

ROB KROP TEAM

of Keller Williams Realty Centre



MARKETING STRATEGY



"BRINGING JOY AND EXCITEMENT TO THE HOME BUYING AND SELLING PROCESSES."

301.524.2887 www.RobKropTeam.com

A LETTER FROM ROB KROP

We understand that selling your home in today's market is very important to you and are here to help you with every step. There are certain details that it takes to successfully sell a home, and our team has mastered every single one. Whether it is our proven sales approach, effective marketing campaigns, or utilizing our extensive network - no detail is overlooked. Our team ensures that we will get the job done, and pride ourselves in our use of technology and innovation to maximize the exposure of your home.

With this presentation, we hope to give you some insight on exactly what we will do to provide a successful sale. We put our clients first, and you can count on us to make sure every step is taken in their best interest, with professionalism and integrity.

Our Team has a proven track record, years of experience, and the right skill set to help you get your home sold in an orderly and timely fashion. We hope this presentation will serve as a testament to that and look forward to serving you.




REAL REVIEWS

“Most reliable realtor. Great with communication. Keeps you updated daily. Fast response time. Sold our home within 5 days with large amount of showings and offers. Helped us buy our dream home.” 



With how quickly the market moves in downtown Frederick, I learned that it is so important to have someone who will make himself available as soon as a house is posted for sale.

trulia

“Rob answered questions I didn't even know I had, outlining what each next step would be with clarity.” 



“I felt that i was in very capable hands with Rob as my real estate agent.”

trulia

OVER \$200 MILLION SOLD.



WE HAVE A TRACK RECORD OF SUCCESS



14 DAYS

OUR LISTINGS SELL 40 DAYS
FASTER THAN THE AVERAGE AGENT



40 HOURS

WE SELL A HOUSE EVERY 40 HOURS



OUR LISTINGS SELL FOR
99.21% OF THE FINAL
LIST PRICE, 8.5% HIGHER
COMPARED TO THE
AVERAGE



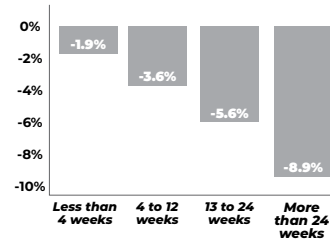
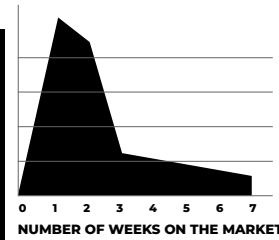
WE CLOSE MORE
THAN 10X MORE
TRANSACTIONS THAN
THE AVERAGE AGENT



99.77% MORE
MONEY FOR YOUR
NEW CHAPTER

PRICING YOUR HOME

NOT ONLY WILL YOU MISS PROSPECTIVE BUYERS BY OVERPRICING YOUR HOME, BUT YOU WILL AFFECT HOW LONG YOUR HOME WILL REMAIN ON THE MARKET AND WHAT THE EVENTUAL SELLING PRICE WILL BE.



ACTIVITY VERSUS TIMING

Timing is extremely important in real estate. A property attracts the most interest and excitement from the real estate community and potential buyers when it is first listed. Therefore, it has the highest chance of a sale when it is new on the market. Setting a realistic price from the beginning will help take advantage of this initial period, and increase the chance of a timely sale. An experienced agent who knows the market and the marketing process can help you determine the market value of your home, thereby giving you the best chance of a quick and smooth sale.

TIMING VERSUS SELLING PRICE

When a home is overpriced at the start, it misses, what can be, the most critical time period in selling a home - the first weeks after it is listed. Once this period is passed and little traffic is generated at the initial price level, it becomes necessary to seek a lower listing price. Depending on market conditions this cycle may repeat several times before a sale is made, resulting in an eventual sale price that is well below the initial listing price, and possibly lower than the market value for your home.

DETERMINING YOUR HOME'S MARKET VALUE

A comprehensive market analysis is essential to determine the value of residential property. Location and characteristics of the property are the key elements in determining value, therefore the basis for valuation is similar properties in your area. The market analysis takes into account the amount received from recent sales of comparable properties and the quantity and quality of comparable properties currently on the market. The desired end result, of course, is to find a price that will attract a willing and able buyer in a reasonable time. Once the value of your home has been determined, you can decide on an offering price that will achieve your goals. Generally, the price should not exceed the value by more than 5% or potential buyers may not even make offers.



PRICING GUIDELINES



PERHAPS THE MOST CHALLENGING ASPECT OF SELLING A HOME IS LISTING IT AT THE CORRECT PRICE. IT IS ONE OF SEVERAL AREAS WHERE THE ASSISTANCE OF A SKILLED REAL ESTATE AGENT CAN EVEN PAY FOR ITSELF.

TOO HIGH CAN BE AS BAD AS TOO LOW

If the listing price is too high, you will miss out on a percentage of buyers looking in the price range where your home should be. This is the flaw in thinking that you will always have the opportunity to accept a lower offer. Chances are, the offers won't even come in because the buyers who would be most interested in your home are turned off by the price and not even taking the time to look. Then, by the time the price is corrected, you already lost exposure to a large group of potential buyers.

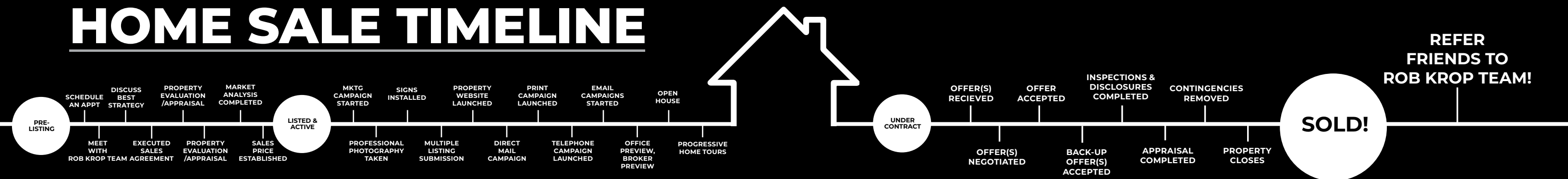
The listing price becomes even trickier to set when prices are quickly rising or falling. It is critical to be aware of where and how fast the market is moving — both when setting the price and when negotiating an offer. Again, an experienced, well-trained agent is always in touch with market trends — often even to a greater extent than appraisers, who typically focus on what a property is worth if sold as-is, right now.



AGENT EDUCATION, EXPERIENCE CRITICAL

When working with a real estate agent, it is critical that you have full confidence in their experience and education. A skilled, knowledgeable agent should be able to explain exactly why your home needs to be priced at a certain level — compared to recent listings and sales of homes similar to yours. Experienced agents also know exactly what the current pool of buyers are looking for in relation to particular styles and price ranges of properties. A skilled agent can recommend changes that will enhance the salability of your home, thus increasing the price —and/or decreasing the length of time before a sale.

HOME SALE TIMELINE



WHO WE ARE

Everyone deserves to work with the best.

Rob decided to build a super team of like-minded professionals who are interested in helping people navigate through, what is often, the largest sale most ever make. Their tenacity, creativity, and empathy qualifies these agents for the job.

ROB KROP - TEAM LEADER

BROKER

Rob Krop has consistently been ranked in the top percentage of realtors over the past decade.

With a background in mortgages, graphic design and marketing, he created one of the fastest growing brokerages in the Frederick area. Having trained over 50 agents with the highest average production, compared to other brokerages, he curated a real estate business system that generates substantial results.

BACK END STAFF

FULL TIME ADMIN

With our full time admin, paperwork is never missed, inspections won't fall through the cracks, and social media advertising is routinely managed.

FULL TIME RECEPTION (ALTERNATING)

Potential buyers are more likely to leave a message at the front desk as opposed to leaving a voicemail. Thanks to our full time reception service, we guarantee there is never a missed call, 24/7.

VIDEOGRAPHER - CHRIS KLEIN

Well-adept in various facets of videography. From music videos (FloRida, Selena Gomez, etc.) to projects with the US Department of Defense. There is no doubt Chris has the skills and expertise to make your home stand out.

2020



"A TEAM WILL ALWAYS OUT-PERFORM AN INDIVIDUAL."

ROB KROP TEAM ADVISORS ARE WELL-TRAINED IN CUSTOMER SERVICE, SALES, AND HIGH-LEVEL NEGOTIATIONS. BACKED BY MARKETING AND ADMIN STAFF THAT NEVER MISS A BEAT.



ESSENTIALS



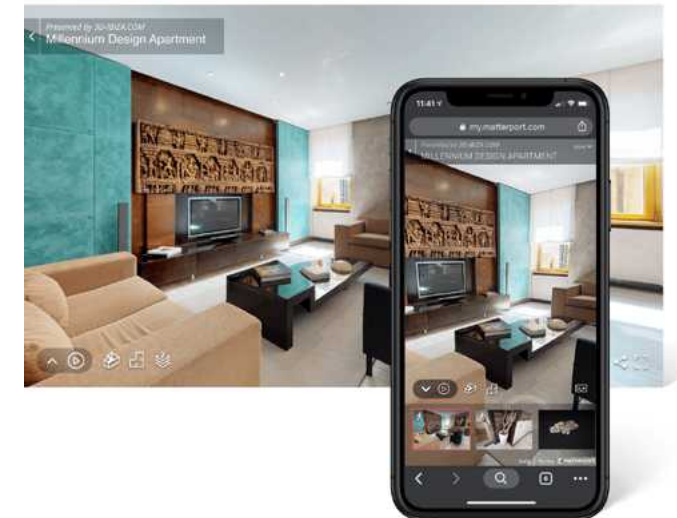
PHOTOGRAPHY

The photos taken of your home matter.

Properly lit, high-resolution photos are the only type of pictures that should be used in a home marketing campaign. Like any other sales effort, it is important that we make the best first impression. Our photographers are some of the best in the business! They know how to capture a home to attract more buyers than the competition.

3D TOURS

True 3D virtual home tours help buyers create an immediate and lasting emotional connection to properties because they can experience them as if they were really there. Our 3D tours equip you with the best tools available for creating favorable impressions, winning prospective buyers, and selling your home faster. Your home will stand out in a crowd.



WHITE GLOVE SHOWINGS

Whether distance, busy schedules, or even a pandemic, we got you covered.

Showings from the comfort of your couch with a live agent or in 3D at your convenience



ESSENTIALS

STAGING

Although staging is not for every home, it can lead to a higher sale price in less time. We will guide you through the decision of choosing staging vendors or virtual staging.



LUXURY YARD AND SIGN POST

Our luxury sign and post will show your home is professionally represented. With our clean branding, nothing will detract from your home's curb appeal.

PROFESSIONAL BROCHURES

Professionally designed and printed, a Rob Krop Team residential brochure will showcase your home in the best way possible, and includes a floor plan of the home. You can get in touch with all inquiries.

24 /7 CALL CENTER

ShowingTime showing service never misses a call. Showings can be scheduled via phone, text, email, and mobile app.



ACCURATE FEEDBACK

We will give you feedback from prospective buyers and agents regarding your home, allowing you to make any adjustments to your home-selling strategy.



SYNDICATION

BRIGHT MLS

The Rob Krop Team is part of the Bright MLS: the largest multiple listing service in the country, which means most local brokerages will feature your home on their site. With 85,000 subscribers, Bright MLS listings get a turbo boost of exposure through one site. They offer customization to make the MLS work for us, such as listing fields suited to particular markets and the possibility to deliver deeper information to buyers.

BUYER DATABASE

On average, we have thousands of active buyers searching our website. We monitor their searches and call the 50-100 buyers that may be interested in purchasing your property!



ENHANCED SYNDICATION/ LISTHUB

*THOUSANDS OF OTHER SITES THROUGH OUR PARTNERSHIP WITH LISTHUB AND OUR OTHER RE/MAX PARTNERS.




SYNDICATION



Lead of Rob Krop Team
Rob Krop





- Trustworthy, responsive knowledgeable
- 90+ experience score
- Top 10% of Zillow Premier Agents









PREMIER EXPOSURE

WHAT DOES IT MEAN TO BE A PREMIER AGENT?
We receive branding and exposure across the largest online real estate network. This means your listing is appearing prominently on the websites where home shoppers are searching and are receiving leads when buyers and sellers choose to contact an agent.

WHAT IS BEST OF ZILLOW?
Decided by clients, the Best of Zillow designation is reserved for agents with experience scores of 90+. To give a holistic view of a client's overall experience throughout their home-buying journey, experience scores factor in responses from surveys sent 24 hours, 15 days and 45 days after an agent first speaks to a connection.

A MARK OF DISTINCTION
Best of Zillow agents are the top 10% of Zillow Premier Agents. The Best of Zillow profile badge showcases their dedication to customer service and makes them stand out to buyers and sellers in their markets. These agents demonstrate trustworthiness, responsiveness, and knowledge in every client interaction.



-  REACH TOP SEARCH RESULTS
-  CONNECT TO REAL BUYERS
-  5.5x MORE EMAIL INQUIRIES
-  VISIBLE ACROSS ALL DEVICES
-  HYPERLOCAL MARKETING
-  MORE PHOTOS
-  MORE INFORMATION
-  MORE FEATURES

SYNDICATION

Keller Williams

Because the Rob Krop Team is with Keller Williams, national and international brokerages will display your home on their websites.



HOME TO 164,399 AGENTS IN THE US.

Keller Williams ("KW"), the world's largest real estate technology franchise by agent count and the U.S. leader in units and sales volume, reports year-end (YE) results, having achieved significant growth and technology milestones, and topped franchise and corporate culture rankings in Q4 '20.

Keller Williams is home to 164,399 agents in the United States and Canada and 12,068 agents operating outside of the United States and Canada, for a total of 176,467 agents worldwide, as of December 31.

In Q4 '20 alone, KW added 3,140 net agents across the U.S. and worldwide regions.

#1
REAL ESTATE
COMPANY IN U.S.

#1
IN CUSTOMER
SERVICE

#1
IN
VOLUME

About Keller Williams:
Austin, Texas-based Keller Williams, the world's largest real estate technology franchise by agent count, has more than 1,070 offices and 190,000 associates. The franchise is also No. 1 in units and sales volume in the United States.

In 2015, KW began its evolution into a technology company, now building the real estate platform that agents' buyers and sellers prefer. Since 1983, the company has cultivated an agent-centric, technology-driven and education-based culture that rewards agents as stakeholders. For more information, visit kw.com.

THE
2021 REALTRENDS
FIVE HUNDRED

#1 BY SIDES & SALES VOLUME

We continue to reach new heights through innovation, disruption and an uncompromising agent-first mindset! AND ITS WORKING!

MARKETING

TODAY, HOMEBUYERS START THEIR SEARCH ONLINE. LEAVING NOTHING TO CHANCE, OUR TEAM WILL FEATURE YOUR PROPERTY ACROSS A MULTITUDE OF PLATFORMS TO RECEIVE UNPARALLELED EXPOSURE TO CONSUMERS AND REAL ESTATE PROFESSIONALS ACROSS THE GLOBE.



CUSTOM PROPERTY WEBSITE

We build your property its own custom website. It will showcase your property's high-resolution photos and all of the features of your home. You will also find virtual tour video links.



DIGITAL MARKETING

PAY-PER-CLICK ADVERTISING

We invest in pay-per-click advertising on social media. This is a great way to market your home to its hyper-local audience. We start from general awareness to interest.

VIDEO

Video is a popular means for advertising a home. It gives a buyer a different perspective of the home, its layout, and floor plan. We will feature your home on video sites like YouTube.

NICHE MARKETING

This unique tactic allows us to understand the specific needs of our local homebuyers and reach them directly. It is all about targeting the right audience and broadcasting your listing to them, in an effort to reach the perfect buyer.



MARKETING

JUST-LISTED MAILING

Our mailing campaign will showcase your home to your neighbors and allow them the opportunity to show it to buyers they know who are looking in the neighborhood.

OPEN HOUSE

We have found that a majority of homebuyers start their search at an open house. We also know that pictures don't tell the whole story, therefore, our open houses have attracted buyers who otherwise passed by or didn't even see the listing online.



BROKER OPENS

Another way we reach out to active agents in your area, is hosting an open house just for realtors. This allows us to show off your homes' great features and collect any feedback of their potential buyers.



ADDITIONAL SERVICES

MOVING CONCIERGE

Your new home comes with a perk... **FREE** moving concierge services. When we get to that stage of the process where you need to start worrying about setting up utilities, scheduling movers, getting insured, changing your address, etc. - we'll get you in touch with a member of the concierge team to tackle those tasks for you so you don't have to.



PROSAROUNDTOWN.COM

In our efforts to make this stressful process more manageable for you, we've put together an online directory of some of the best handymen, lenders, contractors, inspectors, movers, and more who are able to service PA, VA, WV, MD, & DC for all of your professional homeowner needs.

HOME WARRANTY COVERAGE (OPTIONAL)

We partner with great home warranty companies that you can elect to add to your home during the listing period. Covered service problems will be taken care of. We can also provide additional after-sale liability protection. Sell with peace of mind.

ROB KROP TEAM

of Keller Williams Realty Centre

LIKE. FOLLOW. SUBSCRIBE.
Rob Krop Team



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