



WHY  
*list*  
WITH  
US

SELLING *Houston* TEAM

POWERED BY KSP

# A LITTLE ABOUT *Shout*



## OUR EXPERIENCE



\$200M+ VOLUME SOLD



\$35M+ VOLUME SOLD 2023



950+ TRANSACTIONS CLOSED



16+ YEARS IN BUSINESS



385+ 5 STAR REVIEWS

## NON-PROFIT ORGANIZATIONS

*Who we love to support?*

With every closing the Selling Houston Team will make a donation to one of the charity organizations below. Let us know which one resonates with you.



BEAR, PROVIDING  
HOPE & HEALTH



HOUSTON CHOW CHOW  
CONNECTION



FOLDS OF HONOR



FURNITURE BANK

# Exclusive BENEFITS



- ✓ Walk and Talk with Interior Designer
- ✓ Home Decor Styling
- ✓ Matterport 3D Virtual Tours
- ✓ Professional Video Tour
- ✓ Professional, Color-balanced Photography
- ✓ Drone Photography
- ✓ Full-color, Fold-over Brochures

- Neighborhood Guides ✓
- Professional Copywriting ✓
- Showing Service Concierge ✓
- Post-Style Yard Signs ✓
- Coming Soon Campaigns ✓
- Social Media Campaigns ✓
- Open Houses ✓



## ADDITIONAL *Services*

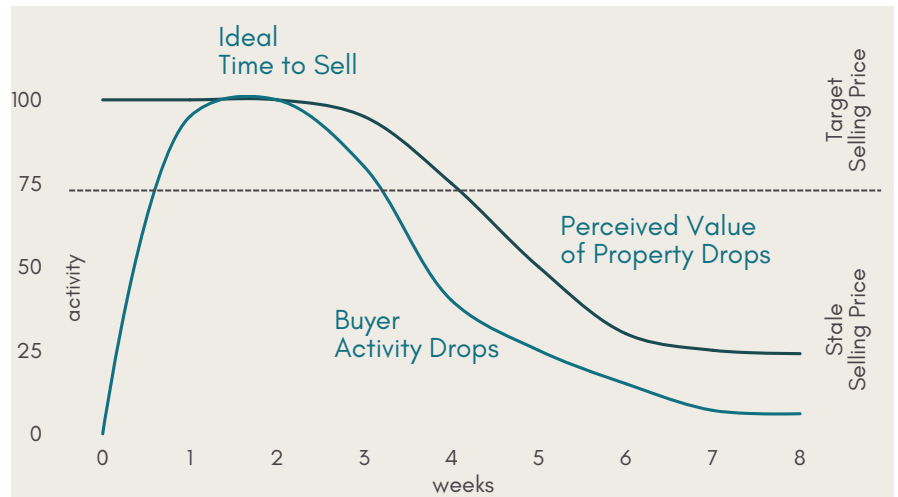
- Make-Ready Program with Cavetto Homes
- Full Staging Services with LYRD Interiors
- Occupied Staging Lending Library

# OUR *signature* APPROACH

## STEP 1

### PRICE IT RIGHT

Even the best marketing in the world still won't sell an overpriced home. Properties that are priced right from the beginning typically sell for more in the end.



## STEP 2

### MAKE READY MAGIC

Our Interior designers will assess your property to identify repairs, improvements, and the most appropriate staging and styling techniques that sell your home faster and with the highest profit.

## STEP 3

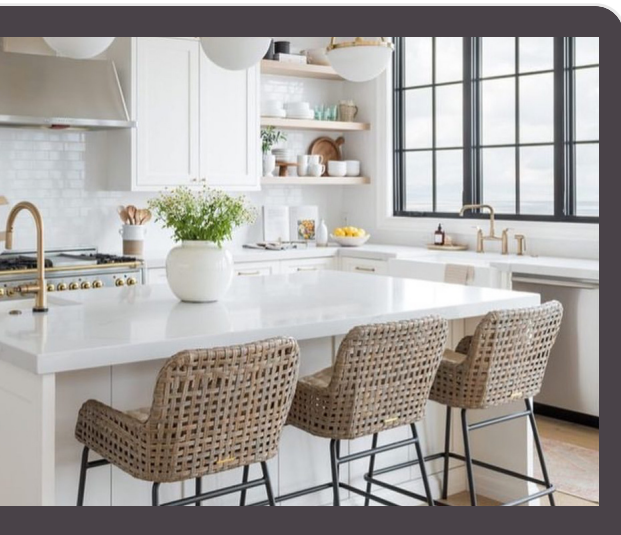
### CREATING A BUZZ

Our Coming Soon campaigns target agents and buyers who are looking in your area for their next home and stoke excitement before showings start giving you the best chances of an enthusiastic reception by the market - and multiple offers to choose from.

## STEP 4

### IT'S SHOW TIME

Data tells us more buyers are searching online on weekday evenings and we've found that by listing on a Wednesday or Thursday we optimize online visibility for new listings. But the doors don't open right away...by holding all showings until an open house the first weekend on the market we're able to not only be there in person to highlight the selling features of your property but are more likely to foster the kind of competition that leads to strong offers right out of the gate.



# MARKETING ACTION PLAN

## Scope of Work



We will position your property to help you gain the **highest profits** in the **least amount of time** with exceptional photography and videography, marketing materials, awareness events and targeted campaigns.

### MLS LISTING

We will prepare and post a complete MLS listing with accurate details, compelling public descriptions, carefully captioned photography, and links to electronic marketing collateral.

### PRINT COLLATERAL

#### **FOLD OVER BROCHURE**

We will design and print full-color, fold over brochures featuring photography and key property data that will be available at the listing and for download online.

#### **FLOOR PLANS**

A custom floor plan will be prepared and included in print collateral and online downloads to show how the home is laid out. This "new construction" bonus helps to position the property as a more exclusive offering on the market.

# MARKETING ACTION PLAN

## **NEIGHBORHOOD GUIDE**

A bespoke neighborhood guide highlighting area amenities as part of a lifestyle marketing approach geared toward the target buyer audience will be linked to from listings. This is especially compelling for buyers relocating to the area who may be less familiar with area amenities.

## **VIDEO**

A live-action video tour that often makes use of both handheld and drone video footage will be posted with the MLS listing and used in online advertising campaigns.

## **3D TOUR**

A Matterport 3D Scan of the entire property interior will be available to view as immersive online tour. These "digital twins" help gain visibility for listings and have aided in selling prior listings to out of town buyers, site unseen.

## **EVENTS**

### **FIRST PUBLIC OPEN HOUSE**

During the first weekend following the property going live on the MLS, we will host the initial public open house. This two to three hour "grand opening" intentionally brings the most interested potential buyers into the home during a window where our team can personally tour with them pointing out key features.

Because private tours are not available prior to the open house, we often find that a sense of competition between prospective buyers is fostered at the initial open house increasing the odds of receiving multiple offers and thus increasing the final property sales price.

### **ONGOING OPEN HOUSES**

At a minimum of twice monthly, we will host additional public open house events. At each open house, guests are asked to register and they (or their agents, if represented) receive follow up calls to assess interest and gather feedback.

### **BROKER OPEN HOUSES & EDUCATIONAL EVENTS**

In the event the listing does not go under contract within the first 45 days on market, we will plan and organize a Broker Open House or Realtor® Educational Events to targeted at agents actively working in the market area. Such events include a complementary lunch or happy hour for attendees and giveaways. Educational events are created in collaboration with strategic partners to attract Realtors and their clients into the property and may include staging workshops, title education courses, and other similar events.

# MARKETING ACTION PLAN



## ONLINE MARKETING

### **LISTING DISTRIBUTION**

In addition to appearing on HAR.com and the KSP website, the online listing will be syndicated to Zillow, Trulia, Realtor.com, and all other major real estate search portals.



### **EMAIL CAMPAIGNS**

We've spent years building a comprehensive list of agents and consumer email addresses and will design and distribute an eye-catching HTML email campaign promoting your listing. In the event your listing doesn't sell in short order, we'll not only continue to promote the listing to our exclusive list, but use third-party providers to send promotional messages to agents throughout Harris County.



### **SOCIAL MEDIA**

Paid advertisements and organic posts will be used on social media platforms to promote the listing and specific open house and other events.

## MARKETING COSTS

*Who foots the bill?*

There are many professional services that are critical to creating the high-quality marketing materials referenced in this marketing scope of work including photography, videography, 3D scans, drone image capture, image retouching, virtual staging, post-production processing, video editing, audio engineering, graphic design, printing/reproduction, and more.

**Selling Houston Team will retain, organize, and compensate all needed vendors for development of marketing materials at no additional cost to the Seller.**

# MEET THE *Shout* TEAM



*Jennifer Vickers*

**Listing Partner**  
jennifer@sellinghoustonteam.com  
713-240-9671

Jennifer specializes in residential listings. Recipient of the HAR Realtor of the Year and 20 Under 40 Rising Stars in Real Estate Awards, she has also been featured in Texas Monthly as a multiyear Five Star Real Estate Award Winning Professional. Her detail oriented approach has kept her a Top Producer since entering the business in 2014.



*Kelly Simon*

**Listing Partner**  
kelly@sellinghoustonteam.com  
832-309-1433

Broker and founder of KSP and the Selling Houston Team, Kelly represents buyers and sellers throughout the Greater Houston area. Kelly was honored by HAR as one of 20 Under 40 Rising Stars in Real Estate, is a multiyear Five Star Real Estate Award Winning Professional and has been featured in Forbes, TexasMonthly, and Houston's Real Producers Magazines.



*Julie Harrison*

**Buying Partner**  
julie@sellinghoustonteam.com  
281-520-6024

Julie enjoys all aspects of the real estate business, especially establishing relationships with clients. As a native Texan, she can put her insider knowledge to work to find the best home for your needs. She has an abundance of five star reviews from clients who note that "she is there every step of the way" and "at the end, you feel like family."



*Lauren Neely*

**Buying Partner**  
lauren@sellinghoustonteam.com  
713-449-4651

Lauren truly understands the importance of connecting with people. A native Texan from Victoria, she earned a BA in Psychology and a Masters in Counseling. Her skills and interests are a perfect fit for a career in real estate. Lauren loves working with people (and chows) and is committed to helping them find the property that is best for them.



*Becca Harper*

**Buying Partner**  
becca@sellinghoustonteam.com  
281-633-6433

Becca is a US Navy Veteran and former mortgage lender. Her industry expertise is matched by her captivating Louisiana charm. Her unique background, coupled with her passion for real estate, positions her as the perfect ally for clients. Her distinctive accent and warm demeanor make her an invaluable addition to our team.



*Kelly Laudadio*

**Marketing Specialist**  
kelly@sellinghoustonteam.com  
361-739-7443

Kelly is a dynamic and accomplished entrepreneur who has built and nurtured 4 successful companies. Kelly's infectious good spirit, forward-thinking mindset, and reputation for innovative problem-solving have solidified her as a reliable and versatile asset. With a stellar track record in cultivating client relationships, she is an indispensable asset to our team.



*Marcia Thomason*

**Project Manager**  
marcia@sellinghoustonteam.com  
832-463-1660

Marcia studied abroad and has lived and worked all over the world. Experienced in Project Management, Marcia oversees all aspects of preparing clients' properties for market including coordinating appointments with contractors, stagers and photographers. She ensures that homes being listed are staged and ready for photos.



*Ashlyn Johnson*

**Social Media Manager**  
ashlyn@sellinghoustonteam.com  
713-201-0107

Ashlyn is the driving force behind our social media and marketing endeavors, serving as our dedicated specialist in these domains. Her expertise plays a pivotal role in elevating our brand presence and outreach. With a keen eye for detail, Ashlyn crafts compelling narratives and visually captivating content to showcase our listings across all social platforms.