most recent mortgage statement available.

Have a spare key ready (for the lockbox)

WHAT TO EXPECT AT YOUR LISTING INTERVIEW:

We will do a thorough walk through of the house.

We will go over all improvements and condition of the house.

We will share with you about the selling process step by step

We will answer any questions you may have.

If everything works and we mutually agree we are still a match we will sign the listing agreement and start the listing process.



STEP TWO: *Pre-Listing Phase*

STAGING CONSULTATION

We will walk through your house and consult you on how to maximize the space and essentially stage the house for your target buyer.

SELLERS PRE-LISTING INSPECTIONS

We will pay for a Roof Certification, HVAC Certification, Sewer Inspection AND a General inspection to ensure we know the exact condition of the house and will be able to ease any buyers mind knowing these items are in good condition.

PROFESSIONAL SALES CONSULTATION

We will consult you on pricing your house. In your market the best time to list, how to determine your target buyer, walk through of the disclosures, perform a title review, order a payoff request from your mortgage lenders & provide a detailed "sellers estimated net sheet". All this will help you be fully informed & comfortable with the sales process.

MARKETING

We have an entire marketing process for coming soon marketing and listing marketing (see marketing chapter)

STEP THREE: *Listing & Open House*

Generally we will list on a weekday, and host an open house on the first weekend, which has proven to generate multiple offers at top dollar, and review & present all offers to you at the beginning of the following week. .

We have found that this system provides maximum exposure and highest offers from your target buyer.



STEP FOUR: *Offers & Negotiations*

It is our duty to present you with any and all offers.

PRESENTING OFFERS

Before we present offers to you, we will inspect the offers and consult you on which offers are best to negotiate with and we will always negotiate the highest sales price as well as the best terms of the deal for you. .

INSPECTING THE BUYERS LENDER

FYI Many years ago Cory was a Lender & has done over 300 loans so with this knowledge, we are able to interview the buyers lender and inspect their loan process at the offer stage, and advise you on which buyer is more qualified. In order to “sniff out” any buyer lending issues before you go under contract with them.

NEGOTIATING ON YOUR BEHALF

Key points of negotiation:

- Sales Price
- Seller Concessions (what you will give the buyers to close)
- Closing Date
- Seller possession (when you will turn over the house to buyers)
- Inspections
- Appraisals
- Loan Deadlines
- Any additional provisions

CONSULT YOU ON ACCEPTING AN OFFER

Seller will make the final decision on which offer to accept, or which offers to counter & negotiate with. It is our job to make sure you are comfortable with all the offers presented to you and that you understand all their terms.



STEP FIVE: *Closing*



REVIEWING THE NUMBERS

We will review & present to you, the sellers final settlement prior to closing so you know exactly what your final numbers are, and how much money you can expect from the closing.

BUYERS FINAL WALK THROUGH

We will coordinate the buyers final walk through prior to closing which is an industry standard for the day of closing, the buyers will inspect the property right before closing.

COORDINATE A CLOSING LOCATION, DATE & TIME

We will coordinate a mutual agreed date and time for closing with you and the buyers so everyone can attend the closing with minimal interference in their schedules.

AT THE CLOSING

One of us will always be at the closing with you to support, celebrate and answer questions for you. At closing we will also consult you on final paperwork as there are quite a few legal documents that you will be signing to officially sell your house.

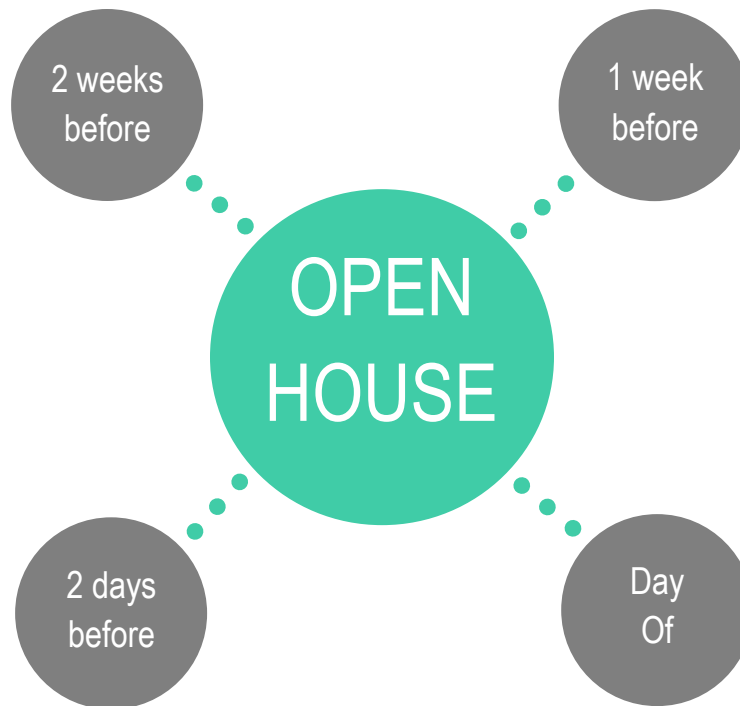
MAXIMUM EXPOSURE

Marketing Plan

COMING SOON & OPEN HOUSE *Marketing*

In order to **CREATE BUZZ** to sell your house fast & for top dollar, we actually begin marketing the house 2 weeks prior to the list date with **COMING SOON MARKETING**. Our coming soon marketing system promote the open house that we hold the first weekend of the listing. This is the best way to get the most amount of potential buyers, offering the highest amount of money possible.

- Coming Soon Sign placed in front yard
- Room by Room Staging Consultation
- Facebook Ad for buyers within 5 miles
- Postcards sent to Neighbors about Open House
- Facebook Live Video giving sneak peek
- Final Staging Consultation



- Professional Photos taken of house
- Inspections completed for Presentation package (General, Sewer, HVAC, Roof)
- Reminder Facebook Live Video about Open House
- Flyer created for Buyers to take with them
- WELCOME station placed at house with snacks, bottled water, flyers, inspection packet.
- Open house directional signs placed on major streets
- Open house sign placed in front yard
- Welcoming music set up
- Raffle Prize set up

LISTED MAXIMUM EXPOSURE *Marketing*

IN CONJUNCTION WITH OUR MEGA OPEN HOUSE PROCESS WE ALSO PUT THE HOUSE ON THE OPEN MLS MARKET TO ATTRACT A LARGER NUMBER OF BUYERS. OUR SELLER MAXIMUM MARKETING PLAN IS THE KEY.

FIRST IMPRESSION MARKETING SIGNAGE & MATERIALS

- For Sale Yard Sign placed in front yard
- Secure lock box placed on front door
- Welcome station placed in kitchen with bottled water, snacks, flyers, inspection package, and hand sanitizer
- Special Feature cards placed throughout the house showcasing the houses unique features
- Spa Inspired music will be playing for showings
- Air Fresheners installed

“LIVE” INTERNET MARKETING

- Listed Live onto MLS for thousands of agents & their buyers to access
- Professional showing service to schedule and manage all showings
- Property will have an individual website you can share to the whole world
- Property listed on Zillow, Trulia, Redfin & Realtor.com
- Property blasted to social media sites including Instagram, facebook & YouTube

NEIGHBORHOOD EXPOSURE

- Facebook live video as an online virtual tour
- Facebook Ad sent to all buyers within 5 miles stating house is now for sale
- Postcards sent to neighbors stating the house is now available for sale (Pick your new neighbors)

SAMPLE OF MATERIAL: *Flyers*



WELCOME HOME

12754 Henson Creek Street | Parker
3 Bed | 2.5 Bath | 2,620 SqFt



- Gorgeous Well-Maintained Home
- Hardwood Floors in Kitchen
- Eat in Space in Kitchen
- Formal Dining Area
- New Garage Door & Opener
- 2 Car Garage
- Full House Water Filtration System
- Private Master Suite
- Kitchen Appliances Included



Welcome home! This gorgeous well-maintained home is waiting for you! Cook up a feast in the Large kitchen with dining space as well as your formal dining room. Enjoy a bonus living room that is perfect for entertaining. At the end of the day, relax in your private Master suite separate from the other living spaces. Add all of that to the spacious backyard and the added features of this home and you have it all! Hurry because this one wont last long.

Cory: 720-545-9001 Realtor® | Brandi: 720-545-9002
CORY@SYNERGYRET.COM | BRANDI@SYNERGYRET.COM
WILKSREALESTATE.COM

SAMPLE OF MATERIAL: *Postcards*

Wilks REAL ESTATE
BY SYNERGY REAL ESTATE TEAM

OPEN HOUSE

12754 Henson Creek Street | Parker
3 Bed | 2.5 Bath | 2,620 SqFt



JOIN US! We are hosting an Open House on this beautiful home right in your neighborhood! Bring a friend and be entered into a raffle for great prizes! Enjoy some snacks while you tour and see this home! We hope to see you there.

Date: February 3, 2018
Time: 9am - Noon



Cory: 720-545-9001 Realtor® | Brandi: 720-545-9002
CORY@SYNERGYRET.COM | BRANDI@SYNERGYRET.COM
WILKSREALSTATE.COM

Wilks REAL ESTATE
BY SYNERGY REAL ESTATE TEAM

JUST LISTED

12754 Henson Creek Street | Parker
3 Bed | 2.5 Bath | 2,620 SqFt

PICK YOUR NEIGHBOR! This beautiful home is now available for sale in your neighborhood. Have you ever wanted to pick your neighbor? Well, now you can! Hurry because this one won't last long. No Realtor? No Problem! You can still buy this home or send this home to a friend who is looking to buy and we can help make it a new home. Contact us for more details.

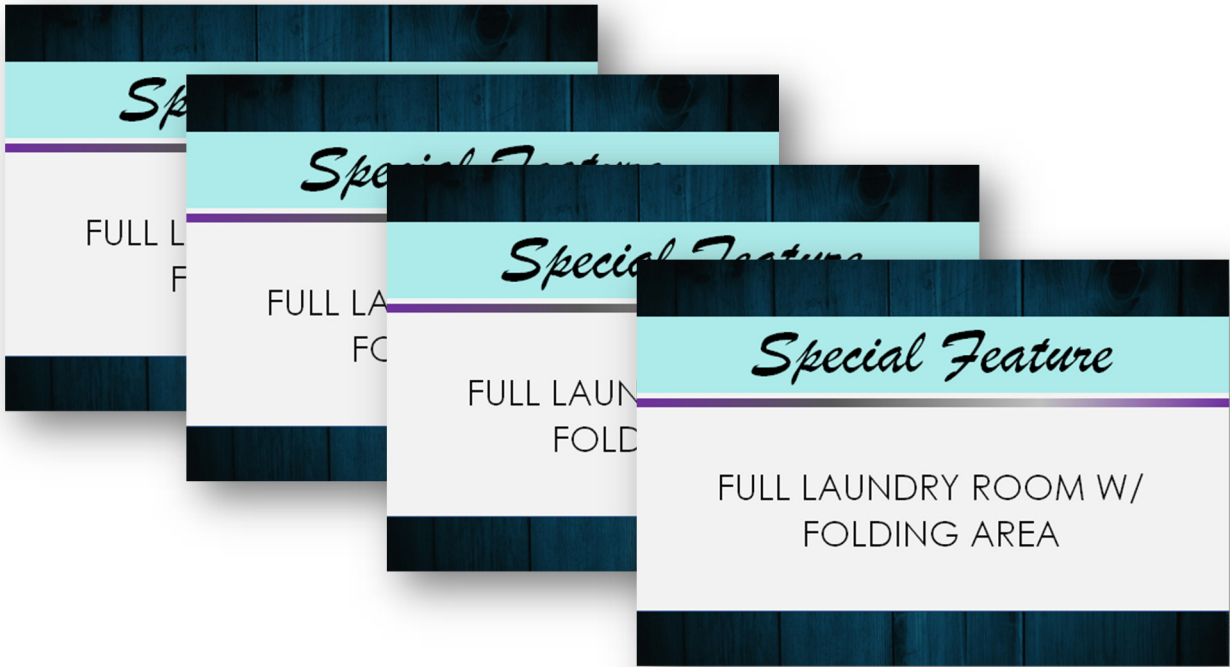


<http://wilksrealstate.com/12754-henson-creek>



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SAMPLE OF MATERIAL: *Signage*



SAMPLE OF MATERIAL: *Professional Photos*



PROVEN *Results*
AND
WHY *Choose Us*

WHY WORK WITH *Us*

A great Realtor brings a wealth of knowledge and experience to the business of selling a home. In fact, a licensed real estate professional provides much more than the service of helping you sell your house.

Realtors are not just sales agents. We are expert negotiators, seasoned financial advisors and superb navigators around our local neighborhoods.

We are members of The National Association of Realtors (NAR) and must abide by a Code of Ethics and Standards of Practice enforced by the NAR. A professional Realtor is your best resource when deciding to sell your house.

WE HAVE A RECORD OF PROVEN SUCCESS.

**THE WILKS TEAM HAS A RECORD OF SUCCESS AND
PROVEN RESULTS FOR HELPING FAMILIES BUY!**



WHY WORK WITH THE

Wilks Team

FIVE POINTS THAT PROVE OUR PROCESS WORKS:

3X

We close 3 times more houses than the average Colorado real estate agent.

9DOM

Our Houses are under contract within 9 days on average of being listed on the MLS. Several of them were under contract within 24 hours.

\$99.8%

Our houses SOLD for an average of 99.8% of Asking Price.

100%

We have successfully closed 100 percent of our contracts since 2011.

5★

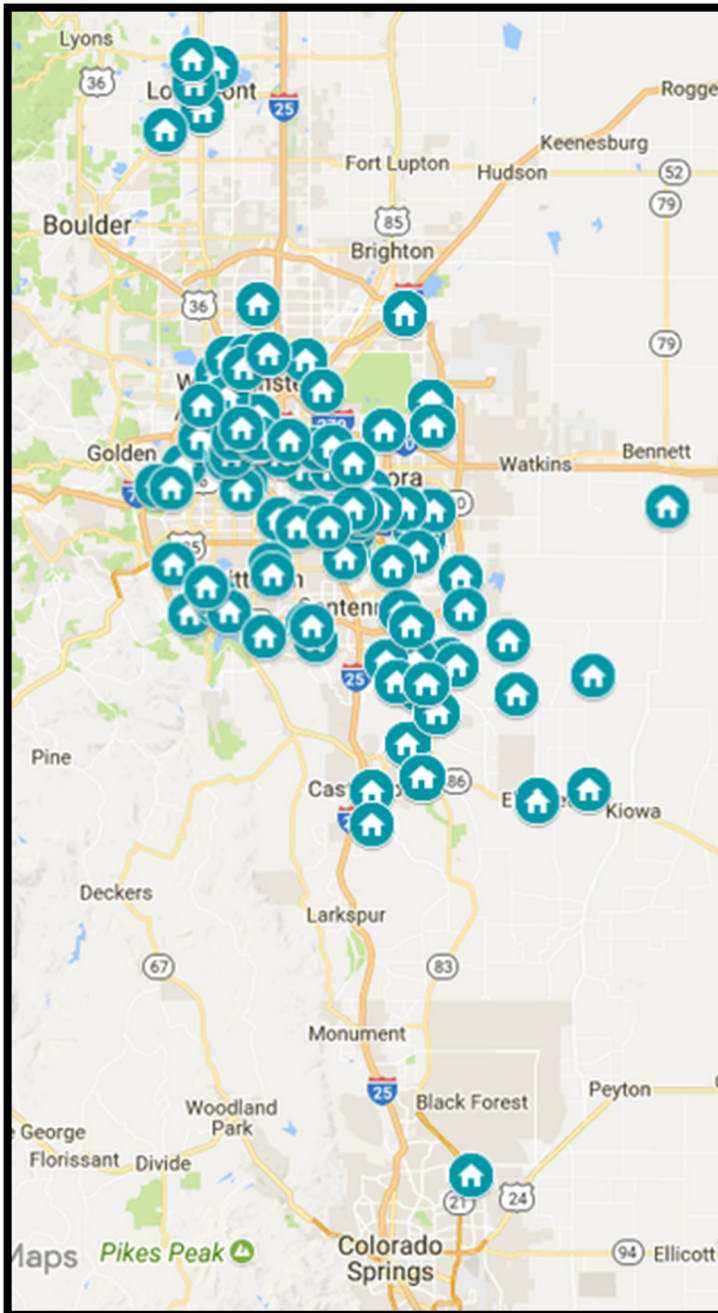
We continuously receive 5 star reviews from our clients.

WE PRODUCE *Results*

52,500
HOURS OF EXPERIENCE

113
RECENT DEALS CLOSED

5
EXPERT TEAM MEMBERS



We help Buyers and Sellers all along the front range. This is a map of our most recent 113 closings which include both buyers and sellers.

We are an active Real Estate Brokerage with 3 times more closings than the average Colorado Agent.

With 5 expert team members, we are one of the Top Producing Brokerages in Colorado.

Trust us, we have your best interest in mind and will do our very best to get you the house of your dreams!

OTHER AGENTS VS. *The Wilks Team*

At the end of the day, there are a few key points that separate the Wilks team from all the other agents that are trying to become your buyers agent. We know that you have several options but we also know we are the best option.

	Typical Agent	US
Appraisal License	X	✓
REALTOR®	✓ Less than 60%	✓
Mortgage Lender	X	✓
Master Negotiator	X	✓
Buying Coordinator	✓ Hired out	✓
24/7 Support	X	✓
Project Manager	X	✓
Builder / Contractor Network	X	✓
Multi-People Team	✓ Hired out	✓
Full Time Agent	X	✓
17+ Years in Real Estate	X	✓

WILKS TEAM *Testimonials*

We really love helping people with their real estate needs, and are proud to share a few of their comments with you.



"I have sold and purchased homes through Wilks Real Estate Team and have had an amazing experience every time. I was pleased with their support and attention to detail so much so that I have referred friends and family members. Wilks Real Estate even took on a large and emotional project of selling my grandfather's house after he passed. An amazing husband and wife duo that know all the tips and tricks around real estate and more importantly, care about their clients."

Christie H.



"Cory was / is my hero! He guided us through the selling of my Dad's home after his passing. In a truly difficult and emotional time in my life, he made the process easy and stress free. He negotiated for the best deal in a professional and courteous manner and is an expert in his field. His team made it a seamless process. I highly recommend Cory and Synergy Real Estate Team! THANK YOU, Cory for all you did for us – you truly are the BEST!"

Lori H.



"Cory made me feel at ease with his ideas for setting the house up, such a staging and knowing which items to remove from the home or leaving in the home. He is a very good communicator so he was able to speak to the buying agent and appraiser with respect to value because he understands the market better than a lot of agents that I had spoken with. We ended up with a much higher equity amount (\$22,000) than we originally anticipated. If you want an agent that is extraordinarily faithful, honest and knowledgeable then have a conversation with him one on one. Cory and Brandi have a commitment to excellence!"

Jim L.



"Cory was outstanding to work with. His wealth of knowledge was a tremendous resource throughout my entire journey of prepping, listing, selling and buying a new home. He was spot on in predicting best time to list as well as what price to list at. His partner, Brandi was tremendously supportive in staging our home, highlighting features to potential buyers and always being available to answer questions and show us properties. We are so thankful to have cultivated a relationship with a dream team who got us into the perfect home!"

Amber R.

WILKS TEAM *Testimonials (continued)*



"These two are a dynamite team! They love what they do and when you work with them you feel like family. They work fast and they have a real talent when it comes to creating a wish list. I had no idea what was really important to me until we met and started looking at houses. They listened to all my comments as we toured and shopped and had a great system to help me hone in on what it was that will make me fall in love with my new home every day. I love working with them!"

Michelle S.



"Cory helped us sell my father-in-law's house which involved negotiating the best price possible for a property that had seen some better days. He successfully addressed the issues around remediation, fielded bids from a diverse array of buyers and steered us through the maze of Real Estate technicalities to arrive at a closing price that exceeded our expectations and perfectly met our goals for the sale. Cory is an expert at Real Estate marketing on both sides of the transaction and I strongly recommend him as an agent who has the best interests of his clients at heart."

Mark H.



"Cory was very helpful in working with my property manager and taking over these responsibilities as I had tenants in the property. He interfaced with the tenants and took care of scheduling repairs, taking photos, and setting up showings. He also gave great advice regarding pricing the property appropriately. He was very reassuring and has a calming presence. Cory did an excellent job. I felt he had my back throughout the process. He was available and explained everything that was happening. He is dependable, responsible, hard working and a great communicator."

Sheila H.



"Cory & Brandi – Thank you for being such amazing friends! We are so blessed to have you all in our lives! Thank you for your time and expertise as our Realtors. We could not have asked for a better experience. Thank's for the journey!"

Adam & Kristin F.



"We were referred to Cory and Brandi by a mutual friend. Our lease was expiring in a few months and didnt want to keep renting but weren't sure where to start. We then scheduled an appointment with them and they made us feel at ease with our decision to buy. They described the process from beginning to end since we were first time home buyers and had no idea of what all was involved. They were very receptive and understanding to our wants and needs and we truly felt like we were in great hands. From the first meeting through closing, it was a great experience and I'd refer anyone I know to Cory or Brandi for any real estate deals."

Nick S.

MEET THE

Wilks Team

MEET THE TEAM: *The Wilks Team*

Cory Wilks Real Estate Broker | Founder

Cory is a brilliant REALTOR® and Real Estate Investor who is committed to creating more value than he consumes. He lives his life and runs his business based on win-win philosophies and the virtues of integrity, abundance, love, and respect. He is quite a remarkable character who thoroughly enjoys both the vastness and the nuances of real estate. This talented entrepreneur has mastered the art and skill of sales, negotiations, property valuation, complex real estate transactions, renovation, short sale, private money lending, investment real estate, mortgage lending, marketing, lead generation and technology to empower his TEAM and clients to truly make the best of their unique real estate experience.



Brandi Wilks Director of Operations

Brandi is an accomplished business woman with years of experience in Real Estate as Cory's assistant. Brandi is committed to spirituality and personal growth. As a Professional photographer as well as a Real Estate Assistant, she is constantly attracting new people and new business into her life that support her in doing leaps and bounds in the community as well as her personal life. Brandi is aspiring to travel the world with her business partner and Husband Cory. As your friend in real estate she has an eye for the market and loves helping her friends get the most out of this real estate world that we are all living in.

MASTER NEGOTIATOR

REALTOR®

MANAGING BROKER

BUILDER SPECIALIST

APPRAISERS LICENSE

MORTGAGE LENDER

REAL ESTATE INVESTOR

NATIONAL SPEAKER



“My mission is to make real estate fun and exciting for us, our clients and our referral partners.”

BUYING COORDINATOR

LISTING COORDINATOR

DIRECTOR OF OPERATIONS

BUILDER SPECIALIST

PROFESSIONAL
PHOTOGRAPHER

INTERIOR DESIGNER

MARKETING SPECIALIST

PROJECT MANAGER



“Choosing to make a difference in someone’s life through real estate is my passion.”



HOW WE ARE DIFFERENT

HUSBAND & WIFE TEAM

We are a Husband & Wife TEAM so when you hire Cory as your agent, you also get Brandi as a 2nd real estate expert. We are a great team in that Cory is very global, expert in the real estate arena and able to see the big picture, Brandi is great at the details, she sees all the moving parts and is always ahead of the game making sure everything is in order. Together they cover all areas of a transaction & keep the clients very happy!

NATIONAL REAL ESTATE SPEAKER & COACH

Cory was a National Speaker who traveled the Country and was able to expand his real estate knowledge & mastermind with the best of the best. You not only get an expert Realtor but you get an expert Real Estate Coach too!

WE HAVE A TEAM OF EXPERTS

We have a team to support our business. An agent on their own trying to do everything by themselves will not be able to do a good job. We are also Investors so we have an entire contractor team ready to go for anything that may need to be assessed or fixed. By enrolling the support of a team of experts we get it all done & on a higher level!

COLORADO NATIVES

We are both Colorado Natives. Born & Raised right here in the Denver Metro area we understand all the nuances of each neighborhood, each city and each county. We are able to provide real insights to schools, streets, things to do here and more! You get the best of the best with a Colorado Realtor!

OUR PLEDGE &
Guarantee

EASY EXIT *Guarantee*

When you list your house through Wilks Real Estate, we type right into our listing contract our Easy Exit Listing agreement, which means if you are unhappy with us you can cancel your contract with us at any time, as long as we are NOT under contract to sell your home to a buyer.* No hassles, it's that easy.

The ONLY stipulation is IF there is an issue and you wish to cancel your Listing contract what we ask you give us 7 days to resolve the issue and if we can't resolve it within 7 days to your satisfaction, you are free to cancel your contract with us, hassle free.



**If we currently are under contract with a buyer on your current house we are not able to cancel our contract but we will find a way to make it right and make sure you are satisfied.*

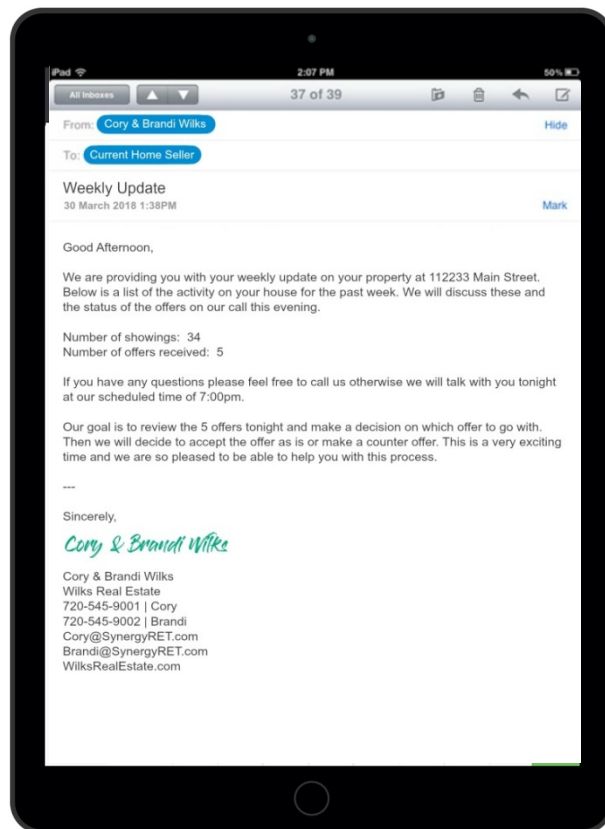
COMMUNICATION *Pledge*

As a Seller we understand that you are wanting to be involved in every step of the process in selling your house. We couldn't agree more. That is why we have our communication pledge. Communication is vital in order to make a transaction as smooth as possible. Our communication pledge ensures that everyone is on the same page & any potential problems are addressed immediately preventing them from becoming real problems, and that everyone is aware of each step along the way. All questions will be answered and we are never too busy for our clients.

Same Day Initial Contact

Same day return messages

Minimum 1x a week update



PREPARING FOR YOUR
Listing Interview

SELLER *Homework*

In preparation for your listing interview, please have these items prepared and ready to go. We value your time as well as ours and want to make the most of our interview together.

1. HOUSE KEY – SPARE:

This is to place into the lockbox that will be on your front door for showings.

2. MORTGAGE STATEMENT:

This will help any buyers with their decision with buying your house. Don't worry if you can't find these – its just a bonus. Example: warranties, certifications, surveys, etc.

3. ANY DOCUMENTATION THAT WOULD BE OF VALUE TO THE BUYER:

This will help any buyers with their decision with buying your house. Don't worry if you can't find these – its just a bonus. Example: warranties, certifications, surveys, etc.



CHOOSING YOUR *List Price & List Date*

Pretend we gave you a magic wand....

And In a perfect world, where everything went exactly as planned, and exactly the way you wanted it to be,

WHEN WOULD YOU WANT TO HAVE THIS HOUSE SOLD AND HAVE MOVED INTO YOUR NEXT HOUSE?

AND

AGAIN IN A PERFECT WORLD, HOW MUCH WOULD YOU LIKE TO MAKE FROM THE SALE OF THIS HOUSE?

Once we have this vision of a sale date in mind we can work the process backwards to provide you with an ideal listing date. Once we decide on an ideal list date we can evaluate the current Market Conditions and consult you on an Asking opening price.





**WE ARE EXCITED TO SEE YOU AT
YOUR LISTING INTERVIEW**

**IF YOU HAVE ANY QUESTIONS
PLEASE REACH OUT TO US & WE
WOULD BE ANSWER THEM FOR YOU**

SEE YOU SOON!

***Wilks* REAL
ESTATE**

BY SYNERGY REAL ESTATE TEAM

Cory & Brandi WILKS

720-545-9001 | 720-545-9002

www.WilksRealEstate.com