

CENTURY 21 Mike
Bowman, Inc.

MOVE FROM WHERE YOU ARE
TO WHERE YOU **WANT TO BE**

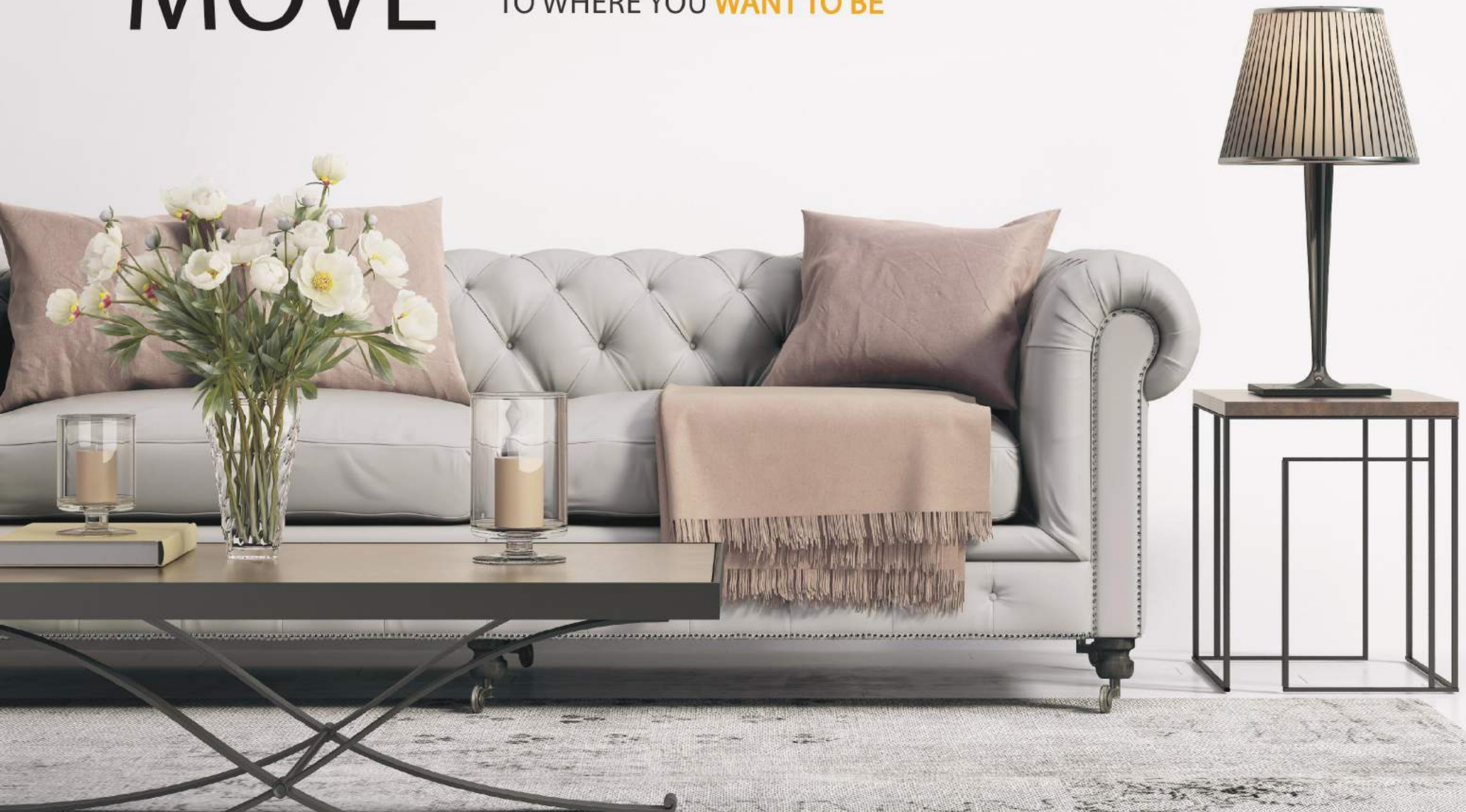




TABLE OF CONTENTS

Who We Are p . 3

Global Connections p . 5

Selling With CENTURY 21 Mike Bowman, Inc. p . 7

From List to Close p . 9

Critical Factors To Consider When Selling p . 1 1


Our Unique Marketing Plan For You p . 1 3

Seller's Checklist p . 2 3

Seller's Estimated Closing Expenses p . 2 6

A nighttime photograph of a city skyline. In the foreground, there are several multi-story residential buildings with lit windows. In the middle ground, there are several skyscrapers, some of which are illuminated from within. The sky is a deep blue, suggesting dusk or dawn. The overall scene is a dense urban environment.

WHO WE ARE

A nighttime photograph of a city skyline, likely Dallas, Texas. Several tall skyscrapers are illuminated with lights, standing out against the dark blue twilight sky. The buildings have a grid-like pattern of windows, some of which are lit up. The foreground shows some lower-rise buildings and streetlights, also partially illuminated.

CENTURY 21 Mike Bowman, Inc. has been a trusted name for real estate in the DFW area since 1971. Our management team and group of professionals have a vast knowledge of the growth and changes that have occurred throughout the Dallas/Fort Worth Metroplex area over the past 45 plus years. Our brokerage offers a vast array of services including; residential, commercial and investment real estate.

Our group of professionals are committed to providing you, the client, with the highest level of customer service along with the most advanced tools in marketing. We promise to stay up-to-date on the latest trends in the market, so you can make an informed decision that fulfills your needs and lifestyle. We want you to have a real estate experience that is second to none.

A brokerage is only as good as its people. Our group of professionals are not only recognized for their achievements in the Dallas/Fort Worth area, but have received numerous awards regionally and nationally. It is because of their commitment to success that the brokerage has been recognized nationally and world-wide, as the top office in closed units for CENTURY 21 International, 18 out of the past 23 years!

MIKE BOWMAN

CEO/PRESIDENT

DAVE BOWMAN

COO/BROKER-ASSOCIATE

CENTURY 21[®]

GLOBAL CONNECTIONS

NORTH AMERICA
ASIA

SOUTH AMERICA
AFRICA



- *Caribbean
- Aruba
- Cayman Islands
- Curacao
- Dominica
- Dominican Republic
- Grenada
- Guadeloupe
- Jamaica
- Puerto Rico
- Saint Martin
- Saint Maarten
- Turks & Caicos

- *Central America
- Belize
- Costa Rica
- Guatemala
- Honduras
- Nicaragua
- Panama

- *United Kingdom
- England
- Northern Ireland
- Scotland
- Wales

**CENTRAL AMERICA
MIDDLE EAST**

**CARIBBEAN
AUSTRALIA / NEW ZEALAND**

EUROPE




CENTURY 21® Mike Bowman, Inc. is a founding member of CENTURY 21®, LLC's exclusive "Global Initiative Firms". We have access and network with other top brokerages across 78 countries and territories who have potential buyers with relocation needs.

Your home will be exposed to over 6,900 independently owned brokers in 17 different languages on Century21global.com. This unique, international site receives approximately 4,200,000 visits annually with an average of almost 13 pages per visit.

Our broker and agents have also developed strategic relationships with key figures in the United Kingdom, France, Mexico, Taiwan and China. This allows us additional avenues to expose your home. With over 13 different languages spoken in our brokerage, we use the power of CENTURY 21®Global's tools and network to market your home.



SELLING WITH
CENTURY 21
MIKE BOWMAN, INC.



With your goals and best interest on the forefront, I am committed to help counsel you from the listing process to a successful closing. Communication will be key, along with providing pertinent information to assist you in making an informed decision that best suits your wants and needs within your desired timeline.

FROM LIST TO CLOSE

INITIAL CONSULTATION

Prepare and review market analysis based on historical data that matches the improvements and features of your home. Present a personalized marketing plan based on your desired time line to sell.

PRE-LIST STAGE

Offer advice about advantage/disadvantage of "Coming Soon". Provide tips on home staging and pre-inspections to consider prior to listing the home.

IMPLEMENTATION OF MARKETING PLAN

Once listed, initiate marketing plan into action. Observe all market activity in your area and report back any changes that may impact showings and marketability of the home.

CRITICAL FOLLOW UP

Monitor all showings and feedback of buyers and agents who previewed your home. Report to you on a minimum, bi-weekly basis, those results and consult with you about any adjustment that need to be made. Advise you of all marketing that is being performed

NEGOTIATING AND FACILITATING

Will present all offers and provide advice to help determine the best possible terms regarding your wants and needs. Handle paper work and coordinate inspections, follow-up with buyer's agent, escrow agent and lender for a smooth closing.

SUCCESSFUL CLOSING

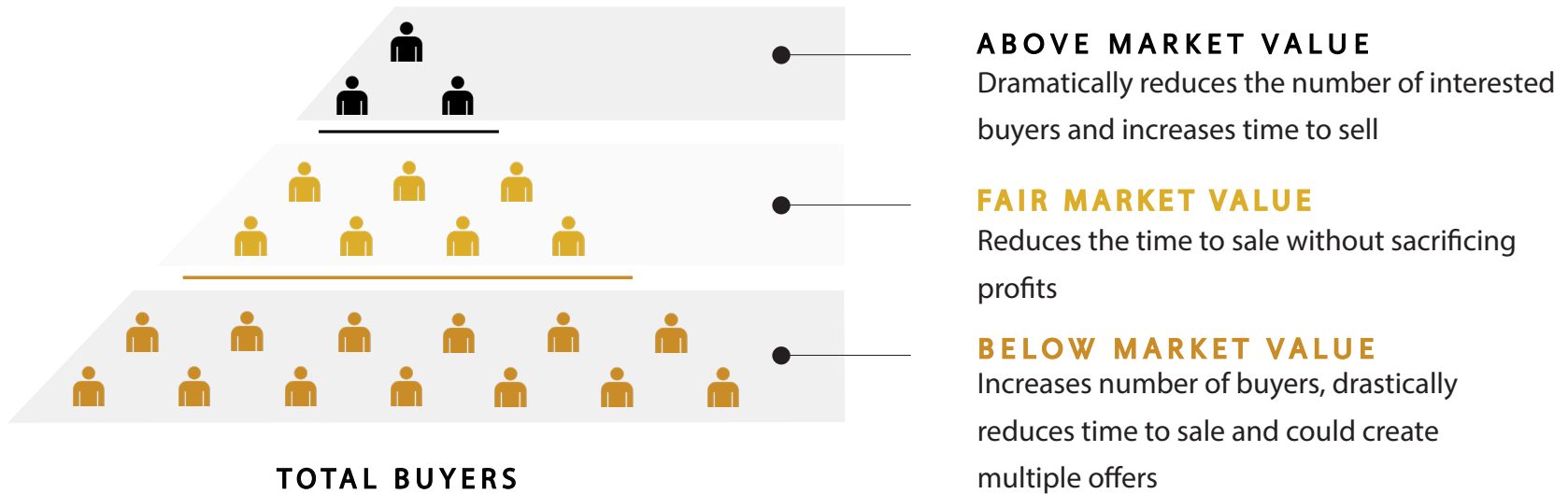
Keep you informed of critical dates and deadlines. Follow-up with any repair, title, survey and appraisal issues. Review Closing Disclosure for any errors and coordinate transfer of keys and possession of house after funding.



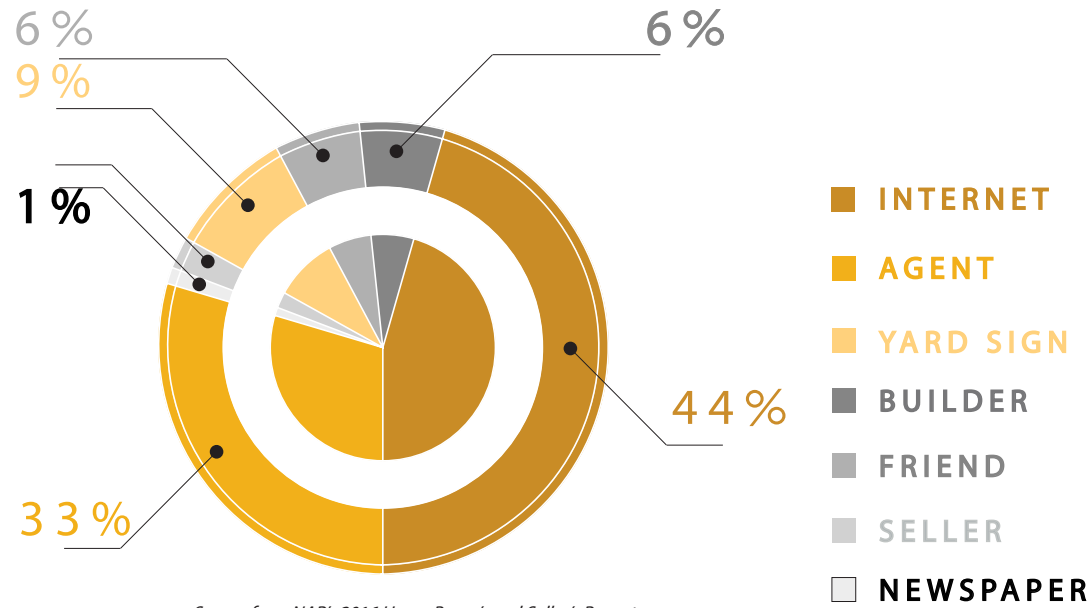
CRITICAL FACTORS TO CONSIDER WHEN SELLING

Home buyers rely heavily on online sources and their agents, with a decreasing reliance of print advertising for their search. Home buyers typically spend 10 weeks searching for a home and view an average of 12 properties before deciding to purchase. Source NAR and Real Estate Tech Trends 2016.

PRICING STRATEGY

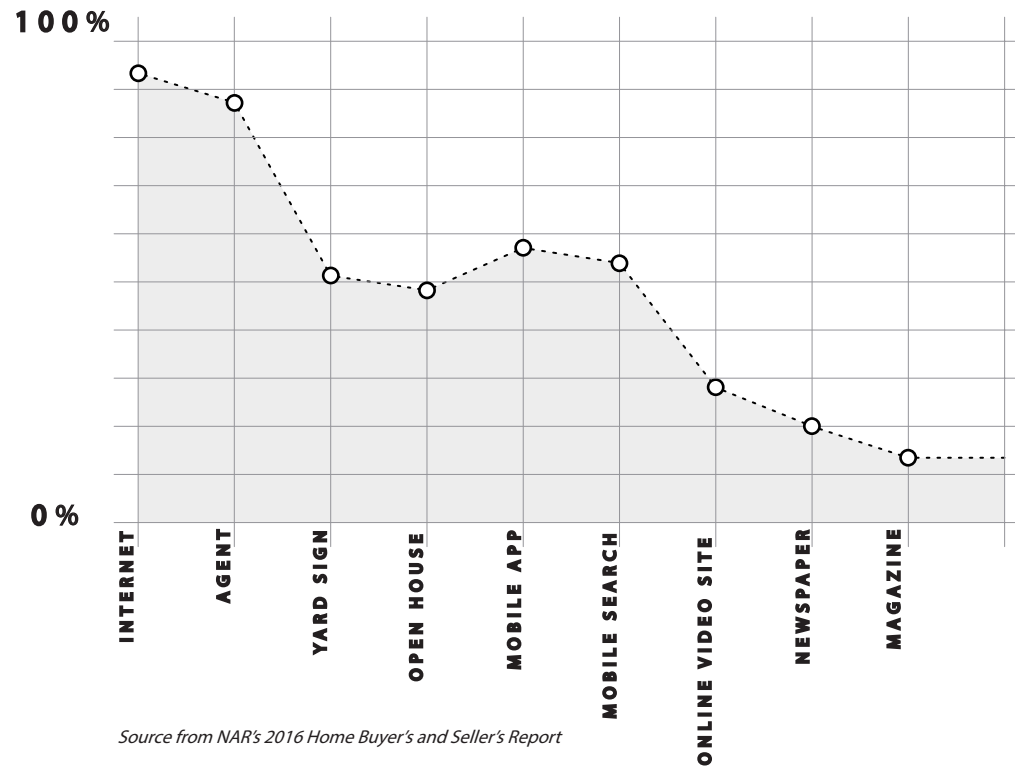


WHERE BUYERS COME FROM



Source from NAR's 2016 Home Buyer's and Seller's Report

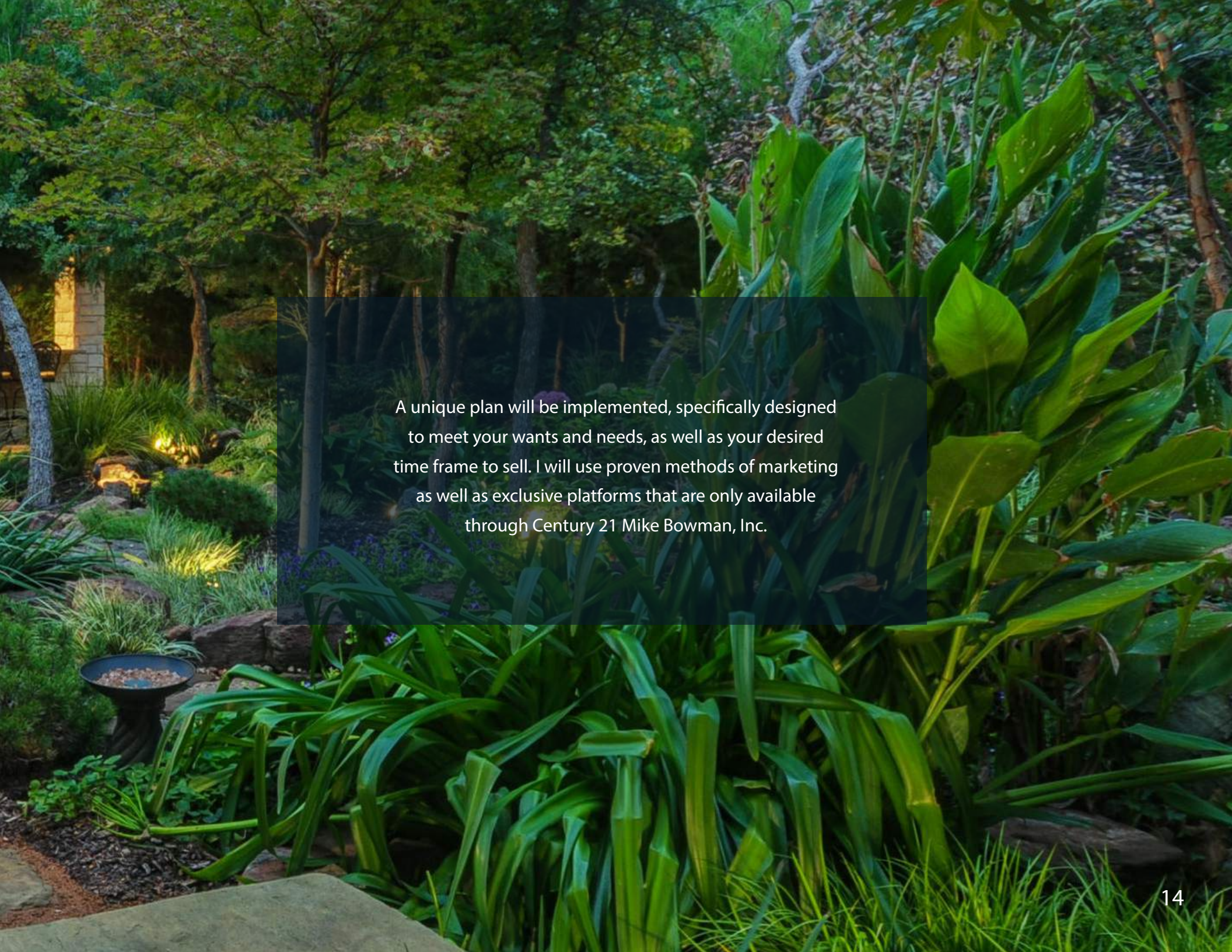
HOW BUYER'S SEARCH FOR PROPERTY



Source from NAR's 2016 Home Buyer's and Seller's Report



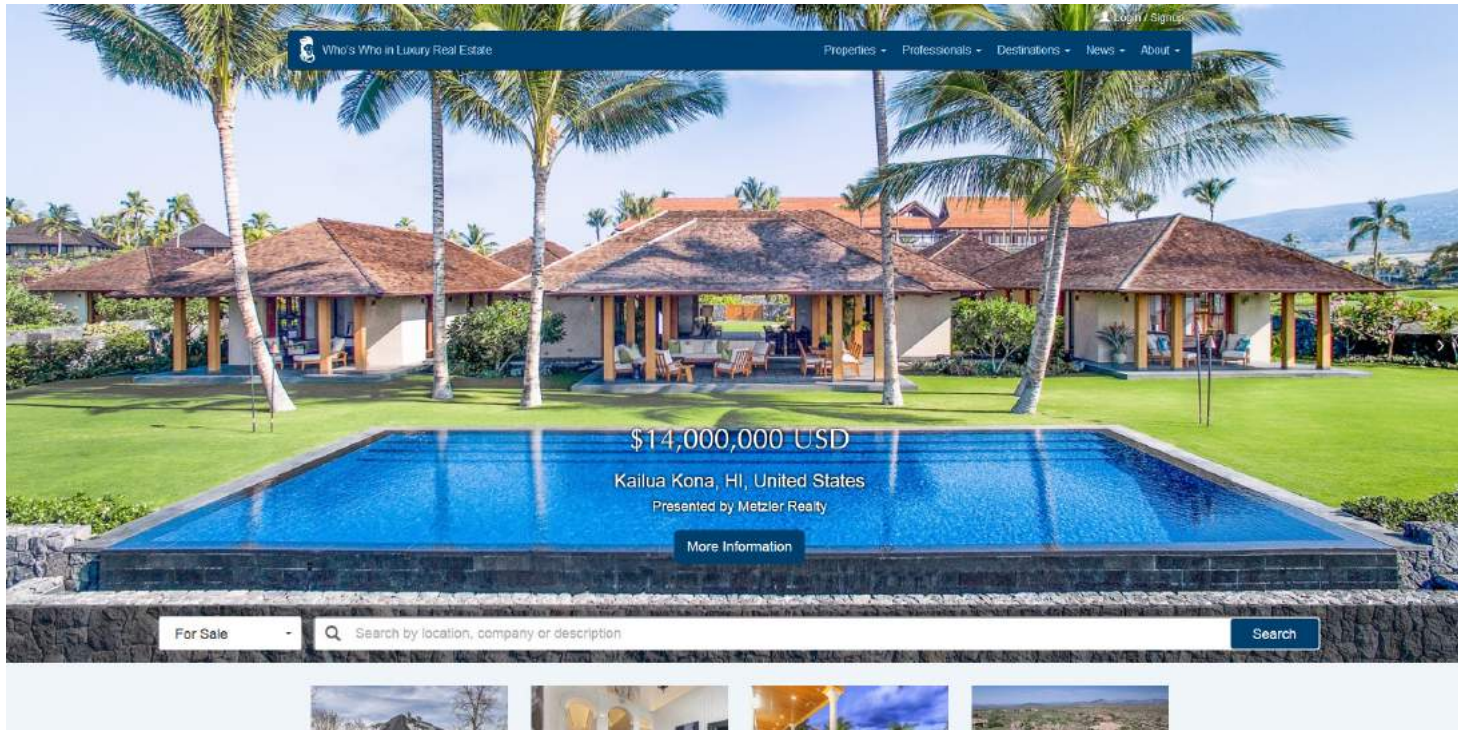
STRATEGIC
MARKETING

A lush garden scene featuring large green plants, a stone fire pit, and trees in the background. The scene is illuminated by warm, golden light, suggesting late afternoon or early evening. A semi-transparent dark blue box is overlaid on the center of the image, containing white text.

A unique plan will be implemented, specifically designed to meet your wants and needs, as well as your desired time frame to sell. I will use proven methods of marketing as well as exclusive platforms that are only available through Century 21 Mike Bowman, Inc.

WHO'S WHO IN LUXURY REAL ESTATE

LuxuryRealEstate.com



LuxuryRealEstate.com is the premier website for luxury homes. It has received numerous awards and has been voted "Best of the Web" by Forbes Magazine, multiple times.

Since its debut, LuxuryRealEstate.com has remained the #1 portal for luxury properties on the internet and has More than 49,000 properties with an average price of \$2,258,397

Known in the industry since 1986 as the Who's Who in Luxury Real Estate, this network is a global collection of the finest luxury real estate brokers in the world. To be eligible for membership, firms must list and sell in the top 10 percent of their market and demonstrate expertise in the marketing and sale of luxury properties.



LEVERAGING OUR GLOBAL CONNECTIONS

International buyers purchased more than \$102 Billion Dollars of residential real estate in the United States last year. Texas was the third most sought after state for International purchases of real estate.



Because of the influx of these buyers, Century 21 Mike Bowman, Inc. has developed strategic relationships with brokers from around the globe.

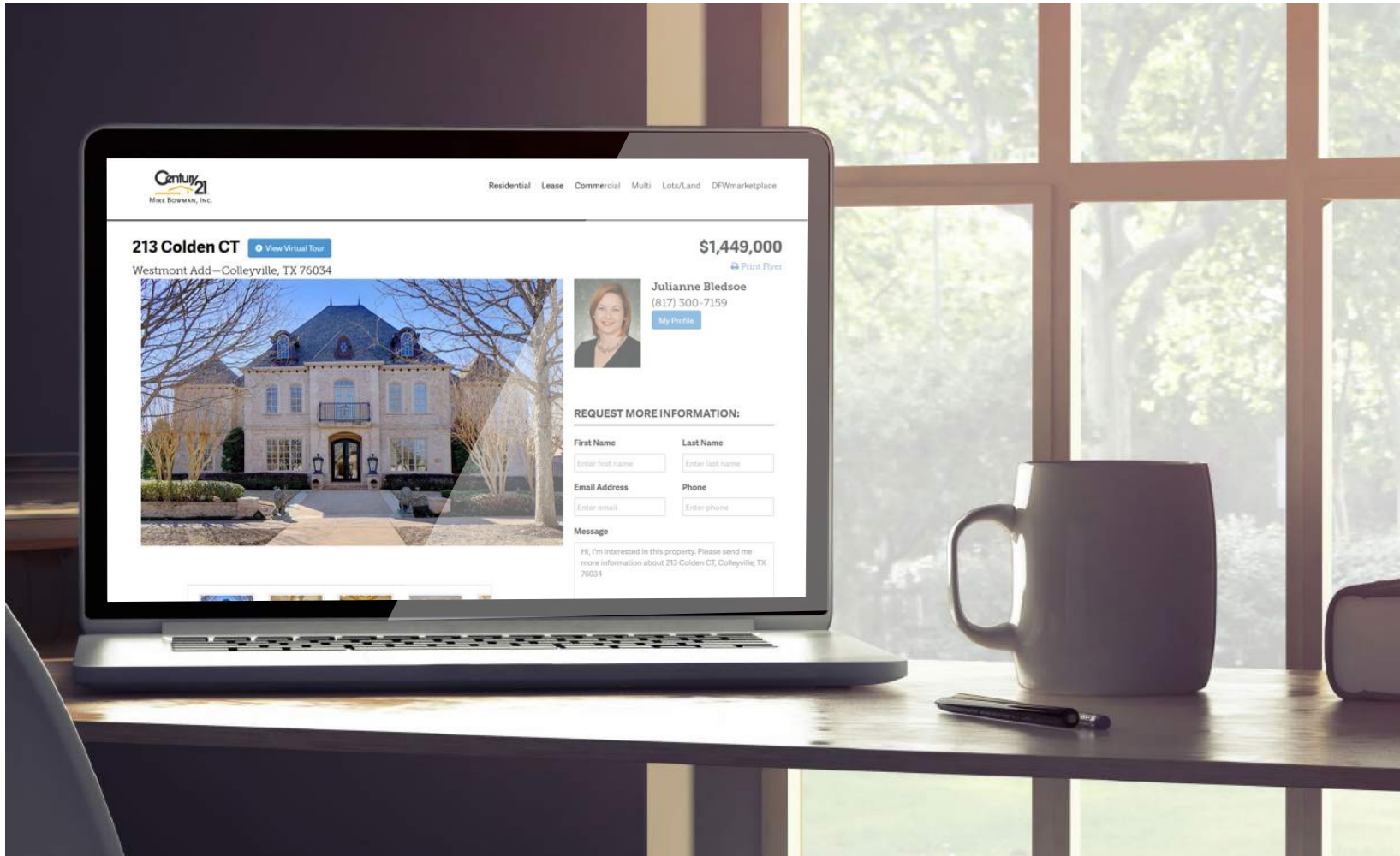


Every month, we market our active listings directly to Century 21 Brokers in China, Taiwan, Mexico, England, France and the United Arab Emirates



EXCLUSIVE INVITATION TO THE TOP 50 BUYER AGENTS IN YOUR AREA

The first day your home hits the market I will send a personal invitation to the top 50 Buyer Agents in your market area to preview your home.



PROFESSIONAL PHOTOGRAPHY AND VIDEO

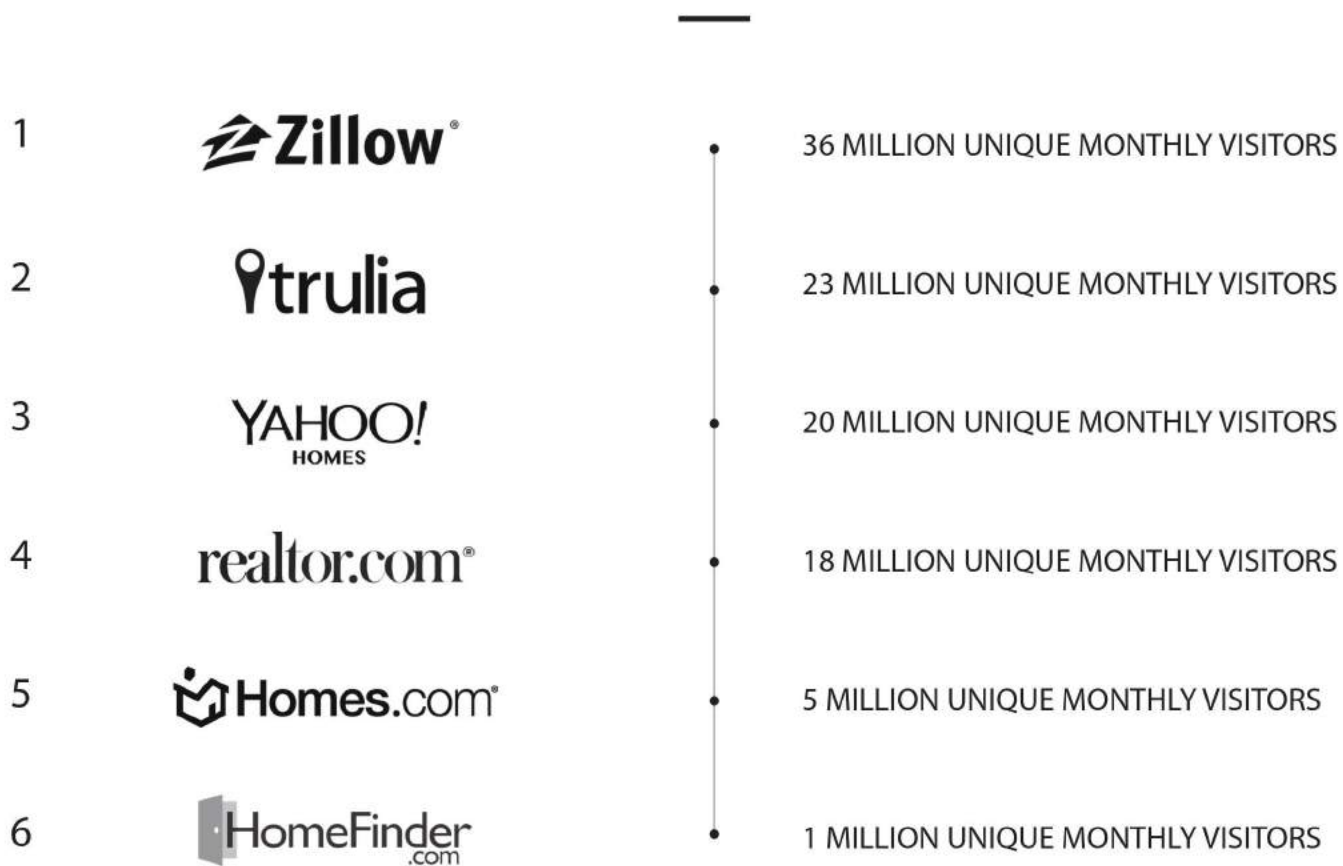
One of the key aspects to attracting potential buyers to your home is professional photography and/or video. This is the primary component to ensure successful marketing via the internet, brochures and mail campaigns.





FEATURED LISTING IN THE TOP REAL ESTATE WEBSITES

Your home will be a “featured listing” in the top real estate portals in the country. It is imperative that when viewed online, your property shows up at the beginning of the search and not buried in the back pages.



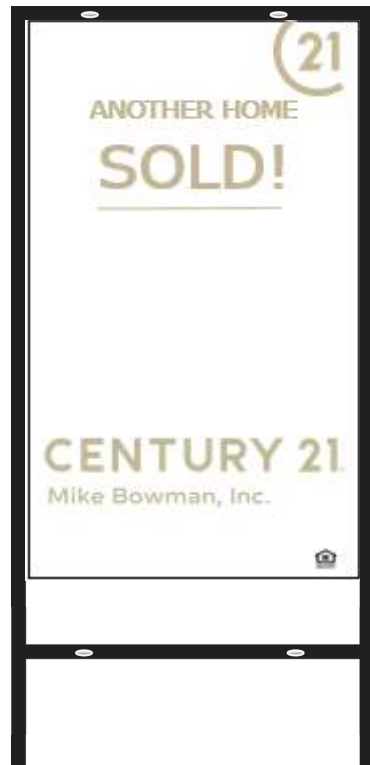
Additional sites include:

Century21.com - Century21Global.com - DFWrealestate.com - Oodle.com - Hotpads.com - Frontdoor.com - Realtytrac.com - Therealestatebook.com - Ziprealty.com - Coldwellbanker.com - Remax.com - Redfin.com - Sothebys.com - ERA.com - KW.com - BHG.com - Craigslist.com - AOLrealestate.com



PROFESSIONAL SIGNS WITH TEXT MESSAGING TO THE UIPW

For Sale Signs are still one of the leading sources for advertising. We have enhanced this by adding text messaging information for your own unique individual property website or UIPW. This allows potential buyers 24/7 access regarding the features and benefits of your home.



CUSTOM PROPERTY BROCHURES AND DIRECT MAIL CAMPAIGNS

Richard Noon
LUXURY REAL ESTATE
WWW.LUXURYDFWARREALSTATE.COM

SOLD
for
\$165 PER SQ FT
2901 SWEET BRAR STREET, GRAPEVINE, TEXAS

Richard Noon
LUXURY REAL ESTATE
4101 WILLIAM D DATE AVE SUITE 100
GRAPEVINE, TX 76051
PROFESSIONALISM. LOYALTY. RESULTS.

SOLD
... in just **7 DAYS** for
OVER THE ASKING PRICE
2768 SUMMER WIND DRIVE
GRAPEVINE, TEXAS

BEST D AWARD WINNER
SIX YEARS RUNNING
@realestate

If you're thinking of selling your home, give me a call. I strive to provide the best service for all my clients and would love the opportunity to speak with you about your real estate needs.

FOR PROFESSIONAL REALTOR SERVICES, CONTACT
RICHARD@RICHARDNOON.COM
817.938.0627

Quality Service

It is always my honor to assist you and my pleasure to get to know you.

Personal attention and quality service is what drives repeat and referrals. I've built my business by delivering these qualities. Understanding your client's needs and expectations while building a business transaction is a true pleasure that requires trust. You must be prepared to share your needs that are needed for it to be a smooth and successful transaction. In my personal world I call them old fashioned values. For 15 years and these values still define my business. My belief system is to help you understand your client's needs, that the result will be a happy client and a successful business. My motto is: "I'll do what it takes to make your client's needs a reality."

Testimonials

Veronica and I were looking for a new home in the Dallas area. We had a great experience working with Veronica. She was very professional and helpful throughout the entire process. She found us a great home that met all our needs and we were able to close quickly. We highly recommend her services to anyone looking for a new home in the Dallas area.

Veronica is a very professional and helpful realtor. She was very patient and understanding of our needs. She found us a great home that met all our needs and we were able to close quickly. We highly recommend her services to anyone looking for a new home in the Dallas area.

Doing Business In My Own Backyard.

Veronica Baughman
Certified Luxury Home Specialist
MBA, CRS, ABR, CLS
Certified New Home Specialist
veronica@richard.com
817.938.0627

Century 21
FINE HOMES & ESTATES
Mike Bowman, Inc.

Veronica Baughman
Certified Luxury Home Specialist
MBA, CRS, ABR, CLS
Certified New Home Specialist

Richard Noon
4101 William D Date Ave Suite 100,
Grapevine, TX 76051

SOLD
for
\$165 P/SQ. FT.
2901 Sweet Brar Street,
Grapevine, Texas

Richard Noon
LUXURY REAL ESTATE

Full Name _____
Address Line 1 _____
Address Line 2 _____
City, State, Zip _____

Richard Noon
LUXURY REAL ESTATE
4101 WILLIAM D DATE AVE SUITE 100
GRAPEVINE, TX 76051
PROFESSIONALISM. LOYALTY. RESULTS.

BEST D AWARD WINNER
SIX YEARS RUNNING
@realestate

If you're thinking of selling your home, give me a call. I strive to provide the best service for all my clients and would love the opportunity to speak with you about your real estate needs.

FOR PROFESSIONAL REALTOR SERVICES, CONTACT
RICHARD@RICHARDNOON.COM
817.938.0627

Century 21
FINE HOMES & ESTATES
Mike Bowman, Inc.

BRARWYCK RESIDENT
since 2010 and local expert
Specializing in Brarwyck and the surrounding 76262 area
11 YEARS OF EXPERIENCE, with over \$20 MILLION SOLD in 2016 alone

Century 21
FINE HOMES & ESTATES
MIKE BOWMAN, INC.

MOVE FROM WHERE YOU ARE TO WHERE YOU WANT TO BE

JUST LISTED SOLD
in just **7 DAYS** for
OVER THE ASKING PRICE
4101 Summer Wind Drive
Grapevine, Texas

For Professional Realtor Services, Make Inquiries. RESULTS, Give Me A Call.
Richard Noon
LUXURY REAL ESTATE
WWW.LUXURYDFWARREALSTATE.COM

Look what's happening in our Briarwyck neighborhood

2015	2016
Average Sold Price: \$340,955	Average Sold Price: \$372,745
Min Sold Price: \$215,000	Min Sold Price: \$265,000
Max Sold Price: \$480,000	Max Sold Price: \$466,000

Over the past year we have seen average sales prices increase by approximately 7 - 10%.
I have clients looking to move into our neighborhood.
If you've thought of selling, **THE TIME IS NOW!!!**

Richard Noon
LUXURY REAL ESTATE
WWW.LUXURYDFWARREALSTATE.COM

SELLER'S CHECK LIST

Below are suggestions to improve a buyer's first impression of your home. Review the checklist before every open house, showing or before marketing photos are taken.

CURB APPEAL

- ✓ Neatly cut, trimmed lawn
- ✓ Trees, shrubs trimmed not touching house
- ✓ Toys, garden tools clutter removed from yard
- ✓ Add fresh flowers

HOUSE EXTERIOR

- ✓ Touch up or add fresh exterior paint
- ✓ Repair/replace broken fences/gates
- ✓ Clean, align gutters, down spouts
- ✓ Wash shutters, windows and screens
- ✓ Check for cracks or any exterior features that need repair
- ✓ Clean, wash front door, storm door, knobs and porch.
- ✓ Make sure pools are clean and all components are functioning properly

ENTRANCE INTERIOR

- ✓ Remove all clutter, personal items.
- ✓ Clean, polish floor
- ✓ Remove finger prints, scuff marks from trim, molding, etc.
- ✓ Paint to lighten entrance area

KITCHEN

- ✓ Paint walls, ceilings, trim light neutral color
- ✓ Re-polish floors, clean grout if tiled
- ✓ Clean cabinets and appliances
- ✓ Check operation of all appliances
- ✓ Clear all clutter from countertops
- ✓ Reorganize and clean out cabinets
- ✓ Put away pet feeding and watering dishes

LIVING/FAMILY/DINING/ GAME ROOMS

- ✓ Repaint, touch-up walls, ceiling and trim
- ✓ Repair/replace damaged molding
- ✓ Clean switches and electric plates
- ✓ Refinish/clean or polish hardwood floors
- ✓ Shampoo carpets

BEDROOMS

- ✓ Repaint, touch-up walls, ceilings and trim
- ✓ Organize and clear clutter in rooms and closets
- ✓ Keep clothes and laundry out of sight
- ✓ Beds are neatly made
- ✓ Shampoo carpets or clean/polish floors

BATHS

- ✓ Paint light colors
- ✓ Scrub tile and clean/repair grout
- ✓ Clean and organize drawers, cabinets and countertops
- ✓ Seal tubs and showers
- ✓ Replace old toilet seats
- ✓ Clean, polish floors
- ✓ Add color coordinated bath linens

STAGE YOUR HOME

- ✓ Hiring a professional Home Stager can significantly reduce marketing time and set the scene for your home to be shown
- ✓ Decluttering a home and adding subtle accessories can help liven up a room and turn your house into a model home
- ✓ Add color coordinated bath linens





A GUIDE FOR SELLER'S ESTIMATED CLOSING EXPENSES

BROKER'S COMMISSION	6% OF SALES PRICE
TITLE INSURANCE (I can provide you with an exact figure based on a purchaser's offer)	\$150,000 - \$1,150 \$250,000 - \$1,706 \$500,000 - \$3,091 \$750,000 - \$4,476 \$1,000,000 - \$5,861 \$1,500,000 - \$8,141
REAL ESTATE TAXES & INSURANCE	AMOUNT WILL BE PRORATED TO THE DATE OF CLOSING
LOAN PAY OFF & ACCRUED INTEREST	YOUR MORTGAGE COMPANY WILL PRO- VIDE THIS IN A MIL LETTER.
ESCROW FEES	\$400.00
ATTORNEY'S FEES	\$200.00
RECORDING/DOC/PREP FEES	\$120.00
HOA FEES AND ASSESSMENTS (If applicable)	PER CONTRACT AND AS ASSESSED PER HOA

Other fees may be included in offer from purchasers, including but not limited to repairs, home warranty and/or buyer's closing cost. I will provide you with an estimated net sheet for each offer and counter-offer presented.