



# A Guide To Selling Your Home

Compliments of:



**Andy  
Daniel**

**972-786-3613**

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**kw** KELLERWILLIAMS.  
REALTY

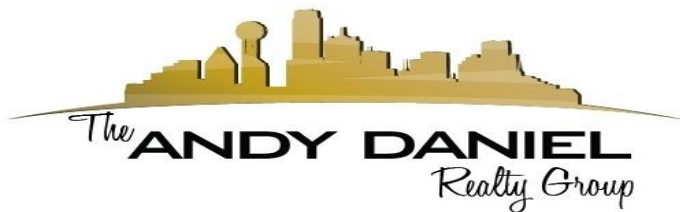
Keller Williams Realty  
4783 Preston Rd | Frisco, Tx 75034

Each Keller Williams Realty Office Is Independently Owned and Operated

# A LITTLE ABOUT **ANDY**



**Andy Daniel**  
CEO AND FOUNDER OF



## A Simple Value Proposition

### **MORE MONEY**

By attracting the maximum amount of interested buyers, your property will sell for the highest marketable price possible.

### **LESS TIME**

My marketing firepower will maximize your property's exposure to active buyers who want to know about your home.

### **LEAST AMOUNT OF HASSLE**

I'll put my experience to work while navigating the complexities of the real estate transaction, making it a seamless experience for you.

As the head of Andy Daniel Group, Andy Daniel leads a team responsible for representing buyers and sellers all across Texas. He prides himself on his ability to stay involved in and facilitate all aspects of Andy Daniel Group's team, from in-office collaboration to creative marketing and sales techniques. Andy places a premium on customer service, drawing on more than 20 years of experience and out-of-the box thinking to ensure that his team provides the best customer experience in the business. He is constantly innovating and planning new ways for his team to grow – not only as a real estate brokerage, but as a cutting-edge, 21st century lifestyle company with a global presence. Andy counts on the thousands of professional and personal contacts with whom he does business, and his network is always expanding. He draws on his prior experience as the #1 Real Estate Consultant for the FDIC where he was able to manage the sale of Hundreds of Millions in property of all asset classes all across the nation.

Andy Daniel likes to provide expertise and guidance to his clients from the beginning to end of their transaction. He also takes pride in the strong trust-based relationships he builds with buyers and sellers that last well beyond closing day. Specializing in residential real estate in all price ranges and property types, Andy works with clients throughout all of Texas toward achieving their unique goals.

"Teamwork, creativity, passion and love for real estate are what motivates me to achieve great results both in my personal life, and in the competitive world of real estate," says Andy. "Purchasing or selling property is an emotional process which requires the help of a caring, dedicated agent like myself to reach the desired outcome, and my goal is to always exceed your expectations."



# **YOUR NEEDS COME FIRST**

Visualize your dream scenario for selling your home.

What's the one thing that has to happen to make that dream scenario a reality?

How can I make that happen for you?

Why is that important to you?

If we could add just one more thing to make this process even better, what would it be?

Why is that important to you?

And then, if we could add just one more thing to make this process even better than that, what would it be?

Why is that important to you?



# CLEAR COMMUNICATION

My real estate business is built on the concept of putting your needs first. And, an important part of that means that when you have a question or need support, I'm there.

When you choose to work with me, you can count on open and honest communication – in the frequency and medium (text, email, phone, etc.) you prefer.

## Here's how you can get in touch with me:

4783 Preston Rd  
Frisco, TX 75035

(972) 786-3613

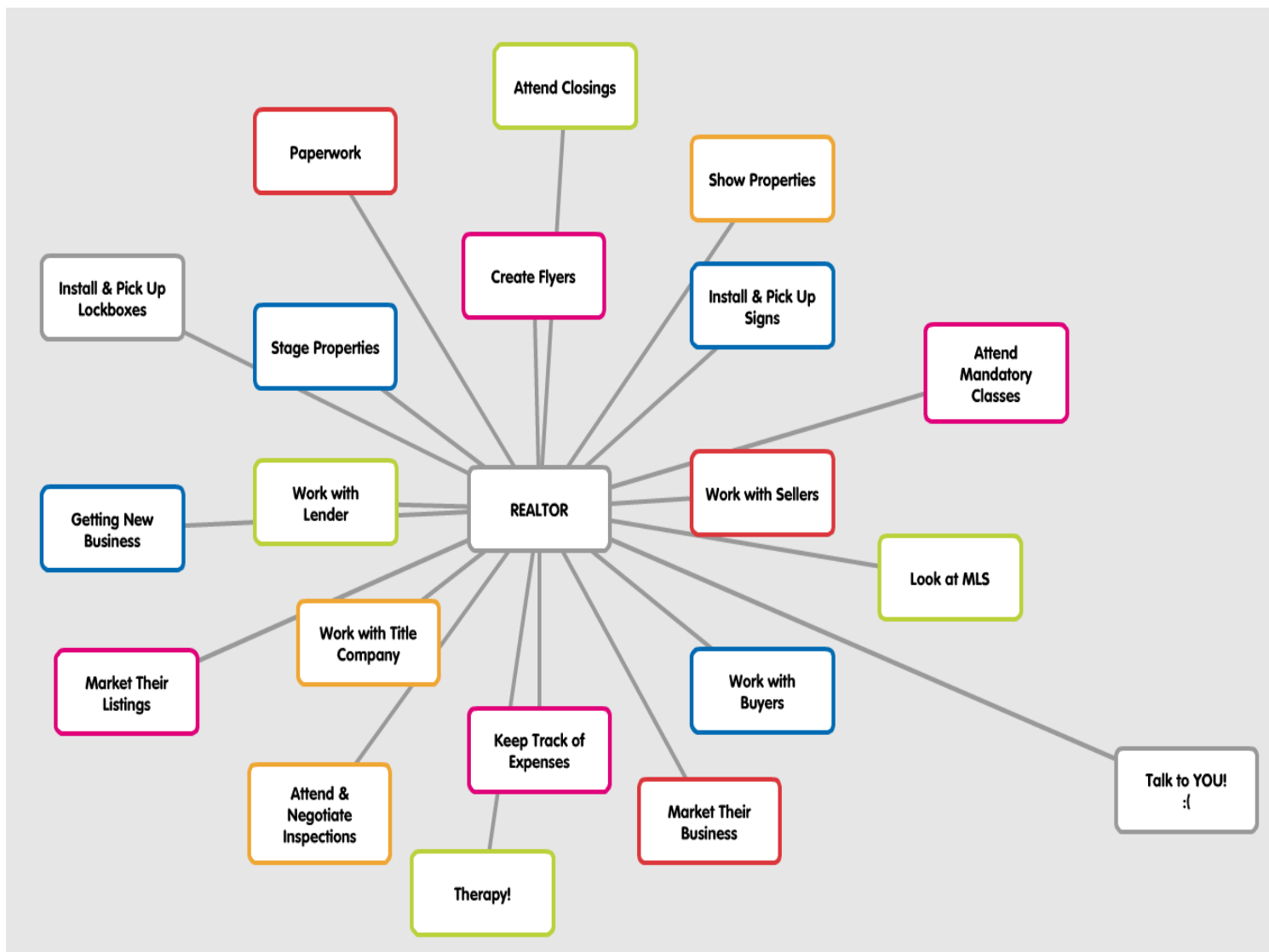
[Andy@AndyDanielGroup.com](mailto:Andy@AndyDanielGroup.com)  
[www.AndyDanielGroup.com](http://www.AndyDanielGroup.com)

**My Executive Assistant:**  
Melissa Wiltraut

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# THE LIFE OF A SOLO REALTOR



## *Solo Realtor*

Working as a solo realtor can be daunting! There are many tasks to be done with every transaction. At any given time the agent may be putting up a sign, showing homes to buyers, attending a closing, marketing themselves, answering the phone, etc.

As a matter of fact, it's been documented that every single real estate transaction consists of over 100 components. This makes the solo agent a "Jack-of-all-trades," a master of none, and forces them to wear many different hats throughout the day. It's very hard for any person to handle all these tasks if they want to provide opportunity to a lot of people.

# WORKING WITH A REAL ESTATE TEAM



"The Andy Daniel Group are a group of hard working, professional people. Their combined knowledge of staging, marketing, business and attention to details was evident by how quickly our place sold. We will work with Andy and his team next time around."

Laura and Bill

What we've done at The Andy Daniel Group is put you, the client, in the center of our universe. We have the time and resources to handle all the details of your transaction from start to finish.

As a team of specialists, we each focus on a part of the transaction, enabling us to

provide great customer service and be available for you. If one of us is in an appointment, chances are there is another team member available to assist you.

Starting from the first step, we have someone ready to answer phones and assist clients with questions. We've trained team members to be specialists, focusing on a particular aspect of real estate. Once you're under contract, we have a transaction coordinator standing by to guide your transaction smoothly to close. Because of this we have a very high close ratio!

To top it off, we've surrounded ourselves with great vendors including staging experts, photographers, inspectors, and nearly any other resource you might need when buying or selling a home.



# A BUSINESS BY THE NUMBERS

YEARS IN BUSINESS: 8

TOTAL CLIENTS SERVED: 268

CLIENTS SERVED IN 2017: 43

2018 GOAL: **To help 75 clients find their dream home or sell their property.**

Median sales price:

**\$485,879**

Market average: \$347,775 ▲ **31%**

Days on Market

**13 Days**

Market average: 67 ▲ **81%**

List to Sales Price Ratio

**99.87%**

Market average: 96.5% ▲ **3.4%**

Open House

**2017 55%  
Sold by ADG**

Market average: 5%



## **CREDENTIALS**

**Keller Williams Frisco Stars Rookie of the Year**

**Rookie of the Year for the state of Texas**

**Top 1% of Realtors in North Texas**

**Top 3% of Realtors World Wide**

**Keller Williams Agent Leadership Council –(Board  
of Directors)**

**Instructor – “How to Market and Sell Your Listings”**



# AN INDUSTRY LEADER

When you work with me, you work with a trained agent that has the backing of the world's largest real estate company, consisting of 180,000+ associates around the globe. That puts your listing within the largest real estate network with the furthest reach.

Keller Williams was built on a simple yet revolutionary principle: **people** are what matter most. To help cement this understanding, we've formalized a belief system that guides how we treat each other and how we do business.



**Win-Win** or no deal

**Integrity** do the right thing

**Customers** always come first

**Commitment** in all things

**Communication** seek first to understand

**Creativity** ideas before results

**Teamwork** together everyone achieves more

**Trust** starts with honesty

**Success** results through people

In 2017, Keller Williams was once again named the #1 TOP TRAINING ORGANIZATION in the world across all industries by *Training* magazine. In 2018, KW was inducted into the Training Hall of Fame. When you work with me, you directly benefit from this world-class training.

# A PORTFOLIO OF EXCELLENCE



**6300 Sydney Lane**  
**List Price: \$375,000.00**  
**Sales Price: \$375,000.00**  
**4 Days**



**12510 Grayhawk Blvd**  
**List Price: \$420,000.00**  
**Sales Price: \$422,500.0**  
**3 Days**



**11826 Frontier Drive**  
**List Price: \$550,000**  
**Sales Price: \$575,000**  
**3 Days**



**2556 Campfire Lane**  
**List Price: \$340,000.00**  
**Sales Price: \$340,000.00**  
**4 Days**



**11280 Nogales lane**  
**List Price: \$575,000.00**  
**Sales Price: \$575,000.00**  
**1 Day**



**5149 Running Brook Drive**  
**List Price: \$570,000.00**  
**Sales Price: \$572,500.00**  
**3 Days**

# THE PROCESS

The real estate transaction is complex – and navigating you through every step of the sale is my expertise.

**Initial meeting, walk-through and needs analysis**



Sign listing agreement



Prepare your property for sale: staging, photography, etc.



Launch “coming soon” marketing campaign



Establish a competitive price



Officially list your property



Launch “just listed” marketing campaign



Start showing your house and hold open house



Receive and present offers



Negotiate contract

Go under contract



Facilitate inspection process



Negotiate any issues



Oversee appraisal



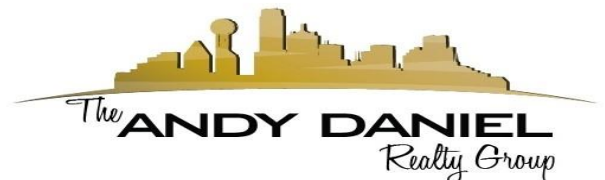
Coordinate and prepare for further inspections



Final walk-through



**Close!**





# **YOUR CUSTOM MARKETING PLAN**

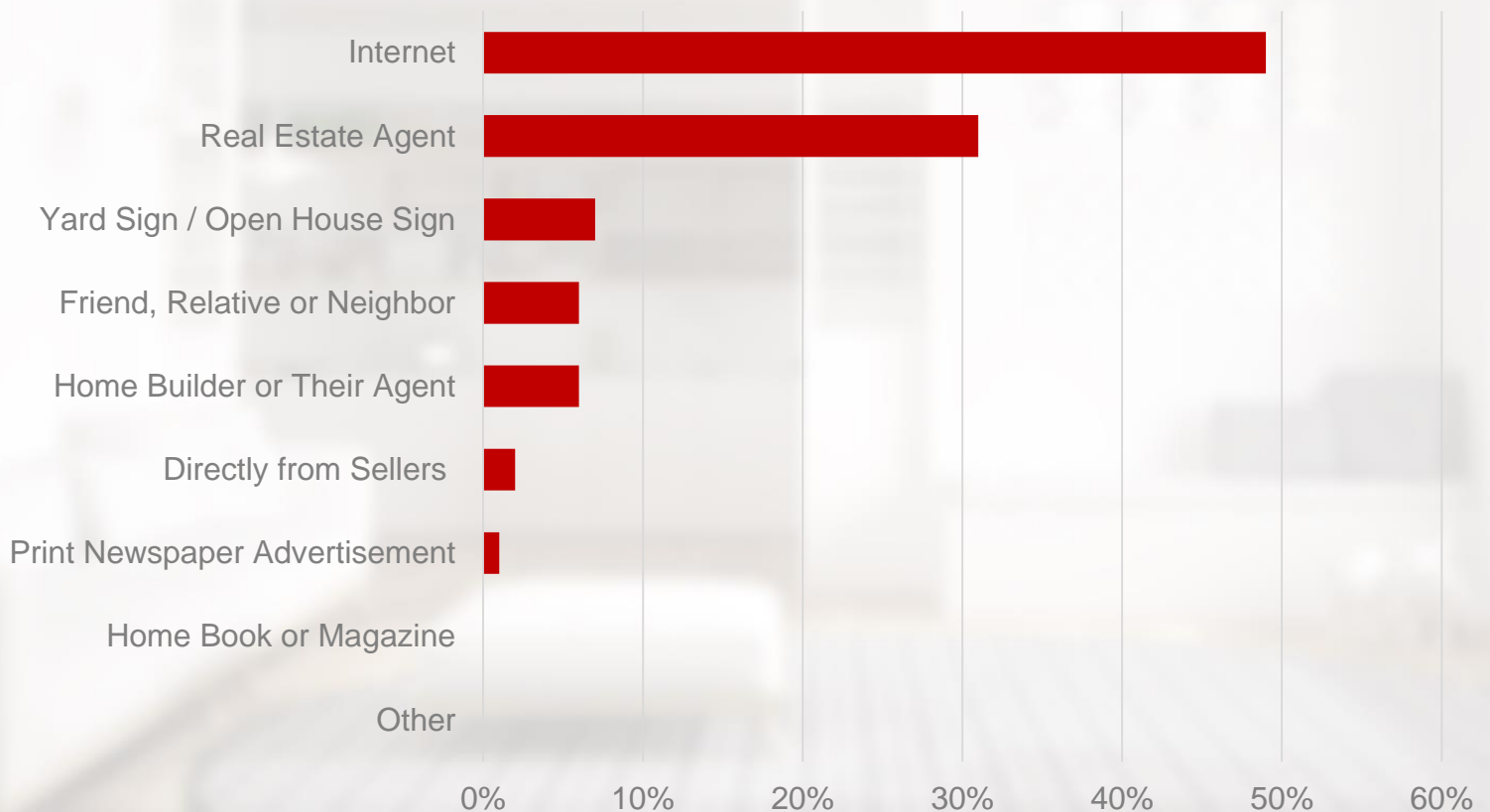
Your home is unique – and so is the world-class marketing plan employed to sell it for top dollar.

# FINDING YOUR BUYER

The savviest marketing plan is one that targets the channels buyers are already using to find homes. From optimized internet exposure to networking with local agents, I'll work diligently to find your buyer as fast and efficiently as possible.

## HOW BUYERS FIND THEIR HOME

National Association of REALTORS®  
Profile of Home Buyers and Sellers 2017



# YOUR CUSTOM MARKETING PLAN

## Well-researched Pricing

Capturing the right price in any given market is one of the most critical elements in a successful real estate transaction. Correctly pricing your property means diligently studying the market to know what interested buyers are willing to pay and to price competitively within that range. This is what will position your house to stand out against other listings.

## Captivating Staging

Staging is what creates a “wow factor” when a buyer walks through the door of your property. It’s what creates an emotional response and can often be an influence on whether or not an offer is made. From maximizing curb appeal to creating a clean and open interior, I will guide you on how to capture maximum buyer interest by highlighting the unique features of your house.

## Eye-catching Yard Signs

Coming soon. For sale. Just sold. You have certainly seen these signs throughout your neighborhood – and their purpose is clear: to create excitement and interest around a listing. While much emphasis is placed on online advertisement these days, many buyers still look for their next home the old-fashioned way – by simply driving around their desired neighborhood. Professionally designed signage and property fliers will market your home 24/7 and capture attention from highly qualified buyers looking specifically in your area.

## Open House Strategy

Whether or not an open house is where your buyer comes from, they serve a strategic purpose – aggregating interested buyers in a specific geographic area. By showcasing your property with an open house, or simply leveraging the leads generated at another nearby open house, we will create and target a highly-qualified, localized group of buyers.

## Targeted Networking

In real estate it’s not only what you know, it’s who you know. As an active member in the real estate community and our community at large, I will market your listing to top agents and buyer specialists in the area, generating excitement and ensuring maximum exposure.

## Your Listing, Amplified

When you list with me, we’ll have access to the Keller Williams Listing System, or KWLS. This proprietary, exclusive system ensures your property is marketed online 24/7 through hundreds of the most popular search sites.

# YOUR CUSTOM MARKETING PLAN

## Door-knocking

While online marketing is critical in today's business environment, sometimes nothing beats grabbing a pair of comfortable shoes, some fliers, and pounding the pavement. You can rest assured that if selling your property quickly and for the best price possible requires knocking on a hundred doors, I'll do it.

## High-quality, Professional Photography

Crisp, clear photos will make your property pop online and maximize visual appeal. I work with highly qualified, professionally trained real estate photographers who specialize in making your house look its absolute best.

## Engaging Videography

Video is at the heart of an effective digital marketing campaign and can provide a distinct advantage in a competitive market.

## Best-in-class Print Marketing

From fliers to postcards to custom lookbooks, we'll determine what professionally printed marketing pieces will move the needle to maximize the sale of your property.

## Cutting-edge Digital Marketing

With nearly 90 percent of buyers starting their search online and 95 percent of buyers looking online at some point in their home search, mastering the digital space is a must. From Google AdWords to social media marketing to my SEO-optimized website and mobile search app, your listing will shine online. It is my goal to provide innovative digital marketing strategies to ensure the right buyers find your property and take action.

## Effective Email Marketing

I maintain a database of approximately **5,000** past clients, industry contacts and community influencers with whom I maintain regular communication with. Your listing will be blasted to these contacts, and any interest shown will be followed up with further, targeted communications.

## Mass Mobile Marketing

When you choose to work with me, your home will be listed on my mobile app and will be put in the hands of millions of buyers!



# THE PRICE IS RIGHT

When it comes to selling your house, the right price matters. Competitive pricing generates the most activity from buyers and agents, while a price that's too high can contribute to a longer stay on the market and, ultimately, a drop in price to compete with newer, well-priced listings.

A house that's priced at market value attracts the maximum amount of the market's potential buyers. Raise that asking price by just a bit above market value, and the percentage of potential buyers will decrease substantially.

**Through my competitive market analysis, I'll help you find the pricing sweet spot for your home.**





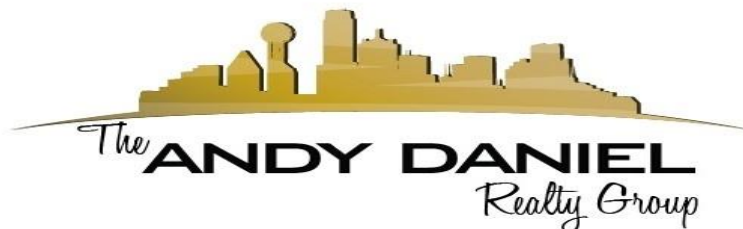
# YOUR OPEN HOUSE

Open houses have long played a crucial role in selling homes, but how can your home's open house be set apart from the rest?

Part of my comprehensive marketing plan includes creating an open house schedule to promote your property to prospective buyers and then systematically marketing it to the people most interested in homes like yours.

Here are a few ways I can market your open house to generate the maximum level of excitement around your home:

- ❑ **Placing two twelve foot open house flags and Directional signs in front of your house along with 30-40 directional signs leading buyers right to your home.**
- ❑ **A lender on-site to qualify buyers and get your house sold.**
- ❑ **Distributing fliers, email invites, and a website posting the week before the open house**
- ❑ **Personally knocking on your neighbors' doors to invite them to attend and tell their friends**
- ❑ **Getting on the phone the morning of the open house to remind everyone about attending**
- ❑ **Scheduling other open houses in the area in various price ranges to attract the maximum amount of interested buyers**



# A POWERFUL BARGAINING CHIP



Pricing your house right is **paramount**. So too is having an additional lever to pull when offers start rolling in.

As a Keller Williams agent, I have access to an unprecedented advantage – the ZeroPlus loan by Keller Mortgage. ZeroPlus means ZERO lender fees PLUS a \$1,000 credit.\*

Offered exclusively on transactions completed with me, this loan enables us to negotiate without compromising.

## A WIN-WIN EXAMPLE

### THE ZEROPLUS LOAN

Your buyer needs a loan and asks YOU to pay THEIR closing costs.

Instead of sacrificing your bottom line, we can provide your buyer an alternative solution:

#### WIN

Your buyer saves thousands of dollars\*

**\$5,000 Saved**  
on a \$250,000 Loan

**\$7,500 Saved**  
on a \$500,000 Loan

**\$10,000 Saved**  
on a \$750,000 Loan

#### WIN

**You hold firm on your selling price!**

\*One percent in lender's fees + earns a \$1,000 credit  
The loan amount must be at least \$150,000 to qualify for the \$1,000 credit.

# YOUR CUSTOM MARKETING PLAN

## Coming soon campaign

- ❑ Walk-through and needs analysis
- ❑ Professional photography
- ❑ Professional yard signage
- ❑ “Coming soon” email blast to database of 5,000
- ❑ “Coming soon” social media touch on Twitter, Instagram, and Facebook
- ❑ “Coming soon” callout campaign to highly qualified buyers

## Just listed campaign

- ❑ Launch listing on KWLS, MLS and other syndication websites
- ❑ Professional yard signage and takeaway fliers
- ❑ “Just listed” email blast to database of 5,000
- ❑ Custom landing webpage and funnel campaign promoting open house
- ❑ “Just listed” social media video on Twitter, Instagram, and Facebook
- ❑ “Just listed” callout campaign to highly qualified buyers
- ❑ Open house three days after listing

## Just sold campaign

- ❑ “Just sold” yard signage
- ❑ “Just sold” email, social, digital touches and postcards.

# YOUR TRUSTED PARTNER

**“Even in the era of online services like Zillow, and Redfin, there is no replacing an experienced realtor. Andy creates a professional proposal, an extensive marketing plan, advises on what needs to be done to maximize sale price. He uses a professional stager and photographer to make the best visual impression of your home on various websites, along with social media and traditional listing techniques. In my case this resulted in selling a home in 4 days at list price, where it had previously languished with a previous realtor for 6 months.**

**The realtor makes all the difference in the world!! Andy is a consummate professional and obviously one of the best In the business. I highly recommend him and his team.”**

Marty and Tricia

“I cannot say enough about Andy Daniel. He is extremely knowledgeable and was able to handle any question or challenge that was thrown at him. He was always honest and was very easy to get ahold of. He did an amazing job helping to get my home ready to sell and his marketing got my home sold fast. I will recommend The Andy Daniel Group to everyone.”

Leanne Silva

“The Andy Daniel Group made my home-buying experience a seamless one. I received prompt, personable and professional attention. Andy went above and beyond the call of duty and was there for me every step of the way. I would not hesitate to recommend his services and would gladly call on him again in the future.”

Jim and Heather

**To serve the community as a leader in the real estate industry and as a friend and neighbor**

**To always do the right thing, even if it isn't what is easiest**

**To take care of your needs at the highest level through unparalleled professionalism and attention to detail. No request is too small**

**To serve as a trusted local expert and adviser by your side**

**To consistently and clearly communicate with you in the manner and frequency that you prefer**

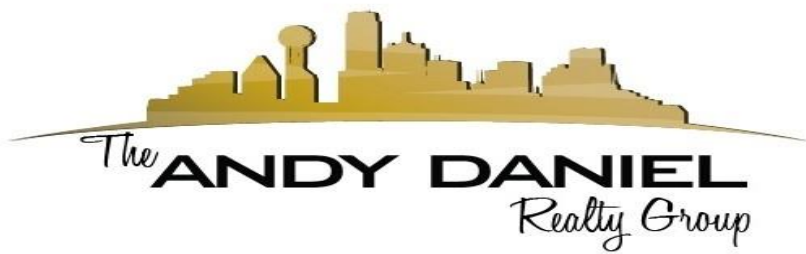
**To treat you and your family with straightforwardness, integrity, and respect at all times**

**To answer your questions, ease your concerns, reduce your stress, and expertly handle the entire real estate transaction from listing to closing and beyond**

**To hold myself accountable to selling your home for top dollar – after all, that is what my business is built on**

A photograph of a man in profile, smiling and holding a baby. The man is wearing a light blue shirt. The baby is wrapped in a white blanket. The background is softly blurred, suggesting an indoor setting with warm lighting. The text 'A PROMISE' is overlaid in red on the right side of the image.

**A PROMISE**



## THE BOTTOM LINE



Real estate is complicated.

That's where I come in.

At the closing table, my goal is for you to feel that the experience of selling your home exceeded all your expectations, so throughout all of our interactions – from listing to closing – I will work hard to achieve that goal.

When you choose me as your partner, you are not just getting a trusted, respected agent – you are getting a local expert who is passionate about serving our community and those who call it home.

Let's get started.