SELLING YOUR HOME

WITH

eXp REALTY

PEMBERTON HOMES SINCE `78

WHY WORK WITH THE PEMBERTON HOMES TEAM?

- Family Owned and Operated for Over 40 Years
- Top 1% Team Nationally
- 80% of Our Business is Referrals from Past Clients and Friends
- Sellers Received 101% of List Price Average in the Last 12 Months
- Zillow Premier Partners (1 of 3 in the Twin Cities)
- Highest Rated Agents on Zillow, Realtor.com, and Trulia
- Full Time Staff, Ensuring Unmatched Communication and Service

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PEMBERTON HOMES OPERATIONS TEAM

LIZ REIN
OPERATIONS MANAGER

HOLLY CIHLA
SALES LEADER

MICHELLE FROKJER
LISTING COORDINATOR

KRISTIN WILLIAMS
LEAD TRANSACTION COORDINATOR

CJ SEDAM
TRANSACTION COORDINATOR

KYLIE WILLIAMS
TRANSACTION COORDINATOR

HANNAH KNUDTSON
DIRECTOR OF MARKETING

KAITLYN SCHMIEL
MARKETING COORDINATOR

BRIT CARSON
CLIENT CONCIERGE INSIDE SALES

JAMES LAVALLEY
CLIENT CONCIERGE INSIDE SALES

NAOMI MONTURI
CLIENT CONCIERGE INSIDE SALES

JOE DENNIS
CLIENT CONCIERGE INSIDE SALES

PRODUCTION AND GROWTH

750%

Growth Since 2015

80 Homes 2015

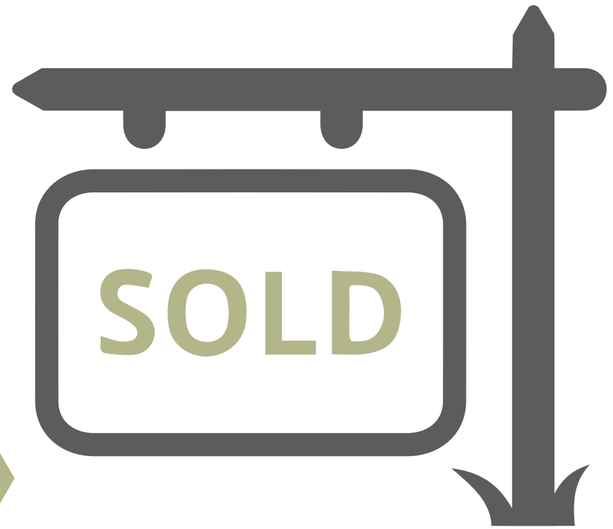
225 Homes 2018

280 Homes 2020

706 Homes 2021

On track for 1,200 Homes 2022

99% of listings



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SALES TIMELINE

Find your agent

Complete your *Pre-Market Checklist*

Your home is active on the market

Accept an offer

Negotiate repairs and appraisal (if needed)

Complete title documents and pre-sign closing documents

Hand over the keys

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OUR SERVICES

Staging

Our team partners with high-end staging partners to create the best version of a home possible.

High-End Photography

Our photographers capture every one of our listings in their best light, while offering a plethora of options to our sellers.

Custom Marketing Materials

Our full-time marketing coordinators create custom flyers and postcards for every listing.

Listing Videos

In addition to photography, videography is offered to all of our sellers at no additional cost.

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PROACTIVE MARKETING STRATEGY

Traditional Marketing

- Photographs
- 3-D Tour
- Floor Plan Schematic
- Flyers and Post Cards

Digital Marketing

- Targeted Advertising
- "Beating the Algorithm" on Zillow, Trulia, Realtor.com
- Social Media (Facebook, Instagram, Youtube, etc.)
- Custom Video

Brokerage Marketing

- Access to Private Inventory and Buyers from Other Agents
- Option to Sell "Off Market"

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PHOTOGRAPHY

Traditional | Drone | Twilight | Virtual Staging

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PRICING STRATEGY

Comparable Properties

A Comparative Market Analysis (CMA) will compare your home to recently sold properties in your area. This is a HUGE factor when pricing a home.

Current Market Conditions

The inventory levels of the market can drastically change how we price your home. More inventory means more options for buyers, meaning a more competitive market for sellers.

Style and Condition of Home

The layout, condition, and overall structure type all play into pricing your home. Not all styles of home have the same market value.

Buyer Search Ranges

When buyers are looking at homes, most set their price ranges between round numbers. Even this can affect the price of a home.

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The Pemberton Homes COMMUNICATION Plan

1 24/7 access to your agent through email, text, or phone call.

2 Weekly updates on your home's performance and the overall market.

3 Full-time, specialized staff to assist you and your agent.

The #1 reason Sellers have a bad experience selling their homes is poor communication.

Our Goal...

To present you with all the available options to sell your home and proceed with a listing plan that works to meet your goals.

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NEXT STEPS

Make It Official

If you believe we are a good match, let's sign some papers and get started on selling your home.

Create Our Timeline

There are many ways to sell your home. Creating a timeline will assist us in deciding which method is best, and helps us organize the moving parts.

Finalize Listing Price

Pricing a home is an art, not a science. Deciding the price should not be taken lightly. Don't worry, I'm here to help!