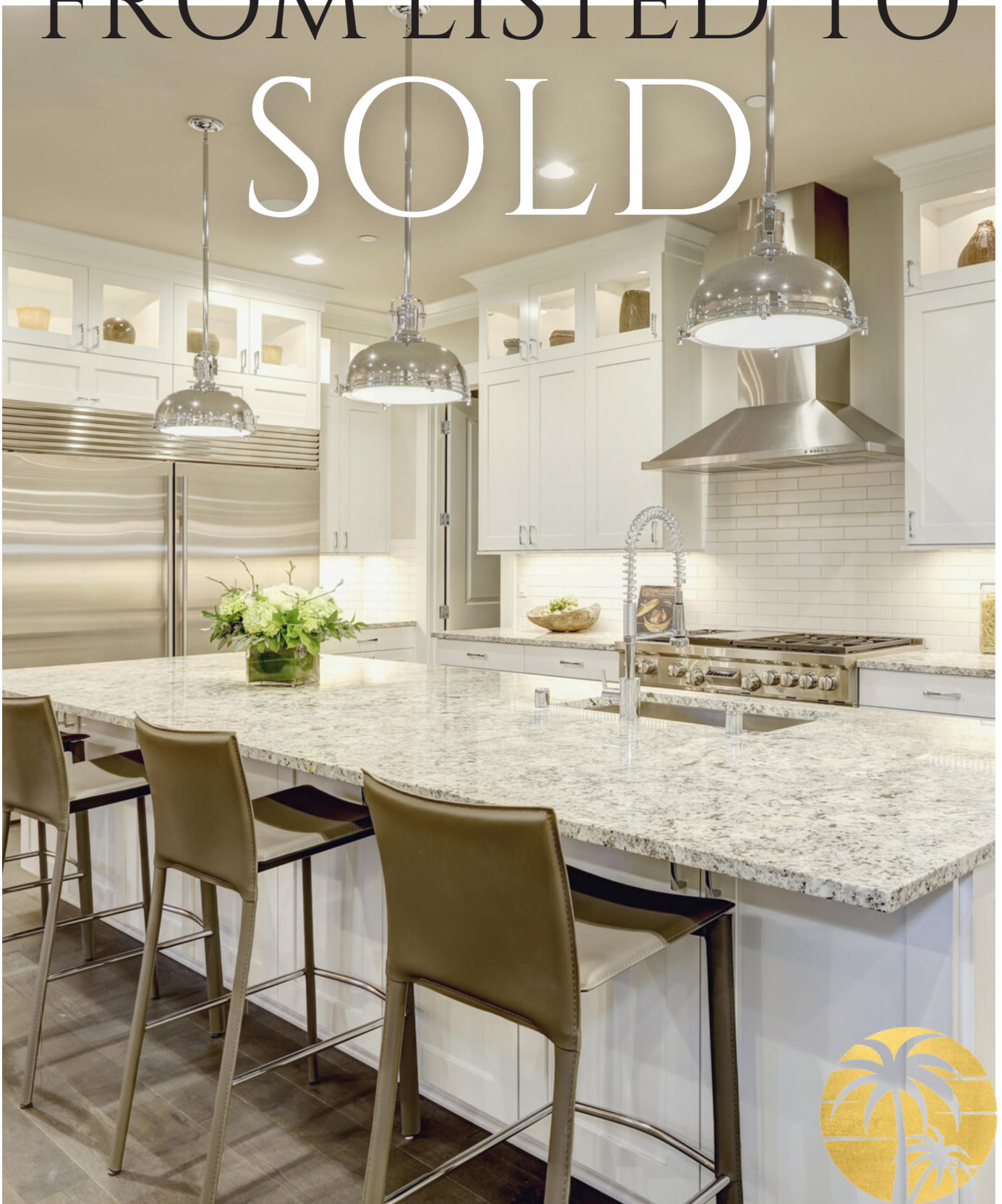


FROM LISTED TO SOLD



A CUSTOM CONSULTATION
12345 HAWAII ROAD



HAWAII HOMES
WITH
aloha
Of eXp Realty RB-21841

INTRO

VARDIT HACMON

REALTOR-ASSOCIATE® RS-83396

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Your Property

Your Guide

Your Custom Marketing Plan

Representing Your Home



12345 HAWAII ROAD

3 BEDROOMS
3 BATHS
2,000 SQ FT.



WHAT'S HAPPENING IN HONOLULU

Honolulu is an extremely desirable neighborhood for young professionals and families moving to the area.



Over XXX time period

Average list prices have increased by 25%

Days on market have decreased by 20%

The average price that homes in this area sell for is higher than the average list price. That means many buyers are willing to pay more than the asking price to live in your neighborhood!



What else are buyers looking for?

- Hardwood flooring
- Open-concept layouts
- Bright kitchens
- Flexible outdoor spaces
- Modern architectural details

COMPARABLE PROPERTIES



① 1234 Address
3 bed, 3 bath, 2,000 sqft
List price \$900,000



② 1234 Address
3 bed, 3 bath, 2,000 sqft
List price \$900,000



③ 1234 Address
3 bed, 3 bath, 2,000 sqft
List price \$900,000



④ 1234 Address
3 bed, 3 bath, 2,000 sqft
List price \$900,000



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?

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

Why is that important to
you?





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
- Start showing your house and hold open house

Receive and present offers ●

Negotiate contract ●

Go under contract ●

Facilitate inspection process ●

Final walk-through ●

Close! ●



YOUR CUSTOM MARKETING PLAN



Digital Marketing That Drives Results

With 95% of buyers looking online at some point in their home search, mastering the digital space is a must. My award-winning suite of technology marketing tools in combination with my market expertise will deliver optimized search, social media and email campaigns to ensure your listing shines online.

It is my goal to provide innovative digital marketing strategies to ensure the right buyers find your property and take action!

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 Home Buyers Find Their Home

1. Internet
2. Real Estate Agent
3. Yard Sign/Open House sign
4. Friend, Relative, or Neighbor
5. Home Builder or Their Agent
6. Directly from Sellers
7. Print Newspaper Advertisement
8. Home Book or Magazine

PROMOTIONAL ASSETS



SMART, TARGETED NETWORKING

From dynamic fliers, to lead- optimized landing pages, to beautiful postcards, to custom lookbooks, we'll determine what professionally printed or digital marketing pieces will move the needle to maximize the sale of your property.

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.

STRATEGIC PROMOTION

COMING-SOON CAMPAIGN

- Walk-through and needs analysis
- Professional photography and videography
- Professional yard signage
- "Coming soon" email blast to database
- "Coming soon" social media touch on Twitter, Instagram, and Facebook
- "Coming soon" callout campaign to highly qualified buyers

JUST-LISTED CAMPAIGN

- Launch listing on KWL, MLS, and other syndication websites
- Professional yard signage and takeaway fliers
- "Just listed" email blast to database
- 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

OPEN HOUSE STRATEGY

Whether or not an open house is where your buyers 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 leaving the leads generated at another nearby open house, we will create and target a highly qualified, localized group of buyers.



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 influence whether or not an offer is.



- Place a yard sign and directional signs on key corners
- Call to remind everyone the day of the open house
- Schedule other open houses in the area in various price ranges to attract the maximum number of interested buyers
- Distributing fliers, emails, and a lead-optimized landing page to actively drive buyers to your open house
- Personally knock on your neighbors' doors to invited them to attend and tell their friends





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.

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.



IT'S IN THE DETAILS

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 it's 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.

REVIEWS

"It was very nice to have Vardit as our realtor. As first-time homebuyers, she was very patient to answer all our questions, and she was very helpful and hands-on to our home buying experience. You're awesome! Thank you!"

"I had the pleasure of meeting Vardit at an open house. Vardit is super nice, professional, and hardworking. When we decided to start house hunting, she gave us so much helpful advice. With only a few negotiations she help us get our offer accepted! And with her and the amazing broker's help, we just closed and moved into our dream condo in Waikiki! If you need someone professional, responsive, and will treat you like family, Vardit is the one you should go with! Thank you for all your hard work, I really appreciate it!"

"Vardit was remarkably helpful in selling our house. She worked over and beyond what one could expect. She stayed in touch with us constantly and even helped us to remove possessions when our house was sold.

Vardit is very down to earth and knows what she's doing. I would recommend her to anyone (family and friends) who are looking to buy and/or sell their home."

"I recently purchased a condominium in Honolulu. Vardit represented me as a buyer. I have nothing but good things to say about her. She is professional, responsive, and advocates for me from a distance constantly. She was honest and gave me her opinion about the property that I was interested in buying even if it meant I might not buy it (which would create more work for her). Even after the sale closed, she called and texted regularly to see how she could help me. I would use her again in an instant to help me buy or sell a home and I consider her a friend and resource for real estate in Honolulu. Mahalo Vardit!!!"



"We wish we would have contacted Vardit sooner! Vardit helped us find our dream home in Honolulu Hi. Vardit was a great listener, super organized, punctual and did not waste our time on houses that did not meet our criteria. Vardit is personable, has strong attention to detail and is very knowledgeable about all aspects of home buying. Vardit went out of her way to accommodate our busy schedules and we cannot thank her enough for facilitating a smooth closing process. We are excited to spend many memorable years in our new home and look forward to keeping in touch with Vardit. If you are looking for an Above and Beyond home buying experience, contact Vardit today!"



LEADING THE INDUSTRY



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.

And by choosing to partner with me and the Keller Williams family, you gain access to a suite of technology that keeps you informed and engaged in what's happening in your neighborhood.

Keller Williams was built on a simple-yet revolutionary principle: people are what matter most.



REAL EXPERIENCE REAL EXPERTISE

A Simple Value Proposition

LESS TIME

My marketing firepower and exclusive tech tools 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.

MORE MONEY

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

My Expertise

50 years in business

61 clients served in 2021

200 total clients served

PORTFOLIO



1234 Smith St.

1234 Smith St.

1234 Smith St.

LIST PRICE:

\$900,000

LIST PRICE:

\$900,000

LIST PRICE:

\$900,000

DESCRIPTION:
THIS SPACIOUS AND WELCOMING HOME IN HONOLULU IS WAITING FOR YOU. NESTLED AMONG THE PALM TREES, THIS HOME IS AN OUTDOOR LOVER'S DREAM.

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THIS SPACIOUS AND WELCOMING HOME IN HONOLULU IS WAITING FOR YOU. NESTLED AMONG THE PALM TREES, THIS HOME IS AN OUTDOOR LOVER'S DREAM.

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FEATURED LISTINGS



1234 Smith St

1234 Smith St

1234 Smith St

LIST PRICE:
\$1,079,000

LIST PRICE:
\$1,699,000

LIST PRICE:
\$939,000

DESCRIPTION:
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A PROMISE

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

To hold myself accountable to finding the perfect home for you - after all, that is what my business is built on



THE BOTTOM LINE

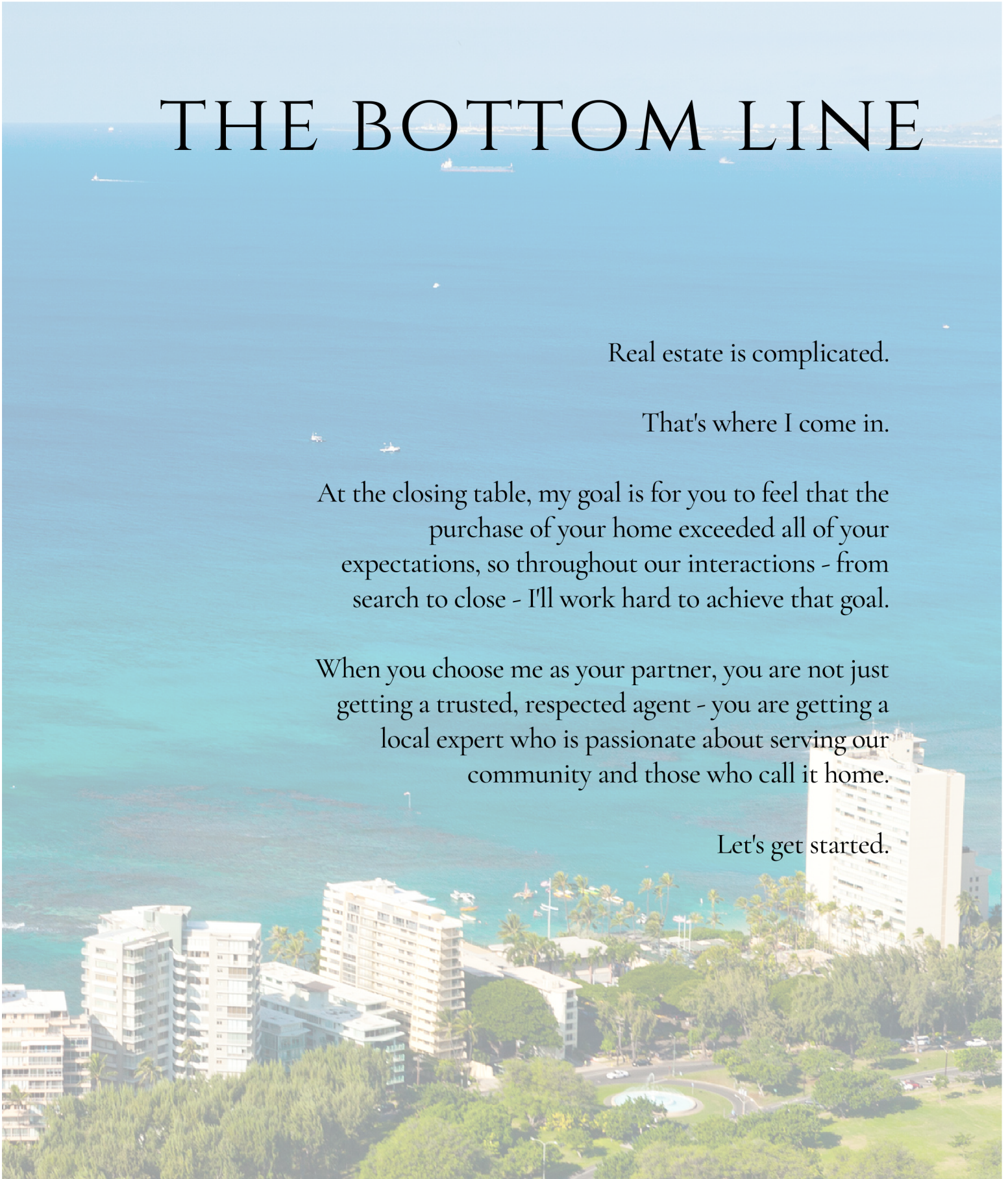
Real estate is complicated.

That's where I come in.

At the closing table, my goal is for you to feel that the purchase of your home exceeded all of your expectations, so throughout our interactions - from search to close - I'll 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.





VARDIT HACMON

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