



LUXURY HOMES
INTERNATIONAL

KELLER WILLIAMS® REALTY



LUXURY MARKETING PLAN

Prepared for:
YOU

Compliments of:

The Bunch Real Estate Group, Inc.

404.939.3202 Direct

Keller Williams Realty First Atlanta
200 Glenridge Point Pkwy -Suite 100
Atlanta, GA 30342
404-531-3202



LUXURY HOMES
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KELLER WILLIAMS® REALTY

OUR LUXURY HOME SALE EDGE

We are different from most real estate professionals.

Most just:

Put your house in the MLS

Place a sign in your Yard

Pray some agent brings the buyer

We go beyond:

Prepare Properly (before your house is ever listed)

- Listing Appraisal
- Seller Home Inspection
- Home Staging
- Professional Photography

Proactively Prospect for Buyers daily

Price Watch the Competition

Provide real feedback

Thank you for choosing us to list your properties. We are so looking forward to working with you to get you the best possible price, in the shortest time, with the least amount of inconvenience to you.

The Bunch Real Estate Group





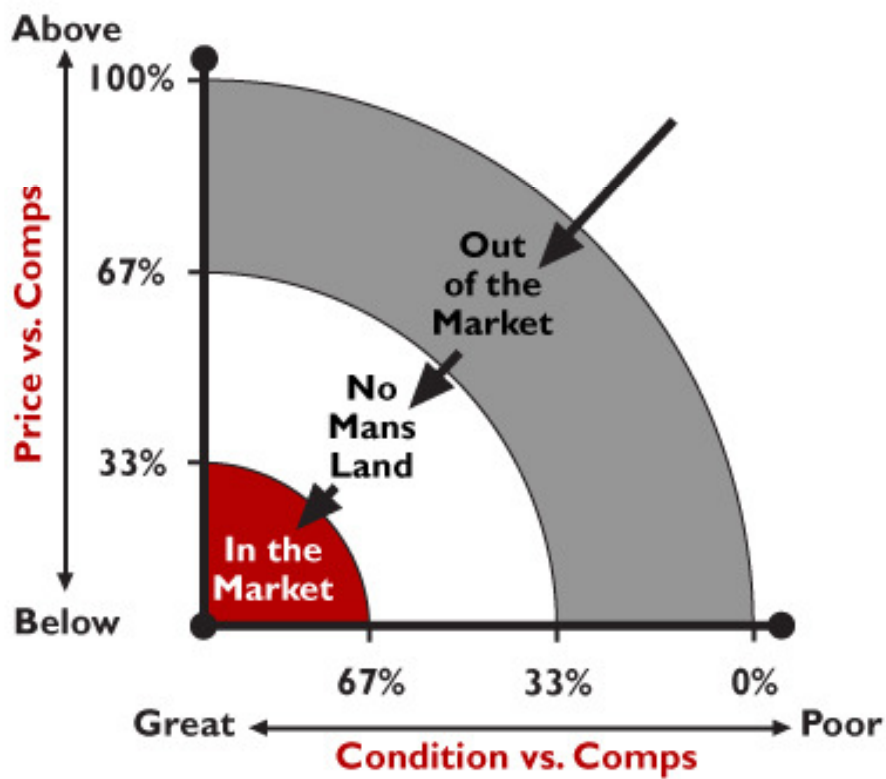
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OUR LUXURY HOME SALE EDGE

The Power of Pricing

To get your home sold for the most money in the least time, we have to price it “in the market.”



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Each Keller Williams Realty office is independently owned and operated.



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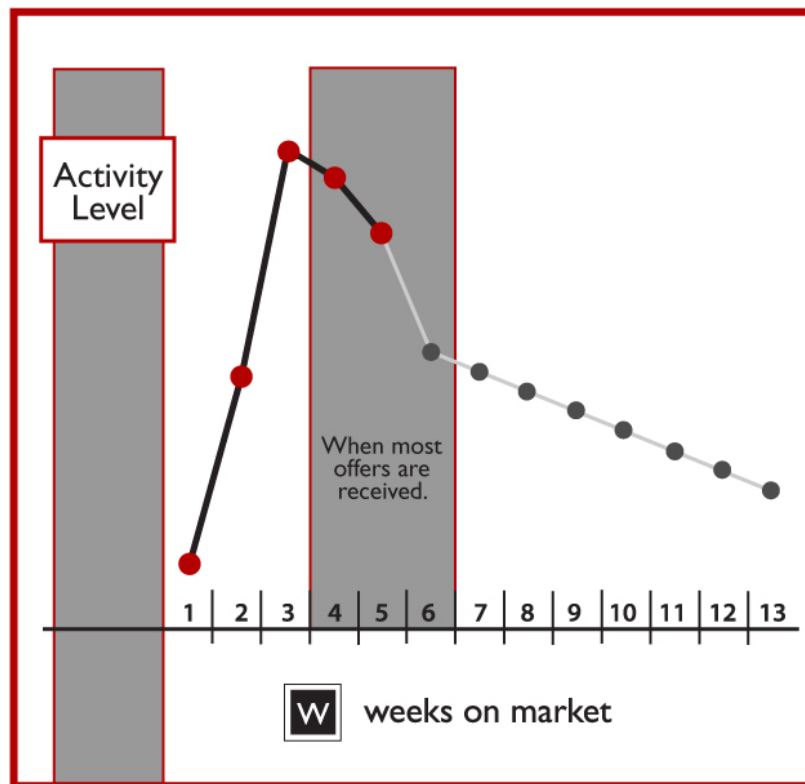
KELLER WILLIAMS® REALTY

OUR LUXURY HOME SALE EDGE

The Power of Pricing

Your property will generate the most interest when it first hits the market, and if it's priced at market value, it will generate the most showings.

If we start too high, we may miss the excitement and have to drop the price later, causing it to sell below market value.



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Extended Marketing Reach

When you list with me, we'll have access to the Keller Williams Listing System, or KWLS. This proprietary, exclusive system ensures your property is marketed online 24/7 through more than 340 of the most popular search Websites.



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The Rawls Group - Keller Williams Realty Members Events Photos Files Notifications Create Group

Write Post Add Photo / Video Ask Question Add File

Write something...

RECENT POSTS



Denise Gaiser McEnaney

Hi All! New listing within walking distance to Marietta Square! Two bedroom/ 2.5 Bath Town Home on Missions Street Lofts. Bright and beautiful and in excellent condition.

Closed Group

Welcome to the closed page for the Rawls Group at Keller Williams Realty. This page was created to share buyer needs, new listings and internal messages within our group.

679 members (3 new) · Invite by Email

4,000 People to Group

We fully leverage
the Power of Social
Media



Buyers Sellers Chastain Park General



Michael Bunch

Update Info

Activity Log

Timeline About Photos 121 Friends 1,296 More

SATURDAY, DECEMBER 28, 2013

1180 East Beechwood Dr

Comment 0 Share 9 Tweet 2

1180 East Beechwood Dr hosts one of Atlanta's most unique homes.



See Your 2013 Year in Review

out

Residential Real Estate Sales at Keller Williams Realty First Atlanta and Residential Real Estate Sales at Keller Williams Realty, Inc.

Past: Metro Brokers and Emcon

Childhood at Mississippi State

Status Photo Place Life Event

What's on your mind?



Michael Bunch shared Trinkl's video.

9 hours ago

The Most Impressive Video Ever!!

is true and very impressive.

LUXURY NEWS
A Rawls Group Newsletter

CONTENTS

- Latest Luxury Listing
- ILHM Luxury Housing Report Details
- Institute of Luxury Home Marketing Tips
- Northside Neighbor Deadlines/Important Information for 2014
- Upcoming Events
- Becoming a Board Member

1180 East Beechwood Drive
Atlanta, GA 30327
FMLS # 5229866
Offered at \$1,250,000
AGENT: Michael Bunch

LATEST LUXURY LISTING

Rebuilt in 2012 by Obie Award winning Epic Construction and featured in the AJC! This 6 bedroom and 4.5 bath "fun usual" custom home sits on 1 acre in Buckhead. The dramatic open floor plan takes advantage of a natural, wooded setting with huge windows, decks and outdoor living areas overlooking a meandering creek and 25 foot waterfall. Each level features a central lounge area with the upper one being open air. Great location for some of Atlanta's premier private schools

Listing Link: <http://coachbunch.com/2013/12/28/1180-east-beechwood-dr/>

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LUXURYREALESTATE.COM™

WHO'S WHO IN LUXURY REAL ESTATE

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Web#/Keyword

GO

PROPERTIES

PROFESSIONALS

COMMUNITIES

DESTINATIONS

NEWS

ABOUT



4 THOMPSON CIR NW - \$6,749,000 USD
WASHINGTON, DISTRICT OF COLUMBIA

[For Sale](#) | [Rentals](#) | [Professionals](#) | [Communities](#)

Keyword

City

Beds

Baths

Min Price

Max Price

Country/Destination

Category

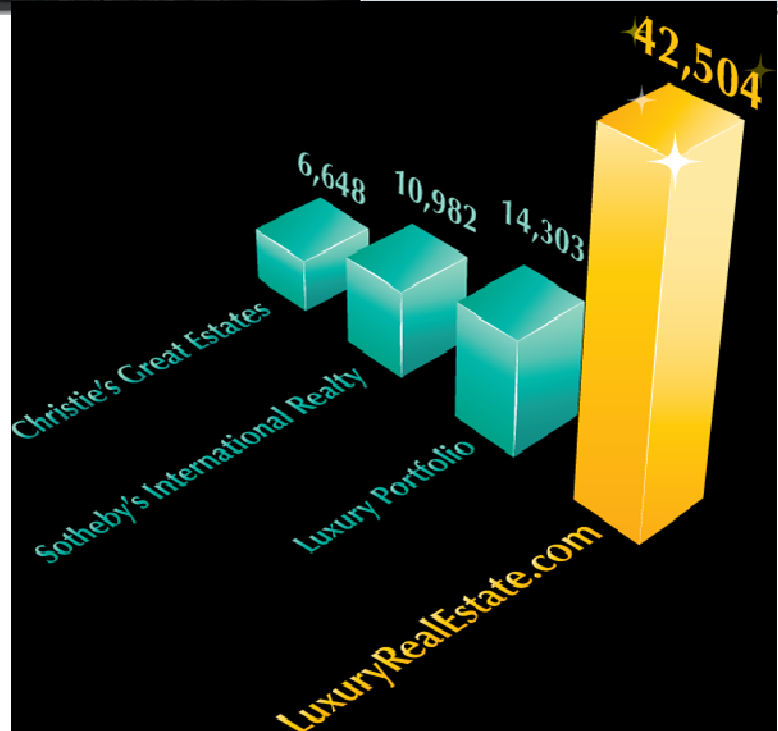
Any

Any

Search

International Exposure

Our marketing plan also mobilizes agents and buyers from around the world through our relationship with LuxuryrealEstate.com and Keller Williams Realty Luxury Agents



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National Magazine Advertizing:



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Other marketing channels where your home will be featured:

THE WALL STREET JOURNAL.

The Wall Street Journal's website - Here your home will be available to affluent buyers on one of the most coveted audiences in the market place.



Proxio Pro - Proxio Pro, an International MLS, positions your home in front of affluent buyers all over the world.

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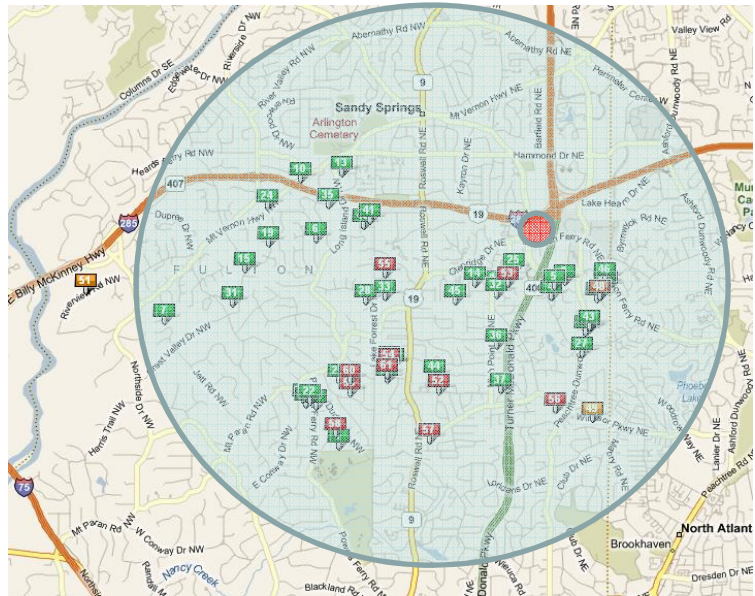
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Price Watching the Competition:

- Custom search built around each listing
- Alerted to all new listings and price changes
- Track showing agents and sales
- Preview competing nearby homes
- Interview the buyer's agents on competing homes that sell



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In some cases, a Luxury Auction may even be viable option:

SUPREME
auctions
Premier Leaders In Luxury Property

Call us today and begin your selling experience...

1-866-929-2243



Keller Williams Realty
SONORAN LIVING



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Sell Luxury Property

Agents

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Georgia – Upcoming August Auction
Equestrian Estate

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