



REAL ESTATE GUIDE



Real

Hello,

At EWN | Real Broker, LLC, we understand selling a home can be a complex process and we're here to guide you every step of the way.

We're committed to providing exceptional real estate services tailored to your unique needs. Our experienced team is dedicated to helping you navigate the selling process with confidence and ease. We'll work tirelessly to ensure you achieve your goals and maximize the value of your home.

We know that selling your home can be a source of stress and anxiety. You may have concerns about pricing, staging, negotiations, or the overall selling process. Our team is here to address your fears and provide you with the information and support you need to make informed decisions.

As part of Real Broker, LLC, a nationwide network of real estate professionals, we also have the resources and expertise to assist you with any relocation needs or referrals. Whether you're moving across town or across the country, we're here to help you find the perfect home and community.

Our motto, "Work Hard, Be Kind" reflects our commitment to providing exceptional service with compassion and integrity. We believe that every client deserves to be treated with respect and kindness, and we strive to create a positive and supportive experience as you work with us.

We invite you to meet with one of our experienced agents to discuss your home selling goals and allow us to learn more about how we can help you. Together, we'll create a personalized selling plan to ensure a successful selling experience.

Sincerely,

EWN | Real Broker, LLC



EWN | REAL BROKER, LLC

Mission

Elevate Your Real Estate Experience!

Vision

The solution to all things real estate.

Values

Communication, Care and Commitment

Beliefs

Lead with integrity in everything we do.

Perspective

Your goal is our focus.



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A SIMPLE BREAKDOWN OF

SELLING YOUR PROPERTY

Selling a property with EWN begins with a consult to understand your goals. Our network of professionals address timeline, costs, concerns, and logistics of the sale.

01

IDENTIFY GOALS OF SALE

- Why the move?
- Plans after sale?
- What are your financial goals?
- What can the timeline look like?
- What matters most in this move?
- Mutually decide to partner, and sign documents.

02

PROPERTY PREP

- Assess high-value maintenance and aesthetic changes.
- Create a moving plan with estimated timeline.
- Establish selling strategies for negotiation power.
- Coordinate a spare key for access.

03

PRE-SALE PROCESS

- Sales Coordinator schedules media coverage and photos.
- Review the open house schedule.
- Create a plan for property showings.

UNCERTAINTY IS NATURAL.

WE WILL GUIDE YOU THROUGH!

- *Too many choices*
- *Variable expenses*
- *Timeline of events*
- *Making the wrong decision*
- *Legal risk*
- *Unpredictable emotions*

04

OFFERS, INSPECTIONS + SALES CONTRACT

- Review all offers and terms.
- Verify funds or buyer's ability to purchase.
- Net sheet review and comparison to estimate.
- Update moving timeline with contract terms.
- Activity timeline per contract terms.
- Prep property for inspection.

05

THE MOVE

- Schedule garage sale, clean outs, movers and utilities using moving timeline.
- Submit change of address.
- Plan time off for closing and moving.
- Enlist support for pets & kids.
- Utilize moving checklist for peace of mind.

06

ON TO YOUR NEXT ADVENTURE!

Time to celebrate the success of your real estate sale!

THE SECRET TO SELLING FAST + MAXIMIZING YOUR PROFITS?

PRICING CORRECTLY!

A well-priced home is more likely to attract multiple offers, leading to a bidding war that can drive up the final selling price. Our team will carefully analyze market trends, comparable sales, and unique features of your property to determine the most competitive listing price.



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By carefully analyzing comparable properties in your area, we can determine the optimal listing price for your home. This will help attract qualified buyers and maximize your property's value.

The Impact of Pricing Your Property Above, Below, and At Market Value:

BELOW MARKET VALUE ↓

- Leaves money on the table
- Deters skeptical buyers
- Decreases future buying power

AT MARKET VALUE =

- Attracts more buyers
- Faster Sale
- Higher chance of multiple offers

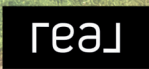
ABOVE MARKET VALUE ↑

- Sits on the market longer
- Prices out potential buyers
- Price drops can send the wrong message to buyers



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BE THE BEST PROPERTY ON THE BLOCK



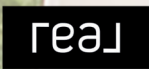
BOOST YOUR EARNINGS WITH A SPOTLESS PROPERTY!

- Clean floors (sweep, mop, vacuum)
- Declutter and depersonalize all countertops and public areas
- Open curtains and window treatments to invite natural light
- Arrange furniture to create a sense of space and flow
- Arrange for pets to be out of the house or off property and remove any pet-related items
- Add fresh flowers or a bowl of fruit to add a welcoming touch
- Close toilet seats and shower curtains and put out fresh, crisp linens
- Turn on lights and replace burned-out lightbulbs
- Clean mirrors
- Remove runners, floor mats, and bath mats
- Clear appliances of magnets, papers, and photos
- Make all beds
- Store all shoes out of sight



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MARKETING YOUR PROPERTY





WE MAKE YOUR PROPERTY STAND OUT IN A CROWDED DIGITAL SPACE.

Our in-house Sales Services team utilizes a range of tools, combining traditional methods with cutting-edge technology to showcase your property and prompt buyer engagement.

- HDR Photography + Videography
- Maximum Exposure on Listing Service Platform
- Multi-Faceted Digital + Social Media Campaigns
- Marketing Campaigns
- Customized Property Brochures
- Signage + Directionals
- Open Houses
- Skilled Negotiations on Your Side
- Agent + Client Feedback from Showings
- Guidance for a Successful Closing by Our Team
- Access to Our Network of Trusted Vendors



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A SIMPLE BREAKDOWN OF

PROPERTY BUYING PROCESS

Buying a property with EWN starts with a consultation to understand your goals. Our network of professionals address timeline, costs, concerns, and logistics of buying a property.

01

IDENTIFY GOALS OF MOVE

- Why the move?
- What are the must haves?
- What's the sale price and purchase estimate?
- What matters most in this move?
- What's the timeline?

02

BUYING STRATEGIES

- Select lender based on offerings, terms, and communication.
- Use market data to evaluate offer price.
- Review how to make an offer that will get accepted.
- Create an action plan based on property condition.
- Determine non-negotiables.

03

PRE-PURCHASE PROCESS

- Maintain finances at current institutions.
- Maintain job status.
- Avoid buying items for the new property for now.
- Tour desired neighborhoods at varied times.
- Stay in touch with Realtor and Loan Officer.



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HOW WILL WE FIND YOUR NEXT PLACE?

- *Off market prospecting*
- *Networking*
- *New construction*
- *For sale by owners*
- *Vetting properties on the market*

04

OFFERS, INSPECTIONS + SALES CONTRACT

- Review offer and terms to be submitted.
- Review and compare estimated cost sheets.
- What's the sale price and purchase estimate?
- Update moving timeline with contract terms.
- Review activity timeline per contract terms.
- Prepare for inspection.
- Discuss + negotiate inspection findings.

05

THE MOVE

- Schedule garage sale, cleanouts, movers and utilities using moving timeline.
- Submit change of address.
- Plan time off for closing and moving.
- Enlist support for pets and kids.
- Utilize moving checklist for peace of mind.

06

YOU'RE A PROPERTY OWNER!

Congrats! Time to celebrate!

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Your Customized **MOVING TIMELINE**

_____ *UNDER CONTRACT DATE*

_____ *EARNEST MONEY DEPOSIT*

_____ *INSPECTION DATE*

_____ *APPRAISAL DATE*

_____ *FIND PROPERTY INSURANCE*

_____ *FINAL WALKTHROUGH DATE*

_____ *CLOSING DATE*

_____ *TRANSFER UTILITIES*

_____ *SCHEDULE MOVERS*

_____ *INSTALL PROPERTY SECURITY*

_____ *UPDATE CHANGE OF ADDRESS*

_____ *UPDATE EMPLOYEE RECORDS*

_____ *UPDATE DRIVERS LICENSE*



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Let's talk Real Estate **INVESTING**

Investing with EWN starts with a consultation to understand your goals. Our team covers timelines, costs, concerns, and logistics of real estate investing.

Whether it's your first investment or your hundredth, when we work with investors it's about achieving your goals – **from net worth to cash flow.**

If you aren't finding what you are looking for locally, we have a network of investors throughout the country.

CASH FLOW TIP

*For investment properties, aim for rental income that's **at least 10% of the property's purchase price yearly.***



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The logo for Real, featuring the word "Real" in a white, lowercase, sans-serif font, centered within a solid black rectangular box.

Real

Work Hard. Be Kind.

Real is the fastest-growing, publicly traded real estate brokerage. Founded in 2014, work hard and be kind is one of the company's core values. Real is revolutionizing real estate by pairing best in class technology with the trusted guidance of the agent led experience.

Located in 50 States + Canada

20,000+ Licensed Agents

THE NETWORK BEHIND YOU

*At **EWN**, we have a strong leadership focused on your agent experience, and a dedicated sales support department that specializes in services and media.*

EXECUTIVES



Edie Waters
Founder



Elizabeth Curry
Chief Executive Officer



Claudia Miller
Chief of Experience



Steve Shuff
Chief of Sales Operations



Jodi Mews
Chief of Relations &
Professional Development

SALES SUPPORT



Hannah Sharp
Sales Account Director



Sheri Kimlinger
Sales Services Director



Proof in the Numbers

Our Network Stats

1.35 HOMES SOLD

EVERY DAY

30+ YEARS IN

REAL ESTATE

OVER \$1 BILLION OF

REAL ESTATE SOLD

OVER 3,800

HOMES SOLD

STELLAR REPUTATION

IN THE INDUSTRY

SEVERAL OFFICES

THROUGHOUT THE U.S.



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Considering a career in real estate?

Explore the Benefits of Joining Our Network:

- *Executive Level Coaching*
- *Tailored Training for Entry-Level Agents*
- *Retreats*
- *Personalized Business Planning*
- *Exclusive Client Events*
- *Cutting-Edge Platforms*
- *AI-Powered Lead Engagement*
- *Automated Touch Campaigns*
- *Robust Marketing Analytics*
- *Referral Opportunities*
- *Review Management*
- *Strategic Touchpoints*

And that's not all—here's a glimpse of the opportunities awaiting you:

Leadership Roles: *Lead divisions and specialize in your field.*

Networking Platform: *Connect and collaborate with industry peers.*

Expansion Possibilities: *Scale your business with our support.*

Investment Ventures: *Explore syndications and group investments.*

New Business Ventures: *Venture into property management and mortgage services with our backing.*



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**At EWN you get more than a team,
you get an organization and
a network made up of professionals.
We are more than services,
we can't be looked at based on a per
transaction percentage.**

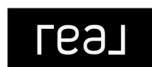
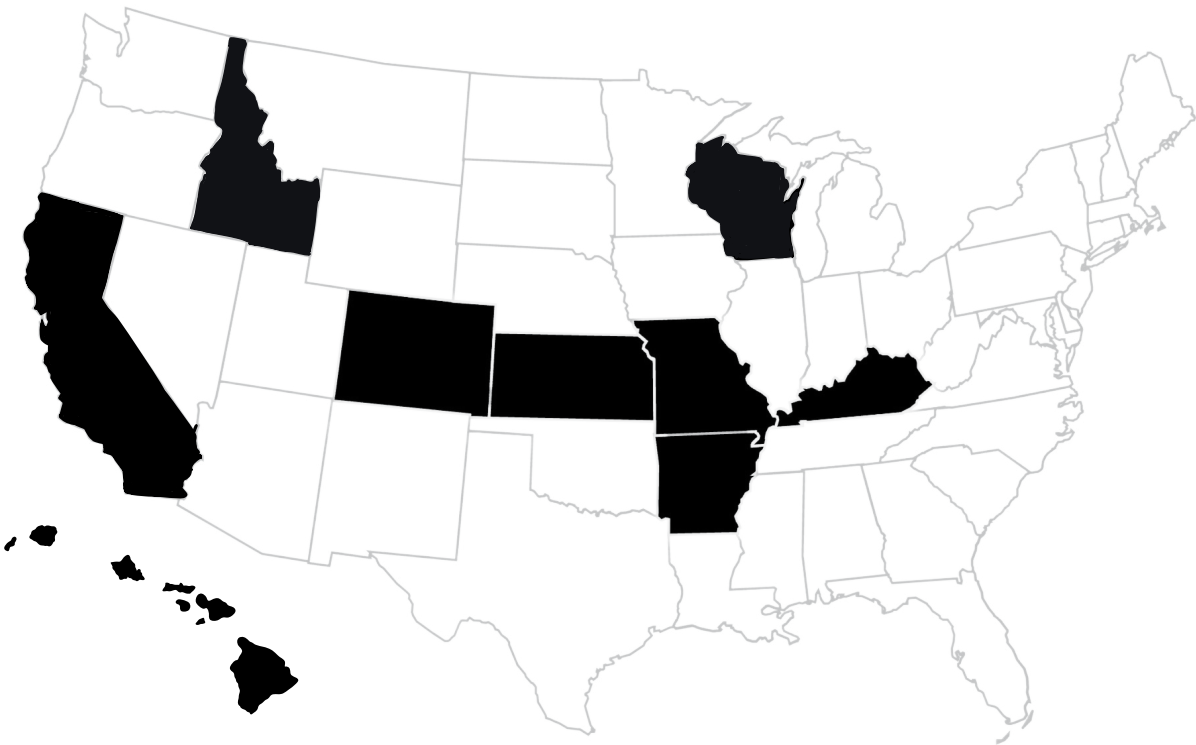
*The executive leadership team is strong &
has been together for years, making them
people you can count on!*



RELATIONSHIPS + REFERRALS TAKE EWN ACROSS THE NATION!

Your business thrives on a solid foundation—
it's not just transaction coordination or
marketing, but an interconnected ecosystem.

**Express interest in a real estate career at
EWN through your agent, and they'll make
the connection to our network!**



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EWN | REAL BROKER



EWN Serves MO, KS, AR, KY, CO, HI, ID, WI + CA