

HOME SALE STRATEGY



**Better
Homes**
and Gardens®
REAL ESTATE

WINANS



A LEGACY IN REAL ESTATE

Established in 1984, Better Homes and Gardens Real Estate Winans is a family-owned business with a stellar reputation across Texas and Southern Oklahoma. The Better Homes and Gardens Real Estate brand was built upon a passion for the home and a focus on developing relationships with our clients and our communities.

Over **\$2B**

In Sales Over the Past Three Years

Top **15**

Brokerage as Ranked by
the Business Journal

Ranked **9th**

Largest Better Homes and Gardens
Brokerage in the World

PRODUCT VS. COMMODITY

Some agents will tell you that your home is a commodity and the market dictates precisely what it sells for. This is an old school way of looking at the industry and today's economy.



COMMODITY

The market determines the price and sellers have no control over the value of their asset.



PRODUCT

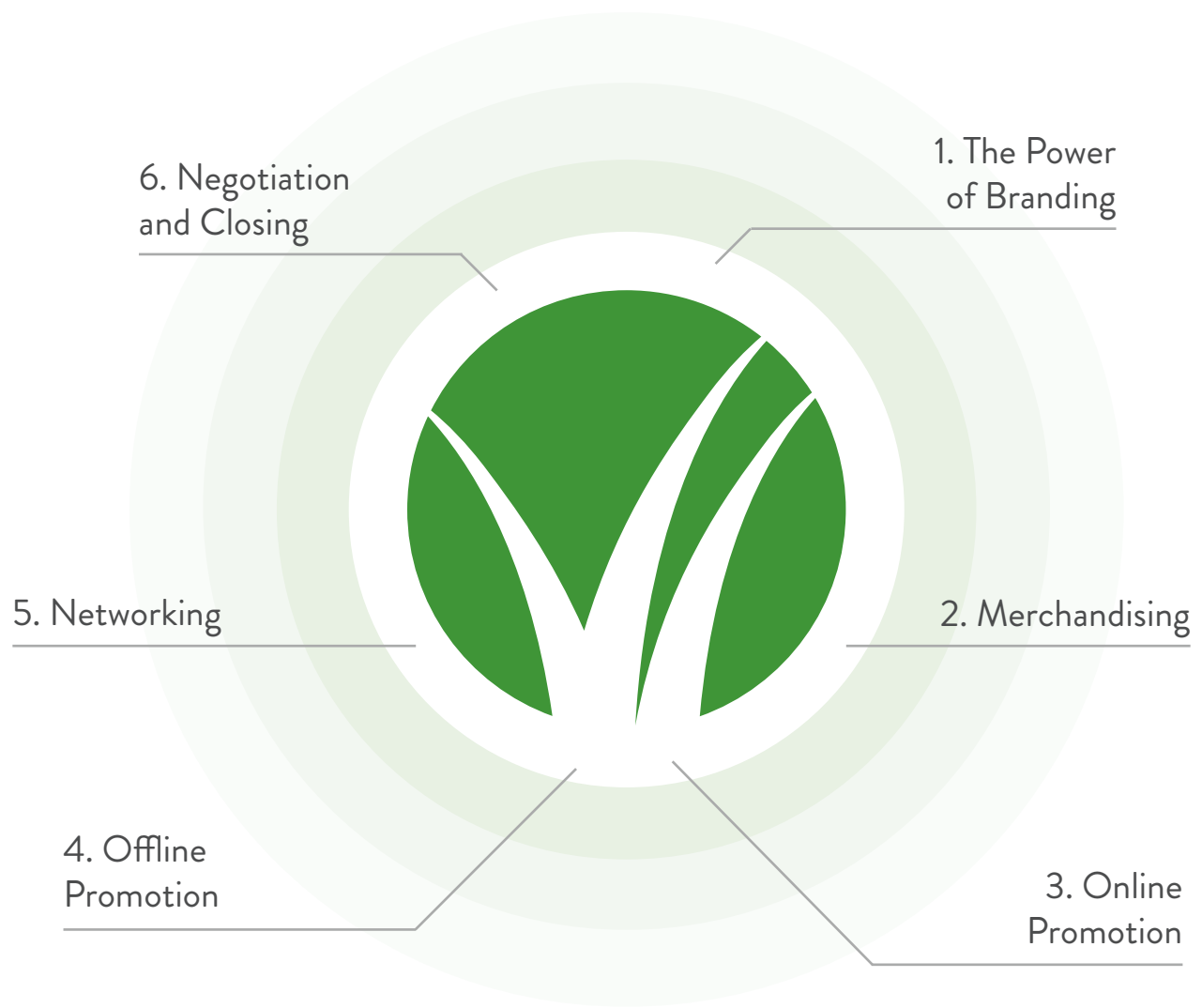
A seller establishes price and convinces consumers to buy with marketing and merchandising.

THE BHG DIFFERENCE

At Better Homes and Gardens Real Estate Winans we believe your home is a product which can be marketed and merchandised to increase its value in the marketplace. Would you rather have a REALTOR® who believes there is nothing they can do to increase the value of your home or one who will market your home as a lifestyle product?



BETTER HOMES AND GARDENS' 6-POINT APPROACH TO SELLING YOUR HOME



THE POWER OF THE BRAND



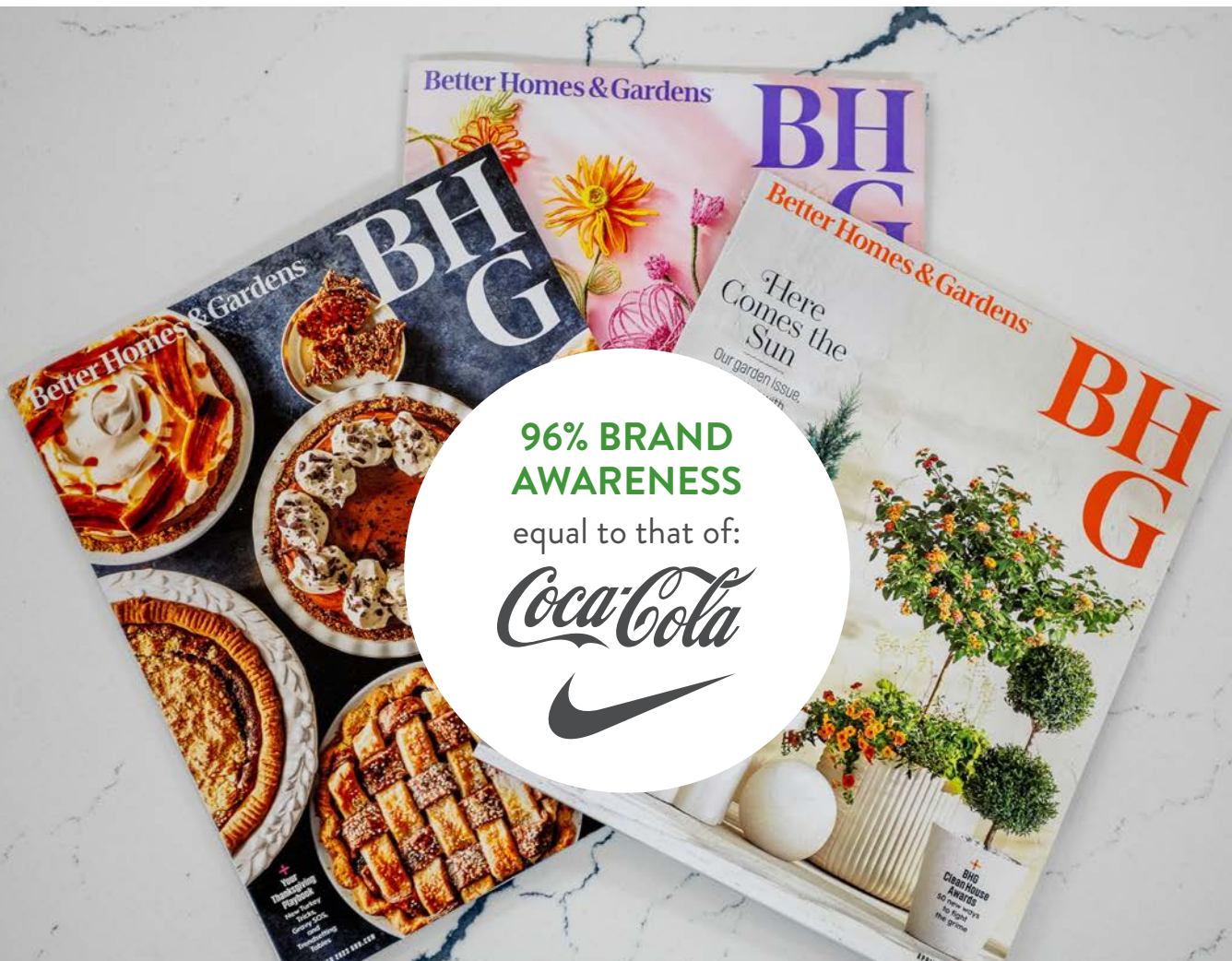
THE POWER OF THE BRAND

Consumers buy brands not products.

Better Homes and Gardens is a dynamic and innovative company built for today's consumer.

THE POWER OF THE BRAND

- A brand known and trusted since 1922
- Associate your home with what consumers see in BHG: high-quality, luxury living, the American dream, interior design
- Highest brand awareness in real estate
- Full-page real estate ad in every issue
- Real estate advertising on BHG.com with over 7 million visitors per month



TRADITIONAL VS. LIFESTYLE

TRADITIONAL BRAND

A traditional brand is one that competes primarily on price, without focusing on merchandising or brand differentiation. It often presents itself as a simple, no-frills product—just a box with doors and windows—emphasizing practicality and affordability over design or unique features.

LIFESTYLE BRAND

A lifestyle brand competes by driving value while focusing on the emotional and aspirational aspects of homeownership. It markets homes as more than just properties; they are lifestyle products that enhance the buyer's way of living. BHGRE Winans defines real estate in terms that resonate with the buyer's personal values and lifestyle choices, emphasizing how the home fits into their vision for their life. By aligning with the buyer's desires, our lifestyle brand creates a deeper connection, positioning homes as key to achieving a particular lifestyle or identity.



MARKETING THAT FITS YOUR HOME

Every house is unique and we make sure the way we present yours to buyers celebrates your home's special features with custom branding and marketing.

DISTINCTIVE COLLECTION

by
**Better
Homes**
and Gardens.
REAL ESTATE

Our Distinctive Collection program offers the service you expect from a brand whose legacy was built upon a passion for the home. With a full suite of luxury marketing programs and tools, we custom-tailor a sales strategy to show off what makes your home distinct.



Waterfront Collection marketing provides you with marketing materials that highlight your home's unique location and the views/lifestyle that come with it.



Urban Properties marketing provides a clean, modern look and feel to all of your home's marketing pieces.



Whether you live on a ranch, farm, resort property or out in the country, this program provides your home's marketing with just the right look and feel to sell the benefits of this lifestyle.



MERCHANDISING



HOW WILL BUYERS SEE YOUR HOME?

CURB APPEAL

You never get a second chance to make a first impression. Whether online or in person, curb appeal is your property's initial and lasting impression to potential buyers, setting the tone for how they'll perceive the rest of the home. A well-maintained, inviting exterior can spark interest and create a sense of warmth, charm, and pride—essential elements in capturing attention and ultimately making a sale.



- Clean Gutters and Downspouts
- Clear and Clean Windows
- Vibrant/Healthy Siding and Trim
- Neatly Kept Landscaping
- Healthy Grass and Flowerbeds

HOW WILL BUYERS SEE YOUR HOME?

STAGING AND CONDITION

It is very difficult for buyers to imagine a home looking different than what they see when walking through the front door. Minimizing clutter and presenting the home in its best condition helps the buyer see themselves living in the home.



- Moldings in Good Shape
- Clean Curtains, Shutters and Blinds
- No Cracks or Chips in Paint
- Appliances Appear to be in Good Condition
- Clean and Shiny Carpets and Floors
- No Evidence of Pets or Odors

PRE-LISTING REPAIRS AND UPDATES

Our pre-sale home improvement service offers a reliable, fully managed solution for getting your home market-ready—with the option of no upfront costs. Even well-maintained homes can benefit from updates that enhance buyer appeal and maximize value. Common improvements include touch-up painting, bathroom upgrades, and minor repairs. Our focus is on delivering high-quality work, completed on time and within budget, so your home is positioned to sell quickly and for the best price. Whether it's a simple refresh or a more extensive renovation, we handle everything from start to finish—making the process easy and stress-free.

ESSENTIAL LISTING PREP

De-cluttering	Exterior Clean-up
Staging	Painting
Repairs	Flooring

REFRESHES & REPAIRS

Kitchens	Fixtures
Bathrooms	Hardware
Appliances	Lighting
Plumbing	Electrical

EXTERIOR UPDATES

Landscaping	Power washing
Roofs	Yard clean-up
Windows	Exterior Painting
Decks	Junk Removal



BETTER HOMES AND GARDENS PHOTOGRAPHY

95% of buyers determine whether or not they will visit a listing based solely upon the photos seen online. Professional photography is the most important part of merchandising your home, so we use high-definition images throughout our promotional efforts.

Homes shot professionally...

- sell 50% faster
- sell 39% closer to list price
- are viewed 139% more online
- have higher perceived value

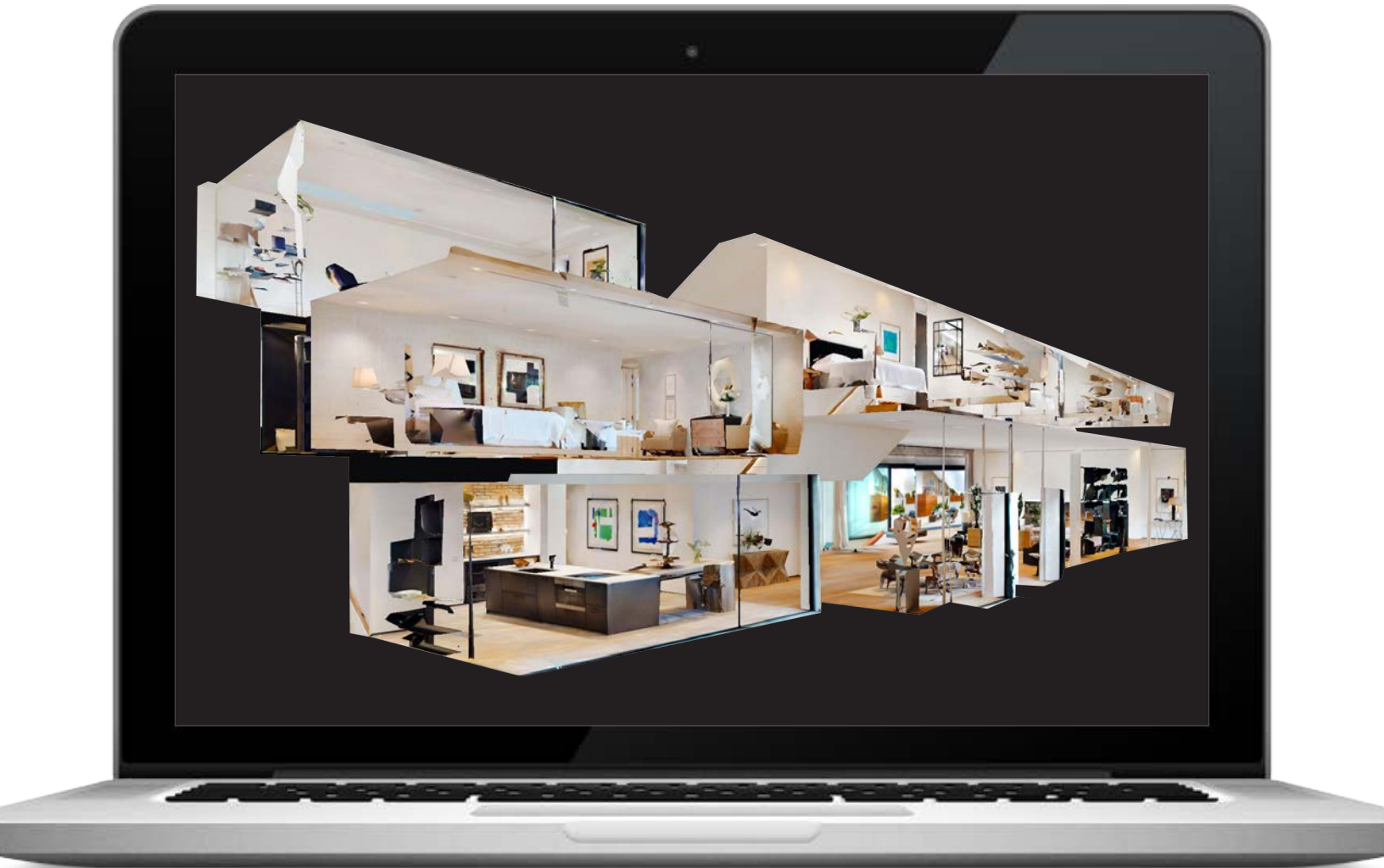
...than those with amateur photography.



YOUR HOME IN 3D

We bring the latest 3D technology right into your home so we can attract more buyers. Properties mapped with a three-dimensional tour not only sell 20% faster and for a 4.8% higher price than comparable properties without a 3D tour, but also generate 25% more online engagement, attracting additional potential buyers and increasing overall visibility in a competitive market.

20% FASTER | 4.8% HIGHER PRICE



AERIAL PHOTOGRAPHY

Aerial imagery can communicate a more complete story of your home and highlight what makes your lot and community special. We can highlight your home from this unique perspective showing buyers the outstanding features of the lot and the surrounding community.



BETTER MOMENTS

Together we will give your home an edge by exposing potential buyers to more than just stats and data. We will give them what they really want - insight into what it is like living in this home and community.

BETTER MOMENT VIDEOS & STORIES

- What you love most about your home
- Where you spend the most time
- What you will miss after moving
- Highlights of the community
- Secrets to loving life in this home



PROTECTING YOUR HOME

As we market and merchandise your home, one of the things I can do to maximize its value and attractiveness in a competitive environment, is to protect it with a home warranty. Placing a home protection plan on your property helps it stand out and provides buyers the boost of confidence they need to make a decision in your favor.

HELP PROTECT YOURSELF AND MAKE YOUR HOME MORE ATTRACTIVE TO PROSPECTIVE BUYERS:

- Discourages downward price negotiation
- Boost buyer confidence
- Distinguishes your home from others
- Reduce your liability in post-sale issues



ONLINE PROMOTION



YOUR BUYERS COULD BE ANYWHERE, SO WE ARE EVERYWHERE!

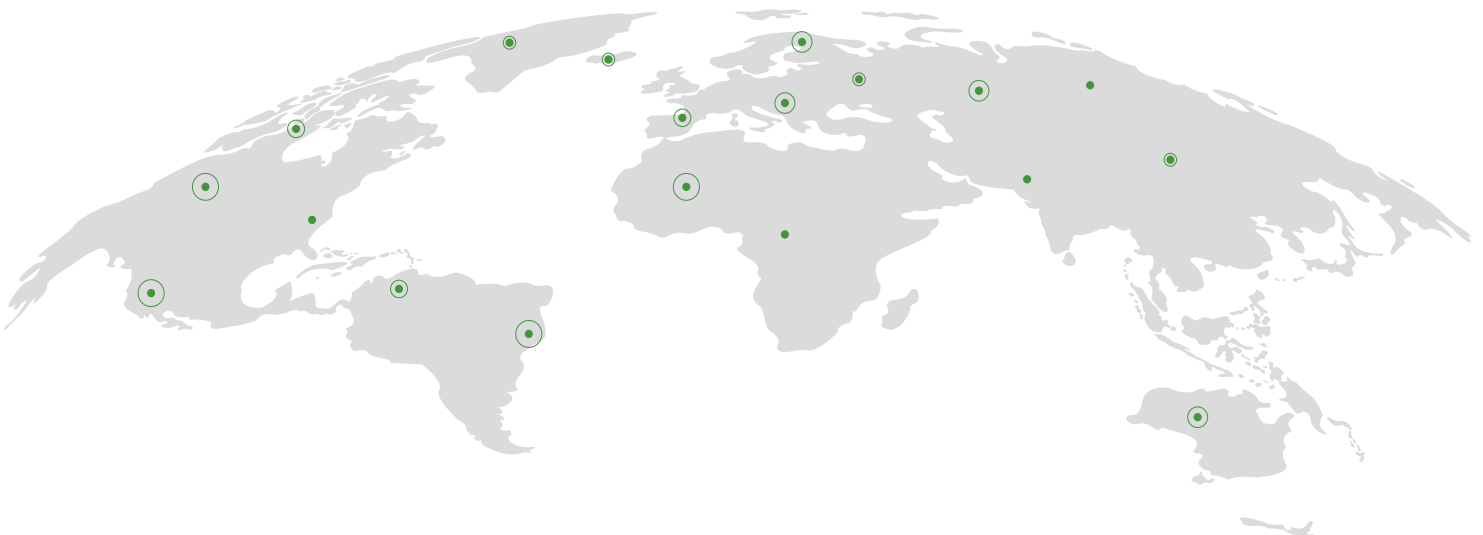
Because 98% of home buyers are online, we have created innovative marketing solutions that reach buyers across the state, the country and the world.

YOUR HOME WILL BE LISTED ON THE NATION'S TOP REAL ESTATE WEBSITES



**+ THOUSANDS
MORE**

YOUR PROPERTY WILL BE SEEN BY BUYERS AROUND THE WORLD

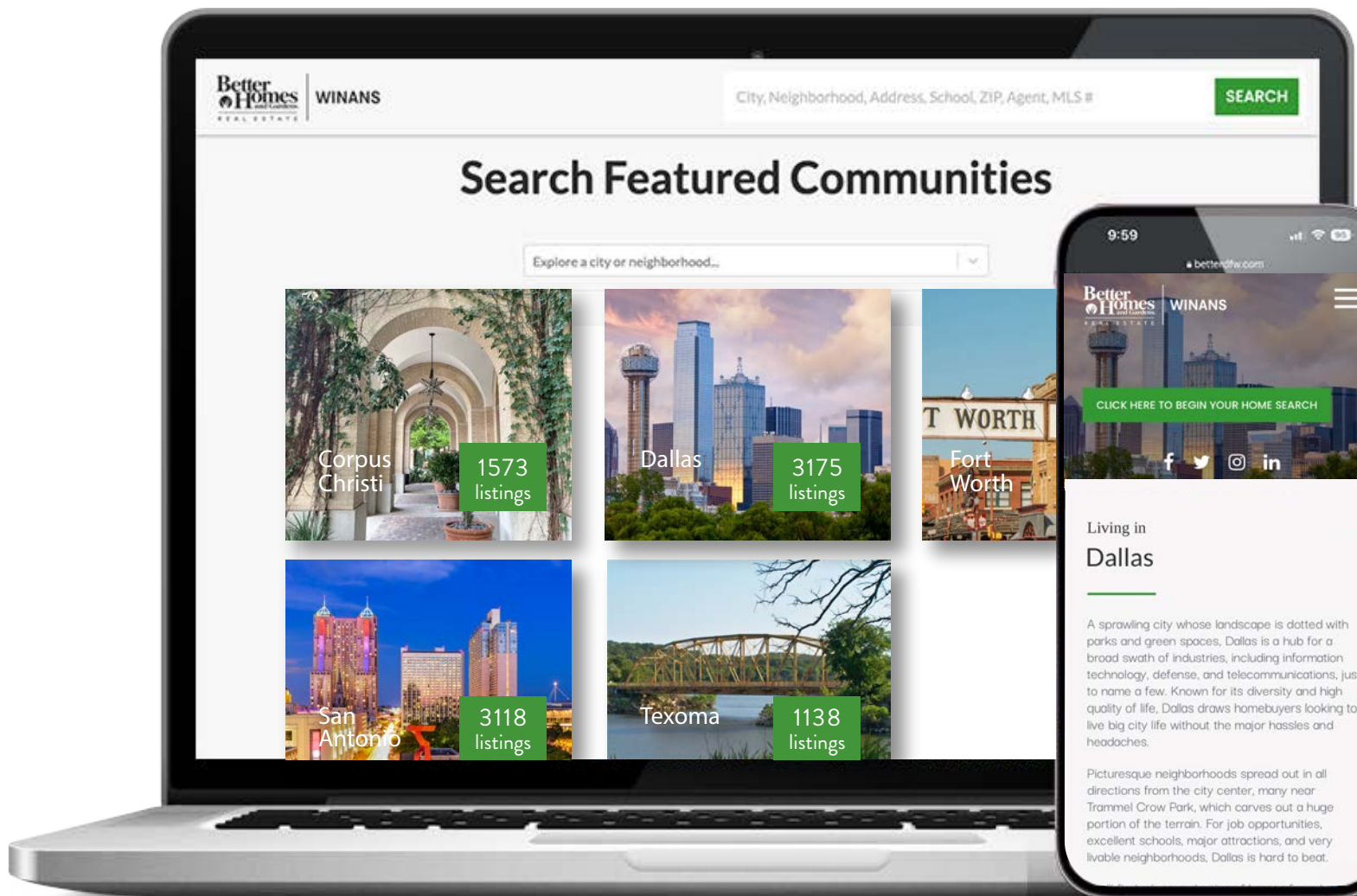


HIGHLIGHTING COMMUNITIES

Home buyers aren't just looking for a box with doors and windows anymore. They are seeking a lifestyle when they purchase a new home. Nothing speaks to lifestyle more than the community your home is located in.

**OVER 150+
DIFFERENT
COMMUNITIES
HIGHLIGHTED**

- Buyers can read detailed information about various cities, communities and neighborhoods across Texas and Southern Oklahoma
- Detailed maps provide shopping, dining, entertainment and other lifestyle amenities
- Demographics and market trends for each community
- School and real estate listing information within every page



ONLINE ADS TARGETED TO YOUR COMMUNITY

Our online advertising campaign will ensure that your listing reaches thousands of people each day. Below is just a sample of the many popular websites where I will advertise your home to potential buyers.



Forbes

YouTube

The New York Times



amazon.com

The
Weather
Channel

YAHOO!



yelp

CNN

ESPN

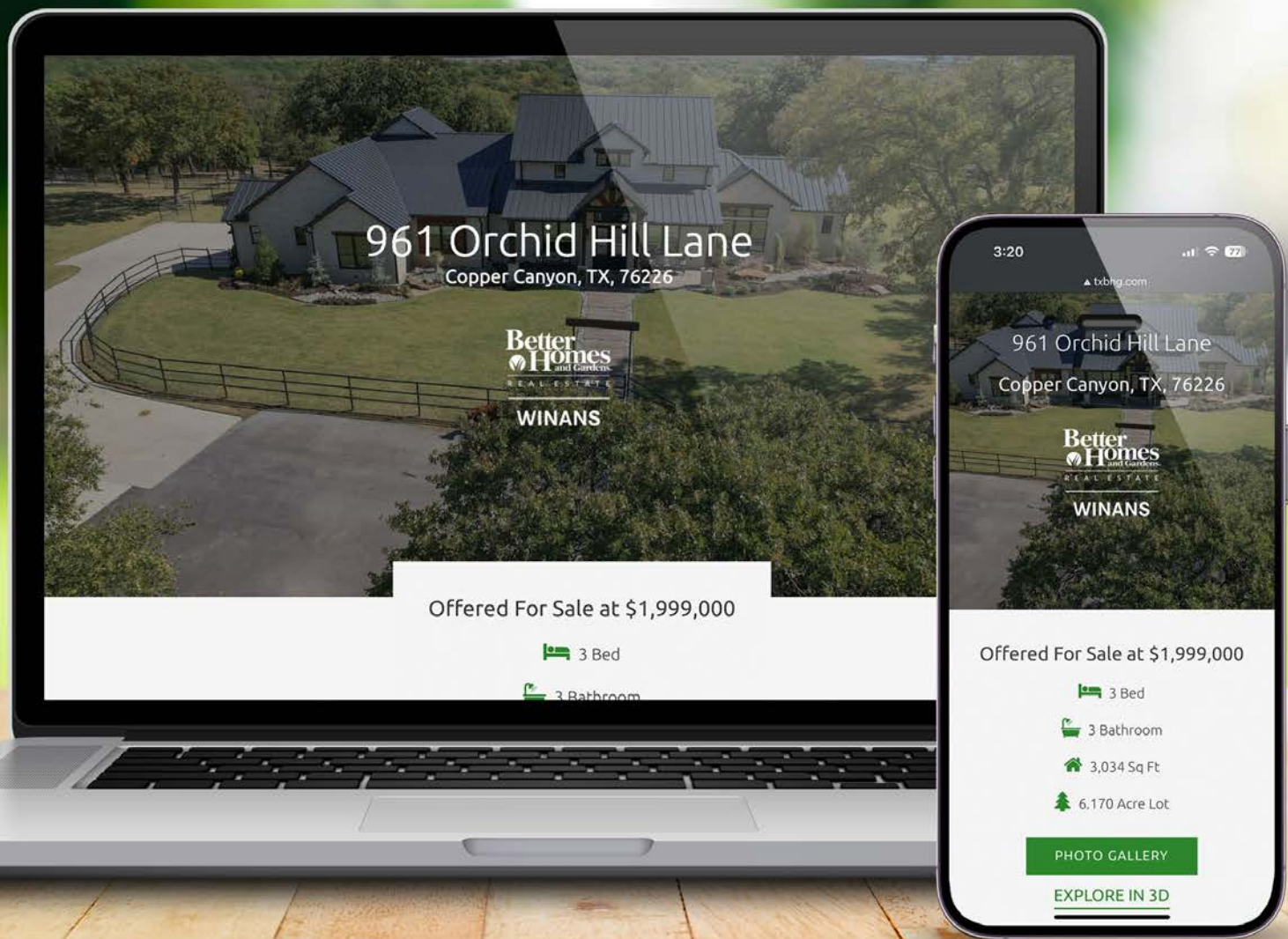


+ THOUSANDS MORE

PERSONALIZED WEBSITE FOR YOUR HOME

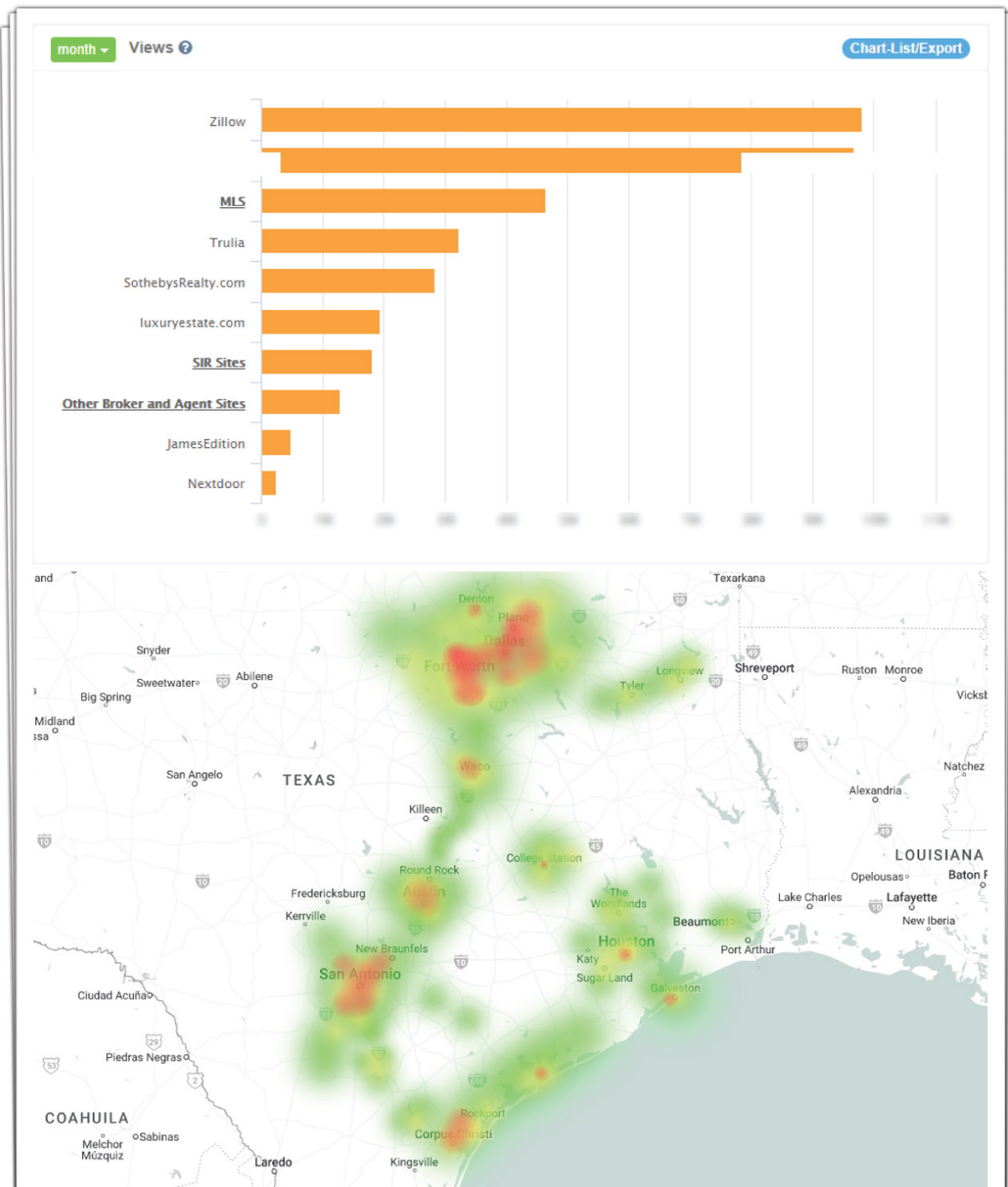
After having my Better Homes and Gardens Real Estate photographer come out and shoot your home, we'll create a personalized website for your home that provides consumers with exactly what they want – beautiful, high-definition photos and property details accessible on every device.

WE GIVE YOUR HOME A HOME PAGE



DETAILED AND ON-GOING REPORTING

As your home racks up exposure online, I'll be able to update you weekly with data on how often and on which sites buyers are viewing your home.

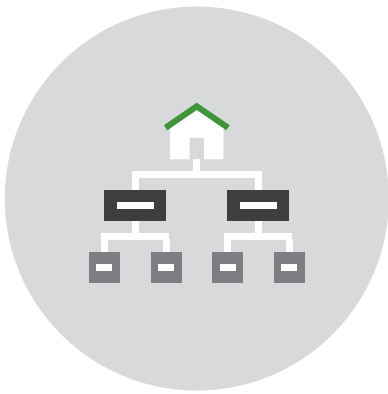


OFFLINE PROMOTION



DIGITAL AND PRINT PROPERTY MARKETING

Our digital and print marketing centers provide me with an arsenal of tools and technology to help market your home. From email campaigns, web commercials and virtual tours, to in-home property brochures, outdoor flyers and direct mail, I can create the perfect blend of next generation and traditional marketing for your home.



Multiple Listing
Services



Local Advertising



Agent and Public
Open House



Yard Signs



Email Campaigns



Direct Mail

A YARD SIGN THAT ADDS VALUE

In a sea of blues and reds, our green and white signs are visually appealing and stand out from the crowd. The Better Homes and Gardens sign stamps your home with a seal of approval that no other company can offer!

BENEFITS OF A BETTER HOMES AND GARDENS YARD SIGN

- A yard sign is the 3rd most common way a buyer finds a home
- Qualifies your home as a “Better Homes and Gardens Home”
- Buyers instantly feel better about the house they are walking into
- Our text message riders provide buyers with instant access to your home’s most important features and details

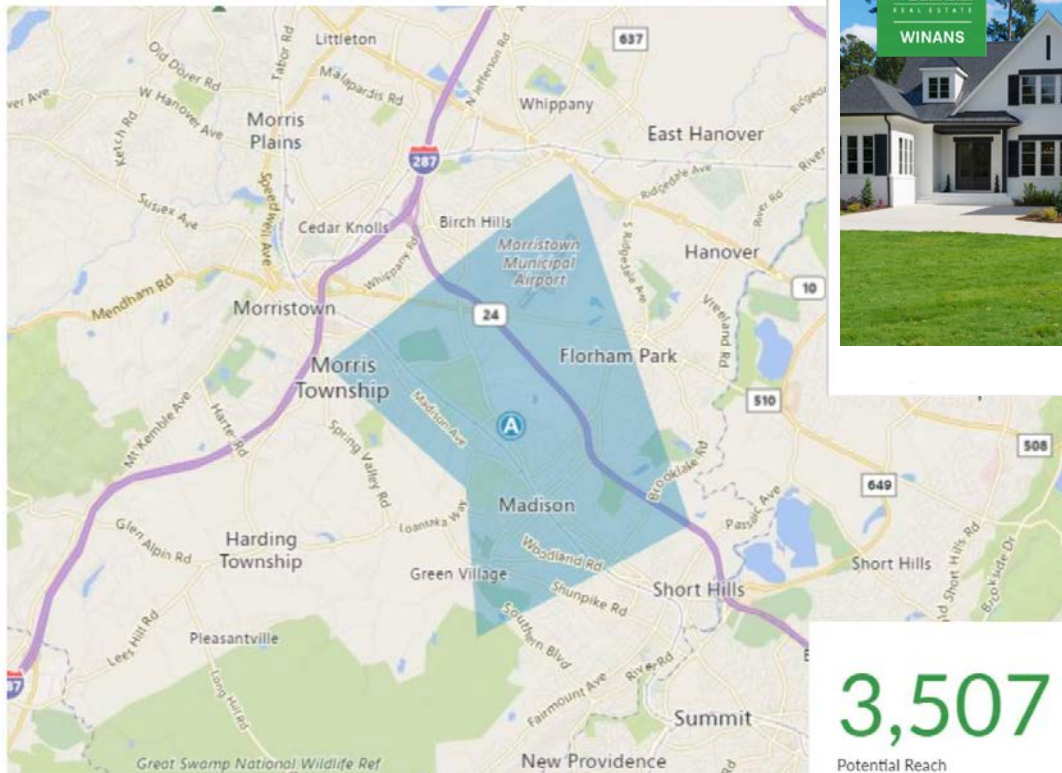


PINPOINT INDUSTRY EXCLUSIVE TOOL

PinPoint is our exclusive direct mail tool available only to homeowners who sell their home with a Better Homes and Gardens REALTOR®. PinPoint allows me to tap into a 110-million consumer database to identify and target those most likely to purchase your house.

THE PINPOINT ADVANTAGE

- 110-Million consumers at my fingertips
- Buyers at every stage of life
- Already have an affinity with the BHG brand
- Consumer is uniquely qualified to buy YOUR home



3,507

Potential Reach

OPEN HOUSES BRING ADDITIONAL BUYERS INTO YOUR HOME

45% of home buyers visit open houses during the early stages of their home search.

While my time spent hosting an open house will not always directly lead to a sale, it can be a great way for us to collect valuable feedback about how your home shows. We can use this feedback to make any marketing adjustments that might lead to more offers in the future.

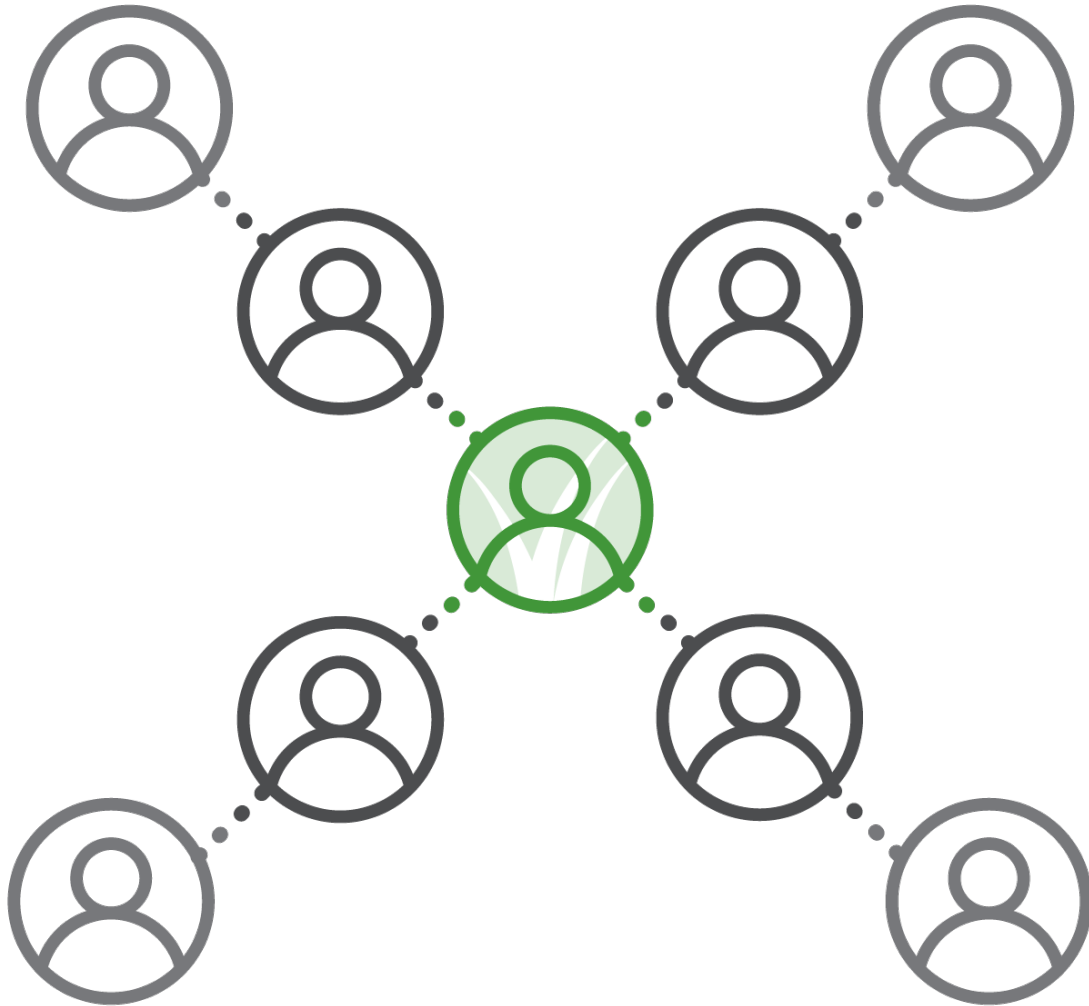


NETWORKING



NETWORK CONNECTIONS

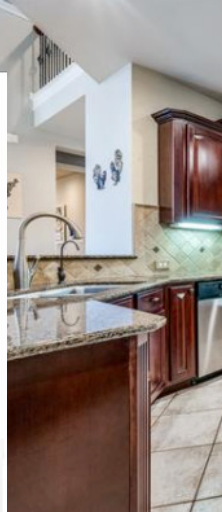
One of the most important factors when selecting a REALTOR® is how well they get along with others in the real estate community. Over 90% of all buyers are represented by someone other than the listing agent, so the ability to work with and attract other real estate professionals to your home is incredibly important.



Over 90% of buyers are represented by a brokerage other than the listing brokerage.

AGENTS AND BUYERS LOOKING IN YOUR NEIGHBORHOOD

Here at Better Homes and Gardens Real Estate Winans we have technology in place allowing us to market your property via reverse prospecting. Utilizing our technology partners we can identify REALTORS® with clients who are actively searching for homes just like yours. I'll use that information to reach out directly to those REALTORS® regarding your home.



Active

5 days on site

9133 Witt Lane

Lantana, Texas 76226

4 Beds | 3.1 Baths | 3,654 sqft | 10,062 sqft lot

\$800,000

\$218 / Sqft

Listing Date: Mar 30, 2024

Listing #20573812

Listing Details

My Buyers

Listing Analytics

Reverse Prospecting

Agents With Matching Buyers

Agent Name ⌵	Company Name ⌵	# of Matching Buyers ⌵	Action ⌵	Agent Viewed Message ⌵	Agent Response ⌵
John Smith	ABC Real Estate	9	Message Agent	-	-
Sarah Wilson	Urban Property Group	6	Message Agent	-	-
Mary Johnson	Maple Street Realty	3	Message Agent	-	-
Brad Jones	SilverLining Real Estate	3	Message Agent	-	-

MORE EXPOSURE = A FASTER SALE

As the world gets smaller, it is important to have the right industry relationships to ensure the largest possible buyer market for your home. Better Homes and Gardens Real Estate Winans will expose your home to the largest network of agents in the world.



With over 5,000 local agents across Texas, one of them may already have the perfect buyer lined up, ready to make an offer on your home.



The world's largest real estate network – over 20,000 offices, 322,500 brokers and agents, in over 118 countries, closes 1 out of 8 transactions in the US. Anywhere Real Estate is made up of the following national franchises: Better Homes and Gardens Real Estate, Century 21, Coldwell Banker, ERA, Sotheby's International Realty and Corcoran.



The premier providers of relocation solutions to companies all over the world. Closing over 52% of all US relocation moves, no one has more experience than the Anywhere Leads Network.

BETTER CONNECTIONS

Our partnerships have allowed BHGRE Winans to assist thousands of families moving into and out of Texas over the years. We are a preferred broker with many of the top relocation management companies worldwide. As a member of the Anywhere Leads Network, we are a Platinum Broker with multiple service awards and the only brokerage in DFW to be named a Masters Cup Finalist and WINNER!

- Anywhere Leads Network Accomplishments -

ANYWHERE
LEADS NETWORK
PLATINUM
AWARD WINNER



Masters Cup Winner
(Relocation Broker of the Year)

PRESIDENT'S
★ **CLUB** ★
ANYWHERE
LEADS NETWORK

- Proud Members of -

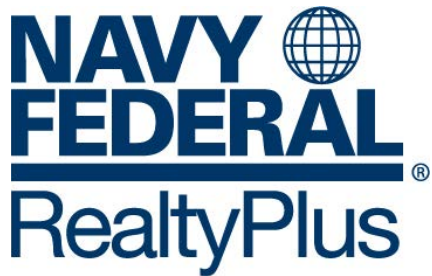


- Some of our Partners -



SERVING THOSE WHO SERVE

Better Homes and Gardens Real Estate Winans is proud to be one of the few brokers in Texas trusted to partner with Navy Federal Credit Union and other organizations dedicated to supporting military families. Serving those who serve our country is a responsibility we deeply honor, and we are committed to providing exceptional service and support to military members and their loved ones.



Anywhere™
Military
Real Estate
Benefits

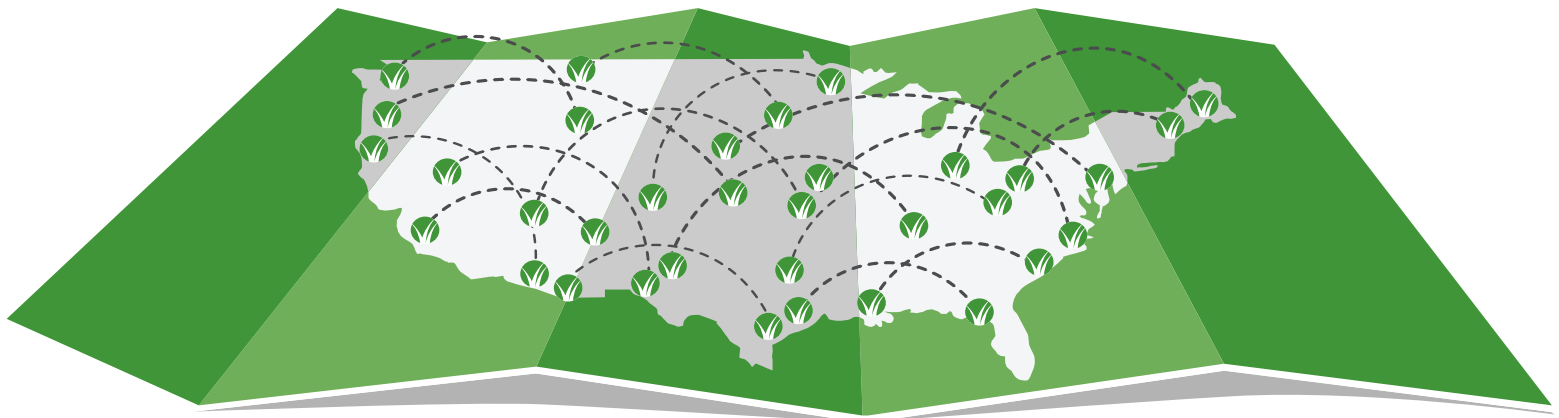


NATIONWIDE CONNECTIONS

Choosing the right REALTOR® can be a daunting and overwhelming task, but it doesn't have to be. You deserve a professional who is not only experienced and skilled, but also genuinely dedicated to guiding you and your family every step of the way.

LOCAL EXPERT WITH NATIONAL CONNECTIONS

- Personally match you and your family with one of the best REALTORS® in your community.
- All REALTORS® are screened, background checked, trained and certified to work with your unique needs.
- You and your family receive the best possible experience at no additional cost to you.



BIGGER ISN'T BETTER

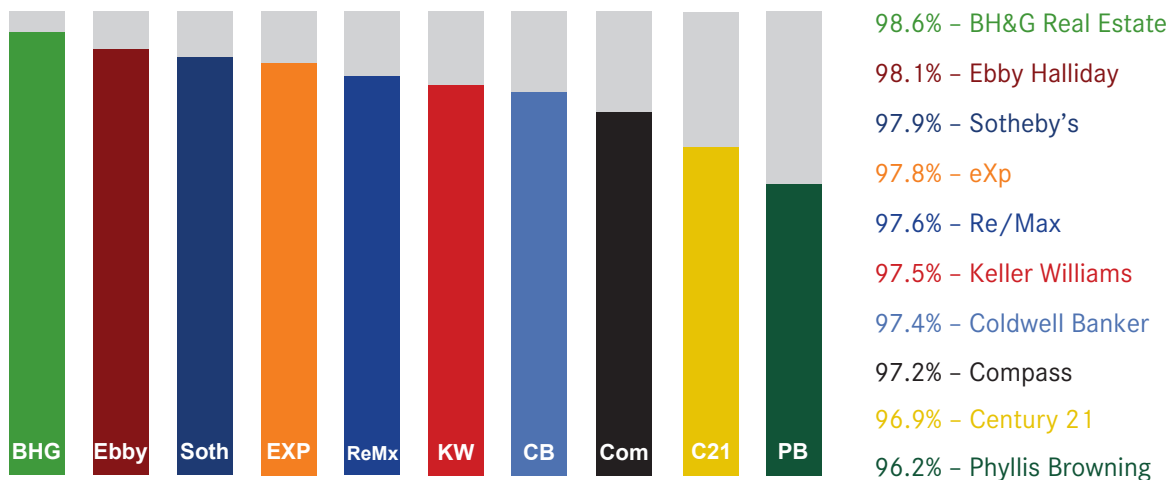
"Being the biggest isn't always the best. On the contrary, it usually leads to underperforming the market."

– Mark Hubert, MarketWatch

Better is... Selling Homes at a Higher Price

Thanks to our superior negotiation skills and knowledge of the local market, Better Homes and Gardens agents sell homes closer to the list price than any of our competitors.

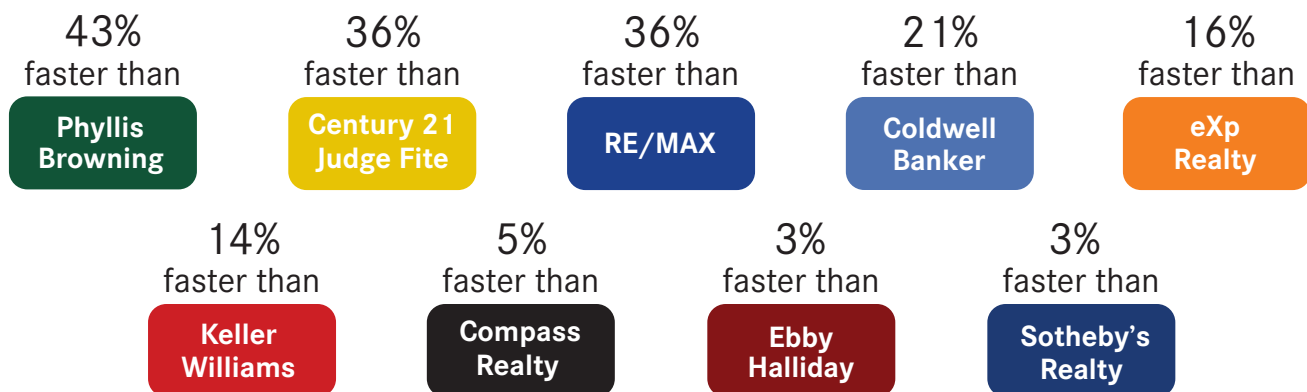
Sale price to list price ratio



Better is... Selling Homes Faster

Selling homes quickly is key in obtaining the highest possible price for your home.

How much faster do we sell homes than our competition?



*All data obtained from local MLS: 2024

NEGOTIATING AND CLOSING



NEGOTIATING AND CLOSING

Everything we've discussed so far is just the foundation of a successful sale—the part that gets us to the exciting moment of finding an interested buyer. But once an offer comes in, that's when I really step in and take things to the next level. My goal is to help you secure the best possible price, lock in the most favorable terms, and make the entire process as smooth and stress-free as possible—all while working efficiently to get you across the finish line.



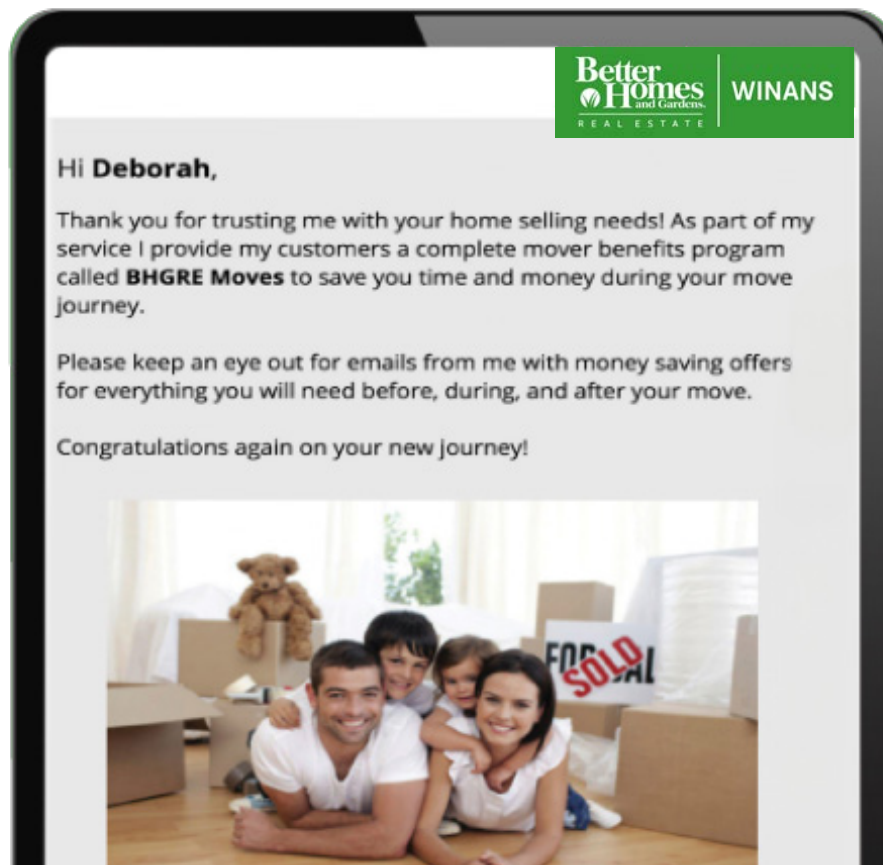


HELPING YOU SAVE MONEY BEFORE, DURING AND AFTER YOUR MOVE

The BHGRE Moves® program can help ease the process of moving.

A concierge dedicated to working with homebuyers to connect all your utilities to your new house – a process that can often take more than five hours with just one 30-minute phone call.

Plus get exclusive discounts from companies like The Home Depot, PODS, Papa John's and dozens more.



CLOSE WITH CONFIDENCE



By partnering with Upward Title & Closing we've created customized closings that offer efficiency, clarity and simplicity for today's home buyers and sellers.

We are committed to adding value at every step with digital solutions, flexible closing options, convenient locations and expert support. Upward's seamless communication and tailored closing process ensures a smooth and more rewarding experience. We help buyers and sellers focus on what matters most — the joy of homeownership.

THE UPWARD DIFFERENCE

- Weekly File Update
- Multiple Closing Options
- Innovative Tech Tools
- Bilingual Escrow Officer
- Virtual Assistant



Simplicity

Whether you're buying or selling a home, we're here to help you every step of the way.



Forward-Thinking

Upward provides innovative digital transaction tools, including virtual quotes, so you can close quickly - with confidence.



Service

It's our mission to deliver a smooth journey home. We've got the tools, resources and expertise to ensure a simple and secure transaction.



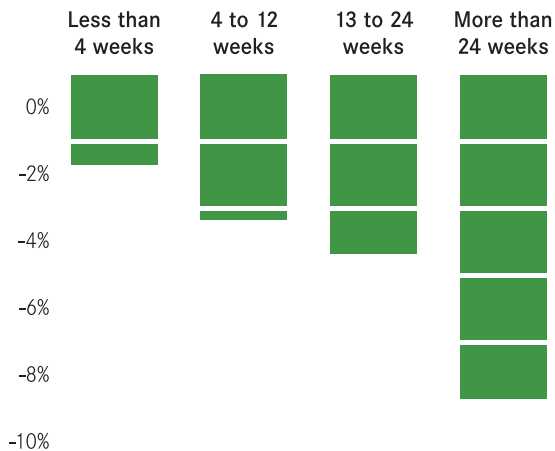
DETERMINING VALUE



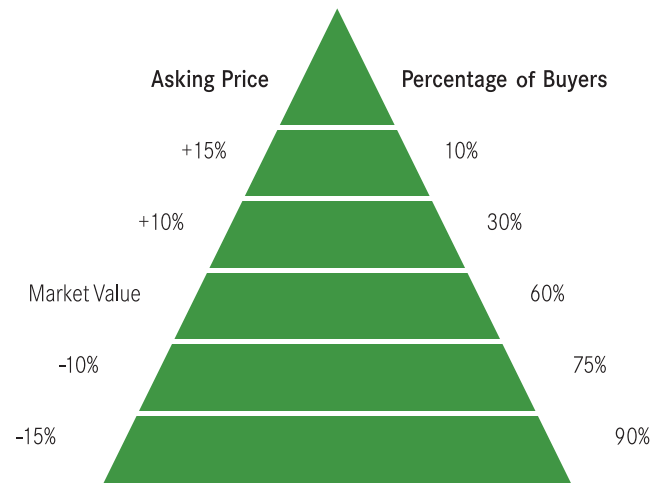
THE IMPORTANCE OF INTELLIGENT PRICING

Determining the best asking price for a home can be one of the most challenging aspects of selling a home. It is also one of the most important.

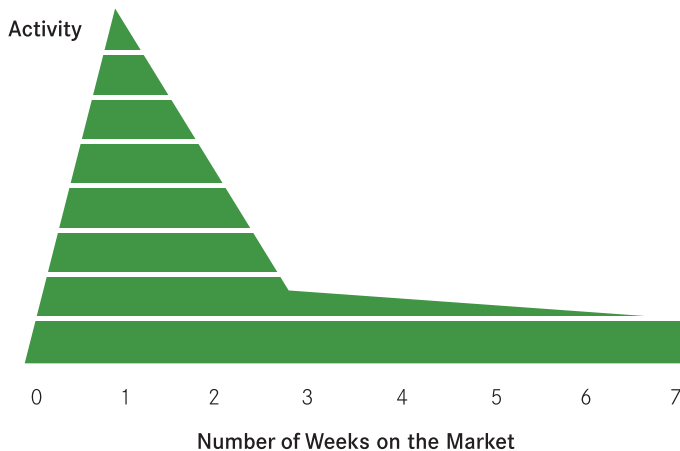
The longer your home sits on the market, the lower the eventual sales price tends to be.



The pool of potential buyers for your home grows when it is priced to sell.



Showing activity will lessen as time goes on. This is normal and expected.



MARKET ANALYSIS



TIPS AND INFORMATION

