



KELLERWILLIAMS  
*Luxury*  
INTERNATIONAL



# LISTING MARKETING

CONSULTATION

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Phone: (424) 350 6342



# KW CONCIERGE SERVICE

KW brings to market our concierge program, the latest in a vast array of tools designed to maximize the value of your home as we bring it to market.

**100% OF THE COST DEFERRED UNTIL CLOSE OF ESCROW**

Our concierge service delivers high-impact cosmetic renovations and professional staging to ensure your home sells for top dollar, faster, with no cash out of pocket. We work with time-tested industry professionals to elevate your listing's value.

Home Preparation Services Include:

- Professional Staging
- Painting
- Deep Cleaning
- Landscaping
- Decluttering
- Carpet Cleaning
- Updated Flooring (Carpet, Tiling Etc.)
- Moving Services (Incl. Advance of Moving Expenses)
- Hauling and Trash Removal
- Power Washing, and More...

Add a little bit of body text



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# AFTER



# BEFORE

# 83%

of buyer's agents said staging a home made it easier for a buyer to visualize the property as a future home. Increase your property value by utilizing the KW Concierge Service.



# ARTFUL STAGING



Focusing on the architectural features and selling points of your home, our team of expert stagers create a warm and inviting environment so that potential buyers can envision themselves enjoying this property as their new home\*. We highlight the most compelling features of your home to secure the highest possible price for your listing in the shortest amount of time on market.

Optional Services\*

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# HIGH-IMPACT PHOTOGRAPHY

Our offices has access to various media companies, with access to top industry photographers, all of whom specialize in real estate marketing. From basic photo packages to aerial images, scenic twilight photos and more, our team takes pride in presenting your home in the best light.



# PRINT MEDIA



Keller Williams agents strategically advertise in several publications. Our property advertising appears in local, regional, national, and international publications, all of which target specific audiences addressing the unique needs of each property or estate listing.

*James Abdelmalek*





# PRINT MARKETING



12345 LISTING ADDRESS, CITY, ST

# BEDROOMS | # BATHROOMS | 0,000 SF | OFFERED AT \$000,000

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**Agent Name**  
REALTOR # | C# | DRE#00000000  
000.000.000  
agent@email.com



We work with an in-house designers to create custom, luxury media packages for each of our listings. We partner with competitive graphics companies who provide the industry standard in high-end printing with a wide range of stocks, sizes, and textures to give your marketing elements a luxurious edge.

**SUN-SPLASHED BRENTWOOD CONTEMPROARY**

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CONTACT US FOR DETAILS

**AGENT NAME**  
000.000.0000  
Agentname@kw.com  
Agent.kw.com

**AGENT NAME**  
000.000.0000  
Agentname@kw.com  
Agent.kw.com

**12345 ANYWHERE DR. PALOS VERDES**  
# BEDS | # BATHS  
0,000 SF | 0,000 SF LOT

OFFERED AT  
**\$0,000,000**

JUST LISTED

# TECHNOLOGY DRIVEN MARKETING



## DRONE MARKETING

Innovation has always been one of the biggest game changers when it comes to marketing. The newest and most eye-catching technologies continue to enhance the visual impact of marketing properties.

- Video campaigns and visual storytelling are revolutionizing the industry by capturing the attention of prospective buyers and showcasing your home in the best way possible.

Additionally, one way to create captivating marketing content that guarantees to set your property apart from the competition is through the use of **drone videography and photography**.





# MATTERPORT

We use this cutting edge technology to bring listings to life with immersive experiences that break the mold of any traditional virtual tour. Matterport 3D Showcase is an online experience for home buyers to move through a property and see it from any angle. We are able to deliver every visual marketing asset you need from a single shoot.



- 95% More Likely To Call
- 300% More Engaged
- 100,000,000+ Matterport Visits

Optional Services\*

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# INTERNET MARKETING



## EXTENDED MARKET REACH

When you list with me, we'll have access to the Keller Williams Listing System (KWLS). This proprietary, exclusive system ensures your property is marketed online 24/7 through more than 350 of the most popular search websites KWLS integrates with other KW tools and facilitates syndication to the top portals, all while promoting our most important brand-YOURS.



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# MAXIMUM WEBSITE EXPOSURE

## THE LARGEST INTERNATIONAL REAL ESTATE ADVERTISING NETWORK

The partnership between ListHub Global & Keller Williams enables us to develop our international marketing strategy to make the selling process even more seamless and to reach more clients worldwide than has ever been possible.

We are committed to providing best-in-class technology, unparalleled professional expertise, and world-class service for our clients.



750+

SITES

60

COUNTRIES

60M

POTENTIAL BUYERS

16

LANGUAGE TRANSLATIONS

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# KW.COM



The KW.com website has features specifically designed to seamlessly deliver all the real estate information that is pertinent to consumers, including local featured listings on the landing page and a mobile-optimized version.

- Keller Williams associates enjoy the benefits of receiving text messages directly from consumers through their listings.
- Listings have increased open house visibility via a real-time open house search.
- Our web network boasts over 2.6 million unique visitors a month.

*James Abdelmalek*

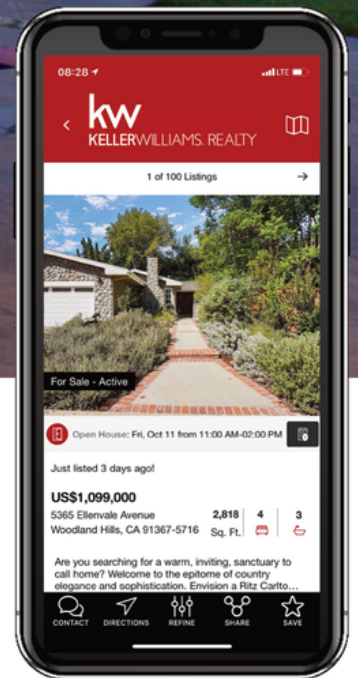
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# SOCIAL MEDIA

Reach the Influential  
Find "Hidden Buyers"  
Create Excitement  
Invite to Open Houses



# INDIVIDUAL PROPERTY WEBSITE



Individual property websites are a very useful tool when marketing your home online. We make the online address intuitive and easy to remember—the unique domain name is simply the property address.

For example [www.123address.com](http://www.123address.com), typed into a web browser, it instantly pulls up the details page of the listing, and the virtual tour, making it easier for buyers to find and explore.



# MARKETING TIMELINE

## 1

### KW CONCIERGE

- Staging
- Landscaping
- Curb Appeal
- Declutter Assessment
- Painting and more...

## 2

### IMAGERY

- Daytime Photography
- Twilight Photography
- Aerial Footage
- Lifestyle Video
- Virtual Tour

## 3

### FLOOR PLAN

- Comprehensive Floor Plan
- Virtual Walkthrough
- Matterport 3D
- 360° Tour

## 4

### LISTING LAUNCH

- MLS Syndication & KWLS
- International Sites
- KW National Referral Network
- Landing Pages

## 5

### SIGNAGE

- For Sale Sign
- Open House Signs
- Sign Riders
- Additional Signage Extras

## 6

### EMAIL CAMPAIGN

- Property Announcement
- Open House Invitations
- Targeted E-Blast campaigns to over 50,000 agents in the LA area

## 7

### PRINT CAMPAIGN

- Flyers
- Postcards
- Brochures
- Advertising Package

## 8

### DIGITAL CAMPAIGN

- Featured on KW Pages
- Lead Generation Campaigns
- Social Media
- KW Command Integration

## 9

### EVENTS

- Broker Open
- Broker Tour
- Open House
- Special Events



# #1 KELLER WILLIAMS

Over the decades, our Keller Williams family has expanded exponentially, further solidifying our stance as the largest real estate franchise by agent count in the world and leader in units and volume in the United States. Simply put, our company is the home of determined real estate professionals who are passionate about growing their businesses.

***Agents closed more than 2.4 million transactions, between 2021 and 2022.***

***Agents closed \$1.005 Trillion in sales volume, between 2021 and 2022.***

- Largest independent real estate franchise in the world
- Number One in units and sales volume in the United States
- A network of over 200,000 Real Estate Professionals
- 1,000 + offices in the USA and Canada (50 Major Markets), including international presence in five continents
- Excellence in cutting-edge real estate training, real estate coaching and real estate education
- Most innovative real estate company (Inman News)
- Annual RED Day, which stands for Renew, Energize, Donate, is Keller Williams Realty International community day. KW associates give where they live and dedicate the day to renewing and energizing the community they serve.

*James Abdelmalek*





# INTERNATIONAL REACH

\*Data as of January 2021

Keller Williams is a leader in global real estate. We offer comprehensive services to investors, property owners, tenants, and developers around the world.

We have an established network and a proven model that sets the framework for profitability in markets across the globe. We know that the strongest enterprises are driven by top talent, and our growth strategy is completely centered on getting in business with the very best people in the real estate industry across the globe.

5

CONTINENTS

50

REGIONS

230+

MARKET CENTER LOCATIONS

*(outside the USA and Canada)*

10,000+

LUXURY SPECIALISTS

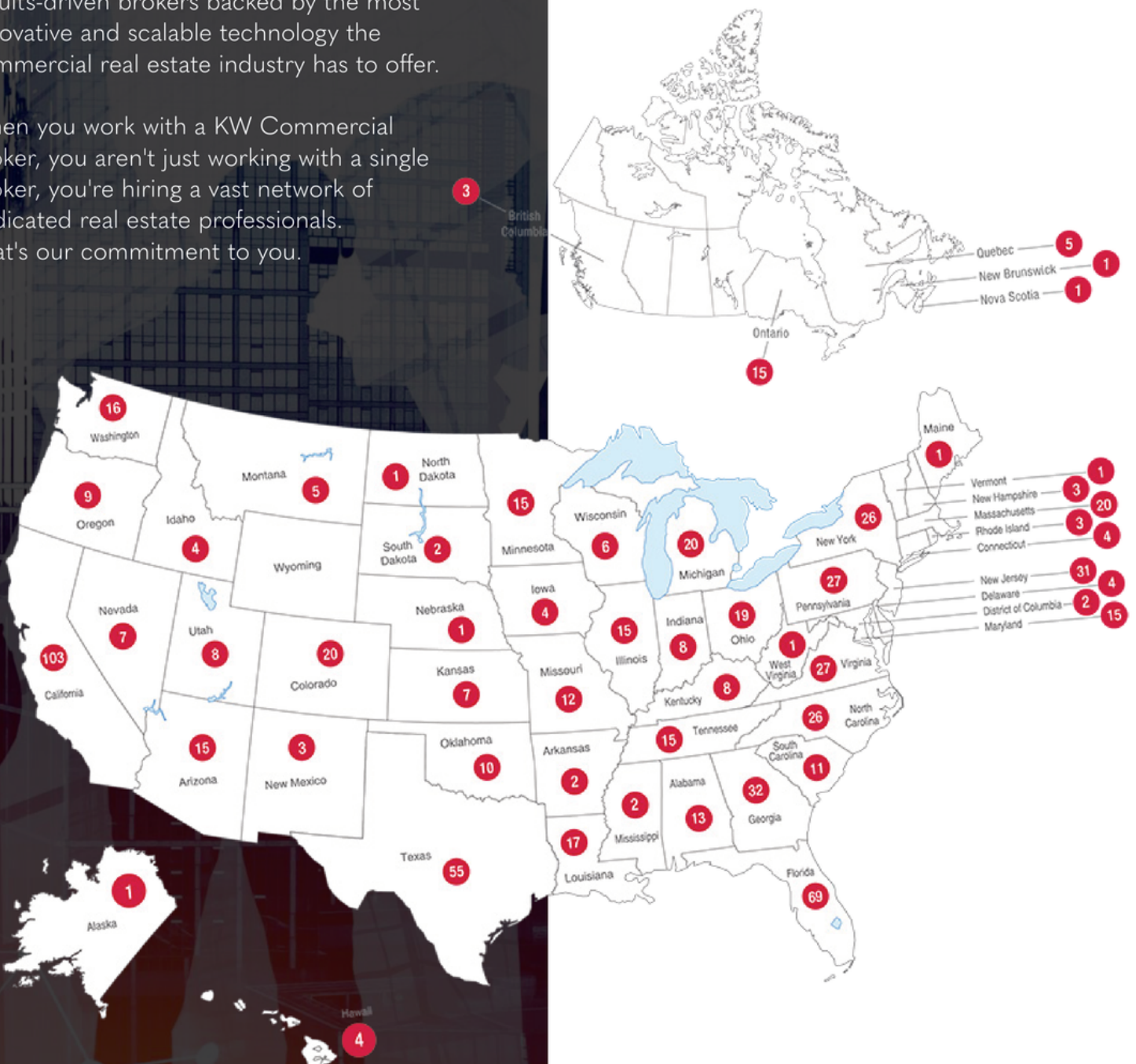
*(outside the USA and Canada)*

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KW Commercial is the commercial real estate arm of KW Commercial Realty, the number one real estate company in the United States. Our commercial team consists of the most knowledgeable, results-driven brokers backed by the most innovative and scalable technology the commercial real estate industry has to offer.

When you work with a KW Commercial broker, you aren't just working with a single broker, you're hiring a vast network of dedicated real estate professionals. That's our commitment to you.



- 1,100 Offices Worldwide
- 10,000 KW Commercial Brokers
- 20<sup>th</sup> in Global Transaction Volume
- 18<sup>th</sup> in Lipsey Brand Ranking
- 191,000 Residential Agents
- Licensed in 49 States

*James Abdelmalek*



# 2021 KELLER WILLIAMS YEAR IN REVIEW

## **FEBRUARY**

Keller Williams earned the title of Most Innovative Real Estate Company by **Fast Company**.

**Newsweek** ranked KW as one of America's Greatest Workplaces 2023 for Diversity.

## **APRIL**

**The Swanepoel Mega 1000** named Keller Williams the top residential real estate franchisor in the U.S.

Keller Williams was ranked one of America's Best Large Employers by **Forbes**.

## **MAY**

Keller Williams associates gave back to communities across the world via its 11th annual RED Day event.

Keller Williams was named #1 Company for Work-Life Balance by **Indeed**.

## **JUNE**

**REAL Trends' "The Thousand"** featured 86 Keller Williams' agent teams in its Top 250 ranking of real estate teams by transaction sides, representing 34.3% of the total ranking.

## **JULY**

**Forbes** named Keller Williams (No. 8 out of 300 ranked) one of the "Best Employers for Women."

## **SEPTEMBER**

**Forbes** named Keller Williams (No. 173 of 250 ranked) one of the "Best Employers for New Graduates."

## **NOVEMBER**

**Indeed** recognized Keller Williams as a Top Franchise for Veterans and Innovation.

## **DECEMBER**

**Glassdoor** featured Keller Williams (No. 29 of 100 ranked) on the Best Places to Work list.

*We have reached remarkable milestones, garnered awards and recognition and advanced our initiatives. The journey does not stop here!*

*James Abdelmalek*



# INFORMATION SOURCES BUYERS USE

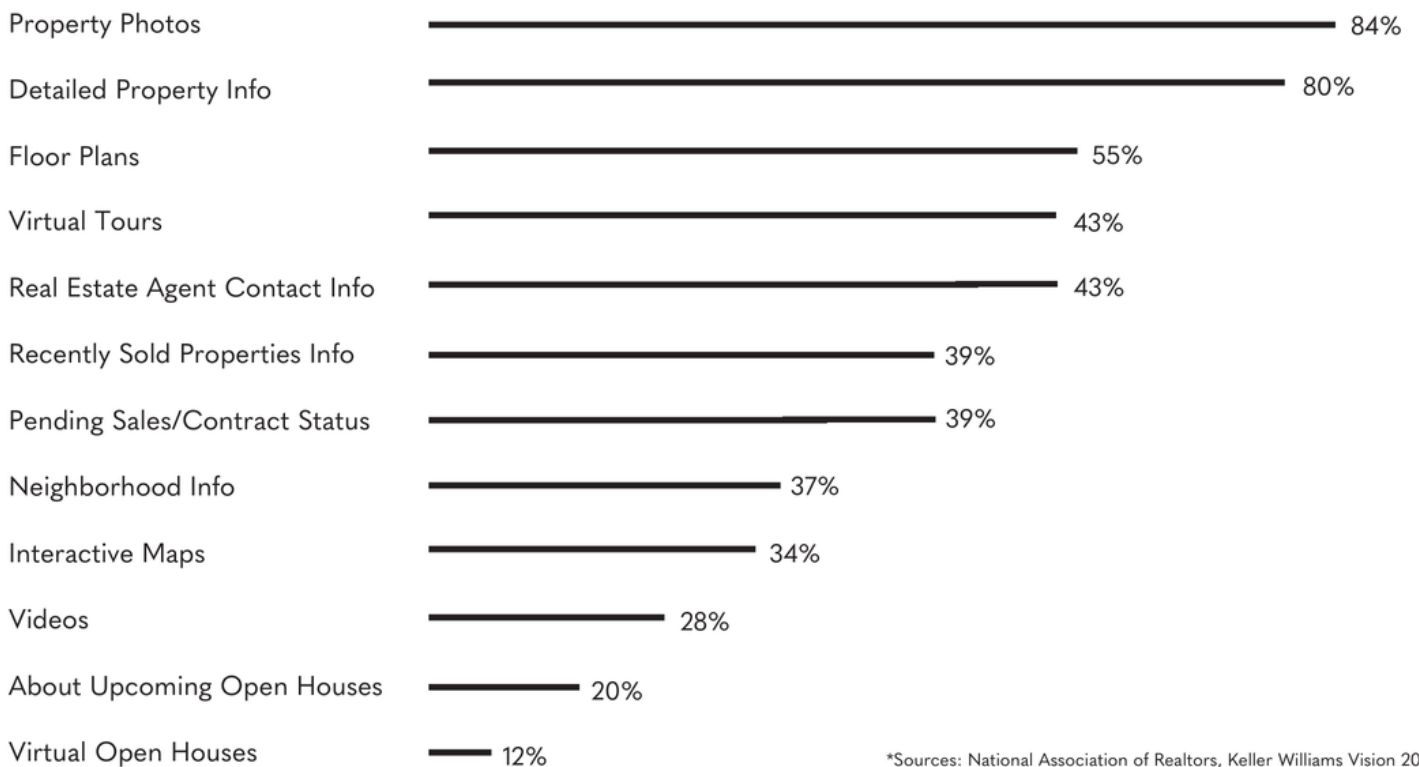
ONLINE WEBSITE	2017	2018	2019	2020	2021
Real Estate Agent	89%	86%	87%	87%	87%
Mobile or Desktop	74	73	73	76	74
Open House	52	53	51	53	41
Yard Sign	48	46	39	41	35
Online Video Site	39	37	35	41	40
Home Builder	19	18	15	18	19
Print Newspaper Advertisement	15	13	11	10	7
Home Book or Magazine	12	10	7	8	6
Billboard	5	5	4	4	4
Relocation Company	3	3	3	3	2
Television	2	3	3	3	2

\*Sources: National Association of Realtors, Keller Williams Vision 2022



# VALUABLE WEBSITE FEATURES

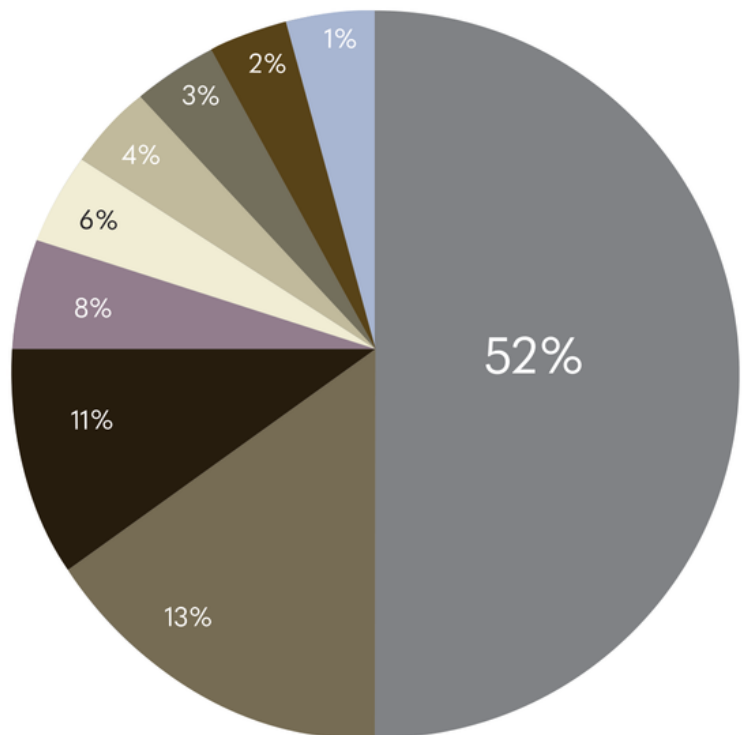
According to the National Association of Realtors (NAR), here are some of the most useful website features ranked by buyers:



\*Sources: National Association of Realtors, Keller Williams Vision 2022

# WHAT BUYERS WANT FROM THEIR AGENTS

- 52%** Help finding the right home to purchase
- 13%** Help negotiating sale terms
- 11%** Help with price negotiations
- 8%** Help with paperwork
- 6%** Price of comparable home sales
- 4%** Help determine what buyer can afford
- 3%** Help find and arrange financing
- 2%** Teach buyer about neighborhood
- 1%** Help find renters for buyer's property



\*Sources: National Association of Realtors, Keller Williams Vision 2022

# HOW BUYERS FOUND THEIR AGENT

Maintaining relationships with clients will help agents in generating more business through referrals.

	2016	2017	2018	2019	2020	2021
Referred by (or is) a friend, neighbor or relative	42%	42%	41%	41%	40%	47%
Used agent previously to buy or sell a home	11	12	12	12	13	13
Inquired about specific property viewed online	N/A	N/A	7	7	7	7
Website	7	6	5	6	9	9
Referred by another real estate agent or broker	5	5	5	6	5	5
Saw contact information on for sale/open house sign	4	4	4	3	3	5
Visited an open house and met agent	6	6	5	5	6	4
Personal contact by agent (telephone, email, etc.)	3	4	3	4	4	3
Referred through employer or relocation company	3	2	2	2	2	2
Walked into or called office and agent was on duty	2	2	1	1	1	1

\*Sources: National Association of Realtors, Keller Williams Vision 2022

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# PRICING

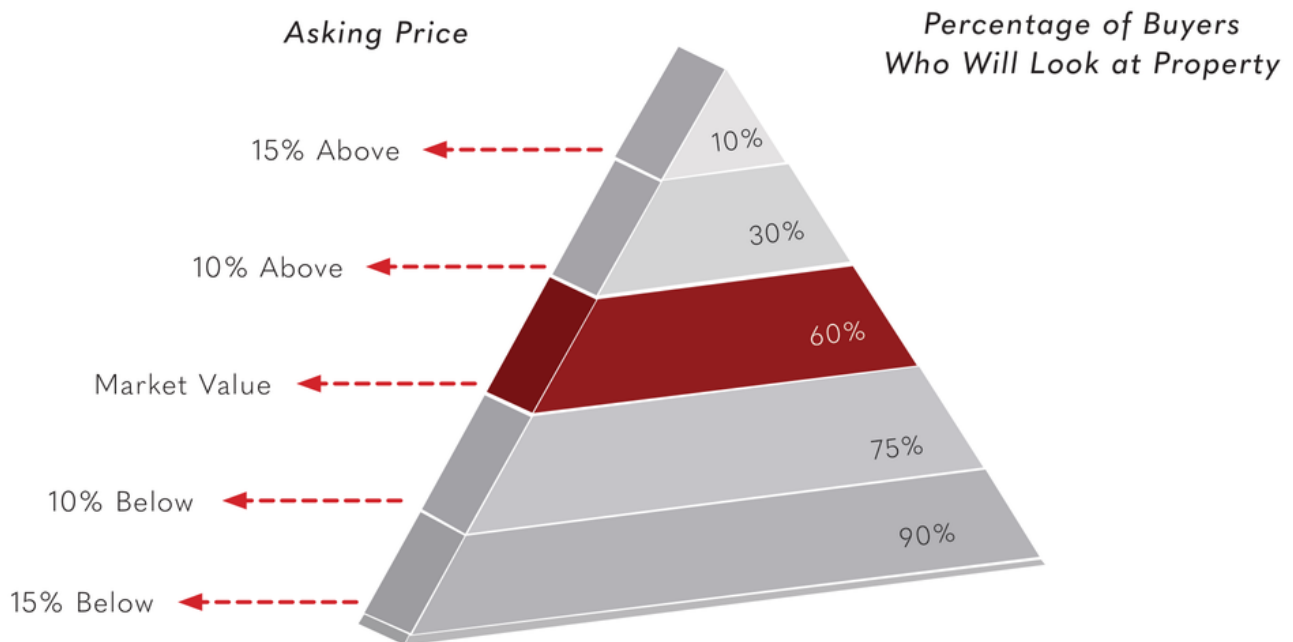
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# THE RIGHT PRICE FOR ATTRACTING BUYERS



Pricing your property competitively will generate the most activity from agents and buyers. Pricing your property too high may make it necessary to drop the price below market value to compete with new, well-priced listings.



# PRICING MISCONCEPTIONS

The value of your property is determined by what a buyer is willing to pay and a seller is willing to accept in today's market.

Buyers make their pricing decision based on comparing your property to other properties sold in your area. Historically, your first offer is usually your best.

It is very important to price your property at a competitive market value when we finalize the listing agreement.



WHAT YOU PAID



WHAT ANOTHER AGENT SAYS



WHAT YOU WANT



WHAT YOUR NEIGHBOR SAYS



WHAT YOU NEED

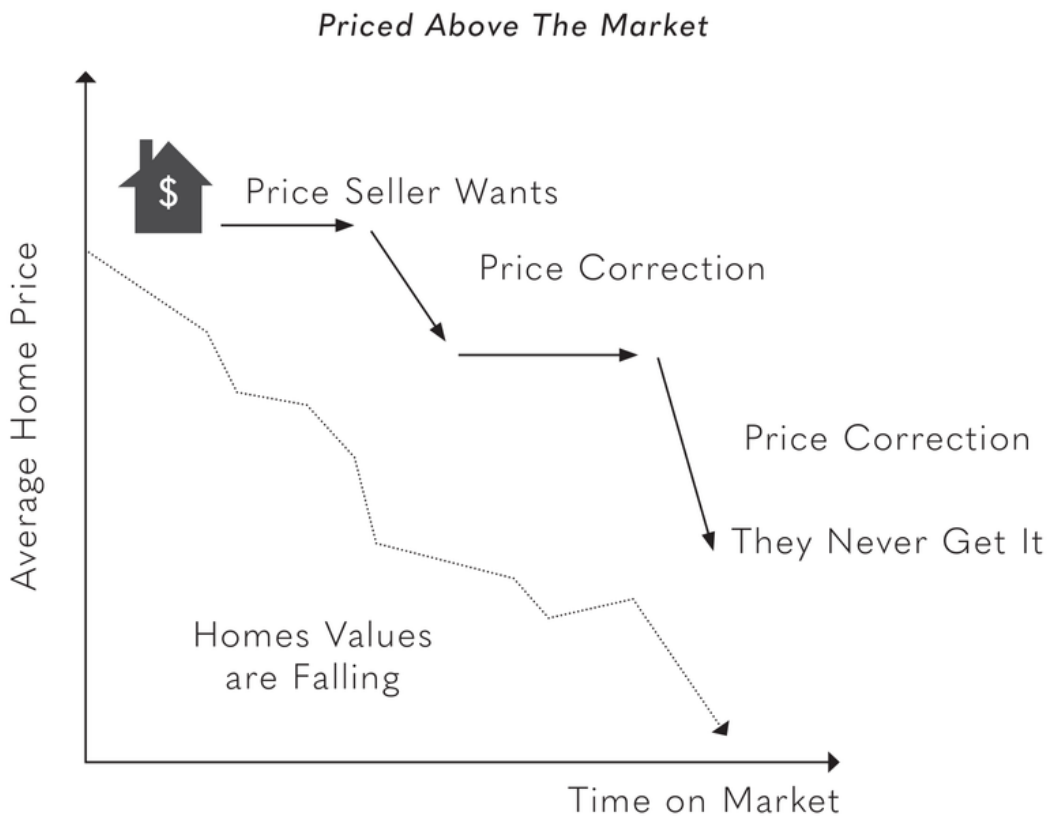


COST TO REBUILD TODAY



# BUYER'S MARKET

If sellers are not fully aware of the current market, they can get caught in a market with falling home values and end up chasing the market down, because home values often fall faster than their price reductions.





# THE RIGHT PRICE IS IMPORTANT

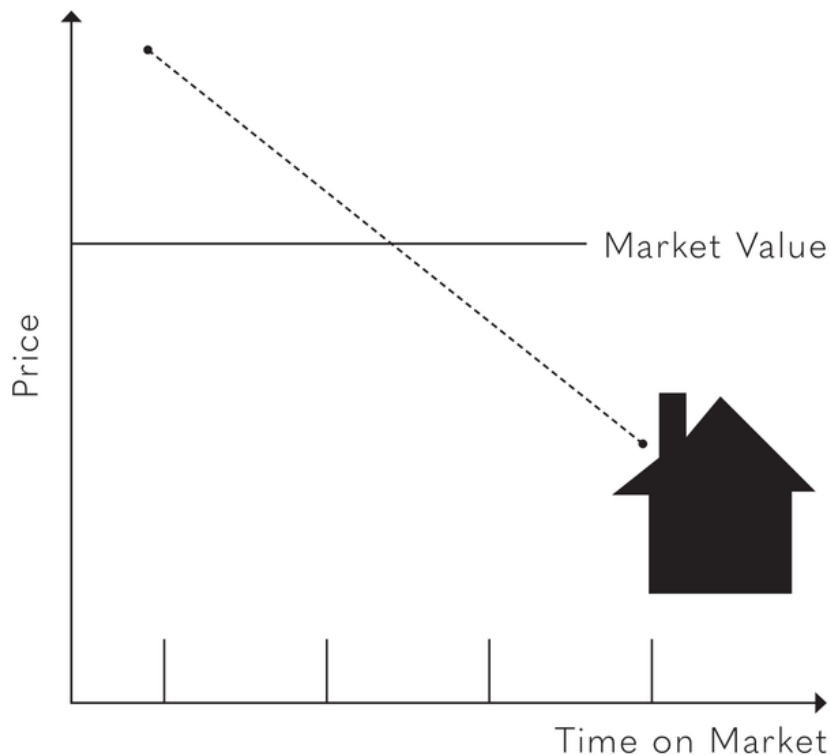
- A property generates the most interest when it first hits the market.
- The number of showings is greatest during this time and the number of buyer tours can be maximized if property is priced correctly
- Starting too high and dropping the price later fails to generate strong activity.
- Many homes that start high end up selling below market value.





# IF YOU WANT TO COMPETE BE COMPETITIVE

## *Time On The Market Works Against You*



- The buying market has a short attention span.
- Pricing your home right from the beginning is key.
- Proper pricing attracts buyers.
- An overpriced house will not sell.
- We want to generate offers before the market moves on to newer listings.



**I AM  
COMMITTED  
TO YOUR  
SUCCESS!**

“Excellence is never an accident. It is always the result of high intention, sincere effort, and intelligent execution; it represents the wise choice of many alternatives – choice, not chance, determines your destiny.” Aristotle



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Each office is independently owned and operated.