

SELLING WITH



YOUR REAL ESTATE EXPERTS

KELLER WILLIAMS REALTY

THANK YOU!

For the opportunity to present our qualifications and proven marketing strategies.

After over 20 years of helping home sellers and buyers, we know how to get results for our clients. Our priority is to sell your home for the most money possible in the shortest amount of time with the least amount of hassle for you. The most important step in the sales process is choosing the right Realtor to effectively and profitably represent your interests. We look forward to putting our experience and expertise to work for you!

Craig M. Reger

Owner/CEO

Our Mission

To change lives by providing extraordinary real estate representation with expert counsel and unparalleled service.

We Promise

To create an experience you can't imagine being better.

To face challenges head on so you don't have to.

*To make every effort to be out in front of everything,
to stop the surprises before they happen and to keep
the process smooth and stress-free.*

Our Goal

Between now and closing, you will be so happy with our services that you will contact us with the name of someone that needs help in real estate — whether they need to buy, sell, or just have a general question, we are here to help!

THE TEAM ADVANTAGE

To provide our clients with the best possible home buying and home selling experience, we offer you an entire team of real estate experts. Our industry-leading approach ensures innovative expertise, superior customer service, and seamless transactions from start to finish. We are proud to be recognized both locally and nationally as a top-ranked real estate team. Exceeding your expectations is our ultimate measure of success.

LEADERSHIP

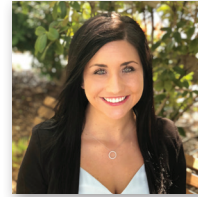
Experience matters! The Reger Group was founded by Craig Reger over 20 years ago and he and our leadership team have been working in real estate for more than 40 years collectively with more than 5000 homes sold. Because of this experience and success, they each are highly-sought after national real estate trainers and business coaches. This experience gets put to use for our buyers and sellers every day ensuring our brokers bring a level of insight and expertise into each situation that is second to none.



Craig Reger
Team Owner
Principal Broker, Licensed in Oregon



Annemarie Reger
Team Owner



Andrea Morrisson
Director of Sales & Operations
Principal Broker, Licensed in Oregon

LISTING & BUYER SPECIALISTS

Whether your real estate goals include buying, selling or investing in real estate our listing and buyer specialists are here to get you the results you want. As full-time brokers, they each invest the time to study the nuances of the local market daily to deliver the most current and expert counsel to our clients. Always armed with the most up to date market information and proven strategies, our brokers aggressively negotiate on your behalf to earn you the very best terms possible.



Aubree Castleman
Broker, Licensed in Oregon



Amanda Ashby
Broker, Licensed in Oregon



Drew Ramey
Broker, Licensed in Oregon



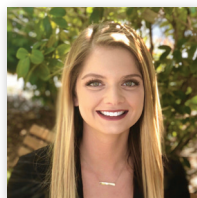
Jon Ziegler
Broker, Licensed in Oregon



Tyler Reese
Broker, Licensed in Oregon

CLIENT SUCCESS TEAM

Buying or selling a home and moving can be highly stressful and navigating the process of a sale can be challenging. Our dedicated and diligent success team is here to support you every step of the way. By providing you with the highest level of communication their priority is to prevent surprises and to anticipate potential pitfalls and issues and proactively work to solve them. Having helped hundreds of clients, their experience ensures a world class sales process.



Bri Riddle
Listing Manager
Broker, Licensed in Oregon



Mariah Morgan
Transaction Manager
Broker, Licensed in Oregon

WE SELL MORE BECAUSE WE DO MORE!

We Are Experts

We are experts at selling homes! After more than 20 years in the real estate business, we've negotiated more than 5,000 real estate contracts! Most agents sell 8-10 homes per year. With this level of experience, we understand the complexities of each real estate transaction, and capably remove potential challenges before they have the opportunity to even appear.

Extraordinary Communication

Your needs always come first. Our full-service team approach ensures seamless service and communication throughout the entire listing, marketing, and selling process. We will keep you posted every step of the way - in the ways that work for you.

Pricing

We will price your home right, adjust it as needed, and sell it quickly - for TOP DOLLAR. In fact, we sell our homes 56% faster than the average Realtor sells homes in Portland. On average, we sell our listings in 29 days and have a more accurate perspective and understanding of the Portland market - both as a whole and on the neighborhood level.

We Earn Our Sellers More Money

We get our sellers just over 100% of list price. Based on our average sales price, this means that we put over \$22,000 more in our sellers' pockets than the average broker in Portland.

Aggressive Multimedia Marketing

Your home will get the exposure it deserves.

Our proven Comprehensive Marketing System maximizes your property's exposure to buyers. Neighborhood tracking tools allow us to instantly reach active buyers who want to know more about your listing.



WHAT OUR CLIENTS SAY

EXPERT COUNSEL & UNPARALLELED SERVICE

We believe the greatest measure of our success is how our clients feel after working with us. We take great pride in the fact that the majority of our business comes from referrals and repeat business. We are happy to provide references and numerous additional testimonials. Check us out on Zillow!



"You guys did an awesome job! Whenever we needed you for anything you were there in an instant to help. Thank you for going up and beyond the call of duty! We will always refer people to you!" - Jamie and Brandi S.



“Too numerous to count, we are grateful for all those details you took care of so conscientiously, timely, and often without thanks, you made this whole process so easy and much less stressful than anticipated.”

- Evan and Shannon B.



"I live in California and bought a house in Oregon for my college-aged daughter. Buying a home from a state away is no easy task. I had to rely heavily on TRG and had to trust them to make decisions on things that I could not see first hand being a state away. I had not met Aubree prior to her becoming my agent and was very concerned going in that this whole situation could be a nightmare with the wrong agent taking the lead. Very quickly The Reger Group put those fears to rest with their efficiency, thoroughness and attention to every single detail before I could even think of it. The team is with you every step of the way, even when you are a buyer who needs a really hands on agent like I did. I highly recommend The Reger Group. You will not be disappointed." - Sherene G.



"Sold a condo in Hillsboro, they got me a full price cash offer 4 days after going on the market. Escrow closed in about 3 weeks, it was a very smooth process from start to finish thanks to The Reger Group." - Julie R.



"I had an incredible experience with The Reger Group! When I came to them I already knew the house I had in mind, but they made everything so incredibly smooth. They are responsive, smart, organized and even with multiple people on the team helping, it's clear their communication is extremely good as nothing fell through the cracks. I honestly can't say enough nice things about this team. Night/day/weekend/whatever they always are on top of it and really made me feel incredibly taken care of. Would recommend them to anyone in a heartbeat."

- Kate O.

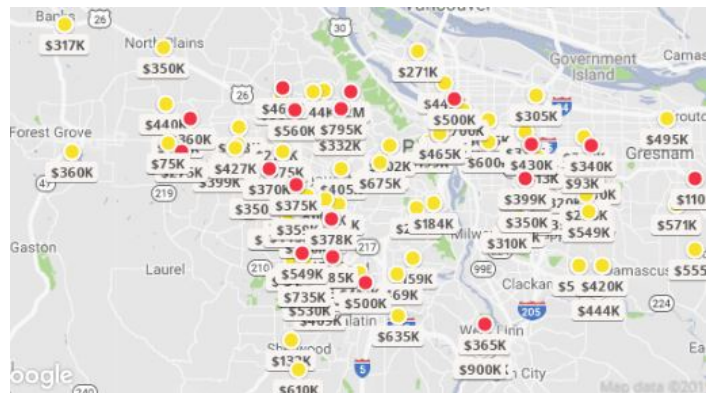


"The Reger Group made this home buying experience so enjoyable. Aubree has extremely strong negotiating skills and we were even able to close early! Thank you all so much for a wonderful experience. Would highly recommend The Reger Group to friends and family!"
- Robin M.



"The Reger Group walked me through each step of the process, was completely transparent, and found my home a buyer. The process was clear and easy with them!" - Scott D.

WE SERVICE ALL OF THE PDX METRO AREA!



ALL SOLD BY THE REGER GROUP!

www.zillow.com/profile/TheRegerGroup

GETTING YOUR HOME SOLD

Our Comprehensive Multimedia Marketing Plan

Aggressive, proactive, intelligent, and tasteful describe our effective marketing plan. The amenities and beauty of your home will speak for itself but attracting buyers to the door is where our comprehensive approach is key. The following outlines the effective techniques we employ when selling homes.

We will:

- ✓ Price your home strategically so that you're competitive with the current market.
- ✓ Recommend staging tips for your home ensuring it will appeal to the highest number of buyers.
- ✓ Strategically place "for sale" signage, including a detailed permanent and eco-friendly property flier easily accessible to drive-by buyers.
- ✓ Optimize your home's internet presence by posting accurate and detailed information and quality property photos on virtually every real estate website!
- ✓ Produce a high-quality Virtual Tour of your home, advertising it on the top websites to attract both local and out of town buyers. We review all viewing activity daily and update you.
- ✓ Network and target our marketing to the top producing real estate brokers in town. With 20+ years of experience, we know the best!
- ✓ Target our active buyers and investors in our expansive database who are looking for homes in your price range and area.
- ✓ Actively prospect by phone for buyers for your home daily.
- ✓ Highlight your home in our email campaign sent to our database of more than 8,000 people, as well as email campaigns and social media.
- ✓ If appropriate, create an open house schedule to promote your property to prospective buyers and aggressively market those open houses.
- ✓ Provide you with regular updates detailing our marketing efforts, including comments and feedback from the prospective buyers and agents who have visited your home and the latest news on the market.



DETERMINING PROPERTY VALUE

We do not decide how much your home is worth – and neither do you.

The market does.

The market shows us exactly where to price your property to sell and how to best market it. This is where our experience and knowledge of the real estate market is paramount. Because of the volume of homes we list and sell, we have an understanding of today's market that other agents simply do not have.

Here are the factors that will affect the value of your home in today's market.

Price

Pricing your home properly from the start is the deciding factor on how long it will take to sell it.

Location

Location is the single most important factor in determining the value of your property.

Condition, Size & Features

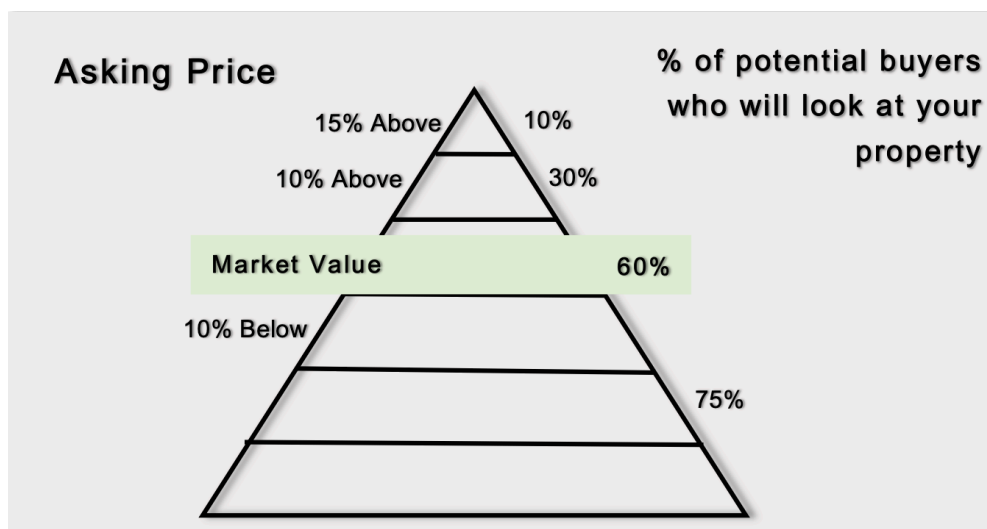
The condition of the property affects the price and the speed of the sale. Prospective buyers often make purchases based on emotion, first impressions are important.

Competition

Prospective buyers are going to compare your property (both the condition and the price) to other listings in and around your neighborhood.

Your home's value is NOT determined by:

- What you paid
- What you need
- What you want
- What your neighbor says
- Cost to rebuild today
- What another agent says



If your asking price is 10% above true market value, you will lose half of potential buyers that would look at your home.

WHERE BUYERS FOUND THE HOME THEY PURCHASED

	'03	'06	'10	'17	'18
Internet	11%	24%	37%	49%	50%
Real Estate Agent	41	36	38	31	28
Yard Sign / Open House Sign	16	15	11	7	7
Friend, relative, or neighbor	7	8	6	6	7
Home builder or their agent	7	8	4	6	5
Directly from sellers / knew the sellers	4	3	2	2	3
Print newspaper advertisement	7	5	2	1	1
Home book or magazine	1	1	*	*	*
Other	6	*	*	*	*

MAXIMIZE ONLINE EXPOSURE

Because we know half of all buyers find their home online, at The Reger Group we use a variety of multimedia, marketing your property on thousands of websites and social media platforms to gain you maximum online exposure.



STAGING & SERVICES

Three Things to Remember:

- You don't get a second chance to make a first impression.
- A review of over 2,800 properties in 8 cities found that staged homes, on average, sold in half the time that non-staged homes did.
- Most buyers make decisions about the property they see within 15 seconds of entering a home

Home Staging Services

Room Solutions

503-246-1800 | www.roomsolutions.com
FREE staging consults

On Stage

503-473-8838 | www.onstage-online.com
\$1250 minimum home staging charged per piece rather than room.

Virtual Staging Services

Pad Styler

208-209-3110 | www.padstyler.com
Starting at \$59 per photo.

Virtual Staging & Rendering Group

954-654-0606 | www.virtualstagingrenderinggroup.com
Starting at \$55 per photo.
Virtual furniture replacement options.

Home Energy Score – Required for Portland Addresses

Enhabit

503-694-3364 | www.eworksnw.com
Starting at \$225

PDX Hive

503-567-6426 | www.pdxhive.com
Rates starting at \$175 depending on square footage



EASY WAYS TO MAKE YOUR HOME SELL FASTER

Throughout the House

1. Open the draperies, pull up the shades, and let in the sun light.
2. Create a positive mood. Turn on all lights, day or night, and install higher wattage light bulbs to show your home brightly.
3. Remove clutter from each room to visually enlarge them
4. If you have a fireplace, highlight it in your decorating.
5. Keep your home dusted and vacuumed at all times.
6. Replace the carpet if it does not clean up well
7. Have a family “game plan” to get the home in order quickly if necessary.
8. Air out your home for one-half hour before showings, if possible. Lightly spray the house with air freshener so that it has a chance to diffuse before the buyer arrives.
9. Put family photos in storage.
10. Improve traffic flow through every room by removing unnecessary furniture.
11. Create the feeling of a spacious entry area by using decorative accents and removing unnecessary furniture.
12. Putty over and paint any nail holes or other mishaps in the walls. Paint all interior walls a neutral color to brighten the home and make it look bigger. Repair or replace any loose or damaged wallpaper.
13. Clean all light bulbs and light fixtures to brighten the home.
14. Wash all windows inside and out.
15. Make the most of your attic’s potential.
16. Remove and/or hide excess extension cords and exposed wires.
17. Open doors to areas you want potential buyers to see such as walk-in closets, pantries, attics, etc.
18. Remove all smoke and pet odors.



In the Kitchen

19. Microwave a small dish of vanilla twenty minutes before a showing and place it in an out-of-the-way place.
20. Highlight an eat-in area in your kitchen with a table set for dinner.
21. The kitchen should always be spotlessly clean.
22. Expand your counter space by removing small appliances.



In the Bedrooms

23. Create a master suite effect in your decorating.
24. Depersonalize bedrooms and decorate in a neutral scheme.
25. Make sure that the beds are made and the linens are clean.
26. Organize your closets, remove unnecessary items and put them in storage.

In the Bathrooms

27. Do not leave towels around and wipe down the sinks and shower areas after each use.
28. Re-caulk the tub if the caulk is not sparkling white.
29. Repair or replace broken tiles in the shower/tub.
30. Replace shower curtains and keep them clean.
31. Put out fresh towels and decorative soaps.



Outside

32. Keep the yard mowed and raked at all times.
33. Use flowering plants to dress up the yard, walkway, and patio.
34. Remove all toys, bicycles, tools, unsightly patio furniture, and trash from the yard.
35. Porches, steps, verandas, balconies, patios, and other extensions of the house should be kept uncluttered, swept, and in good condition. Use a new doormat.
36. Make sure the garage door opens easily. Fix and paint the garage door if necessary.
37. Paint all entrance doors.
38. Clean and shine all hardware and accessories indoors and out.
39. Trees and shrubs should be trimmed and pruned.
40. Be sure the front doorbell is in good working order. Be sure the front door and screen door works perfectly.



CONNECT WITH US!



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