



Prepared By:

KENASHIA GLENN

c: 305.804.0636

Kenashia.Glenn@exprealty.com

kenashiaglenn.exprealty.com



exp[®]

KENASHIA GLENN

REALTOR[®]

c: 305.804.0636

Kenashia.Glenn@exprealty.com

kenashiaglenn.exprealty.com

Kenashia Glenn moved to Miami in 2021 from Louisville, KY. She was born and raised in a city in the Chicagoland area called Naperville. She comes from a background of 13 years in the customer service industry and brings strong communication and organization skills to bear when working with her clients. She moved from Naperville to Louisville to go to the University of Louisville and ended up staying there for 8 years before moving to Miami. The move to Miami was brought on by her career as a flight attendant.

Kenashia Glenn entered the Real Estate world in order to provide generational wealth for her family and be her own boss. She had been renting apartments almost her entire life and in her family, it is not common to pass down homes. She wanted to change that. She wants to be able to provide her family with homes that can be passed down and a business that can show that anything is possible and she hasn't looked back.

Kenashia Glenn spends her free time traveling the world and learning about different cultures. She loves to step into shoes that she never imagined for herself. She is willing to learn and apply the things that she learns.

exp[®]
REALTY

WHY eXp Realty

eXp Realty is not your traditional real estate company. That is why it is not surprising that it is the fastest growing real estate company in North America and the Globe. Our Phenomenal growth is only the part of the story.

Largest independent real estate company

Excellence in cutting-edge real estate training, real estate technology and marketing and support

Known in the industry as the most innovative brokerage.

eXp Realty is a top-ranked brokerage with many industry awards and recognition's

The Difference

- eXp Realty is not just the fastest growing residential real estate company in North America but, the fastest growing real estate company in the world!

eXp is recognized as the most innovative brokerage providing an advanced platform for its agents and customers.

- Massive exposure Nationally and Internationally online through syndication to all major search sites.

95% of people search for homes online. Your listings are syndicated to over 350+ of the top online search sites to ensure that if buyers are going online your home will be at the forefront creating higher demand.

- Technology – Advanced lead generation through KV Core.

We leverage the cutting-edge online marketing platform of KV Core to generate large amounts of buyers for our listings, using customized marketing online. These methods create a large buyer's database actively searching for homes in your area.

- CORE Property Boost.

In today's market every strategy to sell your home should include a strong social media presence. But social media is only as good as the amount of people who are seeing your home. With Core Property Boost not only does it ensure that your property is marketed to the masses, we are also able to use our sophisticated algorithms to market to specific target demographics. Such as age groups, price points, locations, and the people that are statistically more likely to buy in your area.



The Difference

- **Calling 100 Surrounding Neighbors to promote your home.**

We know that the people in your area know someone who want to move or has expressed interest in your neighborhood. The moment your listing goes live we will call, and door knock around the 100+ surrounding neighbors to find those buyers who have expressed interest, pre-qualify them and connect them to your listing.

- **Marketing to the top real estate agents in the local market.**

While most companies rely specifically on technology, we are a strong believer that the more resources you have, the more likely you are to get top dollar for your property. We will be reaching out to all of the top agents, including local agents, in your area and marketing your home directly to those agents ensuring that they are using their resources to generate buyers for your property as well.

- **Seller Weekly Traffic Report.**

So that you can monitor the progress every step of the way, we will notify you weekly and provide you with a report so you can see exactly how many views your property is receiving on the major search sites and how many showings that is creating.

- **Seller Bi-Weekly Market Activity Report.**

We will notify you bi-weekly with the important market activity in your neighborhood. Showing how many homes are for sale, pending and sold. Along with average days on market, average list price and average sales price. Giving you a live pulse on exactly what's happening in your neighborhood.



The Difference

- **Pitch Sheet**

Our internal actively searching Buyers database. In today's market we know that access to data and information is more important than ever. Our Pitch Sheet provides a visual report where we can pinpoint not only all of our active buyers in the market, we can narrow it down by the exact city and price point of your listing. Giving us the advantage to target market that specific pool of buyers the moment your listing goes live.

- **Proactive Approach – Highly trained professionals making thousands of outbound calls every single day matching buyers and sellers.**

It's a more aggressive approach designed to generate multiple offers on your property. When you combine amazing technology with an aggressive agent, those are the two major factors that are going to be the right recipe in generating the most amount of offers, netting you the most amount of money, in the shortest amount of time.

- **Teamwork – Preferred Lender Partnership.**

Nobody has more access to more pre-qualified buyers than Lenders. That's all they do. Amongst other Lenders, we partner with one of the state's top mortgage partners to collaborate on the marketing of your home to match with pre-qualified buyers who are looking in your area.

- **Professional real estate referral network.**

Many of our great clients whether buying or selling have additional needs out of state. We have a network of top real estate professionals in any market Nationally or Internationally ready to assist you or your family and friends in need.

- **Track Record.**

I'm proud to work with of the most innovative real estate companies in the world. It's proof that when you offer superior levels of service, the word spreads fast.



FASTEST GROWING REAL ESTATE COMPANY IN THE WORLD



United States, Canada, Australia, United Kingdom, Mexico, France,
India, Portugal, South Africa, Brazil, Puerto Rico, Italy, Hong Kong,
Columbia, Spain, Israel, Dominican Republic, Greece, New Zealand

eXp Realty is GLOBAL

Offering comprehensive services to investors, property owners, tenants and developers around the world. eXp Realty has an established network and proven model that sets a framework for profitability in any markets across the globe. We know that the strongest enterprises are driven by top talent and our growth strategy is completely centered on getting in business with the very best people into the real estate industry.

eXp's change in approach has fueled its explosive growth and expansive network of real estate professionals operating across the Globe. Making eXp is the fastest growing real estate company in the World!

AN EXPECTATION FOR EXCELLENCE

In today's competitive real estate market, the key to success is differentiation — doing common things in an uncommon way. In fact, differentiation from the competition has become the cornerstone of service to my valued clients.

We are proud to deliver exceptional property marketing that is designed to attract attention, showcase your property's distinctive qualities and help your home sell quickly and for the best price. From professional photography to a single-property website, brochure, direct mail and TV promotion, we ensure that your property is uniquely positioned to sell.



Professional Photography

- Up to 36 professional photos + virtual tour, perfect for print and online marketing to make your property show at its very best.
- Additional options for drone photography, Interactive Floor Plan and 3D Tour



Print Advertising

- Beautiful, professionally printed property brochures to showcase your home



Single-Property Website

- Professionally designed website that is viewable on all devices and easily shared via social media



Online Property Syndication

- Your property will be displayed on hundreds of the top search sites, with the highest national, international and social media exposure.



Virtual Property Tour

- Professionally produced slideshow providing the most effective virtual presentation of your property.



Just Listed Announcement

- "Just Listed" Announcement e-blast and postcard sent to an exclusive list of personal and professional contacts



Seller Market Updates

- Detailed report outlining everything happening in the current neighborhood through a market update.



Weekly Activity Traffic Report

- Arrives weekly to your inbox showing the number of hits online on major search sites like Zillow, Trulia, Homesfinder.com to keep you up to date of all activity.



CORE Property Boost

- Online campaign to get maximum exposure quickly, thereby driving traffic and more leads. We create demand to sell faster.



RESOURCES BUYERS USE TO LOOK FOR HOMES

	2015	2016	2017	2018	2019
ONLINE WEBSITE	74%	89%	88%	89%	95%
REAL ESTATE AGENT	90	89	87	87	92
MOBILE OR TABLET SEARCH ENGINE	*	42	48	54	72
OPEN HOUSE	51	45	44	48	50
YARD SIGN	74	51	48	51	49
ONLINE VIDEO SITE	*	27	26	29	36
PRINT NEWSPAPER ADVERTISEMENT	53	23	21	20	16
HOME BUILDER	37	17	18	20	14
HOME BOOK OR MAGAZINE	40	15	14	13	12
BILLBOARD	21	5	4	6	4
TELEVISION	26	4	4	3	3
RELOCATION COMPANY	16	3	4	3	3

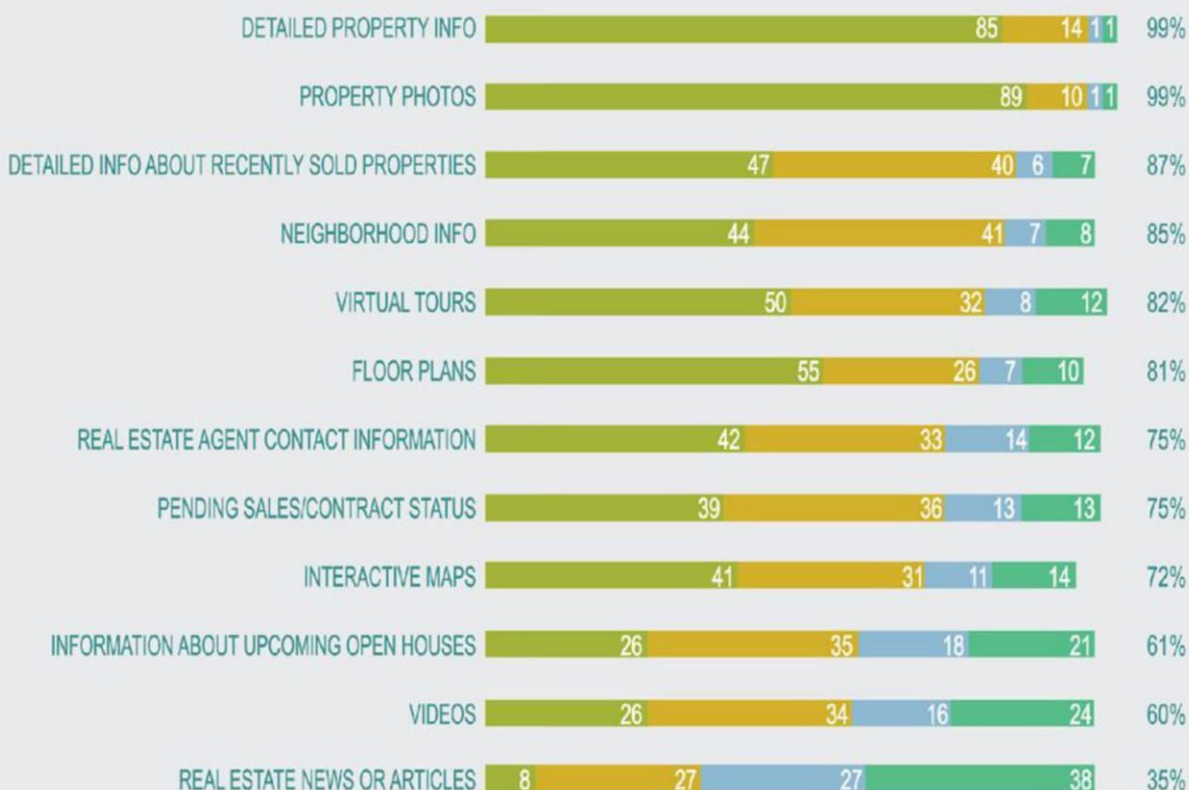
SOURCE: National Association of Realtors

Our proactive approach to getting your home sold starts with understanding what buyers are looking for and where they are looking for that information. The National Association of REALTORS provides endless research and reports that are often overlooked or undervalued. Working with our team means that the efforts that are made on your behalf are focused where results are going to be found.



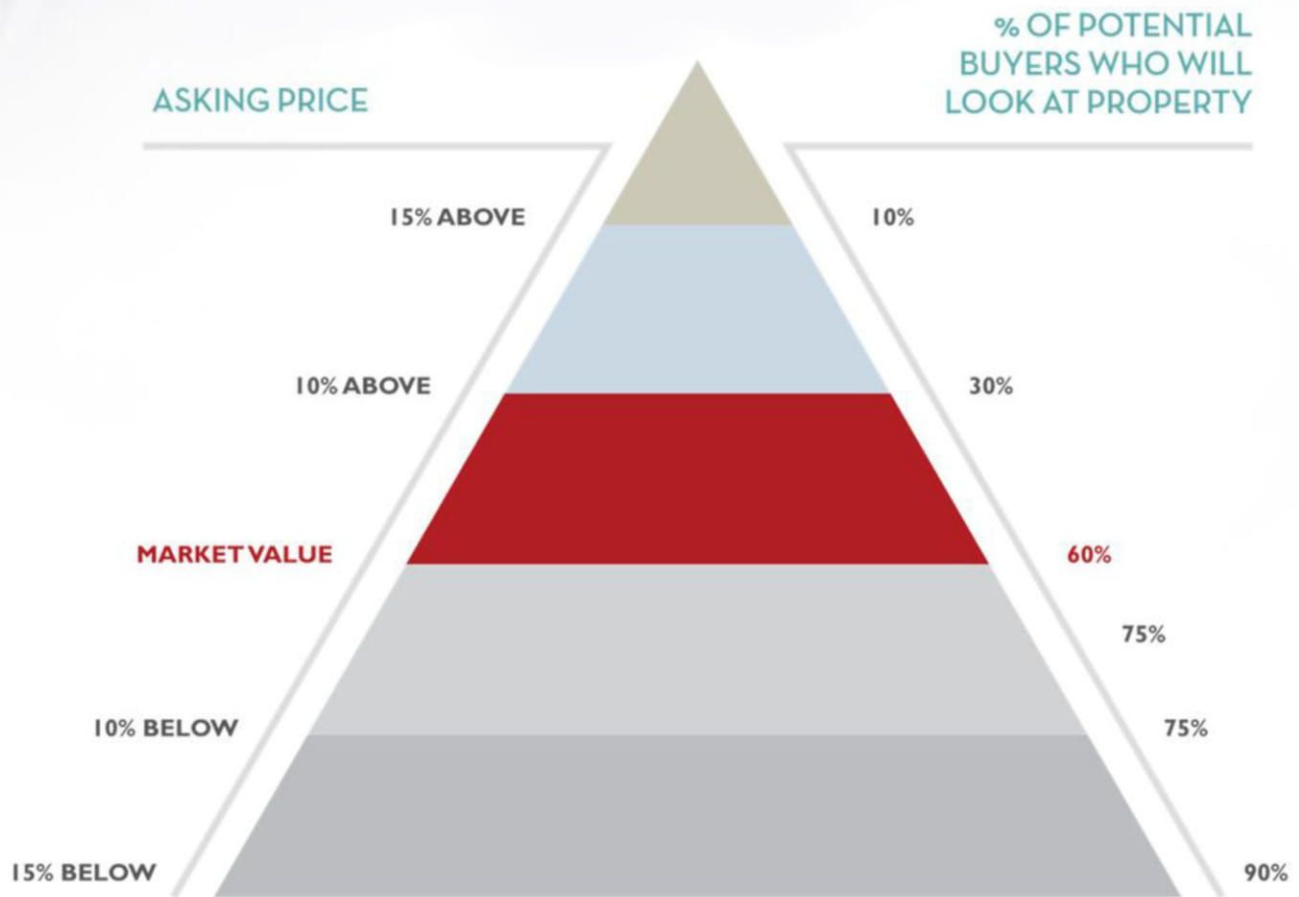
UNDERSTANDING WHAT BUYERS VALUE MOST

● VERY USEFUL ● SOMEWHAT USEFUL ● NOT USEFUL ● DID NOT USE/NA



SOURCE: National Association of Realtors

PRICING STRATEGIES THAT ATTRACT BUYERS



Pricing Your Property Competitively
will generate the most activity from agents and buyers.

Pricing Your Property Too High
may make it necessary to drop the price below market value to compete with new, well priced listings.



Understanding Market Value

The value of your property is determined by what a buyer is willing to pay and a seller is willing to accept in today's market.

Buyer's make their pricing decision based on comparing your property to other properties SOLD in your area. Historically, your first offer is usually your best.



PRICING MISCONCEPTIONS



What You Paid



What Your Neighbor Says



What You Need



What Another Agent Says



What You Want



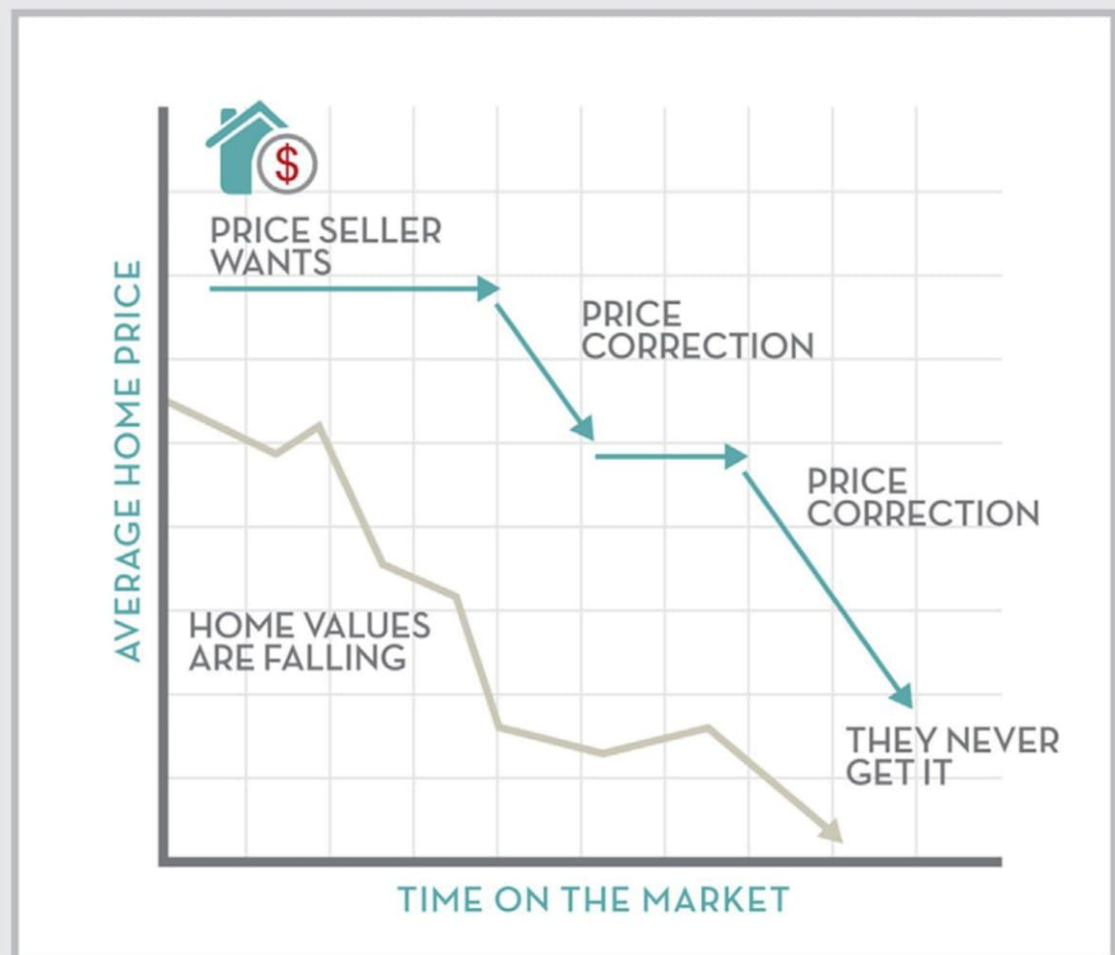
Cost To Rebuild Today

BUYER'S MARKET

If sellers fall behind a market with falling home values, they can end up chasing the market down, because home values are always falling faster than their price reductions.



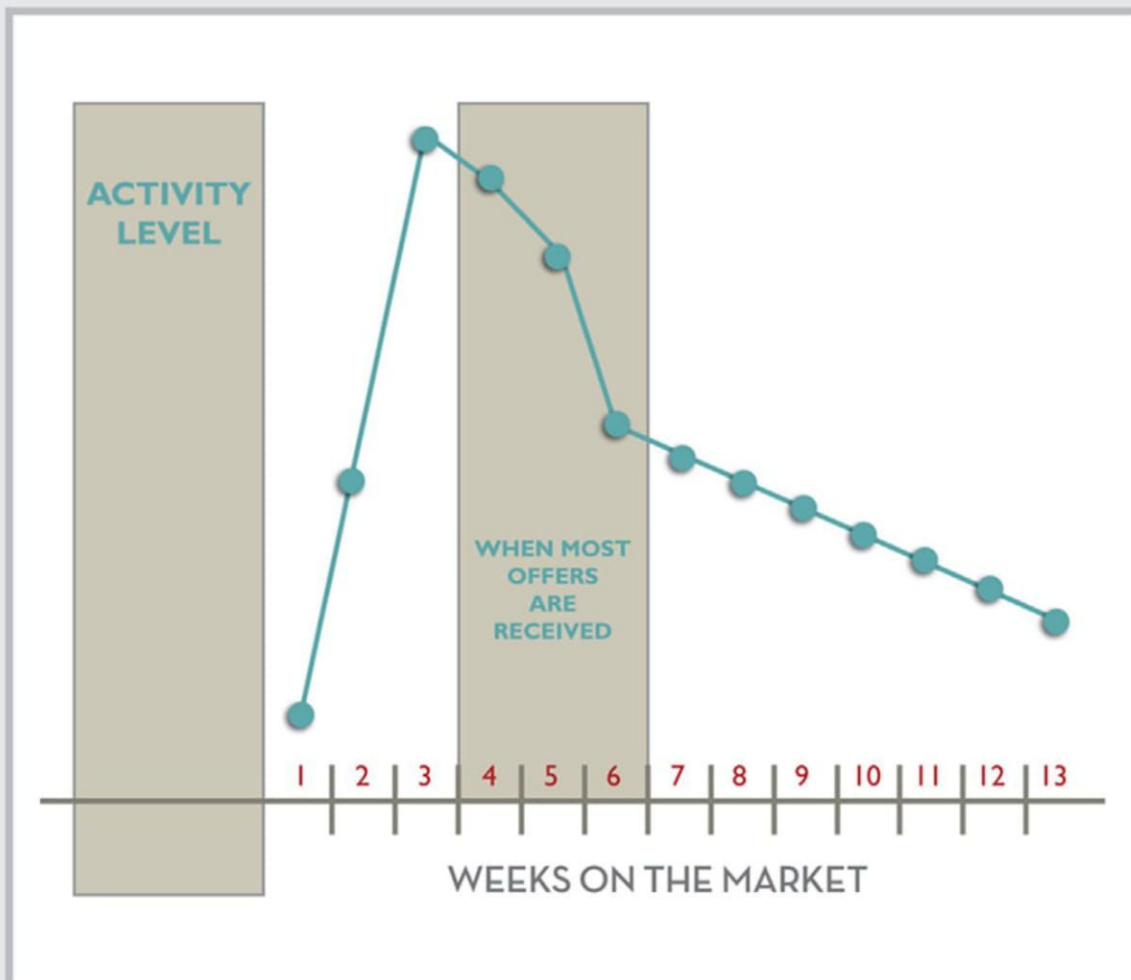
PRICED AHEAD OF THE MARKET



- A property generates the most interest when it first hits the market.
- The number of showings is greatest during this time if it is priced at a realistic market value.
- Starting too high and dropping the price later misses the excitement and fails to generate strong activity.
- Many homes that start high end up selling below market value.



THE RIGHT PRICE IS IMPORTANT

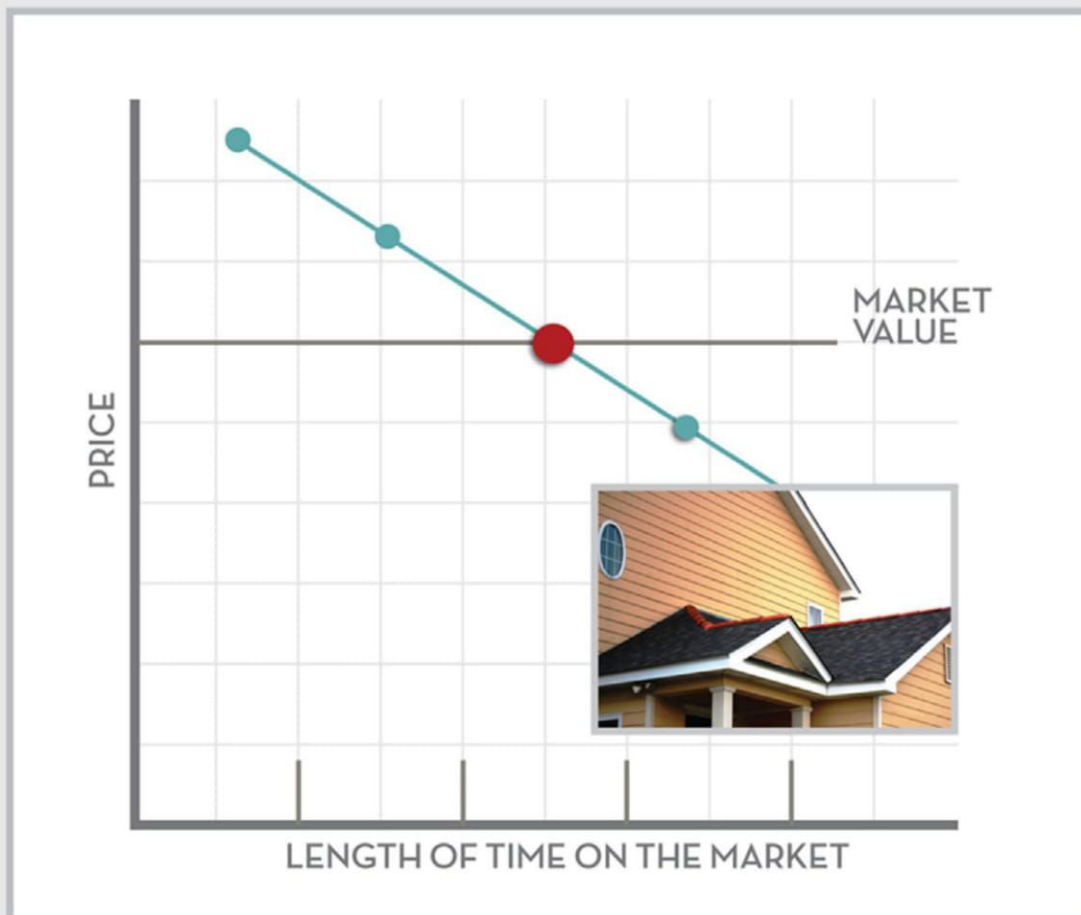


IF YOU WANT TO COMPETE, BE COMPETITIVE

- The buying market has a short attention span.
- Pricing your home right the first time is key.
- Proper pricing attracts buyers.
- An overpriced house will not sell.
- We want to generate offers before the market moves on to newer listings.



PRICE RIGHT - TIME ON THE MARKET WORKS AGAINST YOU





expTM
REALTY

We will shoot desirable photographs of the home, and put together stunning flyers and marketing materials. Any costs incurred, we will cover. We take the financial risk on the listing right along with you!

PROFESSIONAL
PHOTOGRAPHY



STAGING

We want your home to be shown in the best possible light to prospective buyers to get you top dollar in the shortest amount of time.

We will help you create a warm and inviting environment focusing on the best architectural features and selling points of your home.

We will communicate to you options. We can use your furniture and our light staging inventory, or there are professional companies we can connect you to.

exp[®]
REALTY



LISTING PLAN OF ACTION TO SELL YOUR HOME

Our strategy has been specifically created and designed to assist you in achieving the results you want and deserve.

Provide your property with as much exposure as possible and assist in getting as many qualified buyers into your home until it is sold.

Communicating with you, weekly, the results of the activities being done to sell your property.

Assist you in negotiating the highest dollar value between you and the buyer(s) we bring your way.

Here is our proactive, step by step approach We take to get your property sold.
The beginning process for your success:

1. First, thank you for making the right choice to hire me as your agent!
2. Suggest and advise as to any changes you may want to make in your property to make it more sellable.
3. Schedule a day for professional, high quality photography with the best photographers in the industry.
4. Develop a description and a list of features of your home for the brokers to use with their potential buyers.
5. Price your home competitively to open the market vs. narrowing the market.
6. Once photos are back and we have all the details, you will be sent a draft of our MLS and marketing pieces so you can advise or suggest any changes.
7. Once we have your approval, we launch onto the MLS...and then the overall market.

Marketing and Exposure

8. Promote your listing within eXp Realty for early promotion to other top-selling agents in the area.
9. Send out an e-blast to all of the top agents in the market giving them a direct notification to your property.
10. Create a high-end brochure and one-page flyer for your property.
11. A custom, professional sign is placed at your home for additional exposure.
12. Home will be added to the top real estate websites for ultimate exposure, including Zillow, Trulia, and Realtor.Com as well as 350+ others.
13. Provide you with market updates and confirm we are on track; this defines our proactive and dedicated approach.
14. Monday- Friday, each morning I will be on the phone calling prospective/potential buyers to find a buyer for your property.
15. Contact our buyers, Center of Influence, and Past Clients for their referrals and prospective buyers.
16. Contact area brokers who have clients that have noted an interest in your property to invite them to a private viewing (MLS Reverse Prospecting)
17. Provide you with immediate feedback on every showing scheduled.
18. Host an effective open house, if not yet under contract.

Negotiating the Terms and Closing

19. Follow up, follow up, follow up...Consistently and persuasively follow up with all potential buyers and brokers who have shown your property to their buyers.
20. Assist all buyers and prospective buyers with their financing options, if necessary, to have the most effective sale.
21. Represent you on all offer presentations to assist you in negotiating the best possible price and terms.
22. Handle all follow-up with the title and escrow company upon acceptance of a contract.
23. Deliver your check at closing. Congratulations on selling your home!
24. Help you find your next home.
25. Create another raving fan of our service.