



**LIFESTYLE HOMES
WORLDWIDE**

member of
The Kristan Cole Real Estate Network



Marketing Book And Pricing Strategies

We Sell More Homes Because We Advertise More!

We Sell Homes Faster And For More Money!
Fast is good - More money is even better!

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This book will walk you through our master marketing plan and
how we can sell your home faster and for more money.

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10 Ways To Prepare For Your Consultation With The Kristan Cole Real Estate Network

1. Review the Housing Statistics link
2. Locate the file of Documents from *When You Purchased Your Home*
3. Fill out the Kristan Cole Real Estate Network property information forms -http://kristancole.com/state_forms.
4. Have three extra keys made.
5. Locate summer photos that can be emailed to us.
6. Start looking around at all of The Kristan Cole Real Estate Network SOLD signs.
7. Make a list of the features that your home has that were important to you in your buying process.
8. List any improvements to your home since you've moved in (*please be specific and include dates, if possible*).
9. List any important descriptors about your home that you believe should be in our advertising.
10. Read this marketing book and discover the reasons why putting The Kristan Cole Real Estate Network to work for you would be in your best interest!

***We sell MORE homes because
we advertise more!***



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Which Level of Service Do You Deserve?

Discount Brokers

- Put in the MLS & that's it

Basic Licensees

- Put in the MLS system
- Yard sign
- Lockbox installed
- Sells 7 homes per year on average
- Average # of years in the business < 2
- Waits for phone to ring

Better Licensee

add these benefits

- Service in statewide & local MLS system
- Occasional newspaper ads
- Occasional Direct mail pieces to subdivision
- Assistant to answer phones
- Corporate affiliation & relocation
- Sells 12-20 homes a year
- Average # of years in the business 4-7

The Kristan Cole Real Estate Network

add these benefits

(several of which are exclusive to The Kristan Cole Real Estate Network)

- Market presence, we sell a home every 36 hours
- \$5000 more in sellers pocket on average
- Accurate pricing/proactive listing management
- Higher average sales price
- Success selling homes when 1st realtor was unsuccessful
- Quicker closings
- Kristan is a Certified Commercial Investment Specialist (CCIM)
- Reflective yard sign with text feature
- Top Search Engine Ranking on Google.com, Realtor.com, Yahoo.com & MSN.com
- Professional staging your home for sale
- Easy exit plan
- Feedback to seller from showings & buyer calls
- 12-page newspaper of our listings published monthly in The Frontiersman and online
- Monthly full-color direct mail postcards
- Leading-edge website containing ALL MLS listings
- Free Community Moving Truck (AK only)
- Dependable follow-up 8am-8 pm, 7 days a week
- Certified Luxury Home Market specialists, we sell more luxury homes
- Local high school scholarships
- Video on current real estate topics
- The Kristan Cole Real Estate Network sells 250+ homes a year
- Kristan has been in the real estate business over 30+ years
- The Kristan Cole Real Estate Network has over 100+ years combined experience
- Team of highly trained effective specialists
- Kristan is a Certified Residential Specialist (CRS)
- On Site Lender - Movement Mortgage, LLC
- 3 Licensed Associate Brokers, 2 Licensed Military Veterans and 10 additional licensees
- National Association of REALTORS® Award Recipient, 30 Under 30



You get so much more
with the Kristan Cole
Real Estate Network!



**LIFESTYLE HOMES
WORLDWIDE**
member of
The Kristan Cole Real Estate Network

Connect To Kristan's Agent Network. Anytime. Anywhere.™
Visit KristanCole.com/Locations

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This is how most agents find a buyer for your home



**This is how the Kristan Cole Network
finds a buyer for your home**



**WHICH AGENT
DO YOU WANT???**



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Connect To Kristan's Agent Network. Anytime. Anywhere.SM
Visit KristanCole.com/Locations

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The Kristan Cole Real Estate Network

Sell A Home Every 36 Hours!

If you want to sell, put our team to work for you!

Licensee sales of existing homes 2014

The Barb Huntley Team	139	Christina Swires	17	Elizabeth Hooper	11	Daniel Benton	7
The Kristan Cole Real Estate Network	111	Eva Loken	17	Carole Marvel	11	Bob McCain	7
Elizabeth MacMullen	72	Richard Davids	17	Bill Babylon	11	Thomas Realty Group	7
Vickie Hudson	72	Roy Briley	17	SandraDee McMillian	11	Deborah Erickson	7
Unity Home Group	61	Cassandra Raun	17	Kevin Taylor	11	Hunter Burton	7
RMG Real Estate Group	58	Shannon Parberry	17	Anneliese M Cooper	11	Shawn Babbitt United Realty	7
Krystal Rogers	57	MoveInAlaska Team	16	Julie Erickson	11	Kathy J Fernandez	7
Fitzzy OHare	56	Shari Boyd	16	Non-Member - FSBO/Other	10	Lonnie Logan	7
Kibe Lucas	55	Joe Cassidy	16	Darcie K Salmon	10	Traci Barickman	7
Audrey G Mason	53	Diana L Bland	16	Alison Lane	10	Peter Jarratt	7
Wolf Real Estate Professionals	48	Miche Petersen	16	Brandy J Malcuit	10	Valesa Linnean	7
Connie Yoshimura	47	Brooke Stiltner	16	Sallie Nickerson	10	John MParks	7
Kevin Crozier	45	Gordon Sloane	16	Hope L Russo	10	William de Schweinitz	7
Mary Cox	40	Jim Murphy	16	Jerry Moses	10	Rona Florio	7
Sarah Haltness	38	Teresa Bell	16	Adrian Jaime	10	Lindsey Bergeron	7
The Zimmerman Team	37	Gary Cox	15	Mark Mandigo	10	Darrell Friess	7
Laverne Pettigen	37	Cindy Wilson	15	Janet Daley	10	Jamey Wood	7
Roger E Briley	36	Peggy Pepper French	15	Mark Soquet	10	Jeannie Erickson	7
The Dar Walden Team	36	Sherri Mulhaney	15	Diane Greger	10	Ken Jelinek	7
Dustin Renner	33	Paul Moore	15	Larry W Dykes	10	Joseph A Lowndes	7
Questa Locke	31	Sherri Sapp	15	Lisa R Conner	10	Ken Speegle	7
Les Bailey & Associates	31	Heather Decker	15	Kimberly Kruchoski	9	Gail Dossman-Tolliver	7
Keira J Dreher	31	Barbara Ramsey	15	Owen Strong	9	Valerie Whitmore	7
Larry Ficek	30	Jamie Harvey	14	Todd O'Banion	9	Mary F Vincent	7
Real Estate Professionals AK	27	Brian Broderick	14	Brandon Thorud	9	Patrick James	7
Non-Member - Non-Member	27	Gina Bergt	14	Eric Bushnell	9	Leone Harris	7
Alaska Real Estate Team	27	Bradford Cole	14	Michelle Nelson	9	Heidi Clement	7
Marty Van Diest	27	Carrie A Butler	14	Stephanie Olendorff	9	Alaska Real Estate Group Team	7
Janna Shaporda	26	Angela Johnson	14	John O'Hara	9	Lisa M Fraser	7
Duane Mathes	26	Tammy Smith-Fuller	14	Sam Daniel	9	Darren W Donald	7
Robert Baer	25	Marianne Hamilton	14	Terrie Pisa	9	Karen Dannenbring	7
Beth Simpson	25	Lisa Herrington Group	14	Bernard T Powell	9	Yvonne Lee Kuehn	6
Carl Wuestehube	25	Craig Lightle	13	Judy Rosenberg	9	Tyler J Bobo	6
Kirk Wickersham	24	Ulrike U Johnson	13	Anita Bates	9	Theodis Talbert	6
Donald L Plunkett	23	Raney Hardman	13	Lora Nordstrom	9	Linda Hopp	6
Robert Brock	22	Mat Su Realty & Appraisal - KW	13	Kathleen Poulin	9	Larry Maulden	6
Let's Talk Real Estate	22	Russell Joyce	13	Mary Stephens	8	Gretta Trotter	6
Alaska Home Group	22	Kathi Johnson	13	Cora Carleson	8	Hutton Brown	6
Laura Halverson	22	Edward E Erickson	13	Connie Giddings	8	Jeff Johnson	6
Tara Livingston	21	Ava L Anderson	13	Amanda Charles	8	Rod Rodriguez	6
Bethany Mehner-Weiser	21	Janelle Pfeiger	12	Mark Masley	8	Becky Brewer	6
Brittini J Radford	21	Wendy Stevens	12	James I Mosley	8	Alex Mitchenkov	6
Janice Lobaugh	20	Tammy Ervin	12	Gene Fitzgerald	8	Heather Maidl	6
Kevin Sigafos	20	Dave Brown	12	Renae Werner	8	Charles B Blalock	6
Derek Hert	19	John Erkins	12	Shana K Ackles	8	Peter Gribbin	6
Steven Renner	19	Michael Droeg	12	Cecelia Nims	8	Janice Rednall	6
Brandy B Pennington	19	Bryan Epley	12	Brandi J Croom	8	Craig Nagunst	6
Niel Thomas	19	Holly Stinson	12	Charlene D Moss	8	Daniel J Potts	6
Cross & Associates	19	Douglas E Goodwin	12	Jonathon Wagner	8	Barbara A Crittenden	6
Elena Novitsky-Mabeus	18	D'Ette & Company	12	Larry J Imm	8	Colin Roth	6
Dody Kettler	18	Sally Goodrich	12	Kameron D Draper	8	Manny S Escobedo	6
Stephanie Gamble	18	Rebecca Baker	12	Edward J Davison	8	Careen & Company	6
Team Dimmick	18	Kevin G Barrett	12	Come Home Anchorage Team	8	Margaret Billinger	6
		Klaus Steigler	12	Cheryl Campbell	8	Jules Graeber	6
		Viki L Kaas	11	Patti Coleman	8	Marianne Grant	6
		Starr L Marsett	11	Jo Sonerholm	8	Larry Lindstam	6
				Denny Wood	8		

The Thousand

The 2014 Top 1,000

Teams by Transaction Sides

KRISTAN COLE OF THE KRISTAN COLE REAL ESTATE NETWORK, KELLER WILLIAMS ALASKA GROUP NAMED ONE OF AMERICA'S TOP 1,000 REAL ESTATE PROFESSIONAL TEAMS BY REAL TRENDS WITH A SPECIAL ADVERTISING SECTION IN THE WALL STREET JOURNAL

Cole, Had an Impressive 280 Closed Sales on Her Becoming One of The Nations Top Professionals.

(July, 2014) **Kristan Cole** of *The Kristan Cole Real Estate Network, Keller Williams Alaska Group* was named one of America's top real estate professional teams by *The Wall Street Journal* and *REAL Trends*. The Kristan Cole Real Estate Network is now a member of "**The Thousand** Top Real Estate Professionals," a prestigious national awards ranking sponsored annually by the two respected publication. Cole is now ranked in the top one half of 1 percent of the more than 963,000 REALTORS® nationwide.

According to **The Thousand** Top Real Estate Professionals, Cole had transaction sides totaling 280 **ranking her 184th in the nation.**

"The best individual agents and teams – including Cole's award-winning efforts – were nothing short of phenomenal considering the challenging real estate market," said Steve Murray, founder of Denver-based publishing and communications company *REAL Trends*, which compiled the list.

"Becoming a member of such an elite group as **The Thousand** Top Real Estate Professionals is an incredible accomplishment in any market, but what Cole did during these challenging times is impressive on so many levels," said Marti Gallardo, vice president of classified advertising for the Wall Street journal. "Her efforts topped 99.99 percent of the more than 936,000 REALTORS nationwide."



"I am absolutely thrilled to be named to **The Thousand**," said Cole, who serves clients primarily in Alaska and Arizona. "Even with the market's challenges, it's incredibly gratifying to help clients find their dream homes as well as help them sell their properties quickly and for the highest price possible."



The Kristan Cole Real Estate Network to Celebrate 31 Years of Service

Wasilla 12/31/2014 04:11 PM GMT (TransWorldNews)

Wasilla Alaska, – Kristan Cole Team of Lifestyle Homes Worldwide a member of **The Kristan Cole Real Estate Network with Keller Williams Realty Alaska Group** have served over 4,400 families over the last 31 years. A special event for this occasion will be celebrated with food, drinks and music at the Evangelos Restaurant in Wasilla on January 27, 2015 from six o'clock pm to nine o'clock pm.

For 31 years Kristan Cole and her organization has served buyers and sellers with their real estate services. With multiple locations including the Wasilla AK real estate market, Palmer AK real estate market, Anchorage AK real estate properties, Scottsdale AZ real estate market, in Salt Lake City UT, and plans for multiple offices worldwide, the Kristan Cole Real Estate Network continues to strive to exceed their clients' expectations. "Our continual mission," says Cole "Is to set a higher standard of service as well as give back to those in need through our foundation, Kristan Cole Home Of Hope. Our goal is to provide unprecedented marketing strategies and PR services to provide exposure for our sellers as well as unmatched services to assist home buyers."

Under her leadership her team has consistently ranked in the Top 50 with Keller Williams and Top 250 among all teams, as ranked by The Wall Street Journal and REAL Trends. In addition Cole, now Vice President of the Keller Williams Mega Agent Expansion division has also served as the Regional Director for Keller Williams Realty's Southwest Region, a segment of the company representing more than twenty-five offices and thousands of agents. She also owns one of these offices, which has over 300 agents and three satellite locations. Her other leadership opportunities have included serving as President of Alaska's branch of the Commercial Real Estate Women (CREW) Network, Director of Keller Williams Realty's Commercial Leadership Council, and Talent Search Director for Keller Williams Realty's corporate headquarters.

In order to live her mission of giving back, Cole has established a non-profit organization called Kristan's Home Of Hope, dedicated to supporting at-risk youth throughout the United States and Worldwide. A portion of every sale with a buyer or seller goes to the foundation to provide support for at-risk youth ranging from neglect, abuse and addiction. "We all have an opportunity to help others and pay it forward. Our foundation is a way to make a positive impact in the lives of others and instill hope. The same philosophy applies to our clients. We love hosting an annual event to show how much they mean to us," Says Cole. Currently the Kristan Cole Real Estate Network sells a home every 36 hours.



We Market Your House 24/7

When you list your property with The Kristan Cole Real Estate Network, we market your listing 24/7! Our exclusive, proprietary system ensures your property is marketed through our Keller Williams Listings System and the Multiple Listing Service, both of which provide syndication to over 350 of the most popular property search engines.





KELLER WILLIAMS
REALTY

Highest Honors

Honored For:



Ranked "highest in customer satisfaction among home buyers and seller segments" by **J.D. POWER AND ASSOCIATES** (August 2012).



Third year in a row, **ENTREPRENEUR MAGAZINE** ranked Keller Williams Realty the number one real estate franchise on the Franchise 500 list.



Ranked in America's top ten national workplaces by **WORKPLACE DYNAMICS**.



No. 1 on the annual **REAL ESTATE TRENDS 500 REPORT** where KW offices represented 23 percent of the top 500 ranked by transactions and 24 percent of the top 500 ranked by volume - more than any other real estate franchise. ***The Kristan Cole Real Estate Network was one of them named!***



INMAN NEWS - Cofounder and Chairman of the Board Gary Keller named one of the 100 most influential Leaders in Real Estate.



TRAINING MAGAZINE - Training Top 125, 2010 and 2011 and #1 in 2014.



KW MAPS COACHING - has earned multiple accolades, including being awarded a Stevie Award for Sales Training and Coaching Program of the year, and was the first real estate company to be nominated for the PRISM Award for its excellence in coaching.



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Connect To Kristan's Agent Network. Anytime. Anywhere.SM
Visit KristanCole.com/Locations



Kristan Cole's Unique Master Marketing Plan

**WHILE TRADITIONAL MARKETING IS IMPORTANT,
IT'S JUST NOT ENOUGH ANYMORE**

It's a new age in marketing when it comes to selling your home. Placing a for sale sign in the yard and advertising in the local newspaper just won't cut it anymore. Studies continue to show that 90% of buyers are continuously online looking for information and finding what they want. This shift is imperative when creating a game plan to market your home.

Find a Home Anytime....
Anywhere...Anyplace....One APP

Download Our
Search App Today!

SearchHomesByMobile.com

46%
USE MOBILE EXCLUSIVELY
AS PRIMARY RESEARCH TOOL

**LIFESTYLE HOMES
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907-373-3575

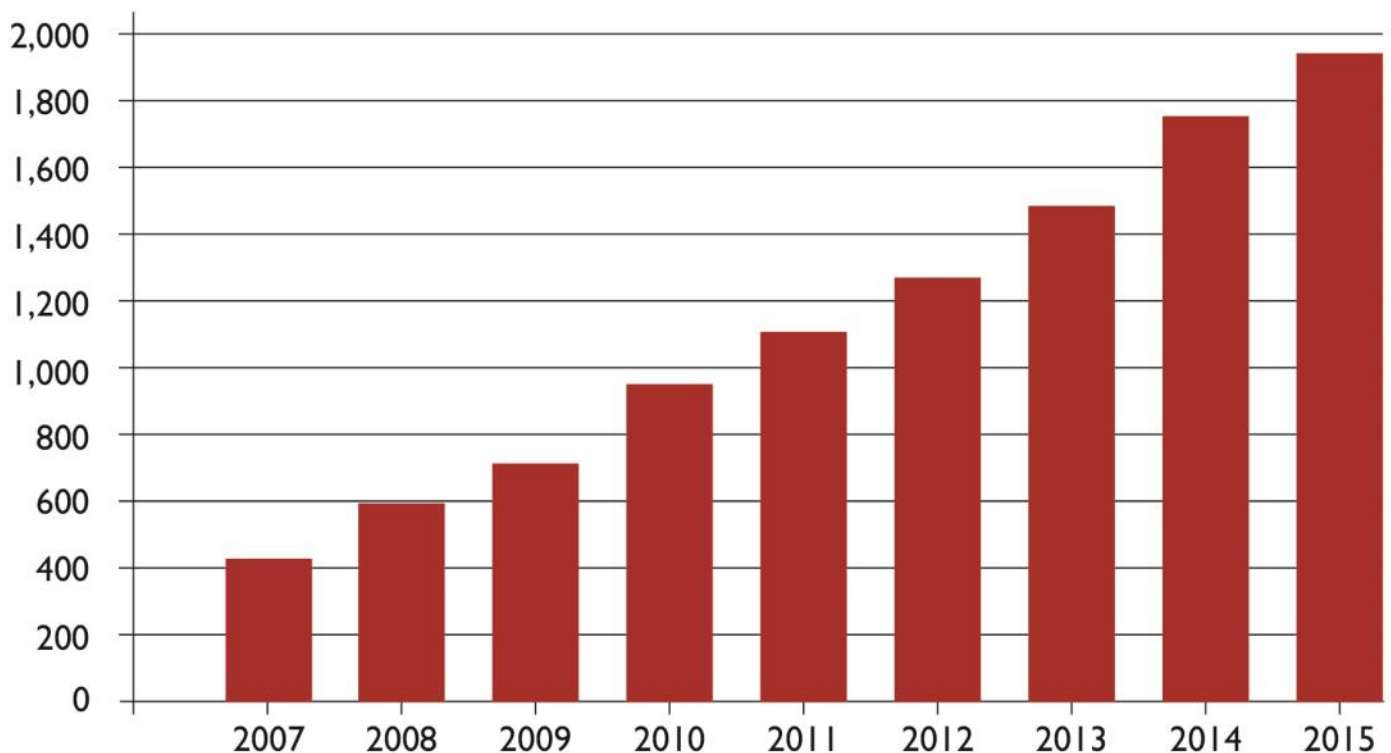
Use Kristan's App to find ANY home, ANY location, at ANY time!

Go to SearchHomesByMobile.com

Our unique online marketing program is an enhancement **most real estate agents will never be able to match.** As the market continues to change, our proactive strategies are adjusted accordingly to correctly time the marketing of your home. Our highly effective marketing plan is based on **Kristan's 30+ years of experience** combined with the single most effective online marketing presence in your area.

Here is why online marketing is incredibly important for you; our seller. We thrive upon having a strategic focus to get the most exposure while putting more money in your pocket.

Number of Mobile Users (Millions)



Source: comScore

**With our mobile App, More buyers will find
and see your home!**

Results

WE SELL HOMES FASTER & FOR MORE MONEY THAN ANY OTHER REALTOR® !

As a general rule, the favorable pricing and selling of a home is based on the demand for that home. To create an increased demand for your home, we market it to as many potential buyers possible through a variety of effective and strategic real estate communication outlets. We invest a great deal of time and energy to place your home where a buyer is likely to see it—through increasingly popular Internet searches that lead directly to your listing.

While no one can guarantee a price for your home, The Kristan Cole Real Estate Network can guarantee that no real estate agency is working harder to get you the best price through maximum exposure.

The results prove our marketing methods are working. On average, our sales-to-list price ratio is higher than the average REALTOR®, meaning our sellers receive an average of \$5,000 more for their sale than when using other agents.*

**The bottom line is the more exposure, the better the chance for a great price in faster time.
The Kristan Cole Real Estate Network provides your home with unequalled exposure to buyers.**

The advertisement features a red background with a white heart in the center. A doctor's hands are shown holding a stethoscope over the heart. Text on the left asks if you would hire a surgeon who performs only 10 surgeries a year or 250 a year. Text on the right asks if experience matters and states they sell a home every 36 hours. The Kristan Cole Real Estate Network logo and phone number are at the bottom left.

If you needed heart surgery....

Would you hire a surgeon that does only **10 surgeries a year** or the one that does **250 a year?**

Do You Think Experience Matters? We Sell a Home Every 36 hours!

LIFESTYLE HOMES WORLDWIDE
member of The Kristan Cole Real Estate Network
907-373-3556

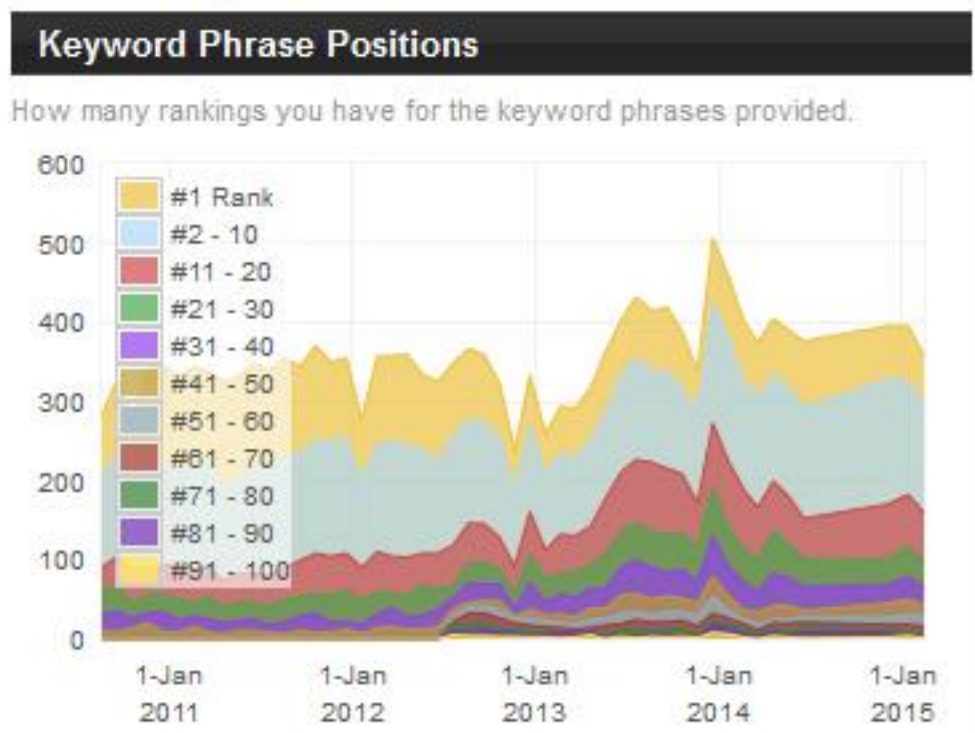
* Based on VBR MLS statistic for the average Realtor® during the last 18 months within the Palmer-Wasilla areas.

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Advanced Web Marketing

With so many potential home buyers beginning their search for a new home on the Internet, it becomes increasingly important that your home is exceptionally visible. When you list with The Kristan Cole Real Estate Network, your chance of reaching a buyer is much greater because of our investment into Search Engine Optimization (SEO) techniques. SEO, used throughout our website, is vital for online buyers using major search engines like Google, Yahoo! and Bing to find your listing first.

OUR WEBSITES PROVIDE OVER 330 FIRST PAGE RANKINGS ON THE SEARCH ENGINES! BUYERS WILL FIND YOUR HOME IMMEDIATELY.



Why is this so important when selling your home? Studies show that 62% of online buyers click on results on the first page and 90% within the first three pages. Additionally, 36% of online buyers using search engines feel that "seeing a company listed among the top results on a search engine makes me think the company is a top one within its field."

Maximum Exposure on the Internet

Our SEO techniques are continually modified to place www.kristancole.com at the top of major search page results, keeping our website—and **your listing**—**where potential buyers will find it first**. In addition, we have invested in a major Listing Service, so that when we place your home listing online it gets even more exposure to potential buyers!



Your Listing With: Maximum Exposure on the Internet The Kristan Cole Real Estate Network Rankings



#1 Wasilla Real Estate
#2 Wasilla AK Real Estate
#2 Wasilla Homes
#2 Wasilla Alaska Homes
#3 Wasilla Alaska Real Estate
#3 Wasilla Homes For Sale
#3 Wasilla AK Homes
#4 Palmer Alaska Real Estate
#4 Palmer Alaska Homes For Sale
#4 Wasilla AK Homes For Sale
#1 Wasilla Luxury Homes
#1 Wasilla AK Luxury Homes
#1 Wasilla Alaska Luxury Homes
#1 Palmer Luxury Homes
#3 Palmer Alaska Luxury Homes
#1 Palmer Alaska Starter Homes
#1 Palmer AK Starter Homes
#10 Palmer Real Estate
#5 Palmer AK Real Estate
#4 Palmer Alaska Homes For Sale
#2 Alaskan Estates Homes For Sale
#4 Palmer Neighborhoods
#5 Palmer AK Homes For Sale
#4 Wasilla AK Homes For Sale
#4 Homes In Wasilla
#2 Wasilla Home Buying
#1 Wasilla Home Selling
#8 Wasilla Real Estate News
#3 Palmer Real Estate News
#6 Wasilla Real Estate Listings
#1 Wasilla Property Search
#2 Wasilla Real Estate Agent
#3 Anchorage Avoid Foreclosure

#1 Wasilla Real Estate
#3 Wasilla AK Real Estate
#3 Wasilla Homes
#2 Wasilla Alaska Homes
#3 Wasilla Alaska Real Estate
#2 Palmer Alaska Real Estate
#4 Palmer Alaska Homes For Sale
#1 Palmer AK Luxury Homes
#1 Palmer Alaska Luxury Homes
#1 Palmer Alaska Starter Homes
#1 Palmer Luxury Homes
#1 Homes In Wasilla
#2 Wasilla Home Buying
#1 Wasilla Home Selling
#4 Wasilla Alaska Homes For Sale
#2 Wasilla Neighborhoods
#1 Wasilla Schools
#1 Wasilla Move Up Homes
#1 Wasilla Starter Homes
#2 Wasilla Neighborhoods
#1 Wasilla MLS Search
#9 Wasilla MLS Properties
#6 Wasilla Featured Homes
#1 Wasilla Real Estate Agent
#2 Anchorage Avoid Foreclosure
#8 Anchorage Short Sales

#1 Wasilla Homes
#2 Wasilla Real Estate
#2 Wasilla Alaska Real Estate
#6 Wasilla AK Real Estate
#4 Wasilla Homes For Sale
#3 Wasilla Alaska Homes
#9 Wasilla Alaska Homes For Sale
#1 Wasilla Homes For Sale
#9 Wasilla Alaska Homes
#1 Wasilla Starter Homes
#1 Wasilla Luxury Homes
#1 Wasilla Move Up Homes
#1 Wasilla AK Luxury Homes
#1 Wasilla AK Starter Homes
#1 Wasilla Neighborhoods
#1 Wasilla Realtor
#8 Wasilla Home Buying
#9 Wasilla Home Selling
#1 Wasilla Property Search
#3 Wasilla Real Estate
#3 Wasilla Alaska Real Estate
#5 Wasilla Alaska Homes For Sale
#5 Palmer Alaska Homes For Sale
#1 Palmer Alaska Real Estate
#8 Palmer Real Estate
#8 Palmer Homes For Sale
#9 Anchorage Avoid Foreclosure

This creates top-of-the-mind awareness and increases the likelihood that a buyer will visit our website and view your home listing first.

Your Listing With: Maximum Exposure on the Internet The Kristan Cole Real Estate Network Rankings



#5, 6 & 10 Kristan Cole Homes Arizona

#6 & 7 Kristan Cole Home Values
Arizona

#6 Kristan Cole Instant Home Values
Arizona

#7 Kristan Cole AZ Real Estate

#6 & 7 Kristan Cole Arizona Homes

#5, 6 & 7 Kristan Cole Home Values
Scottsdale

#4, 6 & 7 Kristan Cole Homes
Scottsdale

#5, 6 & 7 Kristan Cole Home Values
Scottsdale

#6 Kristan Cole Instant Home Values
Scottsdale

#9 Kristan Cole McDowell Mountain
Ranch

#8 & 9 Kristan Cole McDowell
Mountain Ranch Homes

#7 Kristan Cole McDowell Mountain
Ranch Home Values

#1, & 2 Kristan Cole Homes Arizona

#4 Kristan Cole Home Values
Arizona

#6 Kristan Cole Instant Home Values
Arizona

#2 Kristan Cole AZ Real Estate

#1, 3 & 4 Kristan Cole Arizona Homes

#7 & 9 Kristan Cole Home Values
Scottsdale

#2, 4 & 6 Kristan Cole Homes
Scottsdale

#7 & 9 Kristan Cole Home Values
Scottsdale

#8 & 9 Kristan Cole Instant Home
Values Scottsdale

#7 Kristan Cole McDowell Mountain
Ranch Home Values

#1, 4 & 5 Kristan Cole Homes Arizona

#1, 7 & 8 Kristan Cole AZ Real Estate

#1, 4 & 6 Kristan Cole Arizona Homes

#5, 6 & 7 Kristan Cole Home Values
Scottsdale

#3 & 4 Kristan Cole Homes
Scottsdale

#8 Kristan Cole Home Values
Scottsdale

#8 & 9 Kristan Cole Instant Home
Values Scottsdale

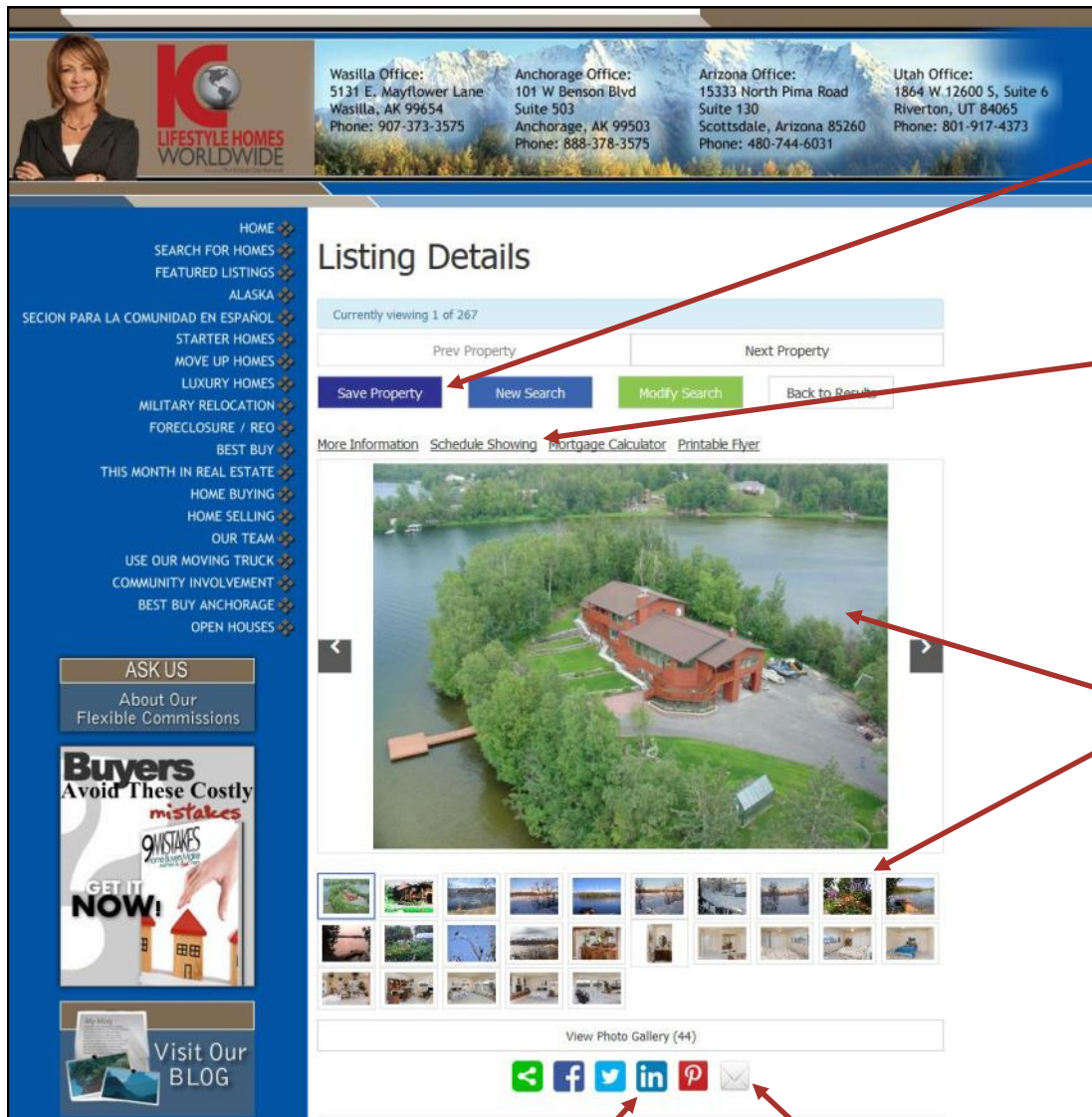
#6 & 7 Kristan Cole McDowell
Mountain Ranch

#6 Kristan Cole McDowell Mountain
Ranch Homes

#5 & 8 Kristan Cole McDowell
Mountain Ranch Home Values

This creates top-of-the-mind awareness and increases the likelihood that a buyer will visit our website and view your home listing first.

User-Friendly Features



Buyers **Can Save Your Home As A Favorite**

A buyer can:
1. Schedule an appointment
2. Calculate their payment
3. Ask a question

Homes with **Multiple photos** get **300% more views** than homes with only one photo!

Anyone can share your listing to facebook, twitter and more!

Buyers can email your listing to anyone!

Once a potential buyer has located The Kristan Cole Real Estate's website, a variety of easy-to-use search tools and other features enable them to locate the home they are searching for and share it with others!

Attracting Buyers to Your Home

KristanCole.com

The screenshot displays the KristanCole.com website interface. At the top, there's a header with a photo of Kristan Cole, the 'KC' logo, and contact information for four offices: Wasilla, Anchorage, Arizona, and Utah. The main content area features a 'Wasilla Starter Homes' section with a photo of a lake and a text block explaining the service. To the right of this text is a 'Photo slide show of surrounding area' annotation. Below the text is a 'Wasilla Starter Home Neighborhoods' table listing various communities. To the right of this table is a 'Neighborhoods listed by lifestyle' annotation. On the left side of the website, there's a navigation menu with links like 'HOME', 'SEARCH FOR HOMES', 'FEATURED LISTINGS', 'ALASKA', 'SECCION PARA LA COMUNIDAD EN ESPANOL', 'STARTER HOMES', 'MOVE UP HOMES', 'LUXURY HOMES', 'MILITARY RELOCATION', 'FORECLOSURE / REO', 'BEST BUY', 'THIS MONTH IN REAL ESTATE', 'HOME BUYING', 'HOME SELLING', 'OUR TEAM', 'USE OUR MOVING TRUCK', 'COMMUNITY INVOLVEMENT', 'BEST BUY ANCHORAGE', and 'OPEN HOUSES'. There's also an 'ASK US' section with a link to 'About Our Flexible Commissions'. At the bottom left, there's a 'Buyers Avoid These Costly Mistakes' banner with a 'GET IT NOW!' button. At the bottom right, there's an 'Offline - Leave a message' button.

Wasilla Office: 5131 E. Mayflower Lane, Wasilla, AK 99654, Phone: 907-373-3575

Anchorage Office: 101 W Benson Blvd Suite 503, Anchorage, AK 99503, Phone: 888-378-3575

Arizona Office: 15333 North Pima Road Suite 130, Scottsdale, Arizona 85260, Phone: 480-744-6031

Utah Office: 1864 W. 12600 S, Suite 6, Riverton, UT 84065, Phone: 801-917-4373

HOME ✕
SEARCH FOR HOMES ✕
FEATURED LISTINGS ✕
ALASKA ✕
SECCION PARA LA COMUNIDAD EN ESPANOL ✕
STARTER HOMES ✕
MOVE UP HOMES ✕
LUXURY HOMES ✕
MILITARY RELOCATION ✕
FORECLOSURE / REO ✕
BEST BUY ✕
THIS MONTH IN REAL ESTATE ✕
HOME BUYING ✕
HOME SELLING ✕
OUR TEAM ✕
USE OUR MOVING TRUCK ✕
COMMUNITY INVOLVEMENT ✕
BEST BUY ANCHORAGE ✕
OPEN HOUSES ✕

ASK US
About Our Flexible Commissions

Buyers Avoid These Costly Mistakes
GET IT NOW!

Wasilla Starter Homes

If you are considering purchasing Wasilla real estate for the first time, The Kristan Cole Team can help you with all aspects of the home buying process including financing and negotiating. We can search Wasilla homes for sale for you that matches your specific criteria and provide you information about the various starter home neighborhoods in Wasilla. Click on the links below to find out more about these starter home communities and view available listings in each neighborhood.

Wasilla Starter Home Neighborhoods

Alaskan Estates	Edgewood Estates	Ravenvue
Bluff View Acres	Emerald Hills	Riverdell
Brentwood Estates	Hollanridge	Settlers Bay
Cedarwood	Long Beach	Shadow Mountain
Chippewa	Memory Lakes	Shaws Tri Lakes
Colonial Park	Midway Estates	Shorewood
Cottonwood Shores	Northwoods	Valley Ranch Estates

Offline - Leave a message

Photo slide show of surrounding area

Custom content

Neighborhoods listed by lifestyle

Buyers look at more than size and price when it comes to buying a home. Our site offers **additional real estate information** on specific neighborhood lifestyles including sections like Starter Homes, Move Up Homes and Luxury Homes. In fact, the National Association of REALTORS® reports that **35% of online buyers were seeking the exact kind of information available on our website.** The more information, the better chance of bringing a buyer to your door!

Extreme Marketing for Your Neighborhood

Wasilla Office:
5131 E. Mayflower Lane
Wasilla, AK 99654
Phone: 907-373-3575

Anchorage Office:
101 W Benson Blvd
Suite 503
Anchorage, AK 99503
Phone: 888-378-3575

Arizona Office:
15333 North Pima Road
Suite 130
Scottsdale, Arizona 85260
Phone: 480-744-6031

Utah Office:
1864 W 12600 S, Suite 6
Riverton, UT 84065
Phone: 801-917-4373

Settlers Bay Homes For Sale

[View Community Listing](#) [Contact Us](#) [Get Neighborhood Report](#)

Settlers Bay is located in Wasilla in the Matanuska-Susitna Borough. With approximately 450 properties, this golf course community features community water, underground utilities, lighted bus stops, paved streets and recreational trails as well as a community park and airstrip. Residents enjoy breathtaking mountain and inlet views. In addition, Settlers Bay has an 18-hole golf course, club house and upscale restaurant with fine dining, sports bar and meeting rooms. Students attend Snowshoe Elementary, Wasilla Middle and Wasilla High schools. Home prices range from \$156K.

Town: [Wasilla](#)
Borough: [Matanuska-Susitna Borough](#)
Schools: [Goose Bay Elementary](#)
[Wasilla Middle](#)
[Wasilla High](#)

Buyers can get **detailed information** on your listings

Buyers can see information about your neighborhood

Settlers Bay, AK By Map

Found 19 of 19

Buyers tend to look for homes by a specific community. For that reason, **we feature your neighborhood** and include important information such as current available properties, neighborhood reports, and more. This also allows buyers to find your listing in **"one click"** instead of searching the entire listings database.

Make Your Home Readily Available as a Favorite

Buyers Can Search By Property Types

Buyers can search by city, county or zip code

Buyers can save your listing to their favorites

The screenshots show the Lifestyle Homes Worldwide website interface. The left screenshot displays the 'Advanced Search' form with various filters including Property Type (Residential), Status, City/County/Zipcode, Listing Price, Bedrooms, Bathrooms, Square Feet, Acres, Max Days Listed, Image/Virtual Tour/Open House/Feats, Results per page, Sort By, Area, Region, Foreclosure/Bank Owned, View Type, and Waterfront Name. The right screenshot shows the 'Search Listings' results page with a map and a list of properties, including a featured result for a waterfront property in Wasilla, AK.

When buyers find your home on our website, they can **save your home in their "favorites."** That way, even while they browse other properties, the buyer can easily get back to your home's listing. **When your home is added to our website, an email goes out to buyers in our database looking for your type of home.**

Marketing Your Luxury Home

Top 6 Reasons to list your luxury home with The Kristan Cole Team

Rank	Status	Price	Address	Sq. Ft.	Acres	Year Built
1.	SOLD	\$465,000	4575 South Harness Street	3,510	on 4.42 acres	Built in 2004
2.	SOLD	\$480,000	4360 North Bull Moose Drive	2,856	on 1.99 acres	Built in 1998
3.	SOLD	\$495,000	2876 South Charming Valley Loop	2,839	on 1 acre	Built in 2004
4.	SOLD	\$664,500	3060 East Lakeview Road	5,889	on 2.25 acres	Built in 2001
5.	SOLD	\$495,000	2963 North Meadows Lake	3,189	on 0.92 acres	Built in 1996
5.	SOLD	\$310,000	5945 East Bideford Blvd	2,445	on 0.92 acres	Built in 1983

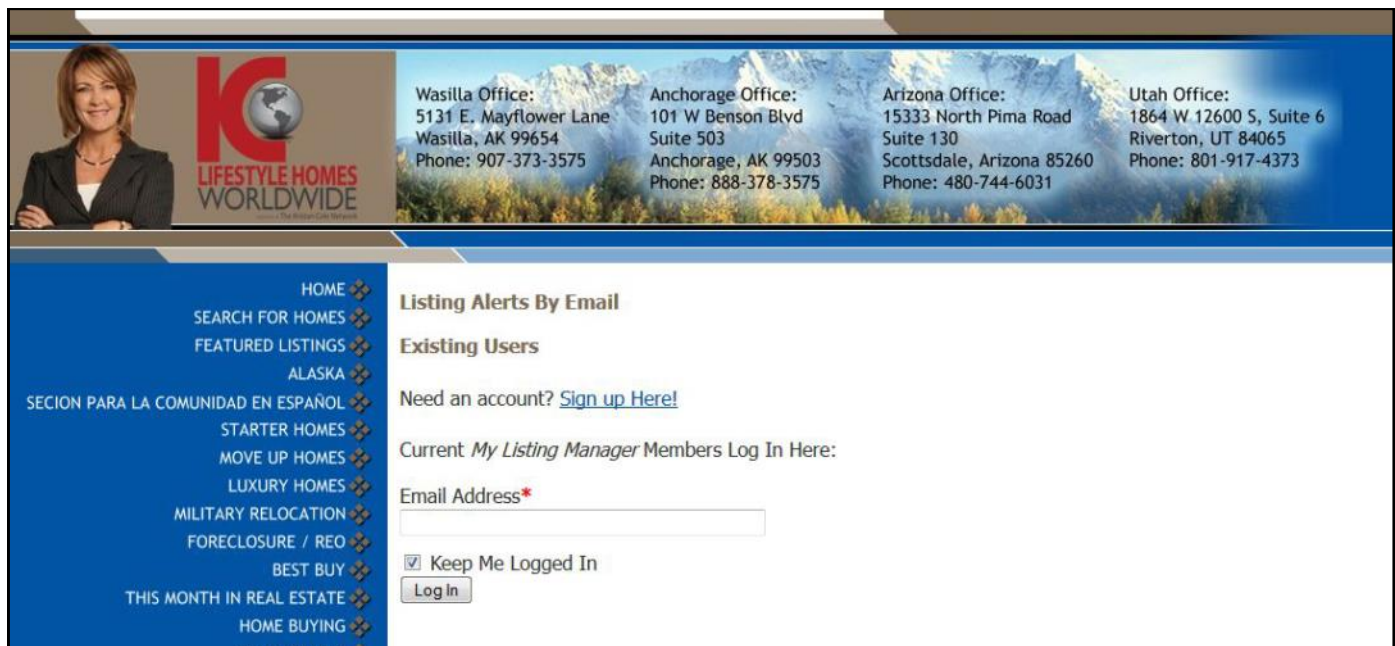
Buyers can find your home in our luxury home section

Luxury Home Communities by Area

- Wasilla
- Palmer
- Anchorage

For our sellers with a luxury home, we offer a **specific section to showcase our luxury home listing inventory**. Luxury homes are exclusive properties and they **require unique marketing**. Buyers looking for luxury listings can easily find additional information about your property and its luxurious features. This is just another way for consumers who are looking to purchase a home to access your home's listing information.

Instantly Announce Your Property to Buyers



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Navigation Menu:
HOME
SEARCH FOR HOMES
FEATURED LISTINGS
ALASKA
SECCION PARA LA COMUNIDAD EN ESPAÑOL
STARTER HOMES
MOVE UP HOMES
LUXURY HOMES
MILITARY RELOCATION
FORECLOSURE / REO
BEST BUY
THIS MONTH IN REAL ESTATE
HOME BUYING

Listing Alerts By Email
Existing Users
Need an account? [Sign up Here!](#)
Current *My Listing Manager* Members Log In Here:
Email Address*

☒ Keep Me Logged In

Our website not only provides incredible information about your home to those currently searching our site, but will also inform our previously registered buyers that your home has been added to our listings.

**Now, your home's information could be sent to anyone who
has visited our site and registered before!**

Your Home Featured on KELLERWILLIAMS.COM

When potential buyers search for residential property on KW.com they can find a wealth of information about your home's listing, including multiple pictures, featured amenities and valuable facts about the area. **Keller Williams listings are featured and appear first and highlighted!** This is an additional tool used to expose your home to even more potential buyers and, of course, more ways for them to reach the professional services of The Kristan Real Estate Network!

The screenshot displays the Keller Williams website interface. At the top, there's a navigation bar with links like 'Home', 'Buying a Home', 'Selling Your Home', 'Careers', and 'About Us'. Below this is a 'Property Search' section with a search bar and filters. The main content area shows a property listing for '1991 N Driftwood Circle, Wasilla, AK 99654'. The listing includes a large photo of the house, a price of '\$1,445,000', and details like 'bed/bath: 5/4' and 'sq. ft.: 7930'. There are also links for 'Take a Tour', 'Mortgage Calculator', and 'Agent Info'. The agent is Kristan Cole, with contact information '907-373-3575'. Below the listing, there's a 'Remarks' section and an 'OVERVIEW' section with details about the property type, area, and features.

Property Details for Listing #08-6079

1991 N Driftwood Circle
Wasilla, AK 99654
\$1,445,000
bed/bath: 5/4
sq. ft.: 7930

Tools:
save this listing
contact this agent
request a showing
email listing

Agent Info:
Kristan Cole
907-373-3575

Remarks: Unique Waterfront property with over 950' of Finger Lake frontage at the end of a peninsula. Float plane accessible. Incredibly private setting with mountain and water views from every window. Installed new stainless steel "dual" double ovens, Repainted exterior trim, Re-stained all exterior decks. See supplemental for additional features.

OVERVIEW:

- Property Type: Residential
- Property Sub Type: B & B Potential, Single Family Res
- Area Name: Wasilla
- Floor/Style: Two-Story Tradtnl
- Year Built: 1985
- Square Feet: 7930
- Exterior Finish: Wood
- Roofing: Asphalt/Comp Shingle
- Garage Type: Attached, Heated
- Garage Spaces: 4
- Fuel Type: Natural Gas
- Heat Type: Baseboard
- Waterfront Name: Finger Lake
- Waterfrontage: Lake

Military Relocation Assistance

Wasilla Office:
5131 E. Mayflower Lane
Wasilla, AK 99654
Phone: 907-373-3575

Anchorage Office:
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Suite 503
Anchorage, AK 99503
Phone: 888-378-3575

Arizona Office:
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Suite 130
Scottsdale, Arizona 85260
Phone: 480-744-6031

Utah Office:
1864 W. 12600 S, Suite 6
Riverton, UT 84065
Phone: 801-917-4373

Military Relocation
Anchorage, Fairbanks and Clear, Alaska Military Relocation Real Estate Services

If you have just been ordered to make a Permanent Change of Station (PCS) to a military base located in Alaska, including Joint Base Elmendorf-Richardson (JBER) near Anchorage, Eielson AFB or Fort Wainwright near Fairbanks, and The Clear Air Force Station near Anderson in the Denali Borough, the [Kristan Cole Network](#) can help make your military relocation a smooth transition for you and your family. With our knowledge of the area's neighborhoods, communities and available homes for sale as well as the unique challenges a military move presents, we can provide the essential information and help guide you through the home-buying process in the limited time you have.

Home to over 15,000 Service members and 18,000 family members, Joint Base Elmendorf-Richardson is situated next to the Chugach State Park and the Cook Inlet and neighbors the military-friendly community of Anchorage. [Click here](#) to access the Relocation Readiness Program brochure, the Moving Made Easy / Helpful Links for military moves and other relocation resources provided by JBER.

For additional relocation resources, [click here](#) to access the Military Homefront website and create a personal moving calendar with checklists, phone lists, to do lists and links to critical moving processes and information. Find budget planners, housing applications, household goods customer satisfaction surveys and much more.

To search available listings in close proximity to the following Military Bases, click on a link below. And if you have questions regarding your Military Move and would like to speak to a Military Move Relocation Specialist, [click here to contact us](#) or fill out the form below and we will get back to you as quickly as possible with the information you requested.

[Joint Base Elmendorf-Richardson](#)
[Eielson AFB](#)
[Fort Wainwright](#)
[The Clear Air Force Station](#)

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Search Homes For Sale Close To Joint Base Elmendorf-Richardson, AK
Search Listings
1 / 4
78 results returned

Featured Results

8900 Duben Avenue, Anchorage, AK 99504
Listing Price: \$250,000
Bedrooms: 3
Total Baths: 2.5
Square Feet: 1,568
Acres: 0.210
Status: Active

This home offers a large yard, storage sheds & ready access to RV & rec. Vehicles. It also features a large open living area w/ newer kitchen including a double oven & island cook top. Master bath...



Listing office: The Kristan Cole Team Branch Office Keller Williams Realty - Alaska Group
Photo Gallery (26) Save Property View Details

If you have just been ordered to make a Permanent Change of Station (PCS) to a military base, the **Kristan Cole Real Estate Network can help make your military relocation a smooth transition for you and your family.** With our knowledge of the area's neighborhoods, communities and available homes for sale as well as the unique challenges a military move presents, we can provide the **essential information** and **help guide you through the home-buying process** in the limited time you have.

Craigslist Advertising

Your home will be featured on Craigslist

★ \$649900 / 4br - Lovely Spacious Home at 1260 E Lake Shore Avenue (Wasilla, AK)

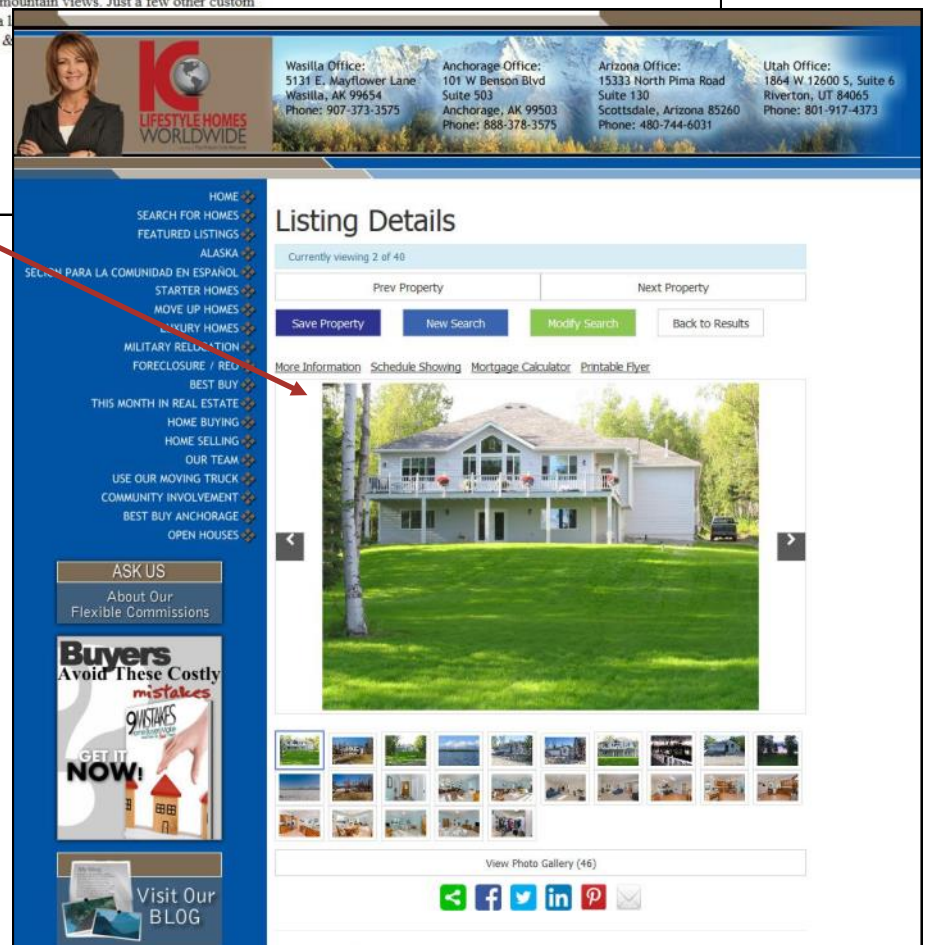
1260 E Lake Shore
([google map](#)) ([yahoo map](#))

4BR / 2.5Ba available mar 13

license info: Kristan Cole, The Kristan Cole Team Branch Office Keller Williams Realty - Alaska Group
house

Beautiful Wasilla Lakefront home! A little piece of paradise close to schools & shopping, float plane accessible, southern exposure & gorgeous mountain views. Just a few other custom features include a custom kitchen w/double ovens, a formal living room + a l w/o basement, spacious master bdrm overlooking the lake, huge back deck & Directions: Crusey St, R on Lake Shore, 3rd home from the end on the R.

Listing # 15-3259
SF-Res 3,397
Garage # 3
Latitude 61.584600
Longitude -149.418370
Year Built 2004



Lifestyle Homes Worldwide

Wasilla Office: 5131 E. Mayflower Lane, Wasilla, AK 99654, Phone: 907-373-3575
Anchorage Office: 101 W Benson Blvd Suite 503, Anchorage, AK 99503, Phone: 868-378-3575
Arizona Office: 15333 North Pima Road Suite 130, Scottsdale, Arizona 85260, Phone: 480-744-6031
Utah Office: 1864 W 12600 S, Suite 6, Riverton, UT 84065, Phone: 801-917-4373


Listing Details

Currently viewing 2 of 40

Prev Property Next Property

Save Property New Search Modify Search Back to Results

More Information Schedule Showing Mortgage Calculator Printable Flyer



View Photo Gallery (46)

Visit Our BLOG

Craigslist link directs to our Website which **hastens our response time** to leads to minutes of receiving notification.

YouTube

Your home is featured on our YouTube channel.



16174 Essex Park Drive Anchorage, AK 99516



Kristan Cole
Wasilla office
5131 E. Mayflower Lane
Wasilla, AK 99654
Ph: 907-373-3575
Anchorage office
101 W Benson Blvd.,
Suite 503
Anchorage, AK 99503

KELLER WILLIAMS
REALTY
ALASKA GROUP

0:09 / 1:09


16174 Essex Park Drive Anchorage, AK 99516 | Anchorage Real Estate Properties | Kristan Cole

**Visitors can see a virtual tour of your home anytime
and anywhere!**

KCN Blog

Your home is listed on our blog site.

WWW.KCTWORLDWIDE.COM



**LIFESTYLE HOMES
OF ANCHORAGE**
Member of The Kristan Cole Real Estate Network

Call NOW: 888.378.3575
Email Us: homes@kristancole.com


HOME ABOUT NEWS FREE LISTING UPDATES MLS SEARCH ALASKA MARKET INSIDER FACEBOOK IPAD CONTEST

The Kristan Cole Real Estate Network Announces a New Home Alert at 5231 E 26th Avenue in Anchorage, AK

Wednesday, May 20th, 2015

The Kristan Cole Real Estate Network with Keller Williams Realty Alaska Group in Wasilla, AK announces a new home listing at 5231 E 26th Avenue This beautiful home is located in Anchorage, Alaska and listed for only \$255,000.

5231 E 26th Avenue Anchorage, AK 99508 | Anchorage Real Esta...




This condo unit is an upscale townhome in the UMED area and in great shape. It is very well maintained California style design with neutral colors. It has oversized 2 car spaces garage, extra office/storage/guest bedroom plus a nice fenced in landscaped back yard. Its Living room is spacious and features a gas fireplace & a nice little deck. Paved driveway & vinyl sided exterior.

For more information on this listing and to view the extensive photo gallery please visit our [website](#). If you would like to schedule a viewing of this home please [click here](#).

The Kristan Cole Team is a part of the Kristan Cole Real Estate Network with Keller Williams Realty Alaska Group with offices throughout the United States with future plans for worldwide office locations. For over 30 years Kristan Cole and her organization has served buyers and sellers with their real estate services. With multiple locations including Wasilla AK, Palmer AK, Anchorage real estate, Scottsdale real estate, and Salt Lake City Real Estate the Kristan Cole Real Estate Network continues to strive to exceed their clients' expectations. The goal is to provide unprecedented marketing strategies and PR services to provide exposure for their sellers as well as unmatched services to assist home buyers. Under her leadership her team has consistently ranked in the Top 50 in KW and Top 250 among all teams, as ranked by The Wall Street Journal and REAL Trends. In addition Cole, now Vice President of Keller Williams Mega Agent Expansion, has also served as the Regional Director for Keller Williams Realty's Southwest Region, a segment of the company representing more than twenty-five offices and thousands of agents. She also owns one of these offices, which has over 300 agents and three satellite locations. Her other leadership opportunities have included serving as President of Alaska's branch of the Commercial Real Estate Women (CREW) Network, Director of Keller Williams Realty's Commercial Leadership Council, and Talent Search Director for Keller Williams Realty's corporate headquarters.

**Another way to get the information out
about your home.**

Survey

Wasilla Office:
5131 E. Mayflower Lane
Wasilla, AK 99654
Phone: 907-373-3575

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Anchorage, AK 99503
Phone: 888-378-3575

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Utah Office:
1864 W 12600 S, Suite 6
Riverton, UT 84065
Phone: 801-917-4373

HOME

SEARCH FOR HOMES

FEATURED LISTINGS

ALASKA

SECCION PARA LA COMUNIDAD EN ESPAÑOL

STARTER HOMES

MOVE UP HOMES

LUXURY HOMES

MILITARY RELOCATION

FORECLOSURE / REO

BEST BUY

THIS MONTH IN REAL ESTATE

HOME BUYING

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USE OUR MOVING TRUCK

COMMUNITY INVOLVEMENT

BEST BUY ANCHORAGE

OPEN HOUSES

ASK US

About Our Flexible Commissions

Buyers
Avoid These Costly mistakes
9 MISTAKES
GET IT NOW!

Client Satisfaction Survey

Exit this survey

1. Please fill out your name and information:

First Name:

Last Name:

Property Address:

2. Please select the number that best describes the service you received from the Kristan Cole Team.

	Unsatisfactory	Below Average	Above Average	Excellent
Timeliness of return phone calls	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Problems were handled	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Communication with you	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The knowledge of real estate demonstrated	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attention given to your special needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your overall impression of our customer service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments

3. Below, answer Yes, Mostly, Sometimes, or No to the questions about your experience with the Kristan Cole Team.



The Kristan Cole Real Estate Network sends out a client satisfaction survey to see what we can improve on to server our clients better.



Direct Mail And Internet Advertising

POSTCARDS TO MORE THAN 10,000 HOMES EACH MONTH

If you needed heart surgery....

Would you hire a surgeon that does only **10 surgeries a year** or the one that does **250 a year**?

Do You Think Experience Matters?
We Sell a Home **Every 36 hours!**



KC LIFESTYLE HOMES WORLDWIDE
member of The Kristan Cole Real Estate Network
907-373-3556

When the first REALTOR® could not sell their home, these sellers called us!

 We had our house on the market with another REALTOR® and it wouldn't sell. We decided to list with Kristan and we are so glad we did! They gave us so much more: experience, staging advice, time and the best price! We love what they did for us. There is no doubt that when we need a REALTOR® we will choose the Kristan Cole Real Estate Network.
Randy Jones & Sara Jensen

 SOLD in 15 days! \$320,000 87% of list price	 SOLD in 48 days! \$699,000 100% of list price	 SOLD in 4 days! \$345,000 99% of list price
 SOLD in 109 days! \$179,000 94% of list price	 SOLD in 26 days! \$260,000 98% of list price	 SOLD in 25 days!

Think experience matters? We love to give you more.

Find a Home Anytime.... Anywhere...Anyplace...One APP

Download Our Search App Today!

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 **46%** OFF MOBILE EXCLUSIVELY AS PRIMARY SEARCH TOOL

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Know the value of your home in 50 seconds or less - without talking to an agent!

Are you Thinking of Selling your Home or Condo?
Get The Value of Your Home With The FREE Home Value Now Right Now!
What is your Address?


Visit InstantHouseValueNow.com

 SOLD in 5 days! \$251,000 100% of list price	 SOLD in 7 days! \$287,250 104% of list price	 SOLD in 5 days! \$259,900 100% of list price
 SOLD in 38 days! \$485,000 97% of list price	 SOLD in 3 days! \$331,000 100% of list price	 SOLD in 6 days! \$270,000 101% of list price
 SOLD in 7 days! \$215,000 100% of list price	 SOLD in 36 days! \$335,000 100% of list price	 SOLD in 2 days! \$210,000 100% of list price

KC LIFESTYLE HOMES WORLDWIDE
The Kristan Cole Real Estate Network
907-373-3556

We sell a home every 36 hours!


POSTCARDS



The Kristan Cole Real Estate Network

Contact us:

(888) 378-3575
www.kristancole.com




EASY COMMUNICATION

- YOU are our priority and our constant communication. A member of our team is always available to answer your questions and concerns. We proactively communicate with you.
- We Sell A Home Every 36 Hours!
- Our Sellers Receive on average \$5,000 MORE money at Closing!

You simply get MORE when you work with The Kristan Cole Real Estate Network.

MORE marketing, MORE money in your pocket, MORE perks, MORE service, and a lasting legacy.


Email us:
Worldwide@TheKristanColeNetwork.com



The Kristan Cole Real Estate Network

Contact us:

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www.kristancole.com



MORE EXPERT KNOWLEDGE

- We have helped over 4,237 families move over 31+ years. We bring that experience to every home we sell; expertise in marketing, negotiating and creative problem solving, all of which are crucial components for complex moves in today's market.
- We Sell A Home Every 36 Hours!
- Our Sellers Receive on average \$5,000 MORE money at Closing!

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MORE marketing, MORE money in your pocket, MORE perks, MORE service, and a lasting legacy.

Email us:
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KELLER WILLIAMS
 REALTY



The Kristan Cole Real Estate Network

Contact us:

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GREAT TEAMWORK

- Expert Marketers, Detail-oriented contact specialists, and more. We cover every step of the process covered. We are dedicated to your success.
- We Sell A Home Every 36 Hours!
- Our Sellers Receive on average \$5,000 MORE money at Closing!

You simply get MORE when you work with The Kristan Cole Real Estate Network.

MORE marketing, MORE money in your pocket, MORE perks, MORE service, and a lasting legacy.

Email us:
Worldwide@TheKristanColeNetwork.com



The Kristan Cole Real Estate Network

Contact us:

(888) 378-3575
www.kristancole.com



USE OF TECHNOLOGY

- Technology is vital in connecting Buyers and Sellers. Every member of our team is trained in cutting edge Technology. This is why more than 20% of our closed sale comes from the internet. We get our client's homes noticed!
- We Sell A Home Every 36 Hours!
- Our Sellers Receive on average \$5,000 MORE money at Closing!

You simply get MORE when you work with The Kristan Cole Real Estate Network.

MORE marketing, MORE money in your pocket, MORE perks, MORE service, and a lasting legacy.

Email us:
Worldwide@TheKristanColeNetwork.com

KELLER WILLIAMS
 REALTY

JUST LISTED. PENDED, AND SOLD POSTCARD TO YOUR NEIGHBORHOOD



We sell a home every
36 hours!



LIFESTYLE HOMES

Just Listed



We sell a home every
36 hours!



LIFESTYLE HOMES

907-37

We Have An Offer!



We sell a home every
36 hours!



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Just Sold



1991 N Driftwood Circle, Wasilla
\$1,200,000

KristanCole.com



LIFESTYLE HOMES
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Connect To Kristan's Agent Network. Anytime. Anywhere.SM
Visit KristanCole.com/Locations

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Email Marketing

**POSTCARDS AND EMAIL MARKETING SENT OUT TO OUR
DATA BASE OF MORE THAN 40,000 POTENTIAL BUYERS
AND SELLERS EVERY MONTH.**

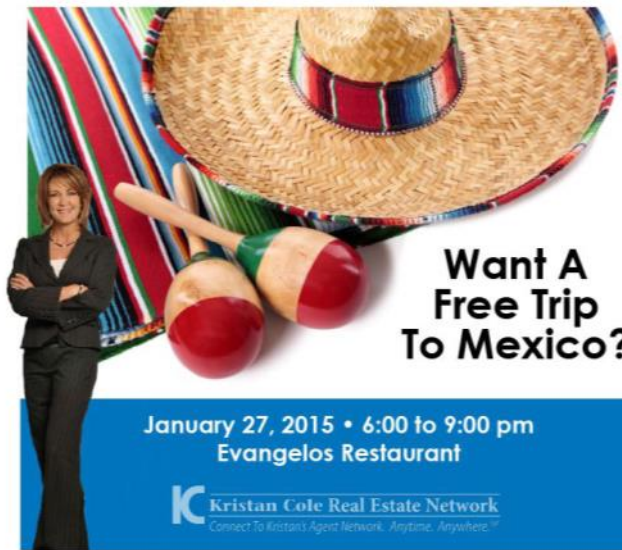
EMAIL ADVERTISING

Get the value of your home in 50 seconds or less - online - right now - click here!

KC **LIFESTYLE HOMES WORLDWIDE**
The Kristan Cole Real Estate Network

907-373-3575
Our Blog | Our Team

f t y



Want A Free Trip To Mexico?

January 27, 2015 • 6:00 to 9:00 pm
Evangelos Restaurant

KC Kristan Cole Real Estate Network
Connect To Kristan's Agent Network. Anytime. Anywhere.™

Want A Free Trip To Mexico?

The Kristan Cole Team Celebrates Their 31st Year in Real Estate!

We want to celebrate you while you celebrate the New Year! Join us for our client appreciation party for a fun night of food, music and festivities!

Please come and celebrate with us on
January 27, 2015
between 6:00pm and 9:00pm
at Evangelos Restaurant

There will be a drawing every 5 minutes for a variety of prizes one of which is a free trip to Mexico!

Ole' Ole' ~ What do you say? RSVP with us today!

You must RSVP at kristancole.com/31years

Connect To Kristan's Agent Network. Anytime. Anywhere.™
Visit KristanCole.com/Locations

Get the value of your home in 50 seconds or less - online - right now - click here!

KC **LIFESTYLE HOMES WORLDWIDE**
The Kristan Cole Real Estate Network

888-378-3575
Our Blog | Our Team

f t y

See what is happening right now in your neighborhood.

- ✓ Market Statistics
- ✓ See our featured properties
- ✓ Learn how our sellers get an average of \$5,000 more at closing
- ✓ What we do to sell a home every 36 hours
- ✓ Why you get MORE. Period.

Click Here NOW!

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Instant, right online!

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Connect To Kristan's Agent Network. Anytime. Anywhere.™
Visit KristanCole.com/Locations

EMAIL ADVERTISING

Get the value of your home in 50 seconds or less - online - right now - click here!

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We just Listed your neighbor's home which means we will have more Buyers in your neighborhood in the coming weeks. This may be a perfect time for you to sell your home!

Our Sellers receive on average \$5,000 more money at closing. If you are thinking of Selling, call us today at 888-378-3575.

When the first REALTOR® could not sell their home, these sellers called us!

We had our house on the market with another REALTOR® and it wouldn't sell. We decided to list with Kristan and we are so glad we did! They gave us so much more experience, staging advice, time and the best price! We love what they did for us. There is no doubt that when we need a REALTOR® we will choose the Kristan Cole Real Estate Network.
Randy James & Sara Jensen

SOLD \$125,000 10/1/14 100% over asking	SOLD \$200,000 10/1/14 100% over asking	SOLD \$125,000 10/1/14 100% over asking
SOLD \$220,000 10/1/14 100% over asking	SOLD \$175,000 10/1/14 100% over asking	SOLD \$260,000 10/1/14 100% over asking

KC LIFESTYLE HOMES WORLDWIDE
907-373-3556

Do you think experience matters? We love to give you more.

We sell a home every 36 hours.

Know the value of your home in less than **50 seconds** without talking to an agent!

Connect To Kristan's Agent Network
Visit KristanCole.com

Get the value of your home in 50 seconds or less - online - right now - click here!

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Our Blog | Our Team

We just SOLD your neighbor's home and have attracted several additional buyers! If you are considering selling your home, Call Us Today at 888-378-3575 and join our sellers who receive on average \$5000 more money at closing.

When the first REALTOR® could not sell their home, these sellers called us!

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Do you think experience matters? We love to give you more.

We sell a home every 36 hours.

Know the value of your home

Go to **InstantHouseValueNow.com** to find the value of your home today!

We Just Accepted an offer for your Neighbor's Home

Tuesday, June 2nd, 2015

Get the value of your home in 50 seconds or less - online - right now - click here!

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Our Seller just accepted an offer on their home in your neighborhood. We have attracted several additional buyers to this area! If you are considering selling your home, Call Us Today at 888-378-3575 and join our sellers who receive on average \$5000 more money at closing.

When the first REALTOR® could not sell their home, these sellers called us!

We had our house on the market with another REALTOR® and it wouldn't sell. We decided to list with Kristan and we are so glad we did! They gave us so much more experience, staging advice, time and the best price! We love what they did for us. There is no doubt that when we need a REALTOR® we will choose the Kristan Cole Real Estate Network.
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EMAIL ADVERTISING

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Kristan Cole's
Follow Your Dreams Scholarship
Scholarship Contest Information

If you have a senior in high school, please have them apply for our Kristan Cole Real Estate Network's Follow Your Dreams Scholarships. Two Scholarships will be awarded in May: \$1,500 and another for \$1,000.

Eligibility: Any graduate of a high school located in the United States.

Due Date: Mail or email address is located below.

Notification: The winner will be notified by email as appropriate.

Use of Scholarship: For school, or equivalent.

Judging: The basis of the contest is the student's teamwork and leadership.

Essay: The essay should show understanding of the value of a home and what is looking for a student to succeed.

Get the value of your home in 50 seconds or less - online - right now - click here!

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Happy Easter!

This month the Kristan Cole Real Estate Network is giving away a large potted plant to a lucky household. To receive your Easter Lily, please submit your request by March 31st to contest@kristancole.com. Lilies will be available for pickup on April 3rd at the following locations:

Wasilla Office: 5131 E. Mayflower Lane Wasilla AK 99654 Phone: 907-373-3575	Anchorage Office: 101 W Benson Blvd, Suite 503 Anchorage, AK 99503 Phone: 888-378-3575	Scottsdale Office: 15333 North Scottsdale, AZ Scottsdale, AZ 85254 Phone: 480-741-1111
---------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------

Go to kristancole.com/easter_lily_signup

Curious about your home value?

Get it in an **Instant, right online!**

Go to www.InstantHouseValueNow.com

Anywhere.™

Curious about your home value?

Get it in an **Instant, right online!**

Go to www.InstantHouseValueNow.com

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If you needed heart surgery....

Would you hire a surgeon that does only **10 surgeries a year** or the one that does **250 a year?**

Do You Think Experience Matters? We Sell a Home **Every 36 hours!**

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907-373-3556

More Experience = More Money In Your Pocket

Don't gamble on your most valuable asset.
Call Us Today 907-373-3556.

Our sellers get an average \$5,000 more at closing.

We love to give you more.

Curious about your home value?

Get it in an **Instant, right online!**

Go to www.InstantHouseValueNow.com

Anywhere.™

Get the value of your home in 50 seconds or less - online - right now - click here!

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Curious about how much your home may sell for?



Know the value of your home in **50 seconds or less** without talking to an agent!

Go to WhatsMyWasillaHomeValue.com to find out.

Thinking About Selling? **NOW** is a great time! Kristan Cole Real Estate Network is the best team to make it happen for YOU!

Why Kristan Cole Real Estate Network?

- We Sell A Home Every 36 hours
- We have been in business over 30 years
- We have a team of 25 Experts in the field supporting our clients.
- Just last year, we were the 2nd Realtor 32 times, and we sold EVERY ONE OF THEM!

Want to know the Biggest Mistakes Sellers Make And How To Avoid Them? Visit our website and download this special report immediately!

Thinking Of Selling? 14 Free Book

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Randy Jones & Sara Jensen

SOLD in 14 days \$130,000 87% of list price	SOLD in 86 days \$499,000 100% of list price	SOLD in 4 days \$345,000 100% of list price
SOLD in 109 days \$250,000 100% of list price	SOLD in 109 days \$179,000 100% of list price	SOLD in 25 days \$260,000 100% of list price

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We sell a home every 36 hours.

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Fields: Kristan Cole is not licensed in the State of Arizona. Kristan is a licensed associate broker in Alaska. Kristan Cole is not providing brokerage or licensee services in Arizona. The Casillas Team licensed associate broker at Keller Williams Arizona Realty James Dunning designated broker. Any and all real estate questions should be directed to The Casillas Team. Call The Casillas Team at 480-444-1111.

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Type in your address

Visit InstantHouseValueNow.com

We sell a home every 36 hours!


We sell a home every 36 hours!

Get the value of your home in less than 50 seconds.


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1061 S Salmonberry Street is the Newest Featured Home for Sale in Wasilla, Alaska by The Kristan Cole Team

Wasilla 3/23/2015 06:53 PM GMT (TransWorldNews)

Kristan Cole is pleased to announce another listing that her Keller Williams team will sell in Wasilla, Alaska. This home for sale in Palmer, Alaska will make a great opportunity for an investment property. It will give you the chance to live in an amazing property while being able to make money off of it as well. If you have always thought about owning a property that can be rented out to a future tenant then this is that perfect opportunity. For the price of \$199,900, you could be the owner of a wonderful property that could eventually put money in your pocket.


This ranch style home is actually two separate units. Depending on what you would like to do with your property, this home can be used as a four bedroom and two bathroom or a two bedroom and one bathroom if you have the desire to rent out one of the units. Currently there is already one tenant that is living on the property that is signed to a year's lease. That tenant is paying \$1050/month plus electric. So, there is a great amount of potential to be had with this property.


The owner's unit has been updated in multiple ways including: new laminate flooring, new LED lighting, and also new trim work. Even though this is a split property there is still plenty of room to live comfortably. The kitchen is fairly spacious and also come with a breakfast bar in each unit. There are two bedrooms to each unit and they both also have good size with plenty of closet space for storage. The bedrooms will work great for anyone no matter their age.




This Palmer, Alaska home for sale was built in 2004 and has 1,900 square feet throughout the home. You do not want to miss out on this unique property that will not stay on the market long due to the potential that it holds. You can choose to live in this one of a kind home, or choose to rent it out and make it an investment that could potentially lead to better things down the road. Contact Kristan Cole today to schedule a viewing of this wonderful piece of Wasilla, Alaska Real Estate.



search.kristancole.com/idx/details/listing/a039/15-245/1061-S-Salmonberry-Street

Related Photos





From picture gallery: 1061 S Salmonberry Street Wasilla, Alaska

kw
KELLER WILLIAMS
REALTY

**Life Style Homes
WorldWide**

Recent Submissions
Price Reduced on 3160 S
Stonebridge Cir, Wasilla, AK by
the Kristan Cole Network

The Kristan Cole Network
Announces a New Listing at
L2 Evergreen Avenue in
Palmer, AK

The Kristan Cole Network
Announces a New Home Alert
at 5920 S Clearview Loop in
Wasilla, AK

Know the value of your home in
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Kristan Cole Real Estate Network

Check out this
month's newspaper


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Keller Williams Realty Alaska Group

- Your press release gets pushed to **over 100,000 twitter followers**. Just imagine the number of eyeballs....For example let's say one twitter account has just 500 followers. 500 followers x 100,000 accounts = 50 MILLION buyers.
- **Your press release will have a link that goes right to your homes listing so buyers can schedule an appointment or ask for more information immediately.**
- Your home will get indexed in the major search engines like Google, Yahoo, Bing and the new search engine FindIt.com where you will have an **exclusive channel for your area.**

Your home will have a specific press release.



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The Kristan Cole Network Announces a New Listing at 11936 Rainbow Ave. in Anchorage, AK.

Anchorage 3/29/2015 11:17 PM GMT (TransWorldViews)

The Kristan Cole Network, a team that consistently ranks among the top teams in the nation located in Anchorage, AK, lists a 3 bedroom, 2 bath home at 11936 Rainbow Ave. in the Anchorage, AK area.

Anchorage, AK, March 29, 2015 – The Kristan Cole Network with Keller Williams Realty Alaska Group in Anchorage, AK, announces a new home listing at 11936 Rainbow Ave. This beautiful home located in Anchorage, AK is listed for \$354,900.

This is a great home to put a little sweat equity into. It has a large 780 sq. ft. attached garage, 3 bedrooms plus a sun room, family room, closet organizers, lots of storage space, large shed and a nice mature landscaped yard. This home also features: Basement, Den &/or Office, Dishwasher, Electric, Family Room, Range/Oven, Refrigerator, Telephone, Washer&/Or Dryer Hookup, Carpet, Smoke Detectors(s), Covenant/Restriction, Deck/Patio, Fire Service Area, Landscaping, Road Service Area, RV Parking, Sun Room, DSL/Cable Available, Shed.

For more information on this listing and to view the extensive photo gallery please visit http://www.flexmls.com/cgibin/mainmenu.cgi?cmd=inf+othermain_public_link.html&public_link_tech_id=1546779&ombrb=2&id=1&cd=1.

The Kristan Cole Team is a part of the Kristan Cole Real Estate Network with Keller Williams Realty Alaska Group with offices throughout the United States with future plans for worldwide office locations. For over 30 years Kristan Cole and her organization has served buyers and sellers with their real estate services. With multiple locations including Wasilla, AK, Palmer, AK, Anchorage real estate, Scottsdale real estate, and Salt Lake City Real Estate the Kristan Cole Real Estate Network continues to strive to exceed their clients' expectations. The goal is to provide unprecedented marketing strategies and PR services to provide exposure for their sellers as well as unmatched services to assist home buyers. Under her leadership her team consistently has ranked in the Top 50 in KQV and Top 250 among all teams, as ranked by The Wall Street Journal and REAL Trends. In additional Cole now Vice President of Keller Williams Mega Agent Expansion has also served as the Regional Director for Keller Williams Realty's Southwestern Region, a segment of the company representing more than twenty-five offices and thousands of agents. She also owns one of these offices, which has over 300 agents and three satellite locations. Her other leadership opportunities have included serving as President of Alaska's branch of the Commercial Real Estate Women (CREW) Network, Director of Keller Williams Realty's Commercial Leadership Council, and Talent Search Director for Keller Williams Realty's corporate headquarters.

In order to ensure that every transaction that her team does benefits others, she has launched a non-profit organization called Kristan's Home Of Hope, dedicated to supporting at-risk youth throughout the United States and beyond. Currently the Kristan Cole Real Estate Network sells a home every 36 hours.





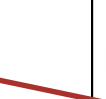

For those who are thinking of selling and are curious about the value of their home, the Kristan Cole Team offers an online tool at www.WasillaHomeValues.com so that homeowners can get the value of their home in 50 seconds or less without talking to an agent directly.

Additional questions can be directed to www.KristanCole.com or email Kristan@TheKristanColeNetwork.com or by calling 988-378-3575.


###

Kristan@TheKristanColeNetwork.com
www.KristanCole.com

Related Photos


From picture gallery: 11936 Rainbow Ave



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Life Style Homes Worldwide

Recent Submissions

The Kristan Cole Network Announces a New Listing at 11936 Rainbow Ave. in Anchorage, AK.

Kristan Cole Network Partners With Desert Community Robotics in North Scottsdale Arizona

The VP of Keller Williams Mega Agent Expansion Reveals Dates for the 2015 Keller Williams Expansion Systems Orientation in Austin, Texas Later This Year

Kristan Cole Real Estate Network

Check out this month's newspaper

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News

StarTribune

The Phoenix

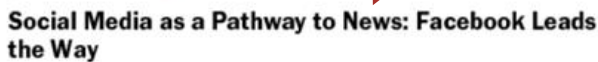
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WRAL

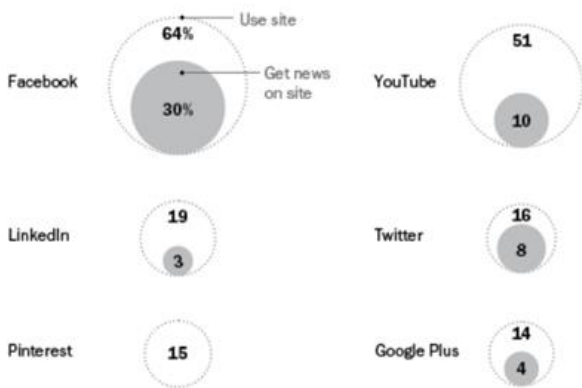
El Nuevo Herald

Pasadena Star

Your listing will be listed to various social media outlets like Facebook, Google+, Twitter, Pintrest, etc... **to get you more exposure**



Percent of U.S. adults who use each social networking site & percent of U.S. adults who get news from each social networking site



Powerful!

Your press release is sent out and published to over 284 news publications on the web.

Kristan's Home of Hope Advantage Program

Kristan's Home of Hope Advantage Program gives Veterans, Seniors, and Past Clients special benefits. These benefits attract more buyers to the homes we have for sale.

Benefit Highlights:

- Reduced listing commissions for Seniors, Past Clients, and those who have served in the Military
- **FREE** Moving Truck (Alaska only)
- **FREE** Keys made
- **FREE** Copies
- **FREE** Notary
- **FREE** Give Aways multiple times per year
- **FREE** Annual Client Bash honoring YOU the client
- **FREE** list of our affiliate Business Partners who give exclusive discounts to members of the Kristan's Home of Hope Advantage Program. (Kristan's Angies List if you will)
- **FREE** Scholarships to graduating seniors
- **FREE** Give Back Program

A portion of every commission is donated in our clients name to Kristan's Home of Hope which supports safe housing for at risk youth. We are currently partnered with:

- My House (for homeless youth)
- Teen Challenge (those who find themselves homeless and addicted to drugs and alcohol)
- The Dream Center (young girls who have been saved from sex trafficking).

When you buy or sell a home with the Kristan Cole Real Estate Network, you are supporting safe housing for at risk youth!

**You simply get MORE when you work with The Kristan Cole Real Estate Network.
MORE marketing, MORE money in your pocket, MORE perks,
MORE service and a lasting legacy.**



Be A Part Of Kristan's Mission To Support Our Youth In The Community

MISSION

Supports Safe Housing For At-Risk Youth

FOUNDATION NAME

Kristan's Home Of Hope
Hopeward, Inc.

TAGLINE

Buying and selling a home with The Kristan Cole
Real Estate Network supports safe housing for
at risk youth.

DEVELOPING AWARENESS AND EXECUTION

- Infusing information in all marketing and advertising in all locations
- Donation to the Kristan's Home of Hope Foundation with every real estate closing
- Social events to raise money for the foundation such as charity auctions, 5K and running events.
- PR campaigns to raise awareness
- Social Media - FB, Twitter, Pintrest, LinkedIn
- Radio Interviews with Strategic Partners
- Various Media - Newspaper, TV, Radio, Stories of Hope
- Foundations Events throughout the year

SERVICE MARK

Hope in a Safe Home

LEGAL ENTITY

Hopeward, Inc.

TRADEMARK

Kristan's Home Of Hope



Kristan@KristansHomeOfHope.org

KristansHomeOfHope.org

Prospecting Plan

For Each New Listing

Every team member calls their buyers for **2 hours each day** and we have full time team members who call our buyers about our new listings **6 days a week. We are serious about finding a buyer for your home.**



Pricing Strategy

The 4 reasons YOU control the sale of your home

1. The right team with a master marketing plan
2. Price
3. Condition of property
4. Location

1. THE RIGHT TEAM WITH A MASTER MARKETING PLAN

YOU control this. The four most important criteria for selecting a REALTOR® are: pricing strategy, service, reputation and negotiation skills. We want to sell your home at the highest possible price, in the shortest period of time with the most favorable terms. We will be working together as a team to sell your home for more money. Marketing, cooperation and communication will be key to the successful completion of these objectives. This is the reason so many sellers choose The Kristan Cole Real Estate Network. The Kristan Cole Real Estate Network advises you on the right market strategy, pricing strategy, staging recommendations, contracting, financing, title work, appraising and closing activities. Just as you would insist on an experienced, well-prepared doctor to treat your family, you want a team of experienced REALTORS® with a proven track record and marketing plan to represent you in the sale of your home.

On Average The Kristan Cole Real Estate Network sells more houses, faster, and for more money than any other REALTOR®*. Our sellers receive \$5,000.00 more money for their home. We sell more homes because we advertise more.

2. PRICE

YOU control this. The right price can only be determined by a well-researched market evaluation. As a home seller, you should get a market analysis comparing your home to similar properties that have recently pended or sold and those currently on the market. Then you have the most current information to make the best pricing choice and get the most money.

3. CONDITION OF PROPERTY

YOU control this also. Your home's condition is vital to a sale. A clean, well-maintained home enjoys a competitive edge over all the other homes on the market. You'll sell faster and at a higher price if you "stage" your home to enhance its appeal. Just like selling anything else, buyers are attracted to and pay more for clean, tidy and well maintained homes.

4. LOCATION

YOU have no control over the location of your home, but the location helps determine value. Buyers usually have a preference on where they want to live. Prices will be higher in higher demand locations.

Setting The *Right* Price

Pricing is the #1 factor

homebuyers use to determine which homes they will view.

THE RIGHT PRICE

A home, properly priced from the beginning, will sell more quickly and for a better price than one that was originally overpriced.

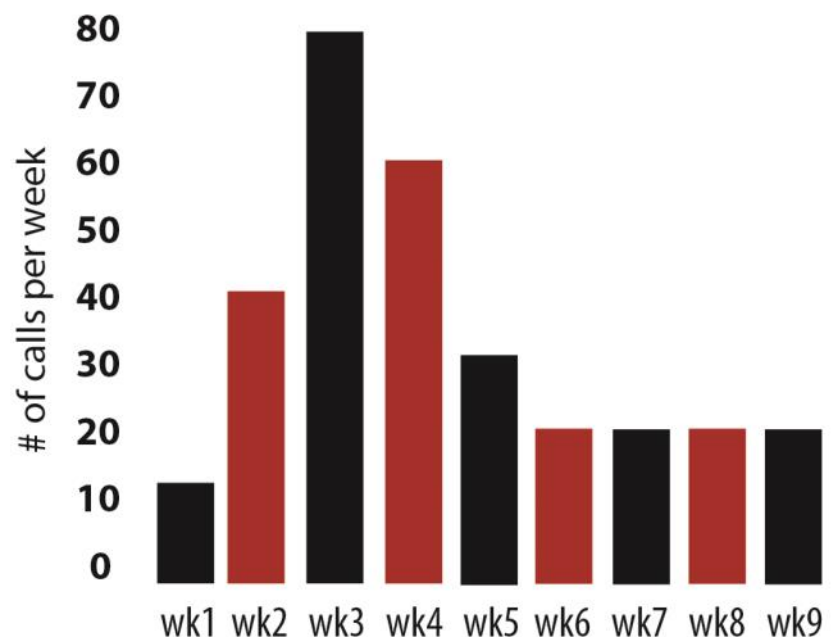
OVERPRICING WILL:

- Reduce agent & buyer interest
- Deter interested agent & buyer calls
- Attract the wrong prospects
- Eliminate offers
- Help to sell "the competition's" home by making them look like a better value
- Cause appraisal problems - may lead to mortgage rejections once appraisal is in
- Extend the marketing time of your home

Competitive pricing will attract more buyers, allow you to earn the most money and help you sell as quickly as possible.

Some sellers believe they should price high so they'll have room for negotiation, but they find they have no buyers to negotiate with!

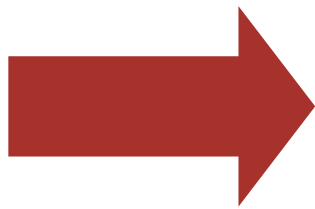
A newly-listed home will generate an initial surge of activity. This activity peaks in the third week after listing. By overpricing you deter interest in your home when activity is usually at its peak.



BENEFITS OF PROPER PRICING

CREATES AN ENVIRONMENT FOR MULTIPLE OFFERS FOR THE SELLER – where typically the seller receives a higher sales price.

- **FASTER SALE** – home sells faster, which saves the seller carrying costs, mortgage payments & other expenses.
- **LESS INCONVENIENCE** – a faster sale means less time spent in preparing the property to show.
- **EXPOSURE TO MORE PROSPECTS** – at market value, more buyers will look at your home.
- **INCREASED REALTOR® RESPONSE** – REALTORS® get excited about a property that is priced at market value and make a special effort to contact potential buyers.
- **BETTER RESPONSE FROM ADVERTISING & SIGN CALLS** – when the price is right, we receive more calls, and calls turn into showings.
- **ATTRACTS HIGHER OFFERS** – when priced right, buyers are less likely to make low offers. They fear they could lose the home to another buyer.
- **MEANS MORE MONEY TO SELLERS** – a faster sale means less carrying costs. A home priced right will produce a higher sales price, ALWAYS.



The Kristan Cole Real Estate Network
has buyers waiting...

That's right, we are working with buyers who have seen what is currently on the market and are waiting for something new to be listed.

The majority of buyer activity on a new listing occurs in the early period of marketing.

Most activity will take place in the first 2-3 weeks of a listing. The excitement of a new property on the market will create an urgency for buyers and REALTORS® to see it as quickly as possible. For that reason, in many instances, the home will receive its highest and best offers during this time. Once we have missed this opportunity, the only buyers to look at your home will be new buyers in the marketplace. That is why our marketing plan is very aggressive during the first month. We want all available buyers to know your home is for sale!

IS YOUR PRICE ON TARGET?

The "OFFERS" part of the target represents market value. We will get offers when the buyer perceives your home to be a great value compared to the other homes they are seeing. You have won the pricing war and the beauty contest.

► PRICE IS 2-5% TOO HIGH

Symptoms: *"Showings but no offers"*

If we have lots of showings, but no offers the buyer is clearly making a statement about the price compared to other homes they are seeing. Buyers will walk through your home and give feedback that sounds like this, "Well, it was really nice, but it was too small, or it didn't have a dining room, or the backyard is too small." These issues will be things that you already know as a seller, but can't fix, except by reducing the price. What the buyer is doing is giving you neutral answers and they're crossing your home off the list. Most buyers find a home in about 2 to 4 weeks, and they're going to find the best priced house that meets the size, condition and location that they're looking for. In other words, they're going to buy the prettiest home for the lowest sales price. We want that to be your home.

If you hesitate to reduce your price, You will end up selling your home below market price because when you started too high and chase the market down rather than getting ahead of it you end up selling at a price actually lower than market value. Your best chance to make a price adjustment, is in the first 30 days.



► PRICE IS 6-10% TOO HIGH

Symptoms: *"Drive-ups only & low number of showings"*

If you are excessively overpriced, the next circle is 6-10% too high which means you are completely out of the market. You have buyers who see your home on line and choose not to make an appointment to physically see your home. Or they make an appointment and they don't come in, they drive by or they even pulled into the driveway and the buyer says, "This is ridiculous, were not even getting out of the car." You're not going to make a buyer get out of the car and look at something if they don't want to, nor will you make a buyer searching on the internet make an appointment to see a home unless they perceive real value, so that's what I call an internet only showing or a drive-up only showing. They saw it on the internet and clicked "next", or they drove up and drove away.

► PRICE IS MORE THAN 10% TOO HIGH

Symptoms: *"Drive-bys only"*

The drive-bys only happen when the buyer has some information on the home from their licensee, they drive by and say, "Wow, can you believe that price for that house," and they don't even call. They just discard the information. Or the licensee sees the new listing in the multiple listing service, they look at it, and they say, "Not possible, it can't be possible that this price is for this house, this square footage, this acreage."

What we want to do is price the house in the center of the target in order to get offers, wouldn't you agree? If we have missed the market when we list the home for sale, the best thing we can do is reposition your home as soon as possible by reducing the price quickly.

SOURCE: MIAMI HARALD

PRICING HIGH IS A BIG MISTAKE

Since real estate is traditionally more marketable when it's a recent listing, columnist Dian Hymer recommends that homeowners exercise caution and avoid inflated estimates when calculating the list price. Even in the best real estate markets, overpricing is a certain defeating strategy since it typically lengthens the period of time the property remains on the market, reducing the price still further.

In general, homeowners should pick a list price within 1 percent to 3 percent of the anticipated selling price. With the assistance of local real estate salesperson, buyers can obtain a comparative market analysis and compare selling prices of similar area properties. Buyer will buy the nicest homes for the best price.

Pricing strategies should also be sensitive to adjustments in the market. In a market where home prices are increasing, the sellers should list at a reasonable price and expect the buyers will offer full price or more than most recent pending sale to avoid chasing the market downward.

OVER PRICING DOESN'T GIVE MANEUVERING ROOM: INSTEAD IT TURNS BUYERS OFF

(March 31, 2005) - Contrary to seller's expectations that buyers will simply bid less than what they're asking, most buyers won't make an offer on a home priced too high for the market. Instead, buyers prefer to wait until the price is reduced and test their options elsewhere in the meantime.

But there are other reasons that sellers don't receive offers on overpriced homes. For example, buyers may not want to upset or offend the seller by offering a substantially lower price than the one being asked. Also, there's the fact that buyers tend to know the market better than the sellers do, since they've been looking at comparable homes and the prices on them. Sellers who overprice their homes will usually alienate themselves from buyers and real estate agents, who will choose to search for more realistic asking prices. Agents also dislike showing overpriced homes because the buyer will rarely make an offer.

The best solution for the sell is to lower the price right away, while buyers and agents still remember the place. If sellers wait too long before changing the asking price, they are risking the chance that their best buyer has moved on to other prospects and forgotten all about the high-priced listing.

WHAT IS YOUR HOME WORTH?

- What **YOU PAID** for your home does **NOT** affect its current market value.
- The **AMOUNT YOU NEED** from the sale of your home does **NOT** affect its current market value.
- The **PRICE YOU WANT** for your property does **NOT** affect its current market value.
- What **ANOTHER REALTOR® SAYS** your property is worth does **NOT** affect its current market value.
- What **AN APPRAISER SAYS** for your property is worth does **NOT** affect its current marketing value.

The value of your home is determined by what a
BUYER IS WILLING TO PAY IN TODAY'S MARKET
Based on comparing your home to others currently for sale.

Buyers always determine value

35 Ways To Enhance Your Home Value

Stand across the street and take a look at your home from a potential buyer's perspective...

1. Keep the cars parked out front to a minimum.
2. Trim the lawn and re-seed if needed. Get the landscape in top shape. In the winter, make sure the driveway and pathways are shoveled clear of snow.
3. Remove all refuse, leaves or clutter from yards, sidewalks, porches and decks. In the summer, plant and have flowers.
4. Make sure your fencing is straight. Does it need stain or paint? Does any part of the house, trim, decks or gates need to be painted? Remember, when a buyer comes to look at your home, the first thing they see is your front door. Make sure that it is in greatest shape. Check with me for the market-wise colors prior to painting.
5. In the summer, wash screens and windows outside and purchase things that will enhance the home for showing that you can take with you, i.e., a new welcome mat, big potted plants for inside or pots of geraniums for the patio or deck.

Freshen up the inside - the emotions you are trying to stimulate are triggered by sensory experiences. Aim for the sense, especially smell and sight. Clean, fresh-smelling homes sell faster!

6. Badly faded walls or worn woodwork reduce appeal. Selective painting will help to add a fresh look.
7. Dress up windows in freshly laundered curtains. Colorful curtains in harmony with countertops and floors add warmth to kitchens, baths, etc.
8. Check all light bulbs and clean all light fixtures.
9. Ensure that oven and sinks are clean.
10. Take things out of closets and cabinets that are not essential and pack them away.
11. Remove unnecessary articles that have accumulated in basements, utility and storage areas.
12. Clear stair ways and hallways to open them up.
13. Ensure that your rooms are not cluttered with too much furniture. Place extra items in the basement or garage... or better yet, store or sell it.
14. Brighten dull basement and storage areas by painting the walls and using high wattage bulbs.
15. Bathrooms that sparkle sell homes, and the opposite is also true - dirty baths can turn off a potential buyer.
16. New towels are an excellent investment.
17. Paint the interior if needed. \$100 worth of paint may balance \$500 in a price cut. Make rooms sparkle!
18. Keep all steps clear of hazards

19. Have all light sockets filled with bulbs. Illumination is like a welcome sign.
20. Wash dishes, put clothes away, straighten up newspapers, etc.
21. Clean or replace carpets if needed.
22. Make sure that all appliances are clean and in good working order.
23. Remove any ornate items that a buyer may want as part of the house that you intend to keep, i.e., a special chandelier.

Minor repairs make sense - correct those minor repairs since they distract from your home's value. Don't make major changes, except for new, neutral - colored carpet and paint.

24. Dripping faucets lead buyers to question the plumbing system.
25. Repair loose doorknobs and sticking drawers or doors.
26. Fix all caulking, especially in the bathrooms.
27. In general, if it's busted - fix it!

OK, it's Showtime - your potential buyer is on their way over...

28. Turn off the television. It is very difficult for a REALTOR® to keep the attention of a buyer focused on your home when an interesting program is on the television, competing for their attention.
29. Turn your best stereo on to an "easy listening" station, and turn the volume down low. Most buyers will imagine themselves living in a peaceful, serene environment.
30. Let the sun shine in! Open all window shades, drapes and curtains.
31. Build a fire, if you have enough notice.
32. When the REALTOR® calls to let you know they are showing your home, tidy up and then take a drive or walk. The buyer needs to evaluate your home and this process cannot take place comfortably if you are hovering over them.
33. Pets underfoot can be another distraction. Keep them out of the way, preferably out of the house.
34. Check the temperature of your home... toasty warm in the winter, please!
35. Turn on every light in the house just before leaving, including closets and special heat lamps in the bathroom. This makes the home seem bright, cheery and inviting.

8 Deadly Mistakes

You Don't Want To Make When Selling Your Home

1. Limiting the marketing and exposure of the property

A master marketing strategy is absolutely critical to the success of selling your home for more money. Many REALTORS® have a limited traditional marketing plan that doesn't fully expose your home to the marketplace. The result - their homes sell for less money on average. Make sure to ask any REALTOR® you interview for a written marketing plan. **We sell more homes because we advertise more.**

2. Choosing the wrong REALTOR® or choosing them for the wrong reasons.

It's very likely that you don't interview people very often. And yet in order to find the REALTOR® who is right for you, you may interview several. The quality of your home-selling experience is dependent upon your skill at selecting the person best qualified. It's interesting that in the real estate business, a REALTOR® who has successfully closed hundreds of transactions almost always costs the same percentage as a REALTOR® who is inexperienced. Bringing that experience to bear on your home sale could mean a higher price at the negotiating table, selling in less time, and with minimum amount of hassles.

The sale of your home/property could well be the most important financial transaction you have ever been involved with. The person you select can make it a satisfying and profitable activity or a terrible experience. It's your home and your money. The choice of your REALTOR® is up to you. Make that selection carefully. Ask all REALTORS® you interview to demonstrate to you how many homes they have sold in the last 12 months. Anyone can list a house, but not everyone can sell a house. We sell houses and we sell them faster and for more money than any other REALTOR®.*

3. Pricing incorrectly

Every seller wants to realize as much money as possible when he sells his home. But a listing price that is too high often gets the seller less than the price that is at market value. If your house is not priced competitively, people looking in your price range will reject your house in favor of other, larger homes for the same price. At the same time, people who should be looking at your house will not see it because it is priced over their heads! Overpricing usually increases time on the market, and that adds to the carrying cost! Ultimately, many overpriced properties sell below market value.

To help avoid this, we have a link to an informational video, *"Pricing Your Home to Sell"*, by David Knox, CRS, to help select the right price. You'll learn:

- The difference between cost and price
- What market value really is
- How the principles of progression and regression apply to your home
- How much bargaining room to leave in your price
- How the principles of substitution affects your home's value
- Plus many more insider secrets

Once you learn these principles, you'll know how to sell your house for the best price. Not only that, you'll know how to avoid paying too much for any house you buy for the rest of your life!

*Based on VBR MLS statistics for the average REALTOR during the last 18 mos within the PalmerWasilla area.

4. Failing to “Showcase” the home

Buyers look for homes, not houses, and they buy the home in which they would like to live. Owners who fail to make necessary repairs, who don't spruce up the house inside and out, touch up the paint and landscaping, and keep it clean and neat chase buyers away as rapidly as REALTORS® can bring them. If you were selling a car, you would wash it and detail it to get the highest price. Houses are not different; the pretty ones sell.

5. When to take a walk

A REALTOR® calls to schedule prospective buyers to see your home at 2:00pm. You quickly straighten up the house, run the dishwasher, etc. What should you do then? If you have to, let them into the house - then take a drive or walk the dog! *Many owners think they should linger around while their home is being shown.* They are afraid that the REALTOR® might miss the storage shelves in the basement or forget to point out the beautiful new floor in the kitchen. It is better for the REALTOR® to miss something than for you to be ushering the buyer around, so resist the temptation to stay while your house is being shown.

Buyers usually base their decision to buy on an attraction that often has more to do with emotions than pure logic, and a lot goes on between a buyer and their REALTOR® during a showing. The buyer needs to evaluate the home's plus and minuses, and the REALTOR® needs the opportunity to work with the buyer's objections. This process can not take place comfortably if the seller is on the scene.

6. Mistaking lookers for buyers

For sale by owners always get more activity than houses listed with a REALTOR®. No questions about it, REALTORS® will only bring qualified buyers, and there will be less buyers than if you open your front door to everyone who walks down the street.

A qualified buyer is one who is ready, willing and able to buy your home. We find that most people who go looking at a for sale by owner are just starting to think about moving. They may be good buyers, but they are 6-9 months away from being ready. They don't want to bother a REALTOR® yet, so they call the “by owners” ads to get a feel of what's available. They may have a house to sell first, may need to save some more money or may have credit that needs correcting. When everything is in place, that's when they go out looking with a REALTOR®. **A REALTOR® will ask a buyer how much they can really spend for a house, how much they have to put down, how good their credit is, how much they can pay each month, how much they will realize (realistically!) when they sell their present home and about a dozen other similar questions. But unless your REALTOR® finds out the facts first, you must be the one to ask these questions before the buyer crosses your threshold. Otherwise, you might have a parade of Sunday afternoon shoppers with a dream of owning a home some day.**

7. Not knowing your rights and obligations

Real estate law is extensive and complex: the contract for sale and purchase is a legally binding contract. An improperly written contract can cause the sale to fall through or cost you thousands of dollars for repairs, inspections and remedies for the title defects. You must be certain which repairs and closing costs you are responsible for. You must know whether the property can legally be sold “as is” and how deed restrictions and local zoning will affect your transaction. If there are defects in your title or if your property is in conflict with local restrictions, you or your REALTOR® must remedy them, or you might have to pay plenty. Additionally, there are several forms required by state law regardless of whether a REALTOR® is involved or not. *Do you know what they are?*

8. Believing that a refinance appraisal is the marketing value of your home

An appraisal is an options of value for a certain purpose. If the lender wants to lend you the money, they are motivated to have the appraisal come in high. The appraiser may ignore foreclosures or distress sales in order to justify the high value. But real buyers in the real world will not ignore these properties. They are your competitors when you try to sell. We can't tell you how many ridiculous refinance appraisals we have seen. Don't make the mistake of thinking that the value you were told six months ago when you refinanced your home is what a real buyer would pay. Ask your REALTOR® for all solds in your area, then decide. There are lots of opinions but only one set of facts. *Insist on the facts!*

Purpose Of Feedback

The reasons we call the licensee who showed your home are:

1. To jog their memory about your home so that we may be able to get a second showing and/or to let them know we may be getting an offer on your home and if their buyer is interested they need to act now.
2. To answer any questions or concerns the Buyer expressed so the home may be reconsidered.
3. To get the impression or concerns of the Buyer and the licensee that might help us do a better job marketing your home and/or repositioning your home in the market place.

Note: Don't expect Licensees to give a full critique of the home. If they showed 10 homes, they honestly may not remember every detail. If they don't call us back at all, it means the Buyers are not interested.

Interpreting Feedback

<i>When an REALTOR® says:</i>	<i>The REALTOR® means:</i>
"The Buyer thought the home was too small"	"The Buyer found larger homes for the same
"They liked the home but bought another one."	"They found other homes that were better
"They liked the home but bought a new home."	"Buyer will pay 10-15% more for a new house."
"They didn't like the carpet."	"Seller should replace carpet because of age or
"They thought the yard was too small, the street too busy."	"They found other homes with larger yards, quieter streets at the same or lower price."
"They didn't like the floor plan."	"They didn't like the floor plan compared to

Price objections are always clothed in different terms.

Seller Goal: To be the nicest home in the price range.

Remember - We are in a pricing war and a beauty contest at the same time.