



realty/austin

AUSTIN





EST.
2004

#1

INDEPENDENT REAL ESTATE FIRM IN AUSTIN

Based on Austin Board of REALTORS® Home Sales in 2016

OUR LISTINGS SELL



DAYS FASTER

REALTY AUSTIN SOLD OVER

6,000 HOMES
IN 2016



Leading
REAL ESTATE
COMPANIES
OF THE WORLD

LUXURY
PORTFOLIO
INTERNATIONAL®

OUR AGENTS AVERAGE

10 YEARS OF
EXPERIENCE

350+

NETWORK OF TOP
PRODUCING AGENTS

OUR AGENTS SELL

7x

MORE HOMES

\$2.3B HOME SALES IN 2016
Stats based on Austin Board of REALTORS® home sales

7 Market Leading Offices





Our agents have volunteered over 9,000 hours, donated over \$600,000 of their commissions and raised over \$100,000 from industry partners to support our community partners.



STEP 1: PREPARE

Walk through your home to identify repairs/improvements that provide the best return on your investment.



STEP 2: PRICE

Most important step in selling your home is pricing it correctly. It is crucial that your initial price matches market expectations.

STEP 3: MARKET

Realty Austin's system puts your listing in front of as many buyers as possible. We invest heavily in online, social media, email, direct mail and print marketing.



STEP 4: NEGOTIATE

When you receive an offer you need an agent with a proven track record to get you the highest price and follow through until closing.

STEP 5: CLOSE

When your home goes under contract we use our online transaction management system to track deadlines for a smooth closing.



Home Staging

- Helps your home make a good first impression
- Staging can often be done with existing furnishings
- Staged homes often sell before other homes

Sellers Home Warranty

- Provides Home Warranty coverage while on the market
- Reduces your risk for post sale litigation
- Gives potential buyers more peace of mind

Pre-Inspection

- Identifies any necessary home repairs up front
- Helps us negotiate from a position of strength
- Defects have to be disclosed to potential buyers



OUR LISTINGS SELL



DAYS FASTER!

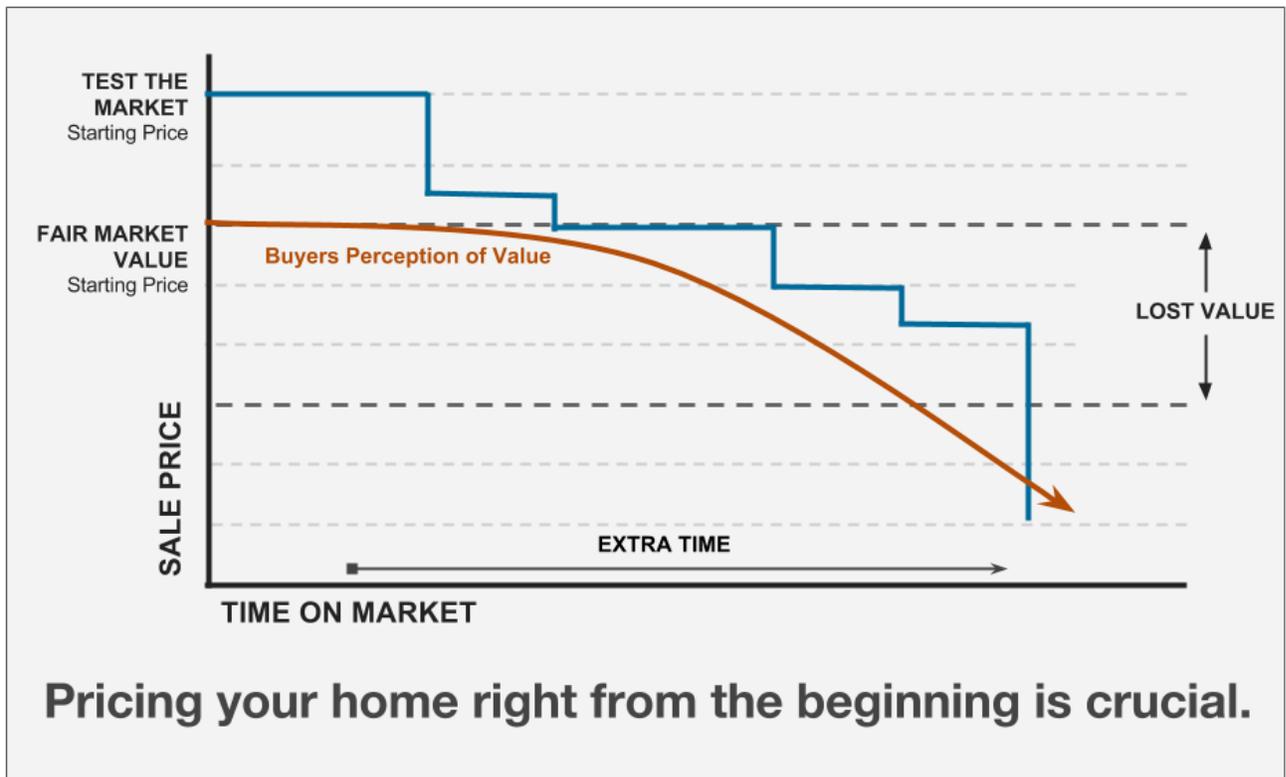
Realty Austin • 28 Days
Austin Average • 49 Days

Realty Austin	96.6%
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List to Sell Price Ratio

Austin Avg	95.8%
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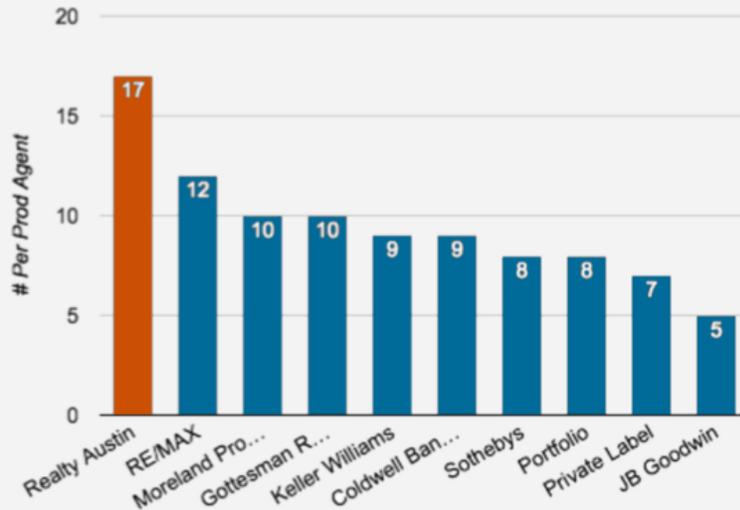
**OUR LISTINGS SELL
CLOSER TO LIST
PRICE!**



Stats Based on Austin Board of REALTORS® Home Sales in 2016

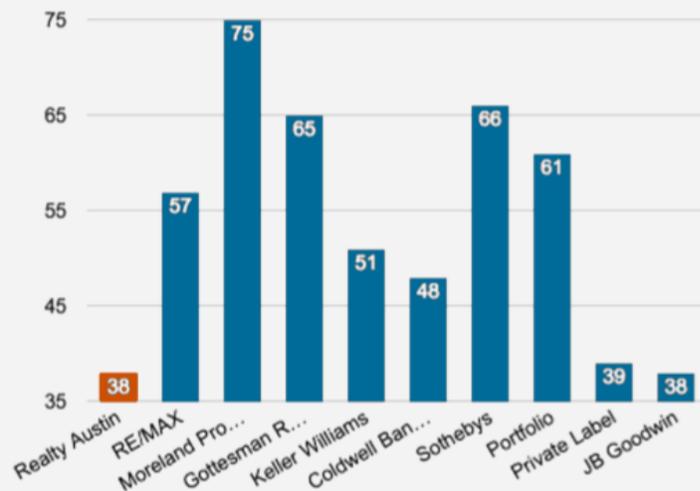
Realty Austin outperforms the Top 10 brokerages in Austin.
We focus on the quality of our agents over quantity!

Annual Sales Per Agent - Top 10 Brokerages



Realty Austin had the highest number of transactions per agent in 2016.

Average Days on Market - Top 10 Brokerages



Realty Austin listings sell faster with the lowest days on market.

Based on Austin Board of Realtors® Home Sales in 2016.

- ✓ Find active buyers before they buy elsewhere
- ✓ Gauge interest before going Active on MLS
- ✓ Provides time to finish preparing your home for sale
- ✓ Days on Market don't count against you



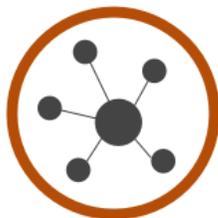
Yard Sign
Installed



Coming Soon
in Austin MLS



Featured on
realtyaustin.com



Email to REALTOR®
Community



Social Media
Advertising

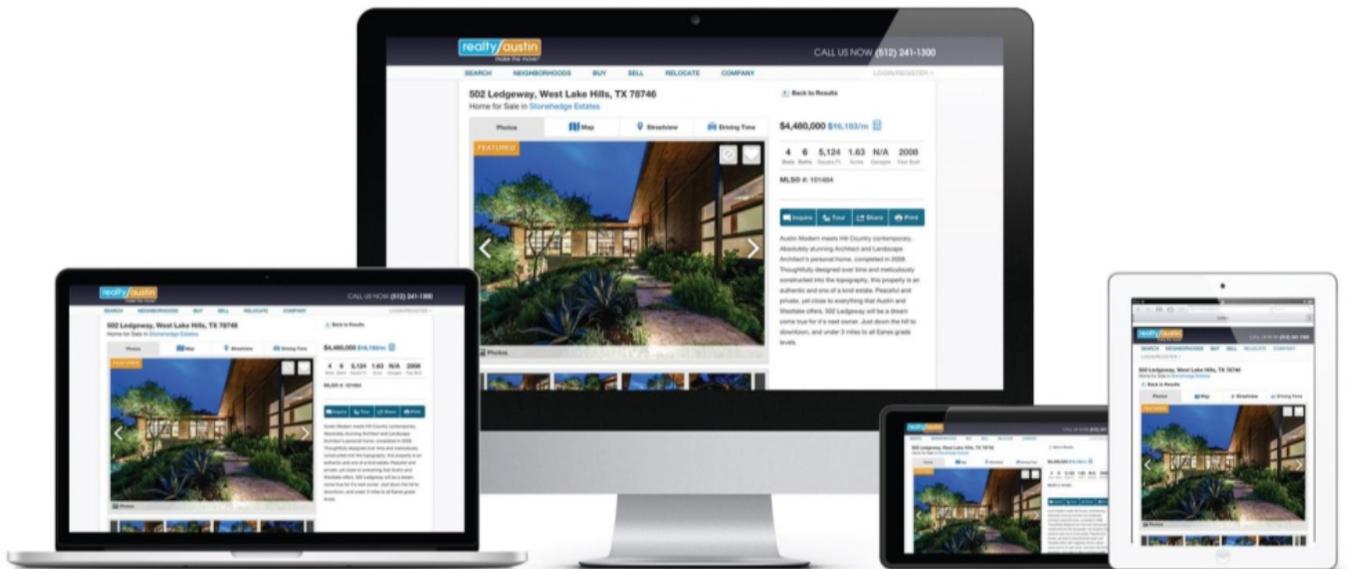


Featured on
Zillow

#1 AUSTIN

HOME SEARCH

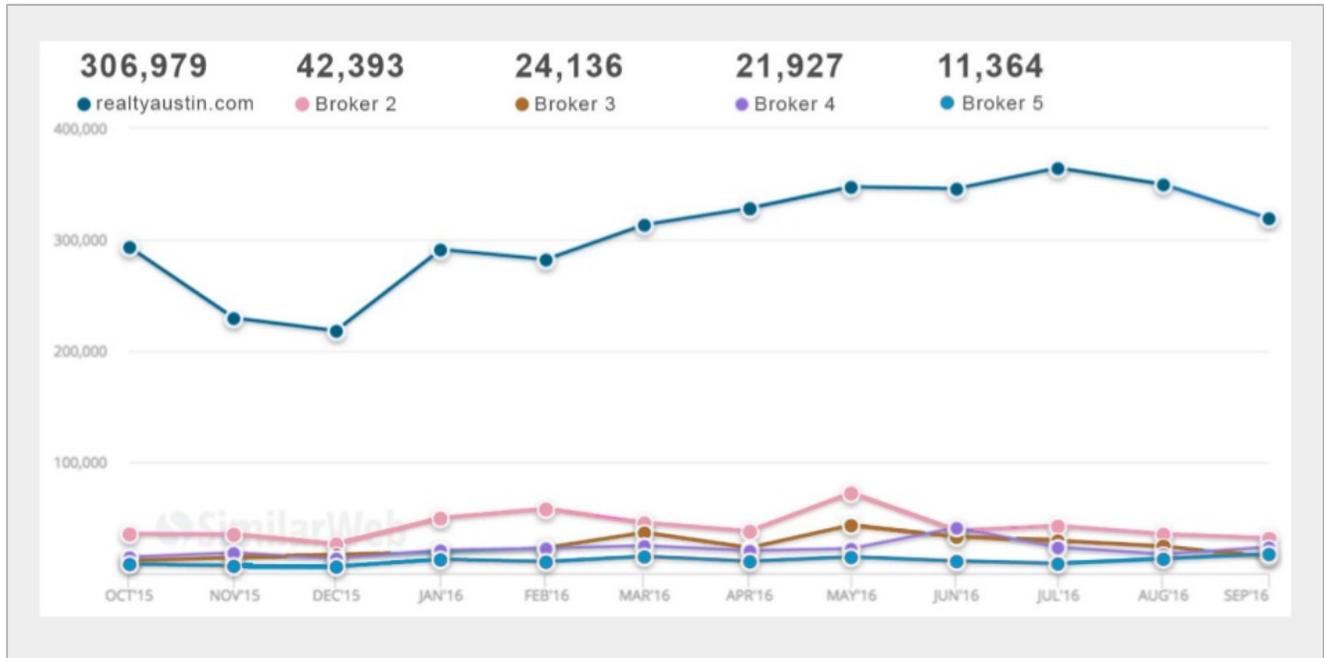
WEBSITE



- ✓ Over 300,000 website visits every month
- ✓ Over 1.5 million listing views per month
- ✓ Used by potential buyers in over 200 countries

Serious buyers are searching on **realtyaustin.com**

Website Traffic Monthly Visits - Comparison of Top 5 Austin Brokerages



Our Listings are also featured on popular websites.

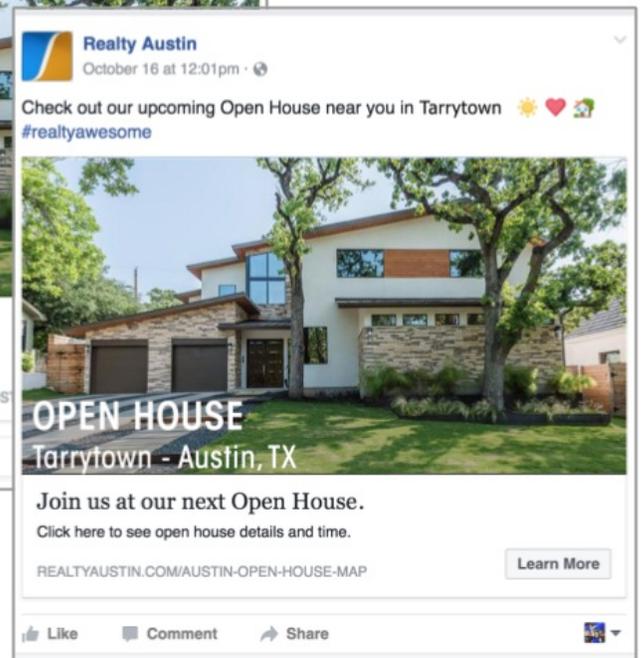
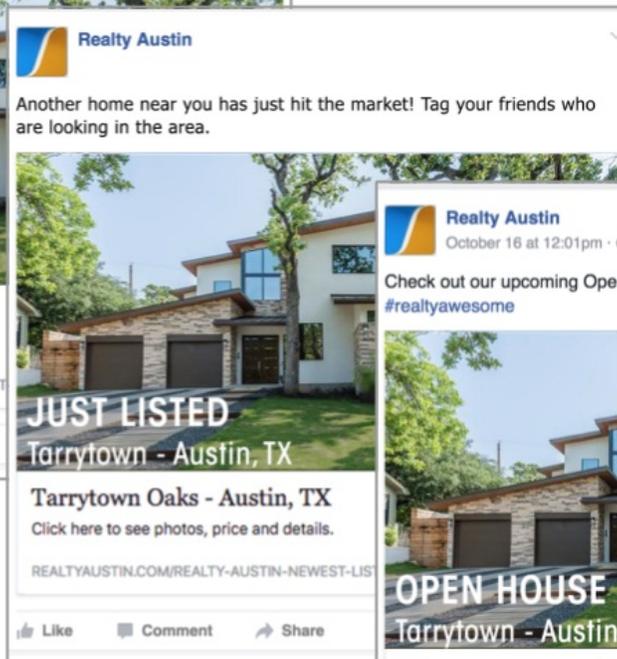
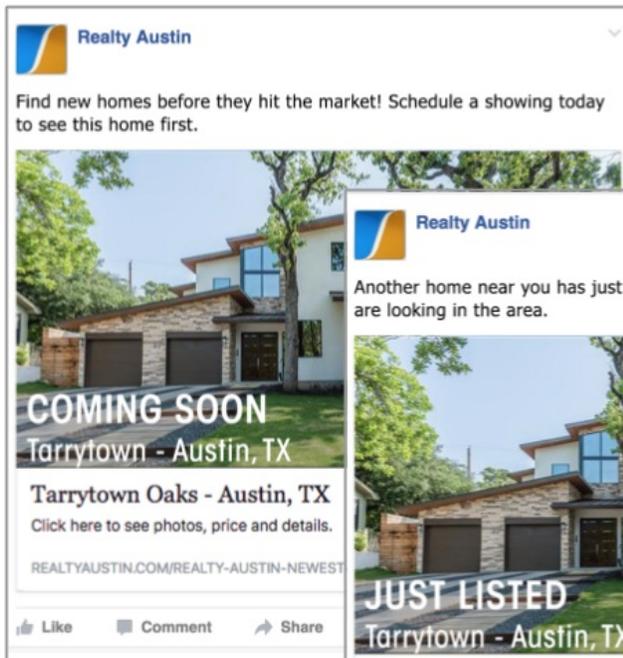


Realty Austin listings are typically viewed **5x** more than other broker listings on realtyaustin.com

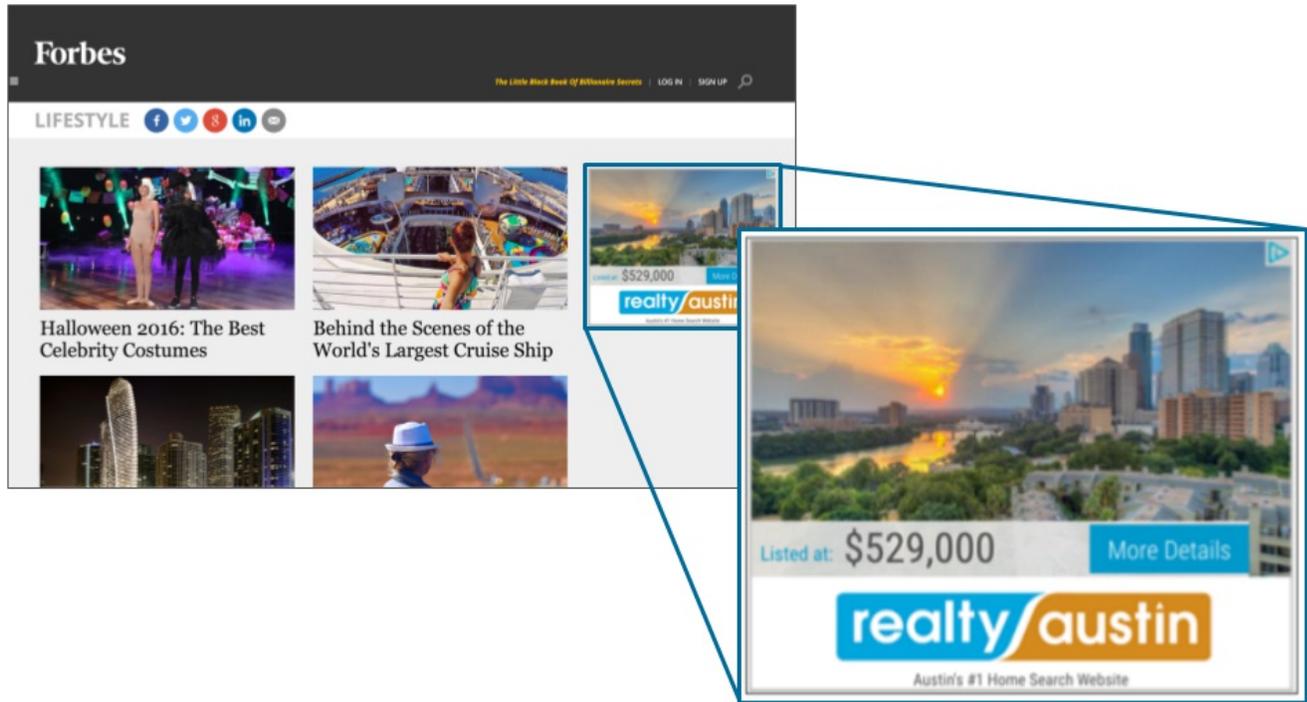
10 Parkside Rd
 \$665,000 - Austin, Tx
 NEW PRICE! Gorgeous custom 5 bedroom, study, 4.5 bathroom home located on level cul-de-sac in Hills walls. Large gourmet kitchen with granite, stainless appliances with wine cooler! Double Master - 2nd m and laundry hookup. All bedrooms are spacious! Private backyard with outdoor covered patio with firepl
Views = 529
 Monday, August 1, 2016 to Monday, October 17, 2016

407 Luna Vista Dr
 \$699,999 - Austin, Tx
 Beautifully decorated home in The Hills. Deep Water pool w/ spa, covered o/d living. Home boasts sever escape. Two separate huge walk-in closets & separate room for private storage of valuables or a great Purifiers, professionally landscaped yards. Lots of storage. Great family home in the gated community. I
Views = 89
 Monday, August 1, 2016 to Monday, October 17, 2016

Your listing is featured in paid advertisements on Facebook and Instagram to potential buyers near your home.



After a website visitor views your listing, we will remind them to take another look when they visit any one of more than 5,000 popular websites.



Our home search app helps us stay in sync with our clients and prospective buyers.



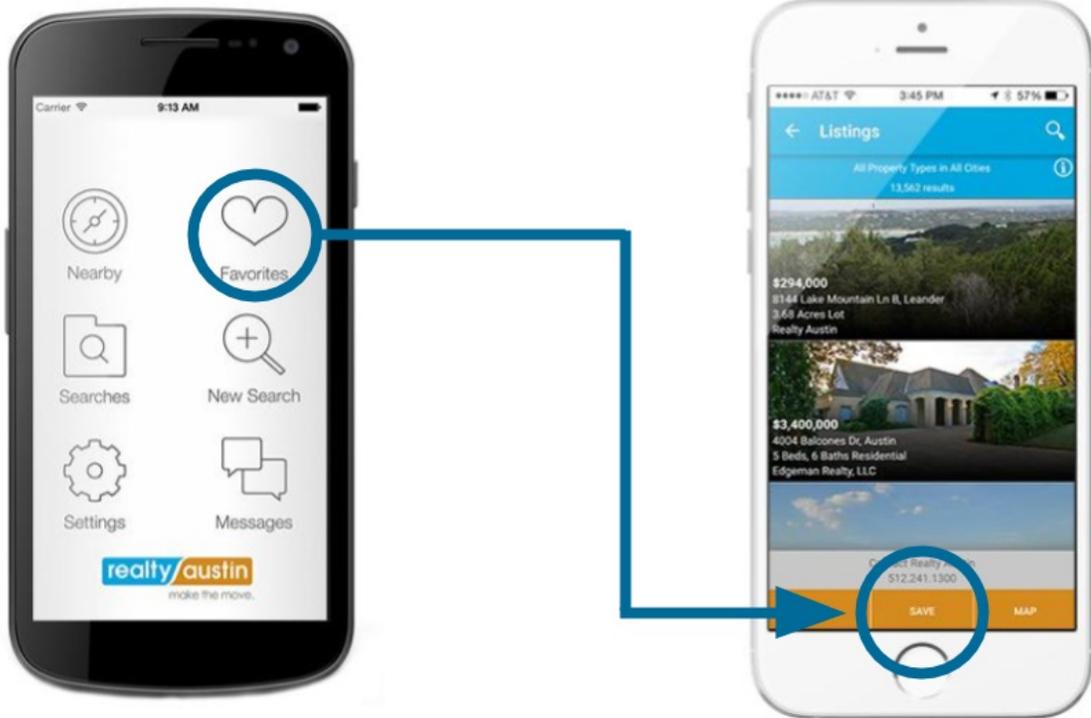
Buyers use a mobile app in their home search



Notifications for saved searches, new listings, and showings



Available for both iOS and Android



make the move.™ **realty/austin**

Find out what homes are selling for in your neighborhood:
realtyaustin.com/market-analysis

  ROLLINGWOOD 100 Riley Rd 5 BD 5.5 BA +/-4,849 SQ FT Listed by Kim Fry 512.851.3021	  TRAVIS LANDING 5012 McIntyre Cir 4 BD 5 BA +/-5,837 SQ FT Listed by Todd Grossman 512.919.6524	  STEINER RANCH 1809 Eagles Glen Cv 5 BD 5.5 BA +/-4,871 SQ FT Listed by David Vogdes 512.705.0011	  BARTON CREEK 3103 Pleece Flower Cv 4 BD 3.5 BA +/-3,722 SQ FT Listed by Jeffrey Schnabel 512.913.7480
  FALCONHEAD 4004 Coopers Hawk Cv 4 BD 3 BA +/-3,147 SQ FT Listed by Michelle Jones 512.470.3173	  LOST CREEK 1805 Congressional Cir 4 BD 2.5 BA +/-2,506 SQ FT Listed by Joe Keenan 512.415.7653	  APACHE SHORES 13803 Wild Turkey Pass 4 BD 2.5 BA +/-2,789 SQ FT Listed by Sari Pearce 512.516.1972	  BALDWINS POINT 1310 Minnie Dr 4 BD 4.5 BA +/-3,258 SQ FT Listed by Steve Hernandez 512.785.3230
  FALL CREEK ESTATES 1300 Alta Vista Rd 4 BD 4 BA +/-4,490 SQ FT Listed by Debbie Novelli 512.699.0856	  LAGUNA VISTA 1331 Lakeshore Dr 3 BD 2 BA +/-1,160 SQ FT Listed by Sherry Ellenbogen 512.294.4488	  POOLE PLACE 3500 Lohmans Ford Rd 3 BD 3 BA +/-2,082 SQ FT Listed by Wendy Jansky 512.619.6625	  LOHMANS CROSSING 609 Peterson Ln 4 BD 3 BA +/-2,491 SQ FT Listed by Doug Stewart 512.940.2669
  SWEETWATER 18105 Kiowa Draw Cv 3 BD 2.5 BA +/-2,729 SQ FT Listed by Josh Lasserre 512.627.7023	  OAK ACRES 5658 Oak Blvd 3 BD 2.5 BA +/-1,923 SQ FT Listed by Kathleen Wainwright 512.484.1324	  BRIARCLIFF 22036 Briarcliff Dr 4 BD 3 BA +/-2,750 SQ FT Listed by Kathy Anglin 512.680.9891	<p>Find Open Houses Near You!</p> <p>Visit our open house map at budurl.me/openhouse</p> 

Listings Featured in Your Local Newspaper



Central Austin - 99k Homes
 Southwest Austin - 88k Homes
 Lake Travis and Westlake - 60k Homes

Round Rock - 109k Homes
 Northwest Austin - 84k Homes
 Cedar Park and Leander - 61k Homes

Final selections based on editorial deadlines and publication availability.

- ✓ Increased exposure for your listing
- ✓ Professionally printed and high gloss
- ✓ Targeted to 200+ homes in your neighborhood
- ✓ Lead response system to track interested buyers

123 Main Street

Pristine Craftsman style home on quiet street in Tarrytown within walking distance to Casis Elementary and just steps to Tarrytown Park. Gleaming hardwoods, abundant natural light, lovely mature trees. Open living room, dining and kitchen with optional formal dining, living or study. One full bath down. Amazing pantry, stainless steel appliances, ample storage. Private and perfect sized patio and backyard for play and entertaining. Fabulous location minutes to downtown and UT.

Call for more information!



Yvette Boatman
REALTOR®
phone: 512.123.4567
yvette@realtyaustin.com

Not intended as a solicitation if currently working with another agent. Information on this marketing piece is deemed to be accurate as of the date of printing.

JUST LISTED
123 Main Street

See more photos and price at realtyaustin.com/p/1234567

- ✓ Mailed to our database of 35K potential buyers
- ✓ Hyper-local marketing based on zip codes
- ✓ Increases exposure for your listing

Just Listed in Austin

Austin Market Update

*Statistical data includes Hays Travis and Williamson Counties October 2015 & 2016. Information provided by Teradata.com.

	2016	2015
Average Sold Price	\$370k	\$350k
Homes Sold	1,945	2,103

Contact me to find out what homes are selling for in Austin!

Final selections based on production deadlines and availability.

Austin Area
 Buda/Kyle
 Cedar Park/Leander
 Central Austin
 Dripping Springs

Eanes ISD
 East Austin
 North Austin
 Northwest Austin
 Lake Travis

Luxury
 Round Rock
 South Austin
 Southwest Austin
 Williamson County

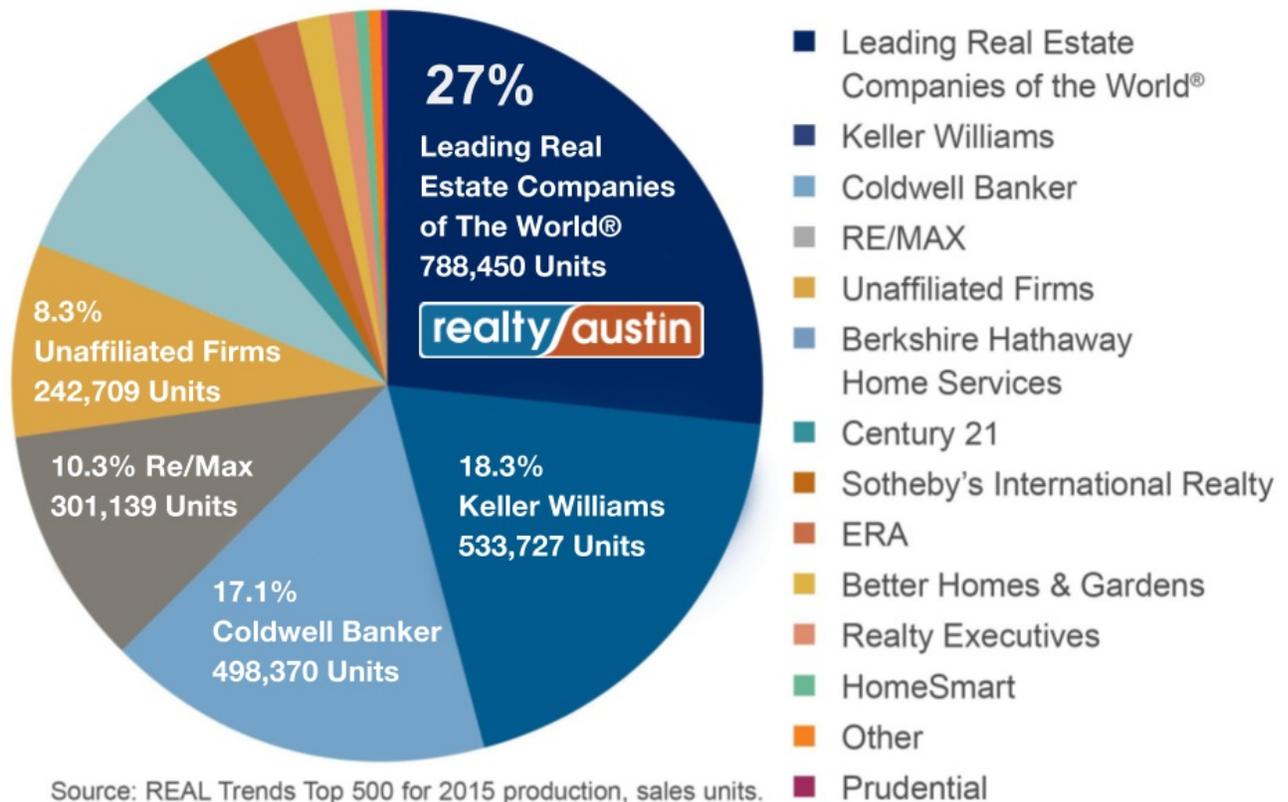
Leading

REAL ESTATE
COMPANIES
OF THE WORLD®

Our Exclusive Network

Realty Austin belongs to an invitation-only group of market-leading real estate firms who sell 27% of properties world-wide.

Top 500 Real Estate Firms by Affiliation



**Your home will get global exposure on
www.leadingre.com**

Realty Austin's commitment to delivering superior service includes special benefits for active duty, retired military and wounded warriors.

This program allows service men and women to benefit financially from special rebates when buying or selling a home, including a real estate credit at closing.



U.S. Military on the Move[®] is a free real estate rebate and information program that allows you to earn cash back when you buy or sell a home (in states where allowed by law*).

To be eligible, you must be either active duty, retired military (20 years of service) or a wounded warrior.

When you buy or sell a home through U.S. Military on the Move,[®] you'll receive a cash rebate* based on the actual sales price – not a fixed amount based on a range of values – and you'll receive your rebate at closing!

If you plan to rent a home, we can help! Our members will provide comprehensive information about the area, counseling on local rental practices and will even send information on listings that meet your criteria.

What does this mean to you?

- Quality service from top brokers
- No required mortgage lender – choose any lender!
- No dollar limit on rebates
- Rebate paid at settlement

Thank you for your time.

I am passionate about what I do and
I would appreciate the opportunity to work with you.

