



— THE —
RENÉE WHITE
— TEAM —



kw

KELLERWILLIAMS®

ABOUT RENÉE

Colleagues and clients alike think of me as a cross between a fairy godmother and ninja warrior: I'm optimistic and kind but equally determined and fierce.

Ever since I was a kid, I have been a visionary. I would design, knit and sew elaborate creations. Not all of my creations were winners. Did that stop me? No way. I'd go back to the drawing board until my project was "Renée White-ready" and met my high standard. My fearless can-do attitude has helped us become one of the top real estate teams in the nation.

I started as a graphic designer after receiving a BA degree in multimedia marketing and quickly realized being behind the scenes was not for me. I'd much rather be out helping people than sitting behind a desk! Once I began my career in real estate, in 2004, I never looked back.

I've built a talented team of specialists through hard work and determination. We are ranked in the top 1% of homes sold in Contra Costa County. I never imagined I'd achieve this level of success and I take nothing for granted. Real estate has allowed me to dream big. Now, every day, I help others dream big too.





ABOUT THE TEAM

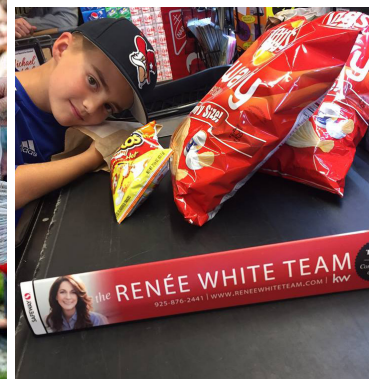
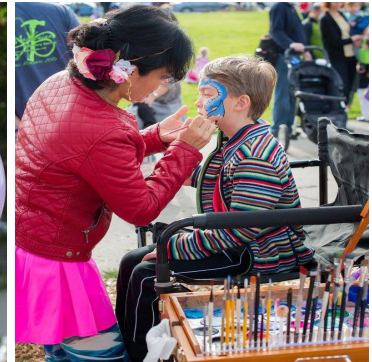
Our team is all about YOU. When you work with the Renée White team, you are always working with a specialist. Here's the group of talented people working together on your behalf:



While our agents are out in the field, the in-house team ensures personal attention to our clients throughout the day. We have proven systems in place so you can relax.

IN THE COMMUNITY

Our attention to detail isn't just for our clients. It extends out of the office and into world. A connection to the communities in which we serve is central to our team ethic. From Easter egg hunts to ice cream socials and pie giveaways, the Renée White team is hands-on, supporting education, the arts, and local sports.



VIP CLUB

When you buy or sell with us, you become a client for life. You'll be a member of our VIP Club which has perks like using our moving truck for FREE! This is our way of saying thank you for your business.



TESTIMONIALS

Renée and her team were absolutely incredible! We had to move out of state before our home went on the market. Renée and her team took care of everything, and were great about staying in contact. We handled the closing from 1800 miles away, and the process was easy. I can't say enough about how great our experience was with Renée and her team!

-Brian P

Renee White and her Keller Williams Realty Team far exceeded my expectations. Selling in a declining market with interest rates rising caused me some concern. Could I get a fair price on an as is sale with a quick turn around. Renee developed a plan to accomplish the task. The home sold quickly with multiple offers and above the asking price. I have sold and purchased several homes over the years. They spoiled me with their communication and follow through skills.

-John H

Renée and her team are awesome. We worked with them while selling last year and again while buying a new home this year. We can't even begin to tell you how great they are.

-Christian B

Renee and her team were incredible. It was my first time selling a house and Renee helped me navigate a crazy market. What I love about Renee the most is she is no nonsense and throughout the whole process made me feel supported and made me feel like I had a true expert in my corner. Her team were available it felt like around the clock to answer my questions from prepping the house to go on market to close. I would 100% recommend Renee she's the best in the business.

-Bailey O

Renee and her team were awesome to work with. They knew our neighborhood well and we're able to support our evolving needs as we sold our home. We are very pleased we chose to work with them.

-Matte



PLANNING A SMOOTH TRANSITION

WHERE ARE YOU GOING?

WHEN YOU'RE THINKING ABOUT SELLING ONE HOME AND MOVING TO ANOTHER, YOU NEED A PLAN.

WE'LL HELP YOU CONSIDER THE OPTIONS:

1. Buy your next home, move into it and then sell your current home, vacant (and staged).
2. Place your current home on the market and request a rent-back from the buyer.
3. Place your home on the market and enter escrow on a new home with a contingent offer.
4. List your current home contingent upon finding a new one before finalizing your sale.
5. Obtain a bridge loan, allowing two mortgage payments on a short-term basis until your home sells.
6. Use a 3rd party program to buy your next home, move into it and then sell your current home, without carrying two mortgage payments.



PRICED TO SELL

THE SECRET SAUCE

Smart pricing is one of the most important factors in selling your home. The key is to determine a listing price that generates buzz and stimulates buyers to write competitive offers.

Overpriced homes tend to lay stagnant and vastly underpriced homes may lead to potential buyers feeling misled.

Proper pricing is both an art and a science. If the price is right you can:

- Shorten the marketing period, and strengthen initial momentum
- Ensure your home stands out from competing inventory
- Increase buyer and buyer agent confidence
- Generate more interest and potential offers



STAGING

Staging is a complimentary service we provide to all our clients. Working with one of the best staging teams in the Bay Area, we create the wow factor, whether we're starting from scratch or just adding sparkle.

This transformation isn't decorating, nor is it about personal taste. It's a proven technique used to highlight your home's most attractive attributes and help buyers envision themselves enjoying all the property has to offer.

Our goal is to optimize your home's value.



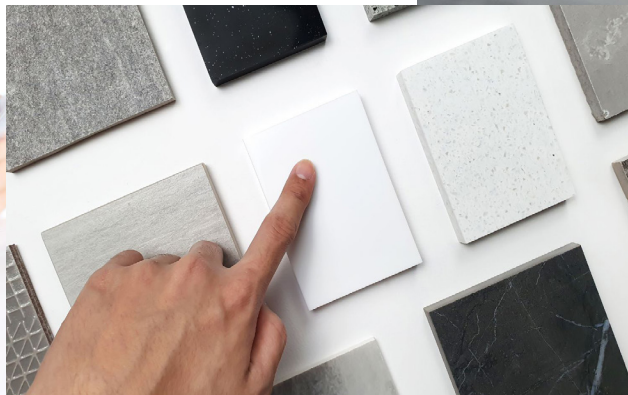


THE LISTING AND SALES PROCESS

There's a reason they call it a process – selling a home involves many tasks and timelines:

1. Paperwork and planning
2. Preparing your property for sale
3. Marketing – Getting the word out
4. Monitoring interest – Who's biting?
5. Evaluating offers and negotiating
6. Staying on track and preparing for "Sold!"

LET'S DIVE INTO THE DETAILS...









PAPERWORK AND PLANNING

- Sign a listing agreement with The Renée White Team
- Establish a competitive list price
- Establish a target market date
- Complete required disclosure documents
- Recommend pre-sale inspections





PREPARING YOUR PROPERTY FOR SALE

- Develop a detailed listing plan for you
- A dedicated team to coordinate all the tasks needed to prepare your home for the market
- Access to our list of trusted companies for inspections and improvements
- Schedule pre-sale inspections
- Conduct a walk-through, identify recommendations and/or repairs, and coordinate a plan of action
- Coordinate estimates for improvements
- Provide a custom staging plan for your home
- Review pre-sale inspections with you to determine if additional reports are necessary
- Coordinate any work being done with our subcontractors
- Coordinate cleaning, landscaping, and hauling
- Install staging
- Take professional home photos, inside and out
- Install a post with a Renee White “for sale” sign
- Install a Realtor lockbox
- Provide you with a showing app so you can keep track of activity



MARKETING –

GETTING THE WORD OUT

MARKETING

- Input listing on MLS (Multiple Listing Service)
- Distribute 50,000 mailers locally each month
- Host Open Houses for the public
- Host Broker Tours
- Discuss your home at real estate sales meetings
- Print and distribute full-color property flyers
- Optimize your home's exposure through numerous local and global listing syndications and advertisements including Zillow, Realtor.com, KW.com, Facebook, Instagram, YouTube and RenéeWhiteTeam.com
- Use targeted advertisements to reach your ideal buyer through Google
- Send e-property flyers to 10,000 agents in Contra Costa, Alameda and San Francisco counties

CLIENT SERVICES - THE RENÉE WHITE TEAM ADVANTAGE

- Answer consumer inquiries within 5 minutes, 7 days a week
- Respond within 5 minutes to consumer inquiries
- Schedule showings for your home
- Engage with interested parties on home buying site



WHO IS YOUR IDEAL BUYER?

OUR JOB IS TO CATCH THE ATTENTION OF SOMEONE WHO WILL FALL IN LOVE WITH YOUR HOME.

Are they an active professional, busy parent, or a retiree? Do they want schools or parks nearby? Is your ideal buyer a hiker or a patron of the arts? A gourmand or a gardener? Do they want to be near freeways and public transportation or do they prefer open vistas?

And, of course, the house itself is a central consideration. We factor in your floor plan, yard and view, as well as all the rooms and how they are used. No amenity is overlooked.

WE DO EVERYTHING WE CAN TO ATTRACT THE PERFECT BUYER.







MONITORING INTEREST WHO'S BITING?

Once your home is on the market,
our job is to carefully monitor interest.

WE WILL:

- Share in-house updates and discuss feedback from agents
- Track online activity and engagement with our posts
- Respond to all inquiries from ads, signs, sites and emails
- Follow-up with all interested buyers
- Track disclosure packet requests
- Send you updates on our activities and results
- Keep your home top-of-mind for all agents



OFFERS AND NEGOTIATION

Our ability to negotiate analytically as well as intuitively, is one of the most important skills we bring to the table.

All offers must be assessed in the context in which they are presented, including the buyer's financial position, terms of the offer, the buyer's agent and their experience level and, of course, your goals. We'll work together to achieve a win-win scenario.

**once we receive an offer,
or several, we will:**

- Negotiate for the highest possible price with favorable terms
- Verify pre-approval with the buyer's lender (for financed offers)
- Request proof of funds to purchase (for cash offers)



STAYING ON TRACK AND PREPARING FOR “SOLD!”

After an offer has been accepted there are several tasks and timelines we monitor. Our team will keep the process on track and explain each step, right up to the close.

HERE'S WHAT WE DO:

- Give you a transaction summary, with key dates and contacts
- Provide regular updates on the status of the closing process
- Prepare for the appraisal and provide comparable sales
- Review buyer's inspection reports and provide copies to you
- Handle repair negotiations, if needed
- Coordinate the removal of staging
- Coordinate buyer's final walk-through
- Arrange your appointment at the escrow office to sign closing documents
- Review your estimated closing statement to ensure accuracy
- Coordinate the hand-off of keys at close of escrow or end of rent-back period
- Notify you when escrow has closed



THE RENÉE WHITE TEAM STATEMENT

Acting as advisors and collaborators, we offer our clients superior service and peace mind. Whether you are selling, buying or investing in a home, our promise of excellence begins with great communication. We listen! Drawing on our combined expertise, and guided by Renée's vision, we strive to ensure each transaction is seamless and successful.



KELLER WILLIAMS

Keller Williams Realty, Inc. is the world's largest real estate franchise. KW is #1 in agent count, units, and sales volume with over 190,000 associates and over 980 market centers across the globe.

For four consecutive years, KellerWilliams Realty has been named a top training organization by Training Magazine.

The company has grown exponentially since the opening of the first Keller Williams Realty office in 1983, and it continues to cultivate an agent-centric, education-based, technology-driven culture that rewards associates as stakeholders.



Keller Williams Realty
201 North Civic Drive, Suite 130
Walnut Creek, CA 94596

925.808.1539

RWTeam@RenéeWhite.com

www.RenéeWhiteTeam.com

DRE# 01462315

