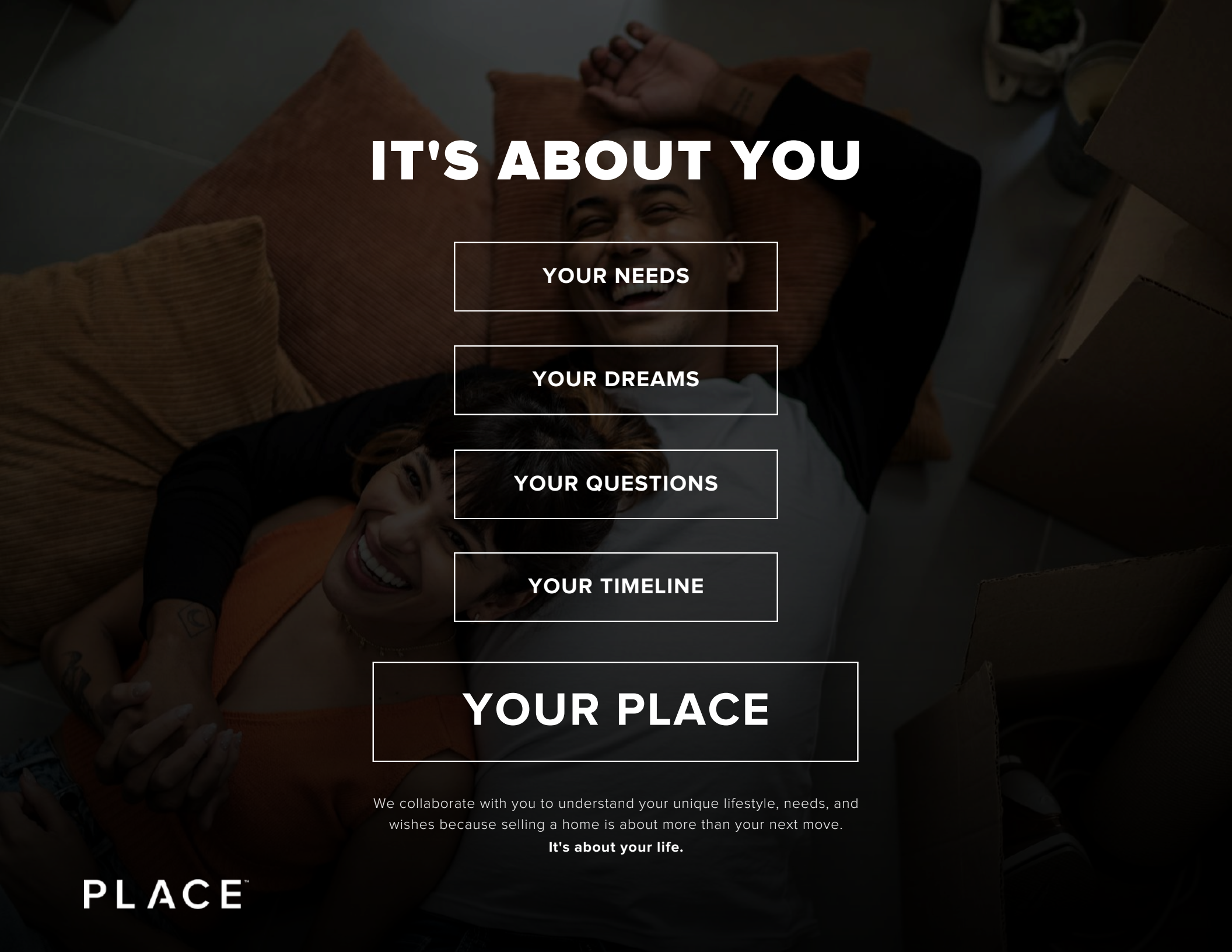
SELLING EXPERIENCE

PLACE™



IT'S ABOUT YOU

YOUR NEEDS

YOUR DREAMS

YOUR QUESTIONS

YOUR TIMELINE

YOUR PLACE

We collaborate with you to understand your unique lifestyle, needs, and wishes because selling a home is about more than your next move.

It's about your life.

PLACE™

WELCOME

Thank you for entrusting me with the opportunity to represent you as your agent for life! My team and I are dedicated to providing an exceptional real estate experience that ensures your transaction is not only successful but also smooth and stress-free.

At PLACE, our team of industry-leading professionals is equipped with unparalleled resources and marketing strategies designed to make your listing stand out and attract the largest possible audience of qualified buyers. Our company's performance and value proposition have garnered attention—so much so that Goldman Sachs, the gold standard in banking, chose to financially partner with us just a few years ago. This partnership enables us to provide you with top-tier service and support throughout your real estate journey.

We prioritize clear and consistent communication, providing prompt updates to ensure that we meet your objectives every step of the way. Our commitment to you extends well beyond the sale of your home. We are here to assist you in finding your next property to buy, rent, or invest in. With our national network of market-leading agents and PLACE colleagues across North America, you can count on consistent VIP service for all your home-related needs. Whether it's connecting you with contractors, vendors, or refinancing options, we are proud to be your trusted real estate consultant.

You are an essential part of our mission to deliver the dream of home ownership everywhere, and I look forward to building this dream together. Thank you once again for your trust, and I am excited about the journey ahead!

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POWERED BY
PLACE

WHAT SETS OUR COMPANY APART



WE WORK AS A TEAM

There are over 180 different tasks required to properly sell your property. With us, you gain a team of specialists who tackle all of them for the same cost you'd pay to hire a single agent or a small team.



OUR TRACK RECORD

We consistently sell the most properties for the most money based on The Wall Street Journal Top Agents and Teams in America.



TRANSPARENCY

We offer 24 hour access to see everything we are doing to ensure your property sells fast and for the most amount of money.



MARKETING

No one does more to market your property online, offline, internationally, with precision, efficiency, and impact than PLACE.

PLACE™

THE POWER OF A TEAM IS GREATER THAN THE POWER OF ONE PERSON. WHO IS ON YOUR TEAM?

Moving your home sale from contract to closing requires a minimum of 180 individual tasks. That's a lot of details that no single agent can effectively manage. Our team of professionals works collaboratively, across many different positions, each giving 100% attention to their area of expertise - for the same price as an individual agent. Together, we handle the entire process, so you can relax, knowing we take care of every detail.



Your Listing Team | Contract Coordinator | Marketing Team | Buyer Prospecting | Visual Specialist

OUR TRACK RECORD

This track record is built on systems of success. It's important to understand that the average agent with 11 years of experience only sells 12 properties a year.

Since we sell more, it means that we have more resources to market your property and help it sell for top dollar.

20,000+

Homes sold in the last year

$12,000,000+

Spent annually on marketing & servicing listings

4.9/5.0

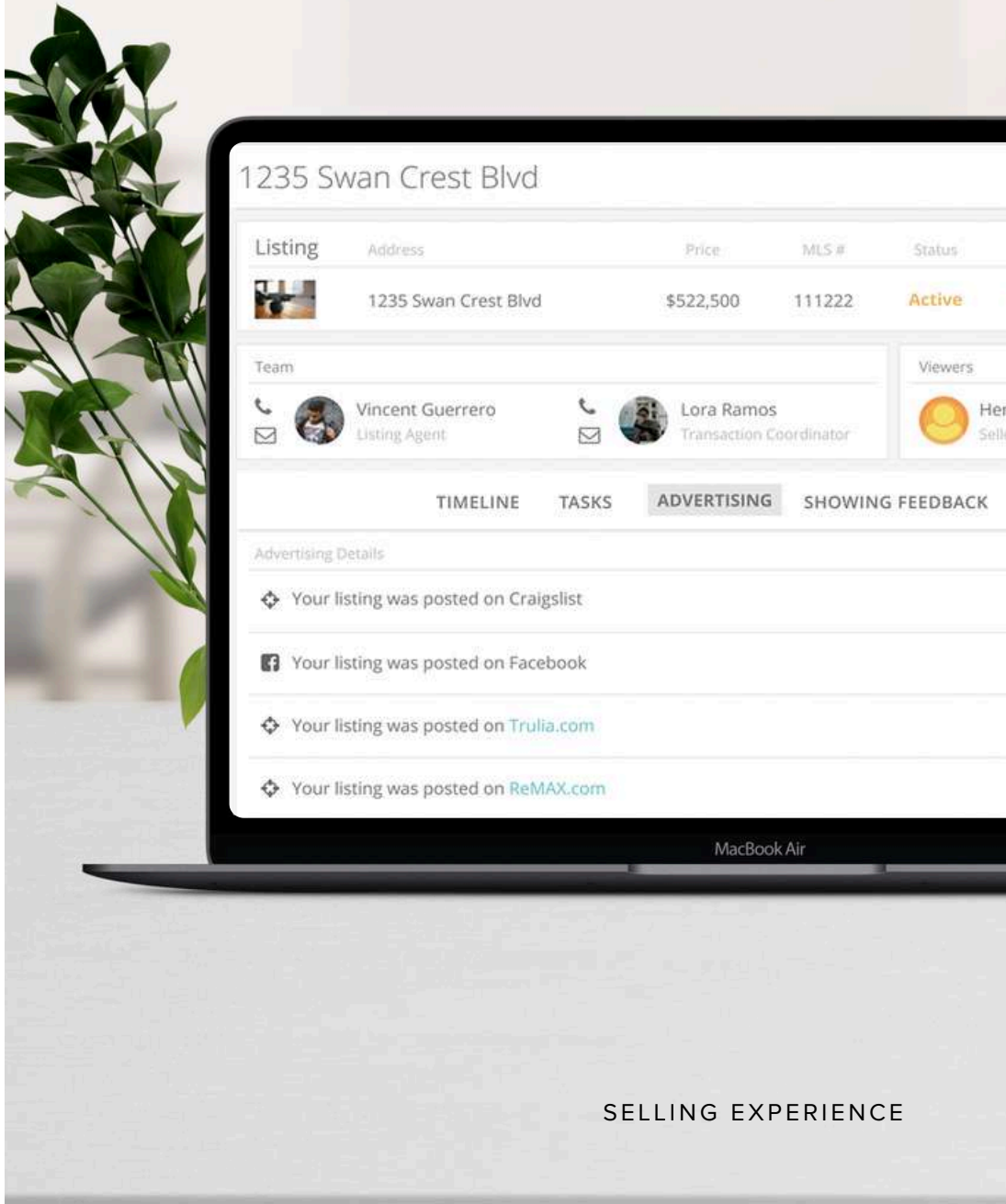
Average client satisfaction rating

PLACE™

SEE EVERYTHING - COMPLETE TRANSACTION TRANSPARENCY

Get 24 hour access to our client portal that shows you all the tasks we have completed, the places your property is being marketed and the feedback we have received on your property from agents and from buyers.

For the first time in real estate, you'll know what services you are getting from your listing team for the fees you are charged.



NOBODY DOES MORE TO MARKET YOUR HOME

With access to superior marketing and design support, including video production, visual designers, website designers, and content specialists, the results prove our marketing plans are the best in the industry.

Our Marketing

ONLINE

6,000,000+

Potential buyers visiting our network of websites nationally in one year

TRADITIONAL

$12,000,000+

Spent on marketing and servicing our listings annually

GLOBAL

1,500,000+

International buyers visiting one PLACE team's website last year

vs. the average agent

Lack resources and expertise to make their websites rank high to get traffic ($88 spent on average last year on their site)

Average annual total marketing spend for an average agent is around $760

Working alone allows little time to spend on international marketing

PLACE™

TYPES OF BUYERS

AUDITORY

This type of buyer will hear about or be told something and connect to the product. This leads them to ask more about the product, or leads to potentially buying the product. Since we know this is incredibly important, we actively pick up the phone everyday and talk to potential buyers and agents about your home! Sadly, most agents don't do this.

VISUAL

This type of buyer will see something and connect with the product and will want to buy it. Color, design, spaces and light all come into play. The best way to connect with this buyer is through online marketing and digital media. Targeting visual buyers online, coupled with incredible still photography, plus video will play a huge part in our success.

KINESTHETIC

This type of buyer will connect by touching, feeling and experiencing your home. It's critical for this buyer to walk through your home and take a personal tour. Our strategically planned and marketed, in-person and digital open houses will drive kinesthetic buyers through your home. Utilizing print media is another strategy we employ for this demographic.

WHAT MAKES YOUR HOME SELL

01 OUR PRICING STRATEGY

We have created and mastered the most accurate and most used pricing strategy in real estate: the 5-5-5 Method. This data-driven strategy helps your property sell for the right price.

02 HOW IT SHOWS

Our staging consultation, repair recommendations, virtual tours, high-quality photography, and professional marketing encourage buyers to call us or their agent for a showing.

03 HOW IT'S MARKETED

Our team has created the most aggressive and effective marketing plan that is continually updated and based on actual research and statistics of property buyers nationwide.

04 INTERNATIONAL MARKETING

Local and online advertising isn't enough in this market when $153 Billion a year is invested in U.S. residential properties by foreign individuals and corporations.

PLACE™

05 COMMUNICATION

In this market, constant communication with potential buyers and agents who even express a little interest will help speed up the sale and maximize the price you receive for your property.

06 ACTIVE BUYER DATABASE

No agent, team, or brokerage has a larger active buyer database than PLACE. This means we might already know all the buyers searching for a property like yours to ensure immediate attraction.

07 PARTNERSHIPS

We partner with the best vendors and service providers in the industry to bring you exclusive savings and offers. This includes mortgage companies, title, escrow, concierge, contractors and more.

08 NEGOTIATIONS

There are multiple points of negotiation throughout the selling process. We understand negotiations at the highest level and we fight hard for your equity, every step of the way.

PRICING FACTORS

- ORIGINAL LISTING PRICE
- CURRENT PRICE
- SELLING PRICE
- DAYS ON MARKET
- BEDS, BATHS, SQFT
- LOT SIZE
- YEAR BUILT
- UNIQUE PROPERTY QUALITIES

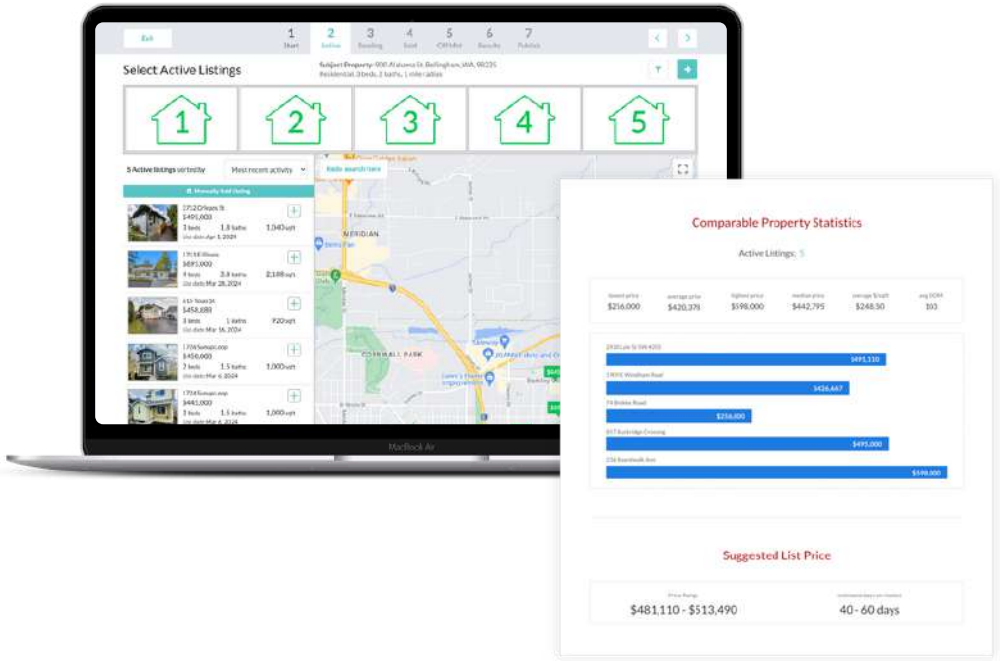
PLACE™

5-5-5 PRICING STRATEGY

Our real estate team uses the most accurate method available to price your property.

The right price for your property is not determined by any one agent or seller — it's determined only by current market conditions.

We access accurate, up-to-date MLS data to select up to 5 active, 5 pending and 5 sold properties that are the most comparable to your property in features and amenities. Combined with our in-depth knowledge of market statistics, this method assures we price your property correctly, so your property sells for the fair market price.

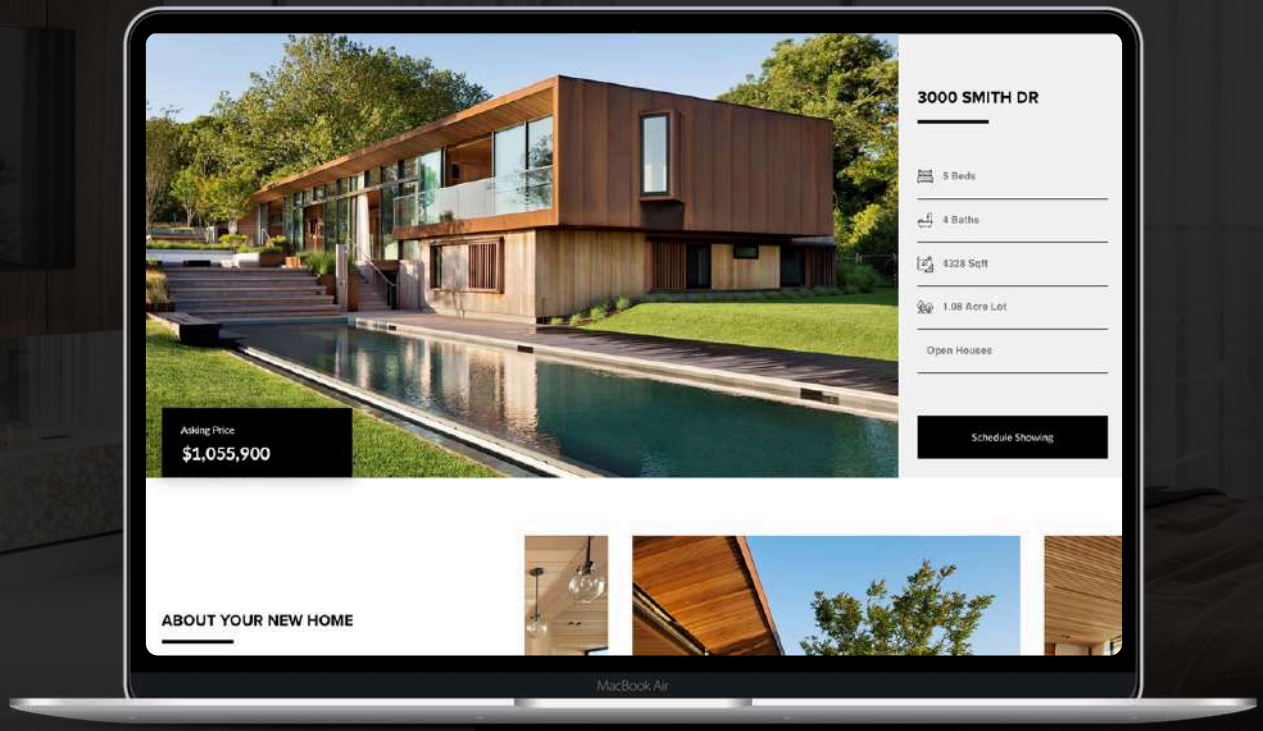


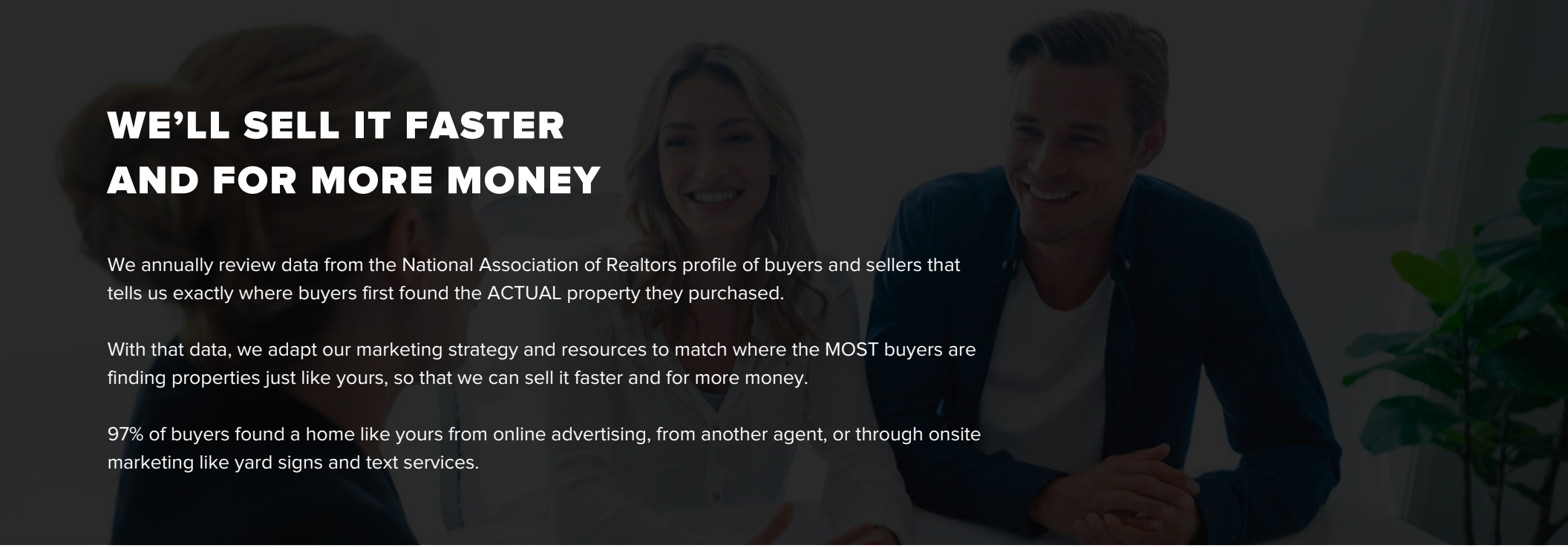
WE MAKE YOUR LISTING SHINE

Today's property buyers are armed with more information than ever. They tell their agents which properties they want to see—and they've already rejected listings with too few or poor quality photos. It is absolutely vital that your online listing has high-impact photos, videos and tours to make a lasting first impression that will motivate buyers to come see your property for themselves. We'll make recommendations on what's right for your property.

This could include:

- **Photography**
- **Photo Editing**
- **Staging & Repair**
- **Virtual Showings & Open Houses**
- **Live Broadcast**
- **Videography**





WE'LL SELL IT FASTER AND FOR MORE MONEY

We annually review data from the National Association of Realtors profile of buyers and sellers that tells us exactly where buyers first found the ACTUAL property they purchased.

With that data, we adapt our marketing strategy and resources to match where the MOST buyers are finding properties just like yours, so that we can sell it faster and for more money.

97% of buyers found a home like yours from online advertising, from another agent, or through onsite marketing like yard signs and text services.

Where buyers found the home they purchased:



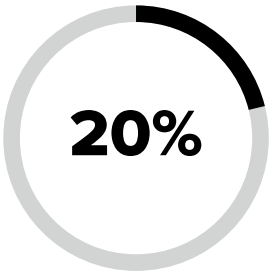
ONLINE EXPOSURE

Local
National
International



REAL ESTATE AGENT

Many buyers already have a real estate agent, so it's important that we have a marketing plan



TRADITIONAL MARKETING

Yard/Open House sign, friend, relative, neighbor, builder/builder's agent, knew the seller, print advertising

PLACE™

WE MARKET YOUR PROPERTY TO TOP AGENTS

28% of buyers first found their home because a real estate agent sent, showed or notified them.

Although we promote your property to all the local agents, we focus our marketing efforts on the 20% of agents locally, statewide, nationally and internationally that sell 80% of all homes.

5 WAYS WE SHARE YOUR HOME WITH BUYER'S AGENTS:

ELECTRONIC FLYERS

Dispatched to agents all around the region, as well as nationally and in many cases, across the globe.

BROKER OUTREACH

We'll personally pitch your listing and tell agents why they should see your home.

VIRTUAL TOURS

Uploaded to the MLS database, so all agents can see your property.

COMMUNICATION

We guarantee a follow-up call each time an agent shows your home. We gather valuable feedback on what their buyer liked, whether they'll be making an offer and if not, why not?

PRINT MEDIA

Delivered to top-producing agents in the area. The 20% of the agents who sell 80% of the properties in an area will have your listing.

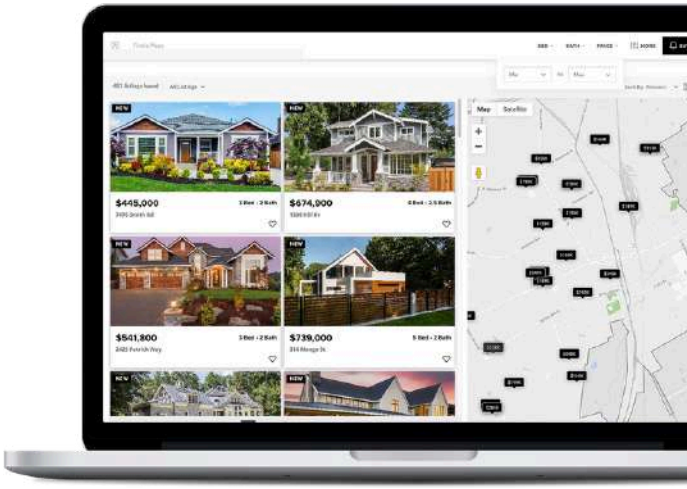
INTERNET MARKETING AND TECHNICAL TEAM

We are a technology company, so we know how to reach the buyers who search online for property.

The more places your property is marketed, the more buyers see your property, the faster it sells, period. We will market your listing with high-conversion content in multiple places, including our website, property search portals, search engines and social media sites.

You won't find a team with a more aggressive internet marketing strategy. We have the team and the resources to advertise more, post more often and perform the extra steps that ensure your listing comes up fast.

- **Brokerage Websites**
- **Listing Portals**
- **Search Engines**
- **Classified Services**
- **Social Media**





Director of User Experience and Design

Director of Agent Communities and SEO/Blogging Expert

VP of Digital Advertising Products

Chief Technical Officer

Chief Marketing Officer

PLACE™

BROKERAGE WEBSITES

Our technology allows us to showcase your home on all major brokerage websites like Keller Williams, Coldwell Banker, RE/MAX, Sotheby's, Compass, Redfin, Century21, Berkshire Hathaway, and more.

KELLERWILLIAMS

COLDWELL BANKER

RE/MAX

Sotheby's

COMPASS

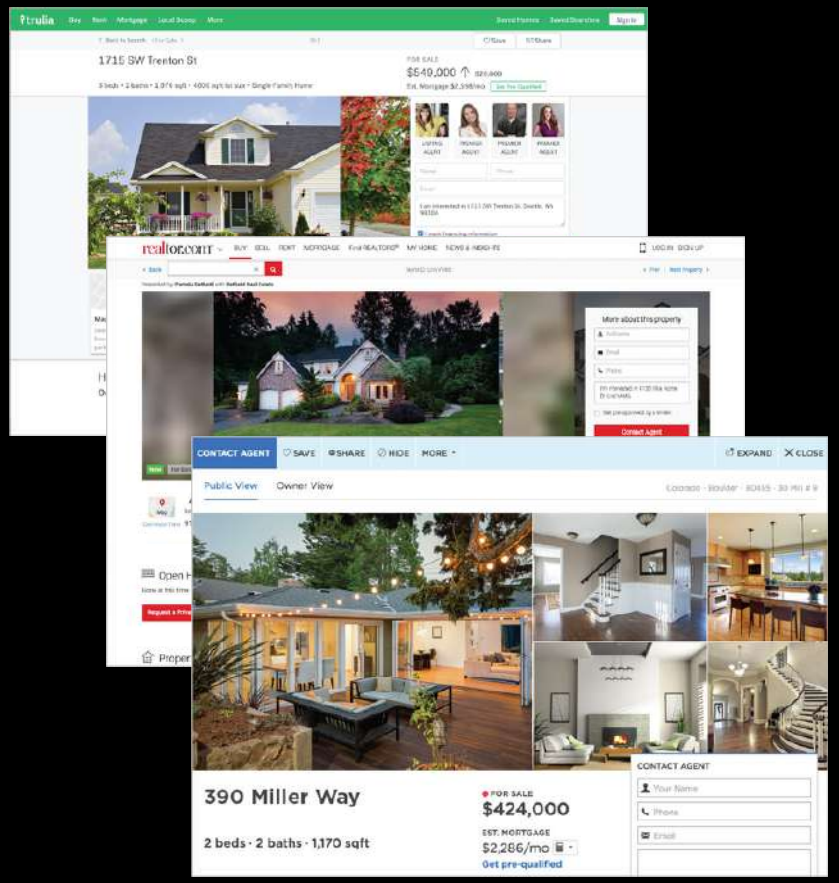
REDFIN

CENTURY 21

BERKSHIRE HATHAWAY HomeServices

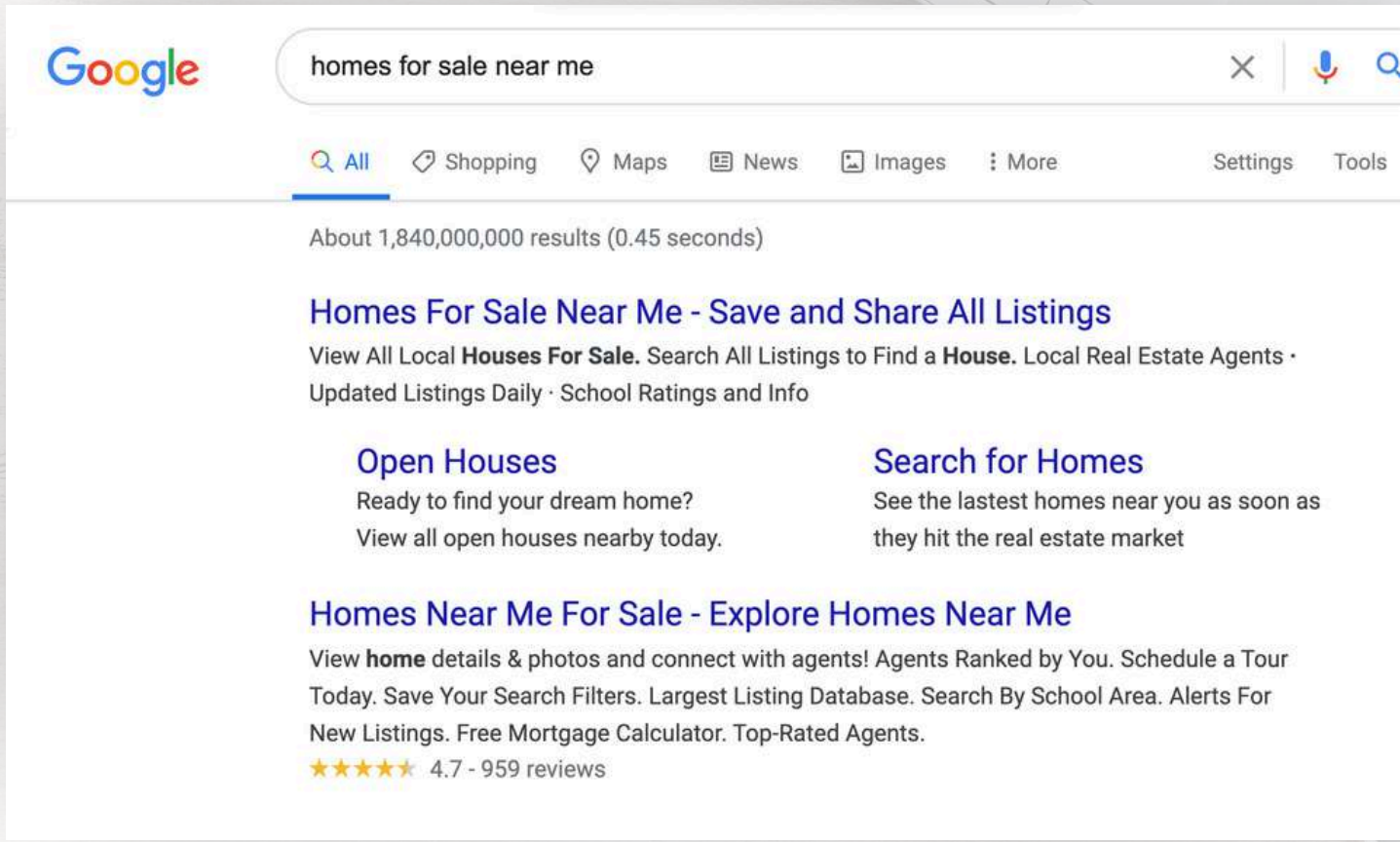
LISTING PORTALS

We get your property featured more often on the most popular sites like Redfin, Trulia, Realtor.com, Zillow, Realestate.com and hundreds more.



SEARCH ENGINES

Google. Bing. Yahoo. Nobody knows search engines better!
We are experts in both organic and paid results.



PLACE™

CLASSIFIED SERVICES

Facebook Marketplace, Google Local services, Craigslist and many more. Most agents overlook these powerful tools, or they just do the bare minimum.

Facebook Marketplace

Google Local Services Ads

craigslist

SOCIAL MEDIA

Facebook, Instagram, and X are just a few of the platforms we share, promote, and pay to showcase your property.



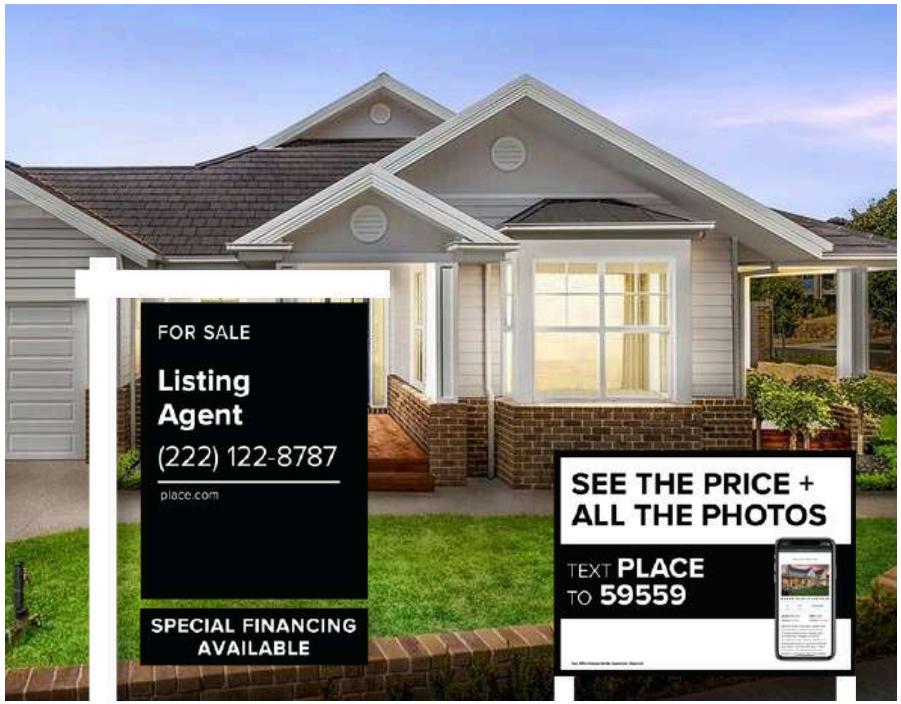
REACHING BUYERS AT EVERY OPPORTUNITY

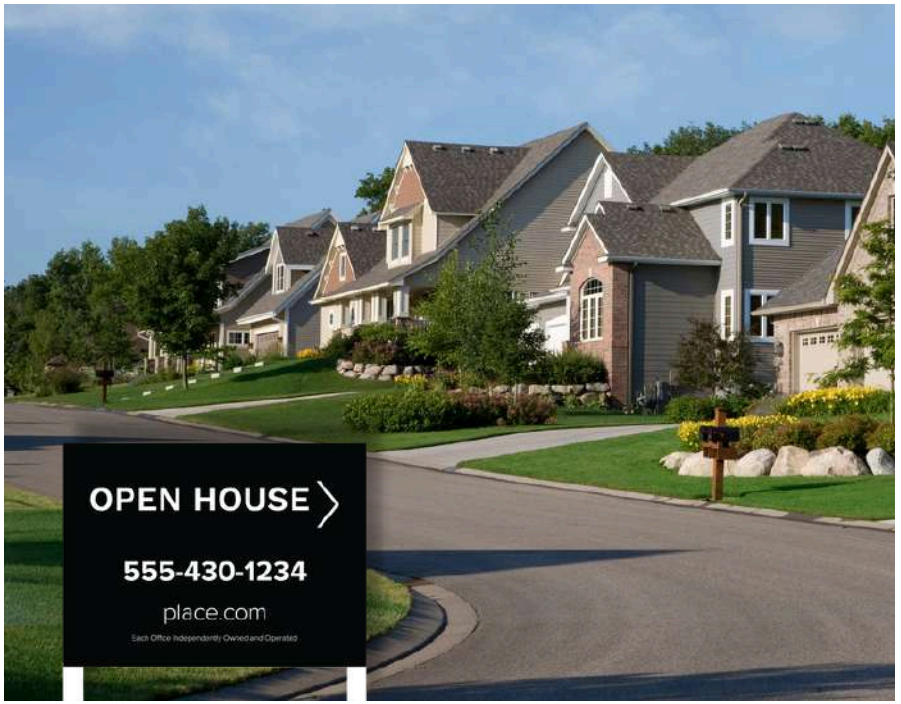
YARD SIGNS

33% of home buyers use the information found on yard signs and open house signs (NAR). Our proprietary tools attract buyers by featuring text and contact capture technology as well as special offers that others just can't make.

OPEN HOUSES & SHOWINGS

50% of buyers visit open houses (NAR), so we make in person tours and open houses a priority in our listing marketing strategy.





PLACE™

NETWORKING

Some buyers find the home they purchased through word of mouth, friends, and neighbors, and our large network of the top 20% of agents nationwide gives PLACE an advantage.

PRINT ADVERTISING

Less than 1% of buyers found the property they purchased through print advertising alone, but we still use direct mail, brochures, and flyers to capture or remind buyers of your home.





INTERNATIONAL MARKETING

We reach buyers everywhere, communicate in their language, and close more deals.

More international buyers are interested in the U.S. real estate market than ever before. With dozens of translators and our bilingual agents, affiliated brokerages worldwide, offices we own in the UK, Canada and the US and internet and international marketing expertise, we're uniquely positioned to reach this huge pool of buyers.

$153 Billion

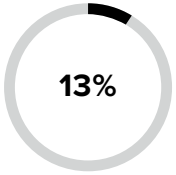
spent by international buyers

54,300

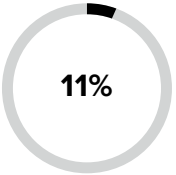
homes sold to foreign buyers

PLACE™

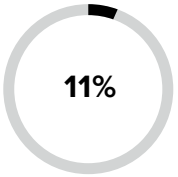
WHERE DO INTERNATIONAL BUYERS COME FROM?



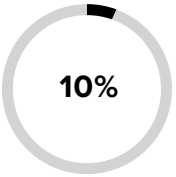
CANADA



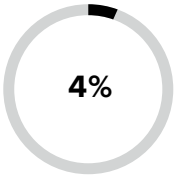
CHINA



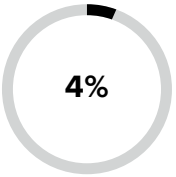
MEXICO



INDIA



COLOMBIA



UK

GLOBAL APPROACH

There are 5 ways we reach international buyers:



GLOBAL ONLINE WEBSITES

Google, Facebook, Instagram, Twitter, and Craigslist are all tools that international buyers already use for shopping, searching, and communicating. Our listings are translated into over 40 languages.



INTERNATIONAL PORTALS

Rightmove, Zoopla, MLS.ca, Juwai, etc.



PHYSICAL LOCATIONS

PLACE has 400+ physical locations across the U.S. and Canada.



GEO-TARGETED ADVERTISING

By county, city and neighborhoods worldwide.



GLOBAL REAL ESTATE AGENTS

We carefully designed ways for international agents to refer buyers to our teams and listings, including advertising your property in their country.

CRYSTAL CLEAR COMMUNICATION

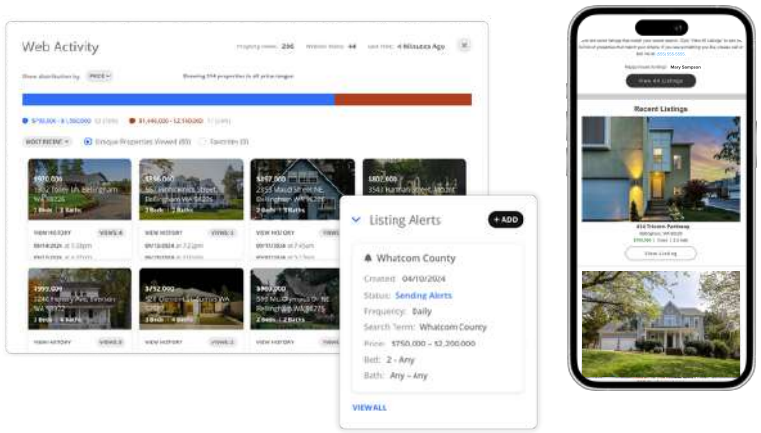
Absolute transparency throughout the transaction matters.

We know no one likes to be left in the dark. We don't either. So we built our own technology that keeps everyone in the transaction process well-informed with the most important information, from buyers to sellers to other agents.

ONLINE FEEDBACK

Our cutting edge technology puts your listing in front of the right buyers.

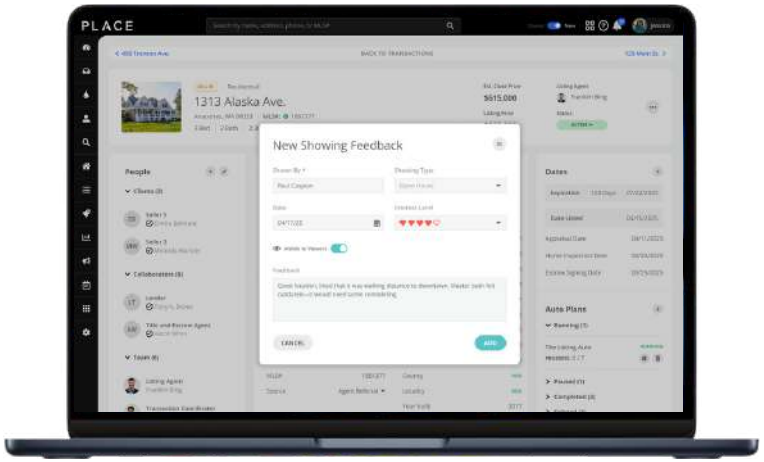
When a buyer visits our website, we can see exactly what they are looking for and they'll automatically get emailed new listings that match their searches. We will know when they mark your property as a favorite or request a showing.



SHOWING FEEDBACK

See who has shown your property to potential buyers with feedback from local agents.

Whenever an agent shows your listing, we aggressively attempt to reach them so that we can provide you unfiltered feedback that you need to compete in this market.

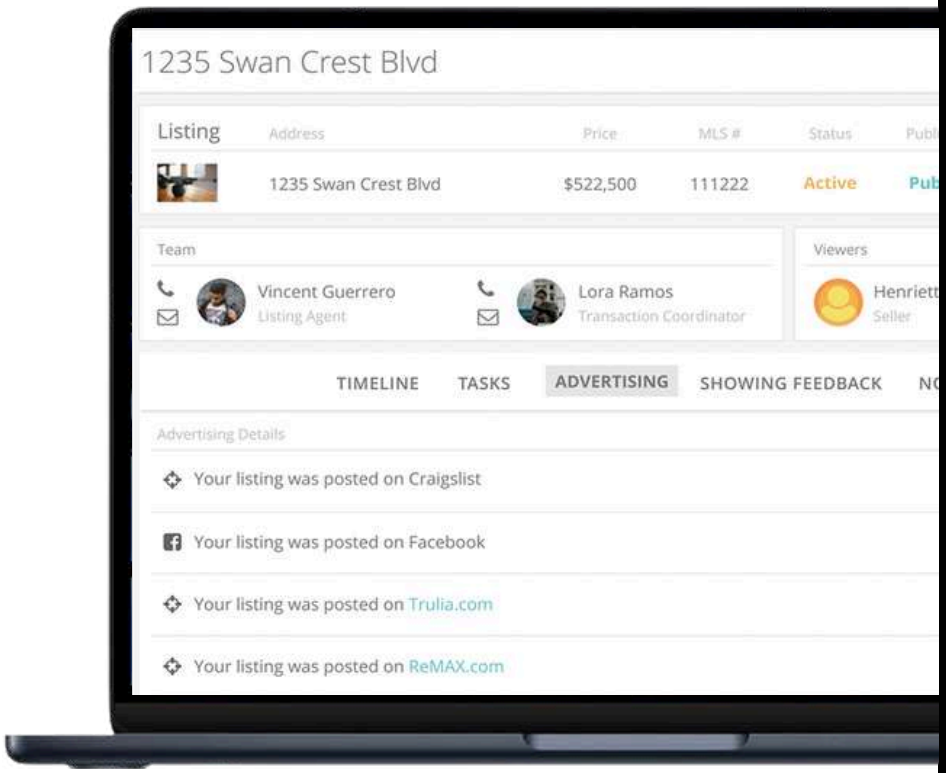


PLACE™

MARKETING INSIGHTS

See exactly where your listing is being syndicated and the marketing material we've created.

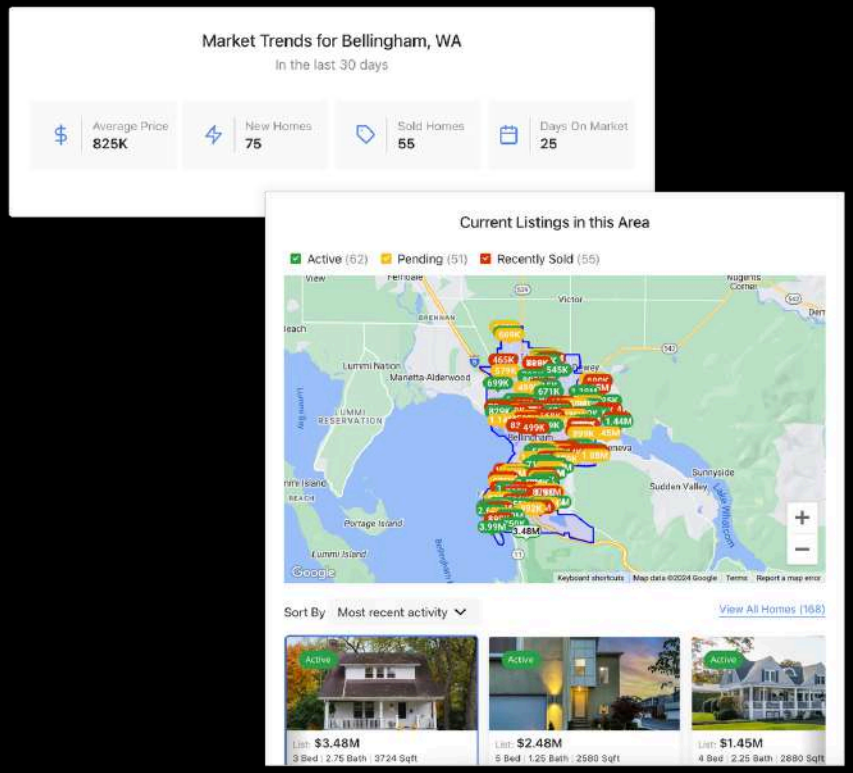
Log into your private seller portal to see all the places we are marketing your home. Click the links and see your home showcased everywhere that matters.



MARKET UPDATES

See what's happening every week in your area.

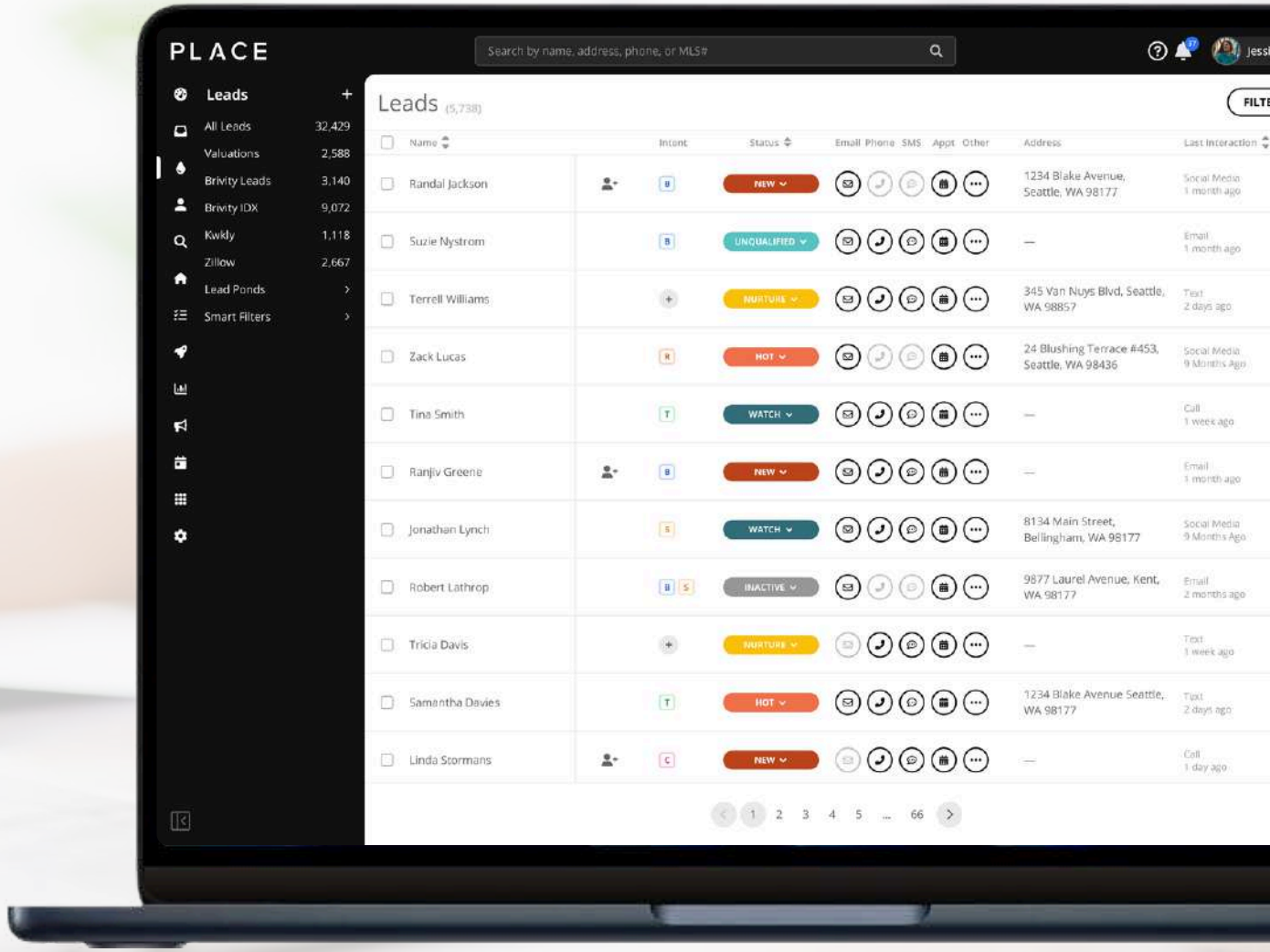
Whenever a new listing comes on or off the market, you will know. Together, we will use this information to make marketing, pricing, and showing adjustments to help sell your home faster.



BUYER DATABASE

Our databases contain hundreds of thousands of active potential buyers looking for properties right now.

We don't wait for buyers to contact us. We actively email, text, and call thousands of local, national, and international buyers that might be interested in a home just like yours.



PLACE

MORTGAGE SOLUTIONS TO UNLOCK BUYERS

We partner with top lenders to provide special financing on your property when you list with our team, and these customized financing solutions from our lending partners expand the potential buyer pool for your property.

ENVOY RATESAVER

Overcome rate objections and improve affordability with multiple opportunities to offer decreased rates.

ENVOY GUARANTEED CLOSE

Increase certainty knowing your pre-approved buyer will close on time.

ENVOY HOMEASSIST

Low down payment options for every price point increases the number of potential buyers.

PARTNERSHIPS

We partner with the best vendors and service providers in the industry to bring you exclusive savings and offers.

- MORTGAGE COMPANIES
- TITLE
- ESCROW
- CONCIERGE SERVICES
- CONTRACTORS

ENVOY MORTGAGE

NMLS #6666

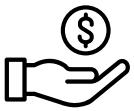
All applications are subject to credit approval. Program terms and conditions are subject to change without notice. Some products may not be available in all states. By refinancing an existing loan, the total finance charges may be higher over the life of the loan. Other restrictions and limitations may apply. | This is not a commitment to lend - Envoy Mortgage, Ltd. #6666 (www.nmlsconsumeraccess.org) 10496 Katy Freeway, Suite 250, Houston, TX 77043, 877-232-2461 - www.envoymortgage.com. | Doing business in New Hampshire as Envoy Mortgage Limited Partnership. For other authorized trade names and licenses held see: www.envoymortgage.com/licensing-legal-information/. This is to give you notice that Envoy Mortgage, Ltd. has a business relationship with Place, Inc. and its affiliated real estate agent operators. You are NOT required to use Envoy Mortgage as a condition for purchase, sale, or refinance of the subject property. THERE ARE FREQUENTLY OTHER SETTLEMENT SERVICE PROVIDERS AVAILABLE WITH SIMILAR SERVICES. YOU ARE FREE TO SHOP AROUND TO DETERMINE THAT YOU ARE RECEIVING THE BEST SERVICES AND THE BEST RATE FOR THOSE SERVICES.

NEGOTIATIONS

We are going to negotiate on your behalf throughout the selling process:



PRE-OFFER



OFFER



BUYER AGENT COMPENSATION



REPAIR



APPRAISAL



PERSONAL PROPERTY



CLOSING



POSSESSION

PLACE™

WHAT WE DO FOR YOU

As soon as you hire an agent on a powered by PLACE team, our marketing resources are put into action to ensure the success of your home sale. Here's what to expect:

01 MAKE YOUR LISTING SHINE

Photography, Photo Editing, Staging & Repair, Virtual Showings, Open Houses, Live Broadcast, and Videography

02 MARKET YOUR PROPERTY TO TOP AGENTS

Electronic Fliers, Feedback, and Virtual Tours

03 INTERNET MARKETING

Brokerage Websites, Listing Portals, Search Engines, Social Media, and Classified Services

04 TRADITIONAL MARKETING

Yard Signs, Open Houses, Networking, and Print Advertising

05 INTERNATIONAL MARKETING

Global Websites, International Portals, International Networking, Global Real Estate Agents, and Geo-Targeted Advertising

06 LEVERAGE OUR BUYER DATABASE

We know buyers looking for a property like yours

07 COMMUNICATION

Buyer Feedback, Agent Feedback, Marketing Feedback, and Market Updates

08 NEGOTIATE AND GET IT SOLD

We're confident in our ability to sell your home for the highest value in the shortest amount of time

Thank you for the opportunity to meet with you today. Let's get started!

MARKET FACTORS

PRICE
Price plays a pivotal role in getting your home sold. Pricing your home properly from day 1 will help determine how quickly your home will sell.

LOCATION
Location plays a huge role in determining the sale of your home. Each home has a different location, even if they are right next to each other!

TIMING
Market timing will be a major factor in the outcome of your listing. The real estate market has its ups and downs. The longer your home is on the market, the less negotiating power you will have.

CONDITION
The condition of the property affects multiple factors of the home sale. Condition can play a factor in the selling price of the home and the amount of time on the market.

COMPETITION
Buyers are always looking at new homes, and they will determine the value of your property through the competition on the market.

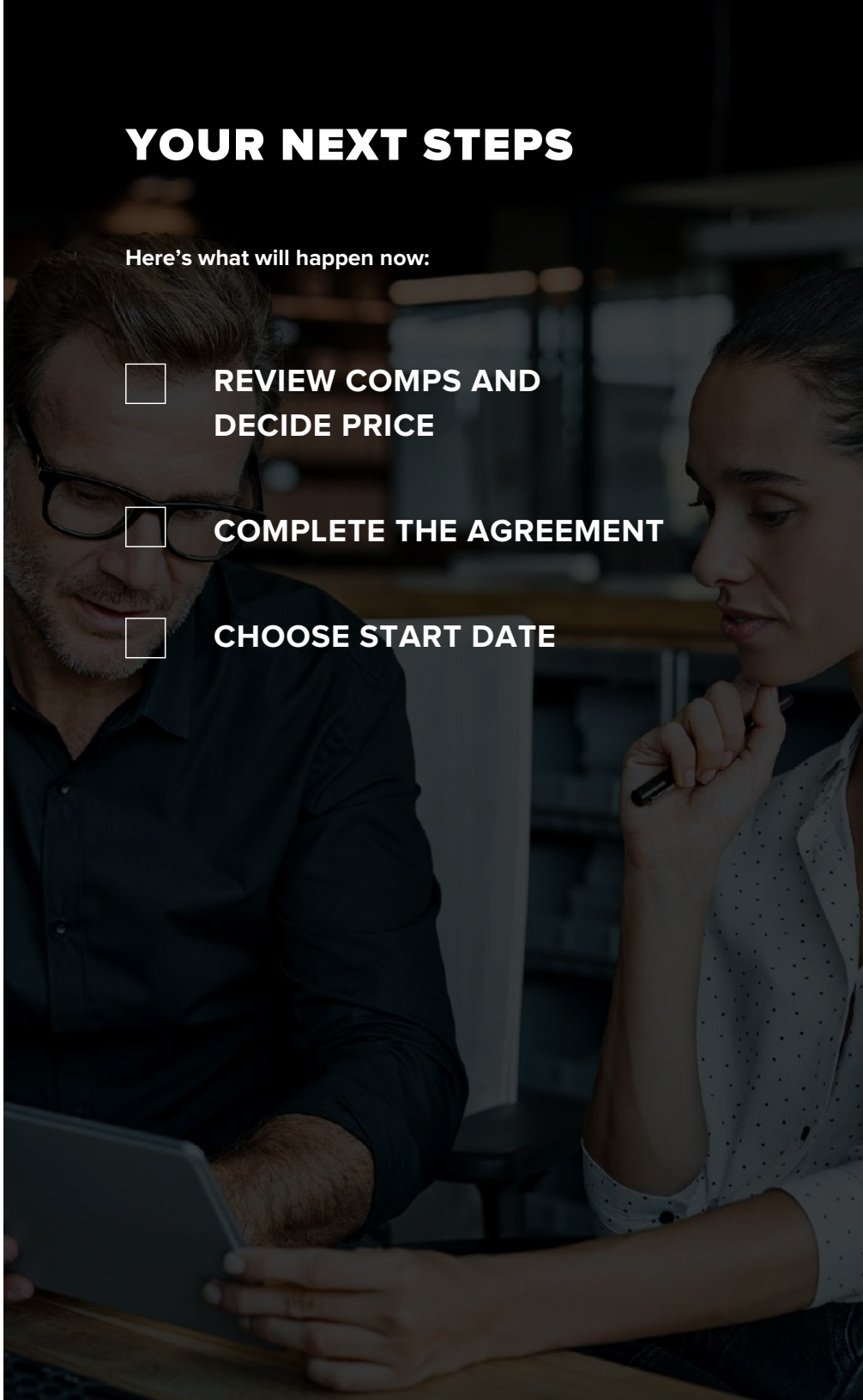
TERMS
We are here to help! We will be there through the process, including navigating the offer and negotiation process.

PLACE™

YOUR NEXT STEPS

Here's what will happen now:

- [ ] **REVIEW COMPS AND DECIDE PRICE**
- [ ] **COMPLETE THE AGREEMENT**
- [ ] **CHOOSE START DATE**



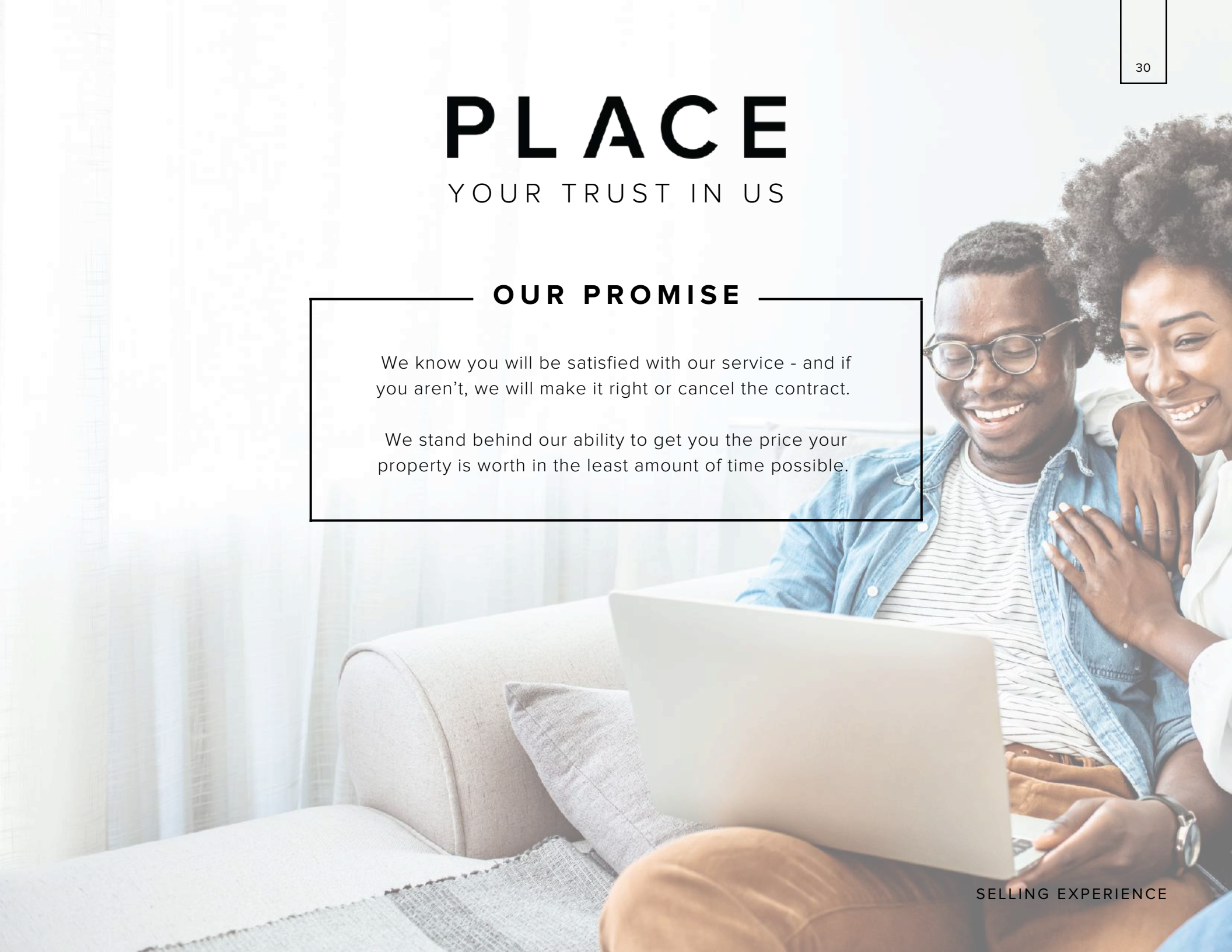
PLACE

YOUR TRUST IN US

OUR PROMISE

We know you will be satisfied with our service - and if you aren't, we will make it right or cancel the contract.

We stand behind our ability to get you the price your property is worth in the least amount of time possible.



EVERYTHING HOME IN ONE

PLACE

LEARN MORE AT PLACE.COM