



**YOUR HOME SOLD FOR  
TOP DOLLAR FAST**





## Why List with the Dawes Team?

Knowing what your home is really worth is important information to have if you're thinking of selling your home in the near future. As recently reported by NBC News, online valuations like Zillow, Redfin & Trulia may have sophisticated algorithms but it is still only a guess. Zillow indicates on their site that their Zestimates are within 20% of the sales price 86.9% of the time. That could be a potential loss of tens or even hundreds of thousands of dollars for you!

How do we consistently provide the most accurate home valuation and market analysis in our area?

Agents and sellers do not set home prices, buyers do when they exchange their dollars for real property.

Because we work with thousands of ready buyers, we have and understand the empirical data that will never be found online.

***"There is an art and a science required to price a home just right"***

## 3 BIG REASONS to Call the DAWES TEAM to Sell Your Home:

### 1 100% of Our Homes SOLD within the Listing Period

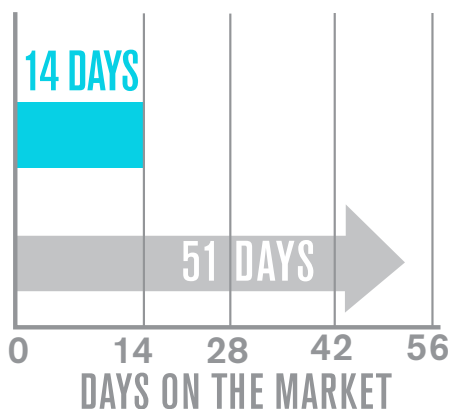
Homes SOLD within the Listing Period (%)



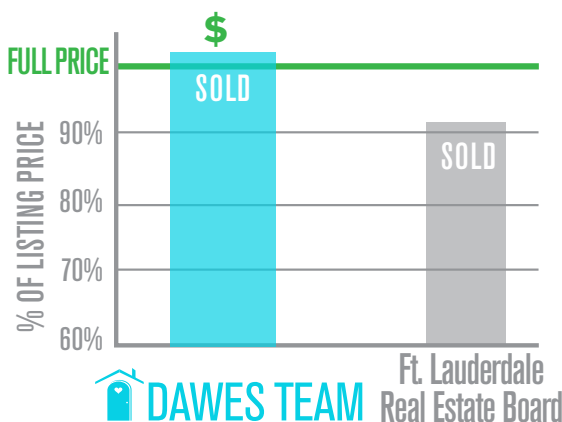
### 2 Homes Listed with us SOLD FASTER



Ft. Laud.  
Board  
Average



### 3 Homes Listed with US SOLD for MORE MONEY





## SELLER SATISFACTION GUARANTEES

Selling a home can be stressful! It is our goal to take as much of that stress away by offering these exclusive guarantees to our clients

### #1. COMMUNICATION GUARANTEE

You will be kept posted on the progress of the sale of your home with weekly updates. The appropriate team member will return your phone calls within 24 hours. We have a dedicated email and phone number to communicate with our clients: You can reach out to us via **help@dawesteam.com** and/or **954.807.1489**. Sunday - Friday 9:00am - 5:00pm. ***GUARANTEE: If we fail to give you a weekly update or if we do not return your call within 24 hours, we will give you \$100 CASH per incident.***

### #2. HONEST PROMISES GUARANTEE

We are not going to wildly promise you the moon and stars to get your business. We will tell you what we can and will do, how we operate, as well as what we will not do, up front, in clear language. When we list your home, we will give you a detailed Worry Free Selling System agreement in writing. ***GUARANTEE: If we fail to honor any part of that agreement, we will give you \$100 CASH.***

### #3. REALITY BASED SELLING PRICE RANGE

We get you top dollar. Our track record proves it. But we will never play the "bait 'n' switch" game of promising to get you an unrealistic price just to get your listing, then wearing you down with low ball offers. ***GUARANTEE: For every \$10,000 we sell your home for below the agreed upon range, we will give you \$500 CASH (except when value is affected by unknown material deficiencies).***

### #4. REALITY BASED TIMETABLE

We implement a complete marketing program to sell your home. You know in advance what will occur step-by-step, and will receive a marketing email update. We also set a "target date" for the timing of the successful sale of your home. In many cases, we will sell your home faster. ***GUARANTEE: If we fail to bring you a qualified offer on your home within 30 days after the first open house, we will give you \$500 cash (except when you do not follow our pricing recommendation).***





# The ROAD to SOLD

## 4 Step Plan to Sell Your House Fast and for Top Dollar

### STEP #1 - In-Depth Market Analysis of Your Home

- Detailed review of all recent sales in your area comparable to your home
- Evaluation of the condition of your property, geographical location and specific details not available through automated algorithms
- Expert market analysis of the current financial regulations, interest rates and market trends
- Professional staging assessment. (Homes with the best curb appeal sell faster and for more money!)
- Professional inspection - We will connect you with certified inspector to avoid being surprised by buyer's inspection report, and avoid negative impact on net proceeds
- Strategic listing price range consultation. Together we will price your home to sell fast and for top dollar
- If you need cash urgently, we can provide you a CASH OFFER within 24 hours of property walk-through
- 'Liz Has the Buyers' - We will promote your property to our data base of active buyers

### STEP #2 - Comprehensive Custom Marketing

- Professional photography and video production
- Marketing video of your home for social and digital media platforms (Facebook, YouTube, Instagram, LinkedIn, Twitter, Web, Email, etc.)
- Full color flyers (print & digital)
- Postcard mailing - Every Door Direct Mailing marketing piece
- Custom web page with unique URL

### STEP #3 - Targeted Advertising & Marketing Plan

- Expertly written email to local agents & active buyers sent multiple times
- Calls to VIP Buyers with criteria that match your home
- Leverage discounts with all our preferred vendors to maximize profit
- Paid listing in Multiple Listing Service (MLS)
- Syndication on: Realtor.com, Zillow.com, Trulia.com and several other home selling websites (47+sites)
- Activation of our "Coming Soon Listing Program"
- Paid social media & digital marketing campaign (Facebook, Facebook Market Place, Instagram, LinkedIn, YouTube, etc)
- Paid google property search ads

### STEP#4 Exclusive & Innovative Consumer Programs

- **Access to 0% Interest Money** to repair or improve your home before selling
- **'Move Now - Sell Later'** - financing system
- **'24 Hour Talking House Sign'** - Yard sign system with your specific property details
- The **'Ultimate Open House'** - Grand opening after worldwide media blitz
- The **'Everyday Open House'** - Hassle free showing program
- Activation in our **'Buyers Agent Network'**
- **'One-of-a-kind Buyer Profile System'** - Target buyers using our proprietary buyer metrics
- **'Buy This Home. I'll Buy Yours'** - Buyer trade up program
- **'Reverse Offer System'** - No-risk buyer incentive program
- **'Choose Your Neighbor'** - Neighborhood referral program

### Our Experienced Staff to Sell Your Home



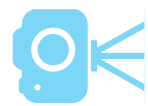


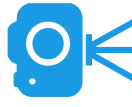


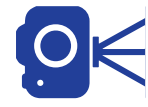





















- Transaction Coordinator
- Marketing Specialist
- Executive Administrative Assistant
- Trained Sales Agents



We Currently Have **10,708**  
Qualified Buyers in Our VIP Buyers Program  
Data Base Looking for Homes Like Yours

*"Your Home May Already be Sold!"*

# The ROAD to SOLD > TIMELINE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
 <b>SELLER SIGNS WFS AGREEMENT</b>   <b>WRITE MARKETING CONTENT 1st DRAFT</b>	<p>“HOUSE PREP TIME WILL VARY”</p>	<p>HOUSE IS READY</p>	 <b>SCHEDULE PHOTOGRAPHY</b>	 <b>FOR SALE</b> “SIGN IN THE GROUND”		
 <b>MARKETING PLAN</b>	 <b>PHOTOGRAPH PROPERTY</b>	 <b>KEYWORD SEARCH</b>	 <b>WRITE CAPTIONS FOR PHOTOS</b>	 <b>PHOTOS DELIVERED</b>   <b>GO TIME</b>	<b>FINAL PROOF OF MARKETING CONTENT</b> 	
 <b>POST TO EXTENSIVE BROKER NETWORK</b>	 <b>“COMING SOON” Database Network</b>	 <b>POST TO EXTENSIVE BROKER NETWORK</b>	 <b>FINAL PROOF APPROVAL OF VIDEO</b>	<b>Video Live 8:30am</b>  <b>PLAY VIDEO</b> SEND “Pay it Forward” eMAIL	<b>PLAY VIDEO SEVERAL TIMES</b>  Mail Postcards USPS -EDDM	 <b>SOCIAL MEDIA</b>
 <b>eMAIL DATABASE</b>	 <b>SOCIAL MEDIA</b>	<b>BEACHESMLS</b>  Live on MLS 8:30am ▪ ADD OPEN HOUSE ▪ ADD SHOWING INST.	<b>PREPARE FOR OPEN HOUSE</b>  <b>eMAIL DATABASE</b>	 <b>SOCIAL MEDIA</b>	 <b>eMAIL DATABASE</b>	 <b>SOCIAL MEDIA</b>
<b>THE DAWES TEAM</b> <b>ULTIMATE OPEN HOUSE</b> <b>1:00 - 2:0pm</b>	 <b>Offer Deadline</b>	 <b>Offers Reviewed</b>	 <b>Offer Accepted</b>	<div>  <p> <b>“OFF TO CLOSING”</b>  ( 30-40 DAYS)  INSPECTIONS &gt; FINANCING &gt; INSURANCE &gt; TITLE &gt; </p> </div>		
						



# "Liz & The Dawes Team Sold Our House in 1 Hour"



"Liz Dawes, has only two speeds, fast & faster. She has a unique way of selling a home, and it works! She sold our house in one hour. That's right, in one hour at the Ultimate Open House. If you are looking for a Realtor that knows what she's doing, don't look any further. Now we buy and sell only with Liz."

**- Alba & Frank, Davie Florida**



The Dawes Team staged the property, and handled the Open House so effectively that we had more than one cash offer that day! Liz explained the process to me clearly so, I knew what to expect. The Dawes Team responded promptly to all my questions and concerns. They advised us on how to prepare the property to sell fast and for top dollar and it worked! I loved all of their personal touches; Very professional! The entire process went smoothly! Go with Liz and the Dawes Team. and you'll be very happy that you did!

**- Jessica, Pompano Beach**



"I have dealt with good Realtors in the past but Liz and her team take service and expertise to the highest level. I cannot express how happy we are with the outcome of our sale! Liz made detailed suggestions on what we needed to do in order to be successful in the selling process. She and her team were involved in the process. Everything was planned so well and her strategy yielded real results. Within hours of the first open house, we received multiple offers over the asking price. Their comprehensive approach is very unique and achieves the goal desired. I highly recommend Liz and her team for all of your real estate needs.

**- Gonzalo, Coconut Creek, FL**

**SCAN QR CODE to see 5 Star Google Reviews and hear what your neighbors are saying about Liz and the Dawes Team or visit [DawesTeam.com/reviews](https://DawesTeam.com/reviews)**



**Liz Dawes EXP Realty - Your Home Sold Guaranteed or I'll Buy It!**

515 E Las Olas Blvd, Fort Lauderdale, FL

**5.0 ★★★★★**



**Liz Dawes Exp Realty**







Your Referrals  Save Lives!

**We are on a mission to raise \$20,000 for our “WORTHY CAUSE” partners by making a donation from the income of every home we sell!**

### **La Alborada School & Children's Home**

After hurricane Mitch caused over 11,000 fatalities in Central America, many children lost their families. A dedicated missionary from Spain opened a home to a handful of the kids and continued to add as the need arose. Today, their home has grown to include a K-12 School. Because the home & school survive on the kindness of others, we're on a mission to give them a portion of the proceeds from every closing on your behalf.

**Learn more at  
[www.OurWorthyCause.com](http://www.OurWorthyCause.com)**



*Your referrals help the children . . .*

*By donating a portion of our income on every sale, these beautiful children have the opportunity to thrive. Do you know anyone who is considering making a move? Give them our number; our team would love to help them. Share our phone number - 954-807-1489*

*Thanks You! Liz*





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Liz Dawes

954.807.1489

| [Help@DawesTeam.com](mailto:Help@DawesTeam.com)

| [DawesTeam.com](http://DawesTeam.com)