



**Kelly Richmond**  
**Realtor®**



**775-219-6413**



# **My Approach**

to helping you  
market and  
**sell your home.**



**Intelligent marketing**

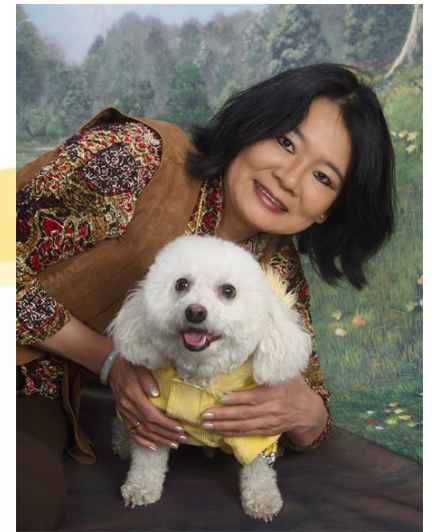
# Today's Goal



- **Get** to know you better
- **Answer** all your questions
- **Ask** you about important information



# About me personally



- **Lived in Reno 40+ years**

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- **Married to Shaowei 36+ years**

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- **Full Time Realtor for over 13 years**

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- **Created my website from scratch**  
- using HTML, Photoshop, Dreamweaver.





# About me



**Kelly Richmond**  
**Realtor®**



**775-219-6413**



**VP at the  
Peppermill  
1982-2004**

**2005-2007  
CRS, GRI,  
ABR, e-PRO**

**2012  
Broker Exam**



**2004  
Real Estate  
License**

**2008-2012  
#1 Buyer  
Agent Reno-  
Sparks**





# Testimonials



**Kelly Richmond**  
**Realtor®**



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## What My Clients Say About Me:

"The refreshing thing about working with Kelly, is the time he takes to make sure you understand everything that is happening.

We discussed the comps, marketing strategy and price before putting my house on the market. The house received multiple offers and sold above the asking price.

Kelly was there for all of my questions and for all of the required meetings. He made everything run smoothly and professionally."

– *Avis Patterson*

***70 + more Testimonials in my handout!***



# about your house



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Realtor®



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- What drew you to this home when you bought it?
- 

- What is your favorite feature of this house?
- 

- What do you like about your neighborhood?
- 

- What don't you like about it?
-



# Important Questions



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- **Why** are you moving?

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- **How** soon do you need to move?

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- **Is** timing important?

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- **What** are you looking for from your agent?

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- **Do** you anticipate challenges in selling your home?

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THIS INFORMATION  
WILL HELP ME  
DETERMINE THE BEST  
COURSE OF ACTION  
AS WE GO THROUGH  
THE PROCESS OF  
SELLING YOUR HOME.



# Marketing Plan



## 1. I will Feature YOUR Property on the Net.

Over the past decade, our world has become increasingly digital. Consumers are going online at a rapid pace and even research on the go with their smartphones and tablets.

**Nine in 10 home buyers today rely on the internet as their primary research source.**

Your property will be posted on over 40 third party listing service websites





# Marketing Plan



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## 2. Multiple Listing Service.

I will register your property in the Multiple Listing Service database, making it available to all Reno/Sparks area buyer agents.

## 3. Email Agents.

I will e-mail details on your home directly to all agents. E-mail is the preferred form of communication for most top producing agents.



# Marketing Plan



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## 4. Preparing Your Home.

I will provide specific guidance on what you should do prior to placing your home on the market. The goal is to get your home in top condition so that it will command a premium price.

## 5. Resources.

I will be a resource providing recommendations for some of the best service providers: escrow, property inspection, home warranty, etc..



# Marketing Plan



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## 6. Lock Box.

This electronic lock box allows me to find out who accessed your home. Statistics show that using a lock box increases the number of buyer showings by 40%.

## 7. Sign.

The distinctive Real Estate of Reno Sparks "For Sale" sign creates more buyer interest. Our signs generate numerous buyer calls.



# Marketing Plan



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## 8. Personal Contacts.

I have lived in the Reno-Sparks area for over 40 years and I will promote your home at every opportunity.

## 9. Showing Follow Up.

I will contact the agents who have shown your property more than once to determine the level of buyer interest and to provide additional information for the prospective buyers as required.



# Marketing Plan



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**Realtor®**



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## 10. Partnership = You and Me.

**My goals are the same as yours -**

Obtain the most money for your home.

Sell the home quickly without making sacrifices.

Minimize the inconveniences of selling.



# Price to Sell



## Competition

- How many properties are on the current market in this area, how fast are they selling and how near the asking price?
- Considering the competition, quality, condition, location and price would provide helpful information before deciding on price.
- Pricing in the beginning is very important to take advantage of the initial market activity and to best achieve your goals.



# About My CMA



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## Competitive Market Analysis

- **Comparables** include sales from all real estate agents and companies
- **The best measure** of value is sold listings
- **Active listings** demonstrate supply and competition



# Getting Started



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## Getting started is easy.

Once I have answered all of your questions, we have a little paperwork to complete.

Then I can have your home on the market in as little as 24 hours.







# Thank you!



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**Realtor®**



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## Golden Rule Pledge

**Selling your home** is a big deal and I take the task very seriously.

I will give the same level of care and attention to the sale of your home that I would use in selling my own home.

My goal is to make life-long clients who turn to me first and who recommend me to others - not just a quick sale.



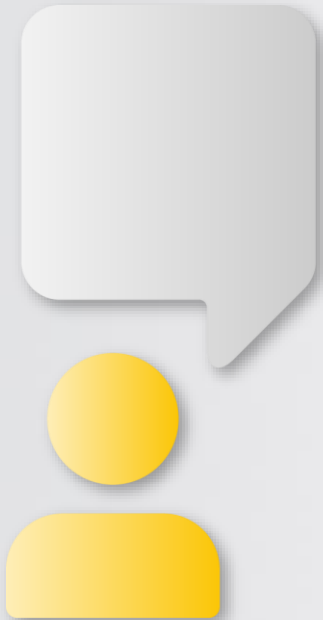
# Contact Info



**Kelly Richmond**  
**Realtor®**



**775-219-6413**



- **Cell 775.219.6413 (preferred)**
- **Office 775.828.7200**
- **Fax 775.828.7210**
- **Email:**  
[RenoKelly@RenoKelly.com](mailto:RenoKelly@RenoKelly.com)

**NOTE:** I always check my email and text messages.

I almost never answer the phone while showing clients homes but will check messages frequently.



# Clients Comments



Kelly has been the best Realtor that we have worked with thus far. We have bought properties in San Jose, Los Angeles, Reno and so far, Kelly is number one in our book. He is knowledgeable, patient and knows his territory. We relocated to Reno from Los Angeles and were looking for a home.

Kelly helped us with every step of the way from A to Z including finding the right property, doing research on appropriate pricing of the house to finding reliable contractors for remodeling. Working with him, we find him to be professional and efficient. He doesn't mind showing you 10 houses a day and answers your questions with expertise and past experience. He is not pushy but patient to learn about what your preferences are to find the best property for you. He also has a great network locally so that helped tremendously through escrow and closing processes. We trusted Kelly and did not worry much during the entire process of buying our home. We definitely would ask for his assistance again in the future.

Thomas and Audrey



# Clients Comments



The refreshing thing about working with Kelly, is the time he takes to make sure you understand everything that is happening. There is no "initial here, sign here" without a clear understanding of just how you will be affected.

We discussed the comps, marketing strategy and price before putting my house on the market. The house received multiple offers and was sold within 1 day and above the asking price.

We went over the offers, line by line, so that I was able to accept the best contract. The service didn't stop there but continue with recommendations and suggestions on such things as moving and temporary housing.

Kelly was there for all of my questions and for all of the required meetings. He made everything run smoothly and professionally.

Avis Patterson



# Clients Comments



My wife and I were moving to Las Vegas so we decided to contact our previous Realtor Kelly Richmond. Kelly represented us when we bought our first house in Reno many years ago. He made the buying transaction very easy and we were confident he could do the same for this house sale.

Kelly provided us excellent information on all of the comps in the area, had a keen eye for potential issues and accommodated our schedule very efficiently. He also was always reachable, returning my phone calls, emails, or text messages any time I had a question. Kelly provided us the ability to complete all the transactions via email and the final documents were processed by a Notary who came to our home at our convenience.

Kelly made the entire process very simple and gave us great confidence in our choice. We would highly recommend Kelly to others and couldn't have asked for a better Realtor.

Dave and Patty Halabuk



# Clients Comments



Kelly Richmond is a terrific Realtor, also a pretty great human!

As buyers from out of state we brought extra issues to the table, Kelly quickly worked through every issue we had. His extensive local knowledge was freely shared, which is near priceless for a buyer from out of the area. He listened to our ideas about what we thought we wanted and quickly provided a list of properties that met our needs. During our tour of those properties he was free with his knowledge, and observations, which was very helpful in narrowing our list of acceptable properties.

His generous use of his time to personally observe and gather reports from the many inspections of our property was extremely helpful, since we were still living many hours away. While we have no plans on further real estate purchases, if we did, Kelly would be the first person we'd contact. If you are in the market for a realtor to assist you in a purchase, Kelly is the person you should meet. He is generous with his time and his Rolodex

Gene Benson



# Clients Comments



Kelly Richmond acted as my agent to purchase a home. I have not purchased a home for twenty years, though I have many investment properties.

I found that Kelly is up to date, knows the Reno area very well, and actually listened to me and learned my needs and wishes.

He provided unbiased advice and I found a suitable home to purchase. I had trouble with the seller (a bank-owned short sale) several weeks after closing.

Though Kelly's legal obligation was over, he took personal interest in my problem and even bought me dinner when I was stressed out; he really went "the extra mile" for me.

Of all the agents I have used in 35 years he is the best.

Glen McMillion



# Clients Comments



Reno Kelly was the greatest!! We lived in southern California which added to the task of finding and purchasing a house that we would like.

As new properties became available Kelly was prompt to forward them to us. We came to look at properties at least twice a year; again he never gave up. He was professional, thorough and paid attention to detail. Over the course of several years he took us to see many homes and was always very happy to do so.

Once we chose a property and made an offer we closed escrow in 30 days with Kelly's help. He was very patient, tolerant and kind throughout the process.

He is a wonderful person and now a friend. When it came time to select the needed services to support our living in the Reno area he was a wealth of information. We would recommend his services to anyone buying or selling a home.

Martin & Tamara Coulson





# Clients Comments



I highly recommend Kelly Richmond of Reno Kelly for your real estate needs. Kelly has years of experience/knowledge, he is a professional; he is considerate, and is someone who gets the job done no matter the challenges. The home I choose was a complicated sale but Kelly remained focused on the task updating me almost daily to the situation. Kelly immediately returned all of my calls and emails.

He was fully dedicated to securing the house I wanted to purchase. Even though there were many hurdles in the way, Kelly maintained his optimism offering me assistance by explaining each circumstance as it arose and paved a smoother transition to buying the home by recommending other professionals for expedited home inspections.

With the upmost confidence, I fully endorse Kelly Richmond of Reno Kelly. Thanks Kelly I love my home and new neighborhood.

Laurie L. Sims



# Clients Comments



This was my second time around with Kelly on the same house. He did such an excellent job when I bought the place that I just had to ask him to help me sell it 3 years later.

Kelly had been doing buy-side realty exclusively for years, but after I managed to sweet talk him into helping me sell it turned out he's as good as it gets on that side too.

Kelly is just the best. He won't miss any details, will go out of his way to provide the best service in all ways, never fails to keep the client informed, and just knows how to get it done. I will recommend him to anyone.

Thanks for your great work Kelly!

Steve Pugliese



# Clients Comments



Hi Kelly,

We would like to thank you for helping us find our new home in Reno. You literally gave us door to door service by picking us up at our hotel every day, showing us homes and bringing us back to the hotel every night. We looked at many homes that met our criteria as you patiently helped us.

There was no sales pressure of any kind and if something did not look right about a particular home you did not hesitate to tell us about it. You were on the ball and kept all the little details in order when we did find the home we wanted and the sale went very smoothly.

We also appreciate you representing us at the inspections saving us hundreds of miles of driving. We have mentioned your web site [RenoKelly.com](http://RenoKelly.com) to a couple of folks we know are thinking about moving to Reno and I know they will also find the service excellent. Thanks again and stay in touch.

Ed and Maureen



# Clients Comments



As a Buyers Agent and Realtor in the Reno/Sparks area, Kelly Richmond has shown his expertise and knowledge in assisting us in finding a new home.

When we started the process of our move from Portland, Oregon, Kelly was in constant contact with us with regard to the home availability and areas of interest. When, we finally made the move to the Reno area, Kelly knew what we had in mind and took the time and effort in showing what was available to us in our price range.

We knew which home we wanted within 2 days. Kelly was there for us every step of the offer process, contract, inspection, re-inspection to the signing of our closing with Escrow.

We are very grateful to Kelly for his assistance and most of all his patience during the buying process of our new home.

Marietta and Lester Fischer



# Clients Comments



Dear Real Estate of Reno Sparks,

We would like to share with you our appreciation for the fine customer service provided through your office, by your agent Mr. Kelly Richmond. Through our experience as first-time purchasers of investment property in Reno, we can attest that Kelly has demonstrated superbly the responsiveness, depth of knowledge, patience, and thoroughness that were crucial to a pleasant buying experience. We toured several properties, often on short notice, and learned a lot about the local market and real estate process from Kelly.

He was always supportive and helpful in every way possible, and really went the extra mile by accompanying us during the closing meeting with the title company, just in case questions might arise. We really appreciate Kelly and would call him in a moment when seeking additional property. I'm sure we'll recommend him highly to others.

Steve and Andrea Batie



# Clients Comments



As homebuyers from the Midwest, we found Kelly Richmond to be a friend in our search for a second home in Reno, Nevada. When we first contacted Kelly, he was genuinely interested in helping us even though he was doing it via e-mail and telephone and had never met us face-to-face. We were even surprised at how much information he was able to provide us long distance on numerous homes we were possibly interested in.

When we did meet Kelly and toured several homes with him, he was always very accommodative and interested in what we wanted to buy, not what he thought we should buy. One of the things we especially liked about Kelly was his “no pressure” sales approach. He showed us every home we wanted to see, and others he thought we might be interested in, all the time without pressuring us to make a decision. In fact, from the time we initially contacted Kelly until we actually purchased a home with his help nearly one year had gone by. We would highly recommend Kelly to anyone interesting in purchasing a home in the Reno area, as you could not go wrong by seeking his advice and assistance.

Steve and Janet Robinson, Omaha, Nebraska

