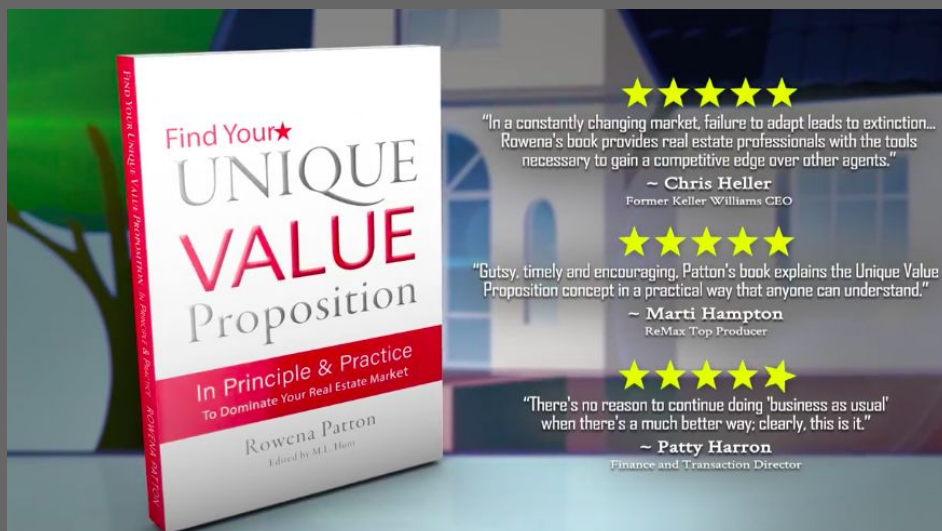




WANT **YOUR** HOME TO BE A  
BEST SELLER?

WE WROTE THE BEST  
SELLING BOOK ON SELLING  
HOMES!





# 1. OUR SELLER AND BUYER PROGRAMS ARE YOUR 'KILLER APPS'

These programs are taught to agents around the country, and are the subject of a best-selling book.

# 2. KELLER WILLIAMS IS THE #1 REAL ESTATE FIRM IN WORLD

# 3. ALLSTAR FOUNDER, ROWENA PATTON:

- Part of Gary Keller's top 100 mastermind
- MAPS Coach
- KW Approved Trainer
- One Thing Cert. Trainer
- Expansion Systems Operations Cert. Trainer

# 4. WE HELP MORE BUYERS AND SELLERS THAN ANY OTHER TEAM IN THE MOUNTAINS.

See all of our programs at  
[www.AllStarCertifiedPrograms.com](http://www.AllStarCertifiedPrograms.com)

700+ KW OFFICES IN THE US ALONE

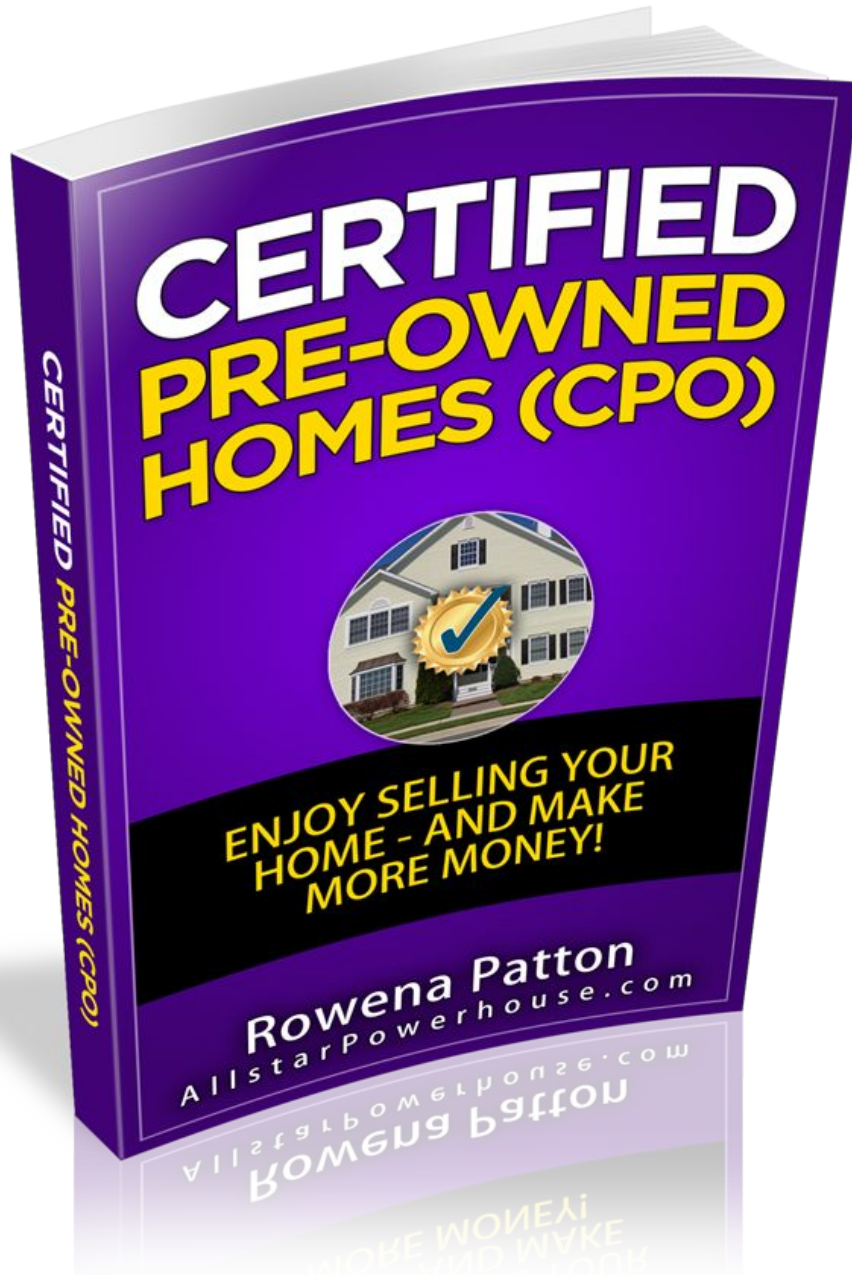
OFFICES OPENING  
EVERY WEEK, WORLDWIDE

ALLSTAR CERTIFIED AGENT NETWORK  
AROUND THE COUNTRY



KELLER WILLIAMS®





# CPO: CERTIFIED PRE-OWNED HOME

OUR SELLER PROGRAMS ARE YOUR KILLER APPS!

1

APPRAISAL

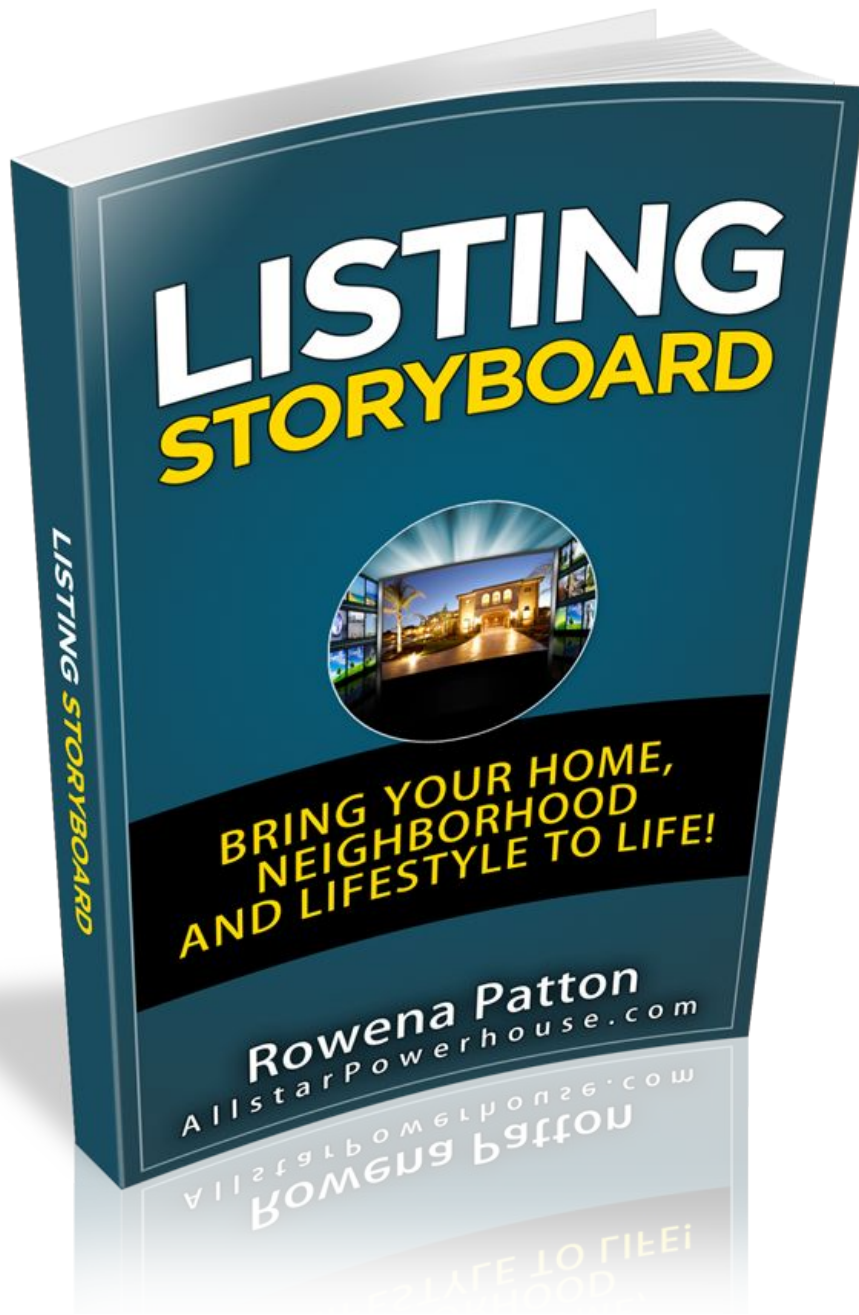
2

INSPECTION

3

HOME WARRANTY

- Buyer agents **prioritize your home for showings**
- Overcome **the Inspection hurdle** - licensed contractors (most often after contract), plus limited time = higher prices
- Overcome the **appraisal hurdle** - if the home does not appraise, buyer is likely to move on.
- Average **drop outs on Closings** are up to 33% - ours averages 7%
- Get a **higher sale price** for your home



# LISTING STORYBOARD - \$399

## CLIENTS - *FREE*

1

WALKING-TOUR VIDEO

2

“SELLER SAYS”

3

SOCIAL MEDIA PROMOTION

*Dear friends and family,*

*As you may know, we are selling our lovely home in xyz town. **Please click on this link**, and make a comment on our home blog! Each time you make a comment you are waving your hand at Google and helping us get it sold!*

# LISTING STORYBOARDS™

www.ListingStoryboard.com



Amber ✓  
Oct 23 · 1 min

## 411 Dillingham Circle Asheville, NC 28805 - MLS #3318975 - Priced

For Price and Property Details - [CLICK HERE](#)  
"Seller Says" The things I love about

33 views 4 comments



Ro ✓  
Oct 20 · 2 min

## 92 Horizon Hill Road, Asheville NC 28804 - amazing views from the

\$1,550,000 - priced under appraisal Register  
here with reference name HORIZON to get...

109 views 5 comments



Amber ✓  
Oct 11 · 2 min

## 11 Greenway Drive, Marshall, NC 28785 - MLS # 3322947

Don't be fooled by the Marshall address!  
This home is located in Buncombe county

48 views 4 comments



Amber ✓  
Oct 2 · 1 min

## 389A Chunns Cove Road, Asheville, NC 28805 - MLS # 3327607; 3327545

For Price and Property Details - [CLICK HERE](#)  
Log home and Triplex. Home includes 4

64 views 6 comments



1

1025 High Vista Drive, Mills River, NC 28759  
 Presented By All-Star Powerhouse, Asheville,  
 NC MLS 3157476



We introduced **walking-tour videos** into this market.

Our **videos are based on the lifestyle** around your home, as well as your home of course!

Links to **Facebook pages for businesses** allow us to post your storyboard on targeted pages, "See what our seller said about your business," as well as on our 50+ niche Facebook pages.

2

### 'Seller Says'

We enjoy the small town, rural atmosphere with farmers market & local parks.

We love our beautiful long range views out of our home. Sunrises are spectacular! There is an abundance of amenities available in High Vista including the [High Vista Golf Club](#).

A brand new [Ingles](#) is right down the road for any of your grocery shopping needs.

One of our favorite activities is to stroll through [Biltmore Square Town Park](#), dine at 131 Main or [Hickory Tavern Grill & Raw Bar](#) and enjoy a movie.

3

### 12 comments:



**Amber Reeves** April 5, 2016 at 11:42 AM

Wow, look at the views from this home! Great open floor plan with lots of room and natural light. This will not last long!

[Reply](#)



**Madelyn Niemeyer** April 5, 2016 at 11:52 AM

Stunning views central location and a great open floor plan!

[Reply](#)

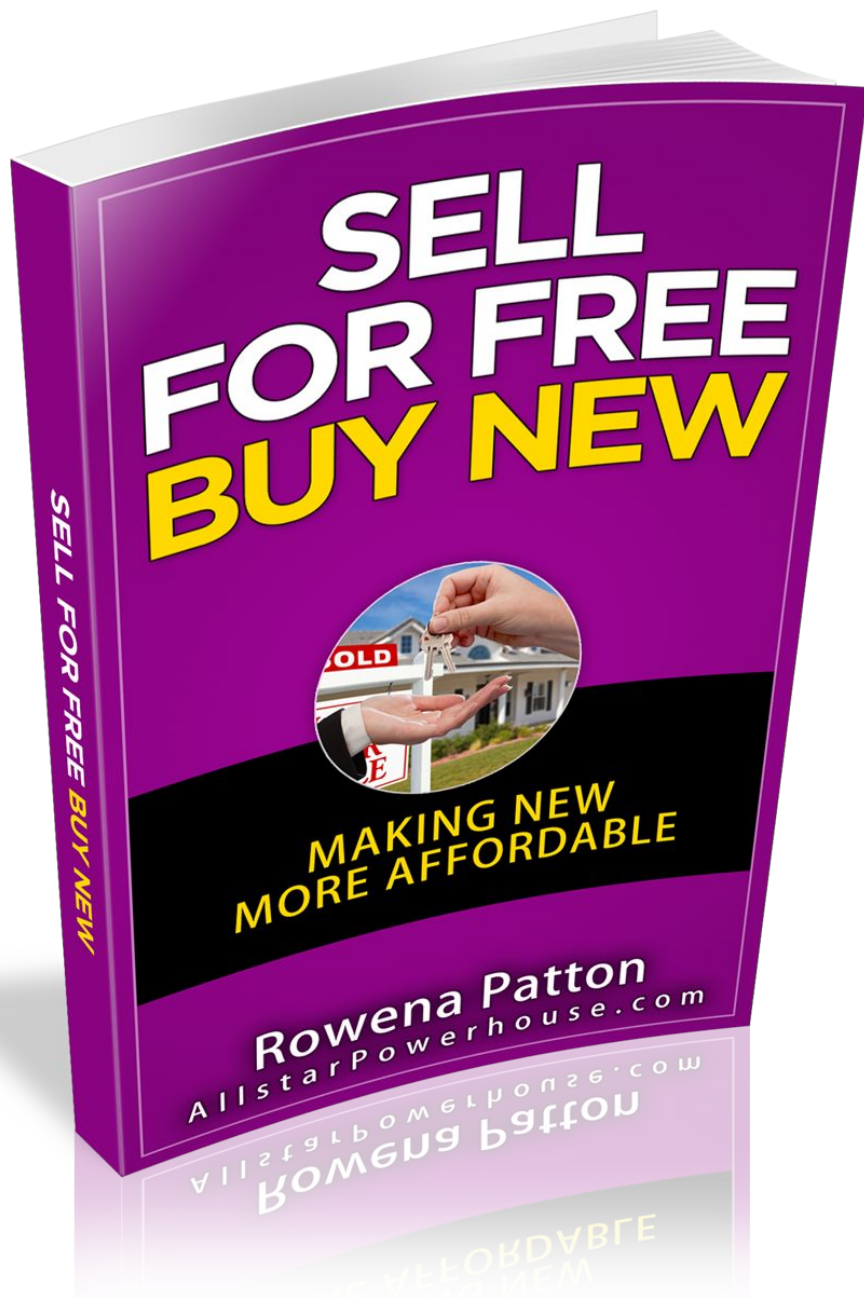


**Rebecca Griffie** April 5, 2016 at 2:14 PM

Beautiful views, that is what everyone is coming to this area to find! I love the details in the home as well, very nice.

[Reply](#)

**COMMENTS MADE BY YOUR  
 FAMILY AND FRIENDS ACT AS  
 'HAND WAVES' TO GOOGLE**



# BUILDING A NEW HOME?



1

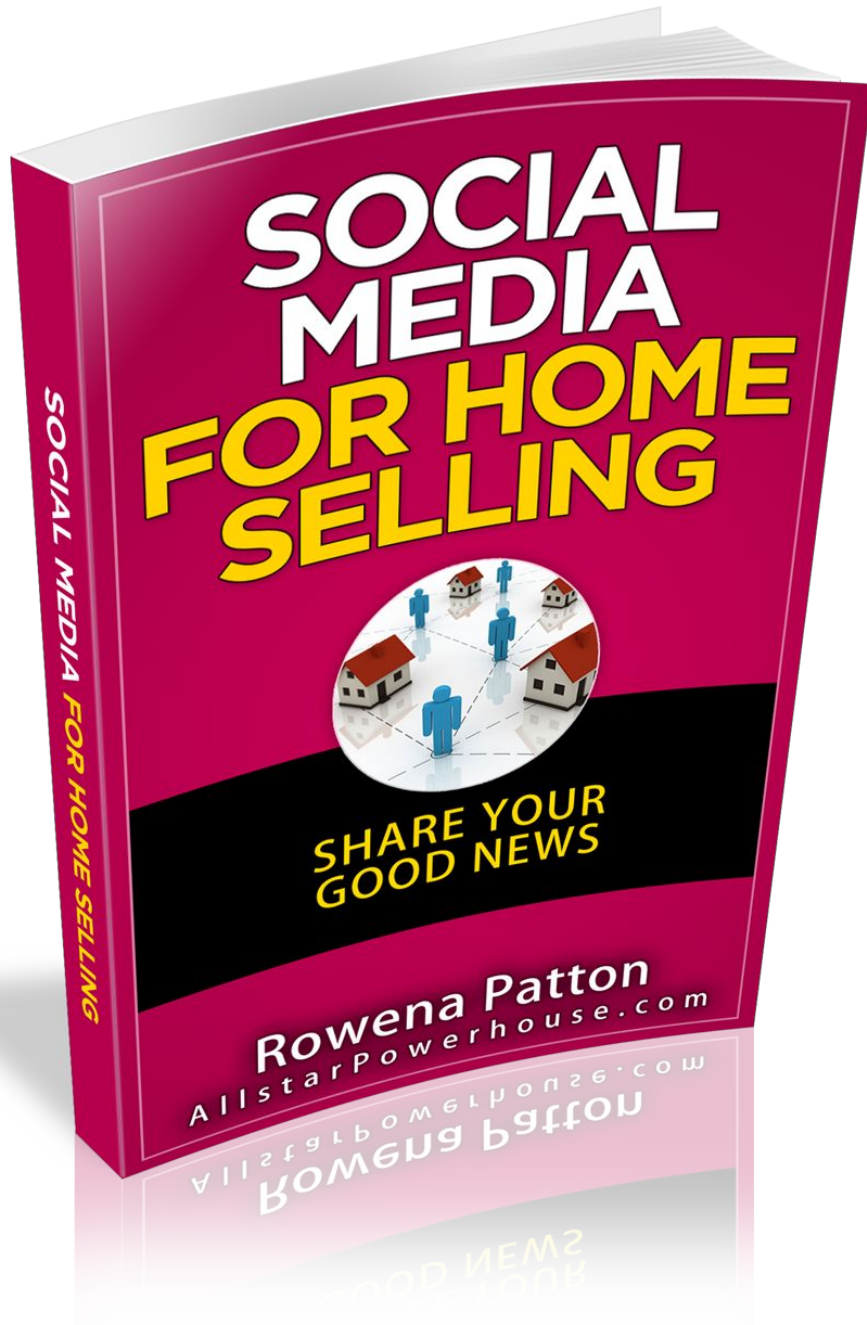
WORK WITH A BUILDER IN OUR  
PREFERRED BUILDER PROGRAM

2

SELL YOUR HOME WITH AN ALLSTAR  
AGENT

3

BUILDER WILL REFUND YOU OUR SALES  
COMMISSION WHEN YOU CLOSE ON  
YOUR NEW HOME



# SOCIAL MEDIA STRATEGY

## \$250/MONTH, CLIENTS - *FREE*

1

FILL IN YOUR “SELLER SAYS”

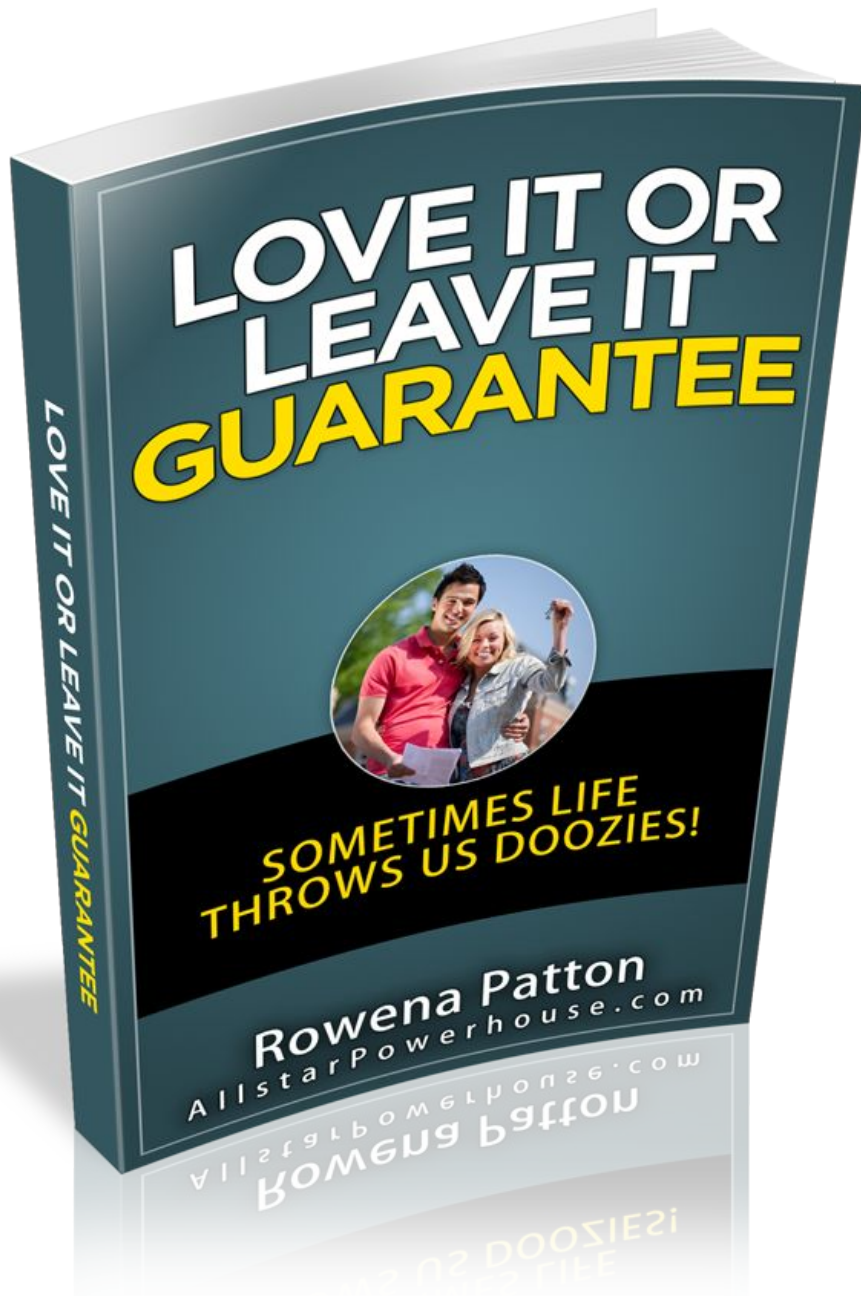
2

SHARE EMAIL WITH YOUR FAMILY & FRIENDS

3

50+ NICHE FACEBOOK PAGES AS WELL AS A DOMINATING PRESENCE ON ALL OTHER KEY SOCIAL MEDIA SITES.





# LOVE IT OR LEAVE IT: PEACE OF MIND FOR BUYERS

1

PURCHASE WITH US

2

SHOULD YOU HAVE TO SELL YOUR HOME WITHIN 6 MONTHS, WE WILL SELL IT FREE (ON THE SELLER SIDE)!

3

IF YOU SELL YOUR HOME WITHIN 10 YEARS, WE WILL SELL IT AT A DISCOUNTED COMMISSION RATE FOR YOU




MILLION DOLLAR CHALLENGE

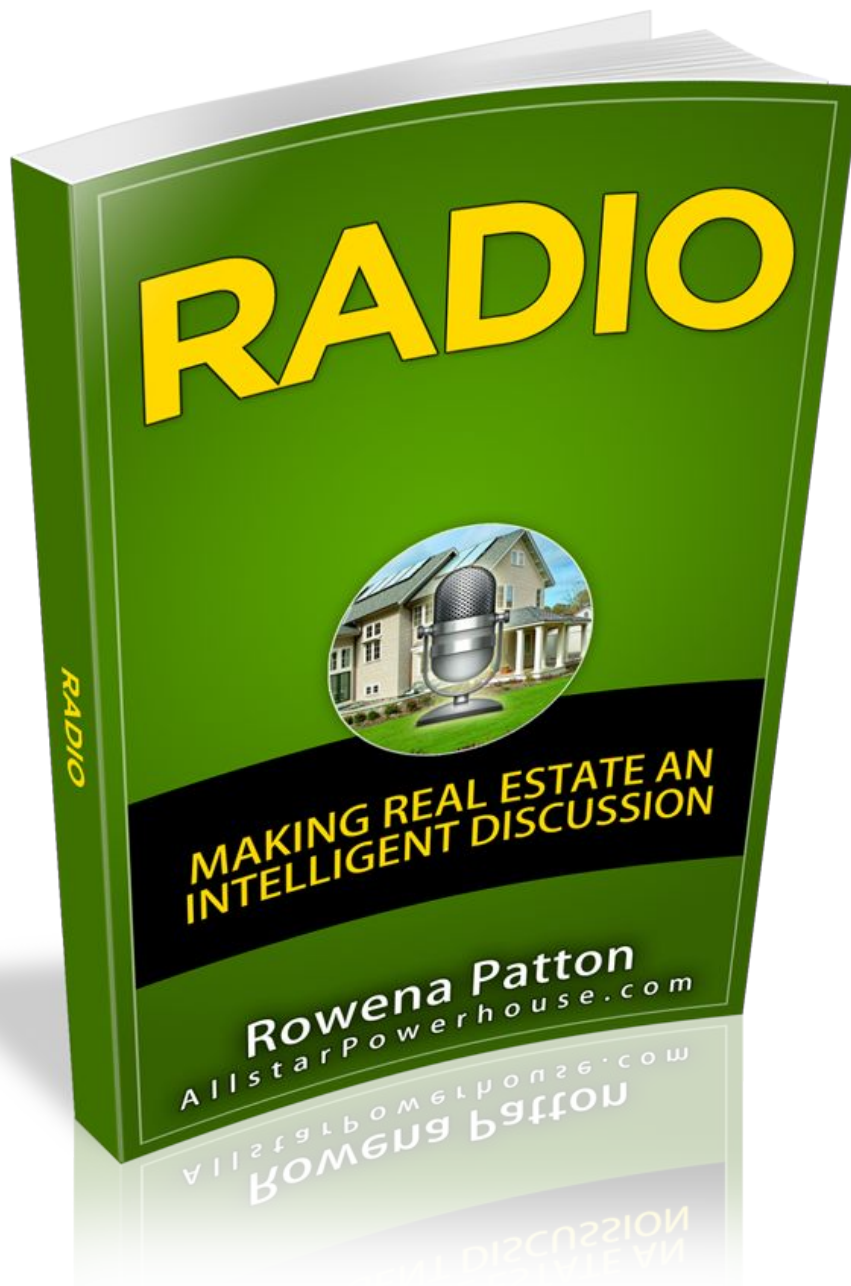
AIMING AT  
ONE MILLION  
DOLLARS  
FROM THE  
ALLSTAR TEAM

# AGENTS GIVE WHERE YOU LIVE \$600K+ GIVEN BACK SO FAR!

SELL A HOME WITH WITH ALL-STAR  
POWERHOUSE AT KELLER WILLIAMS AND  
RECEIVE UP TO 25% OF OUR COMMISSION BACK  
AT THE CLOSING TABLE.



FIREFIGHTERS, POLICE, HEALTHCARE  
PROFESSIONALS, TEACHERS, VETERANS  
AND ACTIVE MILITARY ALL ARE ELIGIBLE!



# RADIO SHOW / PODCAST - \$200/WEEK CLIENTS - *FREE*

6 YEARS OF BROADCASTING LIVE EVERY SATURDAY AT 10AM

[FEATURED HOMES](#)

[MEET THE HOSTS](#)

[PREVIOUS SHOWS](#)

[SEARCH HOMES](#)

[ASK QUESTIONS](#)

**LISTEN LIVE 10:05AM**

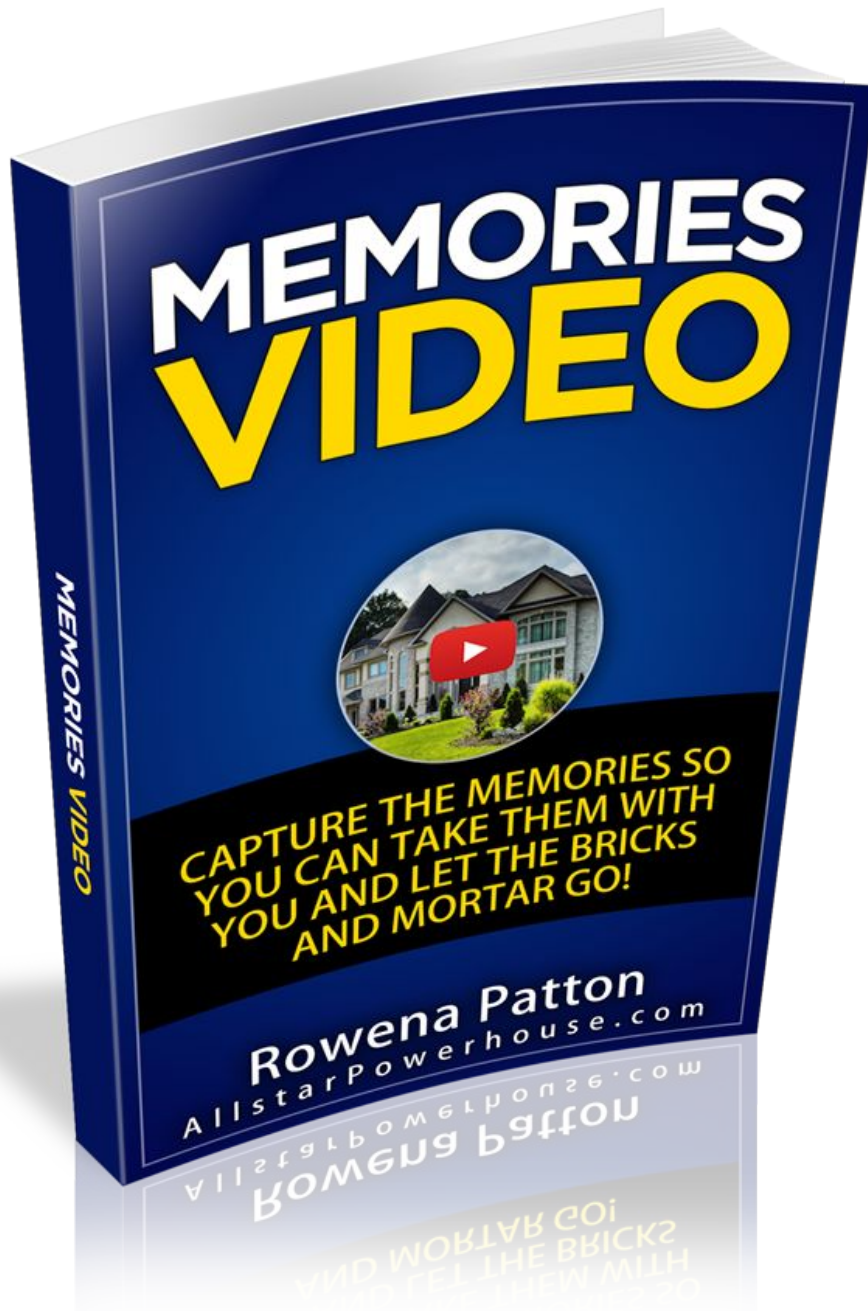
  
**ON AIR**

# CALL IN

10:05am every Saturday  
(800) 570 - 9962

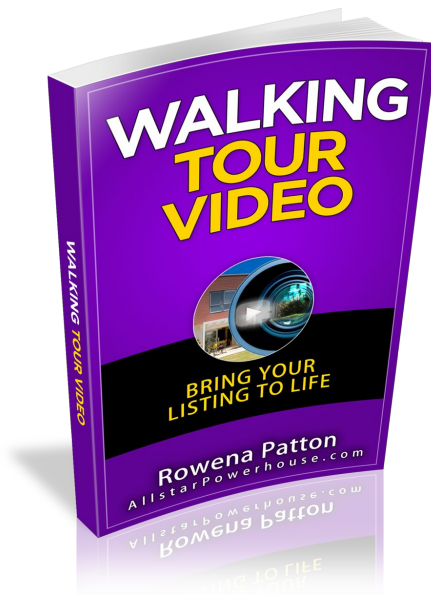
[RealEstateNewsRadio.com](http://RealEstateNewsRadio.com)

  
  
  
  
**ON AIR**



# MEMORIES VIDEO - \$399, CLIENTS - *FREE*

A PERSONAL MEMORIES VIDEO FOR YOU, TO  
SHARE WITH FAMILY AND FRIENDS.



# WALKING-TOUR VIDEO - \$399 CLIENTS - *FREE*

BRINGING YOUR HOME LISTING TO LIFE!



# COMING SOON

- 1 TAKE THE TIME YOU NEED TO GET YOUR HOME (OR LIFE) READY!
- 2 SIGN LISTING DOCS
- 3 WE WILL BUILD A FOLLOWING WHILE YOU PREPARE!

**WWW.COMINGSOON.HOUSE**

Homes that will soon be live on the MLS



Ro  4 days ago · 1 min



## Coming Soon - Laurel Park Hwy

Register here with reference name LAUREL to get a notification the moment this is LIVE!

11 views 1 comment



Ro  Sep 23 · 1 min



## COMING SOON - Waynesville NC home with apartment - Under \$200k

Register here with reference name PINEWOOD to get a notification the moment this is LIVE!

39 views Write a comment



# WE WROTE THE BEST SELLER ON SELLING HOMES!

## WE KNOW HOW TO MAKE YOUR HOME A BEST SELLER!

**WWW.UVPBOOK.COM**

CONTACT

EARLY REVIEWS

FACEBOOK PAGE

AMAZON E-BOOK

AMAZON PRINTED BOOK

GIVEAWAYS

**amazon**

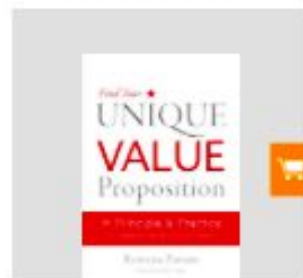
**Best Seller**  
Business Books

Having trouble with  
Amazon being out of  
stock? Order below:



"In a constantly changing market, failure to adapt leads to extinction. The only way for agents to stay ahead of the curve is through education - and Rowena's book provides real estate professionals with the tools necessary to gain a competitive edge over other agents, and to communicate that advantage to their clients."

**Chris Heller, top CA Agent, who has sold over 4,500 homes. Former CEO, Keller Williams**



"Gutsy, timely and encouraging, Patton's book explains the Unique Value Proposition concept in a practical way that anyone can understand. While identifying inherent problems with 'the old way of doing real estate,' the book also delivers valuable insight, suggestions and proven programs to help today's agents side-step obstacles and serve clients in a more authentic fashion."

**Marti Hampton, ReMax Top Producer**



"Ignore this book at your peril! I've been in the real estate business for over 30 years and rest assured, these are the methods of the future. I manage up to 30 transactions a month, and just implementing one of the programs featured, 'C.P.O.', has drastically improved how my day-to-day transactions are handled. There's no reason to continue doing 'business as usual' when there's a much better way; clearly, this is it."

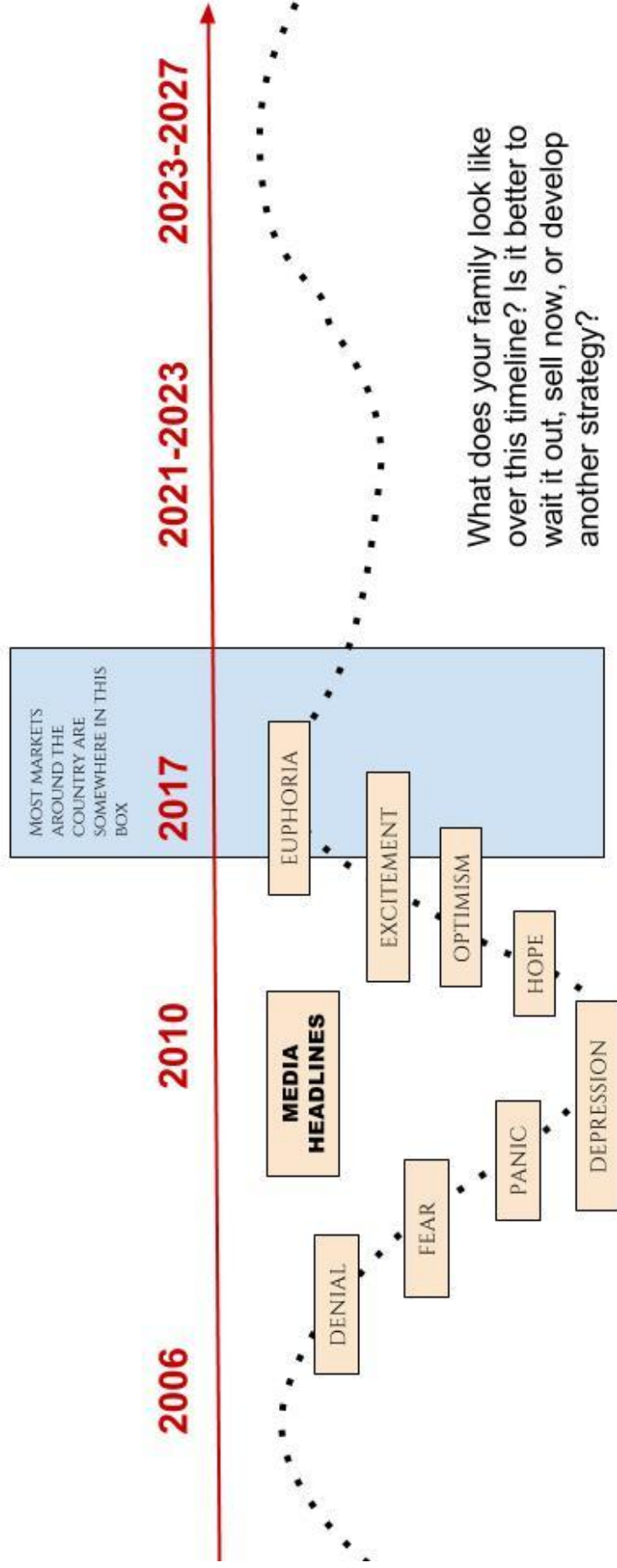
**Patty Harron, Finance and Transaction Director, Keller Williams**

# WE OFFER YOU MANY MORE SOLUTIONS....

- REAL ESTATE PLANNING THROUGH DIVORCE
- ESTATE PLANNING WITH REAL ESTATE
- SHARED ROAD AGREEMENT PLANNING



## DECADES OF HISTORY SHOW THE AVERAGE HOUSING CYCLE = 7-10 YEARS



Leading indicators of the shift in the market include:

- Shift in inventory / Price Drops / Increase in DOM (Days On Market)
- Shift in Job numbers
- Prices rising rapidly
- Interest rates rising
- New Building Starts
- Media Reports - people start believing the headlines

There are many indicators, these are just a few. What is a leading indicator?

A measurable economic factor that tends to change right before the economy starts to change.

Rowena Patton, [www.AllStarPowerhouse.com](http://www.AllStarPowerhouse.com)