

Changing the Real Estate Experience



Professional Real Estate Services Guide

Expired Marketing



HOUSE DIDN'T SELL? FRUSTRATED WITH THE PROCESS?

You're ready to sell your property and yet your home has been taken off the multiple listing service. We know that you're looking forward to seeing the word "SOLD" posted from the curb, and selecting a proactive real estate agent is just what you need to get the job done. I've sold many homes that other agents could not sell, or simply gave up trying.

You deserve much more than a sign in the yard, fliers in a box and an occasional open house. You deserve an agent who will be at your side, from listing to closing, ensuring that your property sells smoothly and you get the most money possible from the sale. Don't you owe it to yourself and your family to explore a different approach and to find out why your house did not sell previously?

My local real estate market expertise means I'm able to interpret all data that dictates the optimum pricing strategy, so your property will be priced to sell. I dig deep to learn the unique selling points of your property and neighborhood. So my marketing plans and staging strategies will effectively target and attract your potential buyers. It's a formula for success.

And, of course, I'll take the time to listen, understand your challenges and goals and answer any questions you may have along the way.

In the meantime, I hope that you'll take the time to review the attached information before our appointment so that we can get your property listed right away and get you on the move!

I appreciate the opportunity to earn your business and look forward to meeting with you!

David Hill



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hillteam@gmail.com
www.besthomealert.com



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WE SELL HOMES OTHER AGENTS COULD NOT SELL

Hill Team Client Testimonial

“Our house had been on and off the market for 2+ years without receiving one offer from a potential buyer. We decided to interview other realtors that could provide a different marketing approach to sell our house. We chose David Hill and his team from Keller Williams. We liked David for several reasons:

- He had a large team that would assist with the sales process*
- He had an honest, calming and confident disposition*
- He had good ideas to sell the house and lots of marketing clout*
- Lastly, he told me his goal was to sell the house in 30 days*

The result? We received our first and last offer within that 30 day period and closed on our house with perfect timing.

Because we had such and efficient experience with David, I asked him to assist me with the purchase of a home.

I have purchased 4 homes over the past 20 years and found my experience with David Hill and his team to be the best.”

William J. Carroll
Seller & Buyer Shrewsbury, MA 01545

Don't Underestimate The Potential of a PROACTIVE Real Estate Agent!!!



Was listed with
Gibbs Realty
Expired at 166 days
6 Grove Heights Drive
Worcester, MA 01605
WE SOLD for \$340,000



Was listed with
Coldwell Banker
Expired at 610 days
80 Laurel Road
Bolton, MA 01740
WE SOLD for \$892,500



Was listed with
Prudential Prime Properties
Expired at 185 days
146 Clover Hill Road
Northbridge, MA 01588
WE SOLD for \$450,000



Was listed with
Coldwell Banker
Expired at 111 days
1030 Pleasant Street
Worcester, MA 01602
WE SOLD for \$500,000



Was listed with
Janice Mitchell R.E.
Expired at 30 days
354 Green Street
Boylston, MA 01505
WE SOLD for \$505,000



Was listed with
ERA Key Realty
Expired at 326 days
881 Aldrich Street
Uxbridge, MA 01569
WE SOLD for \$265,000



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RESEARCH RESULTS FROM MASSACHUSETTS HOUSE HUNTING

13 Most Common Reasons a Home Doesn't Sell

Last month we called 150 homeowners throughout Massachusetts, like you, whose homes were listed but **did not sell**. We asked them two critical questions:

"What did your agent do that you liked best?"

"What do you think they should've done?"

We then compiled their responses into this special research report. Often, they identified multiple challenges that prevented the successful sale of their home. The 13 most common reasons identified by homeowners in Massachusetts are detailed below – not our opinion. We recommend you take advantage of this feedback as a way to avoid these pitfalls.



1. A Passive Approach to Marketing the Home

So many agents get into the business in order to make a lot of money, be their own boss and make their own schedule – no wonder so few get anything done!

This is the most common reason a home does not sell. Why is it that so many agents focus on getting a listing and placing it on the MLS? This is the most passive form of marketing possible. After all, why would "greedy agents" be so quick to give away half the commission? Maybe they're more focused on "getting the listing" than "getting it SOLD!"

2. Poor Pictures or Lack of Pictures on the MLS and Internet

If you can't have a vision for the product, you can't sell it. Statistics show that a home with no pictures takes about twice as long to sell as one that has pictures. 80% of potential buyers now begin the searching via the Internet. Easy browsing via the Internet depends on nice photos. Poor pictures create an instant negative impression for the potential buyer (as well as any agent that is deciding which homes to show!). Have you seen some ridiculous pictures of homes?

3. Low Compensation to Buyer's Agents

We would all like to save money by selling a home for the highest price and netting the most money possible. Low compensation to the "Buyer's Brokerage" (also known as CBB or Cooperation to Buyer Brokerage) is not the place to save money. Here's why: Massachusetts has nearly 20,000 agents. A typical month has 5,000 home sales which yield 10,000 "paychecks" (one paycheck for the buyer's agent and the listing agent in each transaction). We also know that the top 10% of the agents close 90% of the transactions. That means the "typical agents" (about 18,000 of them!) are sharing about 1,000 paychecks each month. As a result, most aren't paid at all. The National Association of Realtors estimates that the "typical agent" closes four (4) transactions per year. If so, the commission percentage paid on each individual home matters a great deal. Do you want agents to show your home first, last, or not at all?

4. Paying the Listing Agent Less Than the Buyer's Agent

A home owner represented by a listing agent that is willing to work for lower compensation than that being paid to the buyer's agent faces several key challenges – ultimately it can lead to a failed listing. Some listing agents may become "protective" of the listing in an attempt to "double end" (find the buyer directly without help from an outside agent). In doing so, they become "Dual Agents" – representing both buyer and seller – and therefore collect the entire commission. Protecting the listing prevents cooperation, and reduces interest.

Recently, an informal study was conducted of listing agents in Massachusetts. A professional phone call was placed to listing agents representing homes that had been on the market over 90 days. The phone call was designed to secure the listing agent's permission to advertise the availability of the home in a printed magazine at no cost to the agent or homeowner (FREE!). Approximately 50% of agents did not even answer their phone (see problem #1). Strangely, over 40% of listing agents **DECLINED** this opportunity to re-energize interest in a property that had been waiting over 90 days for a motivated and qualified buyer. Why are agents protecting their listing?

5. Reputation Of The Listing Agent Or Company

An unfortunate reality of the real estate business is the low standard to which real estate professionals are held. Most people are not aware that the exam required by the State of Massachusetts to become an Agent has not been changed substantially in 20 years. Even more amazing is that the exam **HAS NO BEARING** on the everyday practice of assisting a client in buying or selling a home. Furthermore, a large number of real estate professionals are not REALTORS®. The only requirement to become a REALTOR is to have an agent's license, pay the membership dues, and promise to follow "The Code of Ethics". Can you afford to hire an agent that won't agree to follow a Code of Ethics? Further some home sellers are disappointed because they have selected an Agent or Company whose reputation is so poor, that fellow agents don't want to work with them. Have you checked the Better Business Bureau?

6. Refusing To Make Cosmetic Changes

New homes have a new paint, carpet, a fresh smell, and are spic-and-span clean. A home that is too full of furniture gives a "small" impression. A home that is totally vacant can give the same impression – there's nothing in the rooms to assist in estimating the size. If you tried to sell your car to a dealership or a private party, would you have it detailed first? Why not do the same with your home? Sometimes carpet need to be replaced – not just cleaned. The main job of your agent is to represent you. In order to represent you, the agent must be able to tell you the truth. We believe that is critical that your agent be truthful with you about the condition of the home.

7. No Lockbox

"Sorry, that house is not available."
"That house needs an appointment because there are dogs on the property."
"I couldn't reach their agent to get into the house."
"We have to make an appointment – let's see if these other ones are good."
"That house can't be shown easily – I wonder if the seller needs to sell."

These are among the many things lazy agents have been known to say (truth or lie!) in order to avoid showing a home that is not on the lockbox. Without a lockbox and easy access, a home can lose interest quickly or worse – it can be ignored entirely.

Accessibility is a major key to profitability. The more accessible your home...the better your odds.

8. Relying Solely on Traditional Methods

Innovative agents who offer new strategies to attract home buyer will always outperform agents who rely on traditional methods.

Traditional methods are just the beginning steps of a marketing plan. These methods include an open house, sending postcards to neighbors, and placing the home in the newspaper. Adding certain "Active" approaches however is extremely valuable. Some examples: contacting top agents in the area to make them aware of the property. Knocking on neighbor's doors. Online advertising of the property. Using an 800 telephone number with lead capture and accountability to secure potential leads.

9. Refusing To Make Profit Inducing Repairs

It almost always costs more money to sell "as is" than to make repairs that increase the value of your home. Even minor improvements will yield as much as three to five times the repair cost at the time of sale. Your agent will be able to point out what repairs will significantly increase the value of your home. Seemingly small fix up jobs can have quite an impact.



10. Failure of Agent/Client Communication

Sometimes the main challenge lies within the client and the agent's ability to communicate well with one another. Communication breakdowns, anger, lack of responsiveness, lack of trust often prevent productive decisions from being made. Since we are now seeing a "normal" timeframe to sell a home, establishing a regular, open and consistent feedback loop is critical to success. We recommend you select an agent with a well established feedback system. What do we mean? Just ask!

11. Poor "Curb Appeal" and First Impression

The prospective home buyer's first impression is the most important. An unbelievable amount of home sales have been lost to unkempt lawns, cluttered rooms, bad stains, unpleasant odors...all the seemingly little things. Imagine you were the home buyer and clean your place from top to bottom, military style! Buyers will think you always keep it spic-and-span!

12. Wasting Time With An Unqualified Prospect

It's your agent's responsibility to screen a prospect's qualification before valuable time is lost. Be sure to align yourself with the right professional. Don't work with an agent that will negotiate with unqualified prospects.

How carefully did the agent qualify the appointment with you before coming over to see you? Are they efficient or desperate?

13. Believing All Realtors Are The Same

With all the intricate details and critical decisions to be made concerning your home sale, should you rely on anyone but a "hand-on" oriented top producing professional? Home sellers who were unsuccessful selling their homes often complain that their agent did little after "taking the listing". Your home sale is a time-consuming, effort-related, difficult task. Therefore, it is critical to select an agent that is an active and involved professional who will maximize your profit.

I hope you found the ideas valuable and if there is ever any way we can be of service to you or anyone you care about, please contact us. **It costs nothing to discuss with us the criteria you should be using to hire the best agent possible.** Maximizing your sales price and having a smooth transaction is simple:

Begin by giving us a call now at (866) 857-6759!



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WHAT I DELIVER

Communication

Your needs always come first. I provide the service we agree to, in the ways that work for you. Whether once a week or once a day, by phone, email or text message. That's how we'll do it.

You'll always be kept in the loop. From listing to closing, you'll know the status of our marketing efforts, the offers on the table and the steps leading to a successful closing once an offer is accepted. We'll agree on the communication method that works best for you.

Experience and Expertise

The complexities of your real estate transaction will be well-handled. Smoothing the way for your listing and sale, I will capably remove many potential challenges before they have the opportunity to appear.

Marketing

Your home will get the exposure it deserves. My marketing systems maximize your property's exposure to buyers. Neighborhood tracking tools and automated buyer/seller/Realtor calling system (Vulcan7) allow me to efficiently reach active buyers and Realtors who want to know about your listing.

Pricing

Your home will be priced right, adjusted as needed, and will sell quickly. With a keen understanding of both the big picture and the very latest local and neighborhood listing and sales data, the information you need is at my fingertips.

Staging

Your home will put its best foot forward. Homes sell because of correct pricing and great presentation. I know what it takes to make the terrific first impression that will get your home sold.

Satisfaction

I'll guarantee your satisfaction. Our relationship is dependent on meeting and exceeding your needs. We identify those needs together, and my cancellation guarantee protects your right to end our relationship if you're disappointed.



THE HOME SELLING PROCESS: GETTING READY TO LIST

It can feel like the details are endless when you're selling a property. It is my job to streamline the process for you, ensuring everything is completed as quickly and efficiently as possible. Here's an overview of the steps we'll be taking along the way.

Communication makes all the difference.

You'll always know what's going on behind the scenes while your property is listed. I will solicit feedback from each consumer and agent who views your property, passing their comments on to you.

We will work together to formulate a price adjustment strategy that sees us through your listing period. You'll receive regular progress reports, delivered as frequently as you request. Whether you prefer a phone call or an email, that's what you'll get.

Preparing for success. Prepare your home for the sale.

More and more sellers today are seeing the value of investing in a pre-inspection on the property they are preparing to list. Whether or not you are confident in the condition of the home, an inspection can either give us professional, third-party validation, or reveal issues you should attend to before listing your property – issues a buyer inspection could surface later, making them part of the final price negotiation.

We will evaluate the current state of your property and arrange home staging. Any repairs or improvements needed to maximize your home's value and appeal will be identified and scheduled.

When everything's in place, we'll put a lockbox on your property.



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THE HOME SELLING PROCESS: MARKETING YOUR PROPERTY

Our 16-Step Marketing Plan

Designed to capture the maximum exposure for your home in the shortest period of time, we'll implement our proven 16-Step Marketing Plan.

We will:

1. Price your home strategically so you're competitive with the current market and current price trends.
2. Stage your home to cast a positive light on the features most important to buyers: uncluttered rooms and closets, fresh paint, and terrific curb appeal.
3. Place "for sale" signage. Property fliers easily accessible to drive-by prospects can be added per request.
4. Inside sales agent to provide immediate follow-up on all buyer inquiries during weekday and weekend business hours via phone, email and chat service. QR Code with property details and professional photos and video available 24 hours a day/7 days a week.
5. Distribute "just listed" notices to neighbors, encouraging them to tell family and friends about your home, per request.
6. Optimize your home's internet presence by posting information in the Keller Williams Listing System (KWLS – over 900 portals and sites) as well as local and global MLS systems, including plenty of photographs and a description of your property.
7. Produce a video tour of your home, placing it on multiple Websites to attract both local, out-of-town and international buyers.
8. Create a home book, comment cards and fliers to place inside your property.
9. Target my marketing to active real estate agents who specialize in selling homes in your neighborhood.
10. Host a Brokers' Luncheon at your home, allowing other agents to see your home for themselves.
11. Advertise your home with email campaigns and social media., and as requested, in real estate magazines and neighborhood newsletters or direct-mail campaigns.
12. Create an open house schedule to promote your property to prospective buyers and market those open houses.
13. Optional Real Estate TV home segment. (not available on all listings)
14. Include your home in the monthly Keller Williams Greater Worcester Featured Property tour, if available.
15. Target active buyers, investors and Real Estate agents in my database and on MLS, who are looking for homes in your price range and area.
16. Provide you with updates detailing my marketing efforts, including comments from the prospective buyers and agents who have visited your home.



THE IMPORTANCE OF INTELLIGENT PRICING

Determining the best asking price for a home can be one of the most challenging aspects of selling a home. It is also one of the most important. If your home is listed at a price that is above market value, you will miss out on prospective buyers who would otherwise be prime candidates to purchase your home. If you list at a price that is below market value, you will ultimately sell for a price that is not the optimum value for your home. As **Figure 1** illustrates, more buyers purchase their properties at market value. The percentage increases as the price falls even further below market value. Therefore, by pricing your property at market value, you expose it to a much greater percentage of prospective buyers. This increases your chances for a sale while ensuring a final sale price that properly reflects the market value of your home.

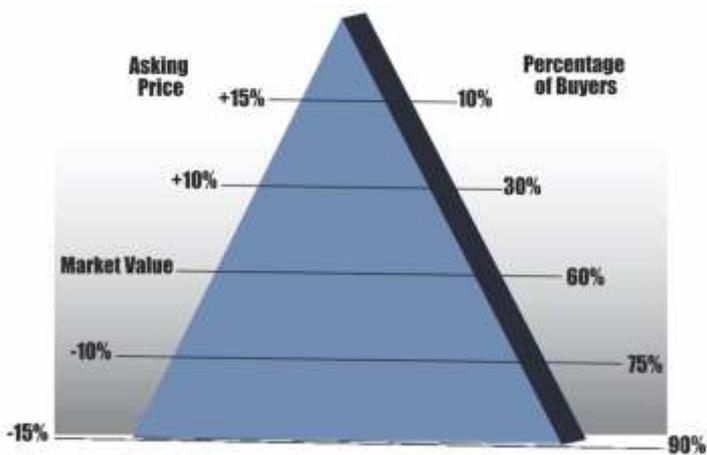


Figure 1. Percentage of Buyers by Asking Price

Another critical factor to keep in mind when pricing your home is timing. A property attracts the most attention, excitement and interest from the real estate community and potential buyers when it is first listed on the market. (see **Figure 2**). Improper pricing at the initial listing misses out on this peak

interest period and may lead to a below market value sale price (see **Figure 3**), or, even worse, no sale at all. Therefore, your home has the highest chances for a fruitful sale when it is new on the market and the price is reasonably established.

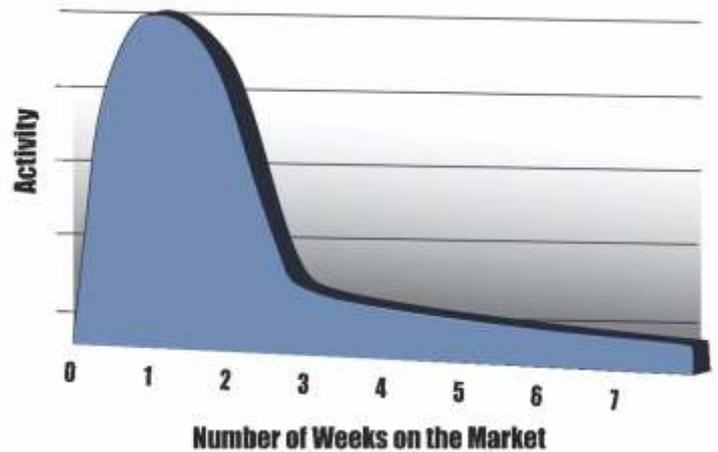


Figure 2. Activity versus Timing

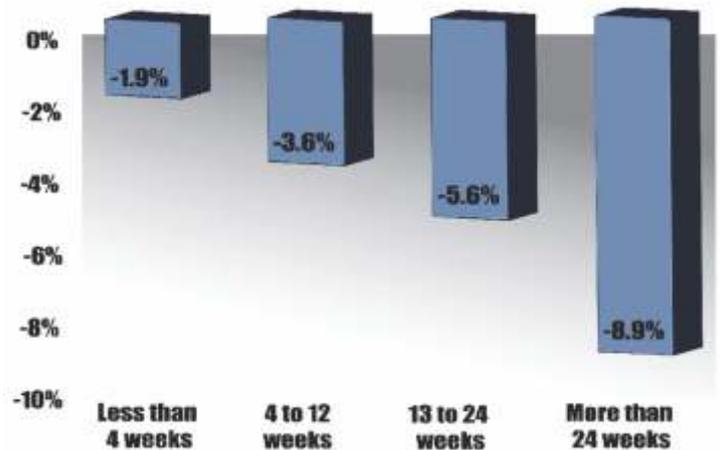


Figure 3. The Effect of Overpricing

We can give you up-to-date information on what is happening in the marketplace and the price, financing, terms, and condition of competing properties. These are key factors in getting your property sold at the best price, quickly and with minimum hassle.

THE HOME SELLING PROCESS: STAGING YOUR HOME

Three things to remember:

1. You don't get a second chance to make a first impression.
2. A review of over 2,800 properties in 8 cities found that staged homes, on average, sold in half the time that non-staged homes did.
3. Most buyers make decisions about the property they see within the first 15 seconds of entering the home.

What Staging Can Do?

Location	Cannot be changed
Size	Difficult to change
Amenities	Can be changed
Condition	Can be changed

Adding cost-effective amenities and improving the general cleanliness and condition of the home is what we call "staging."

When a seller stages their home, one of two things happens:

1. The home becomes more valuable than other comparable properties in that price range.
2. The home gets moved up in price and becomes the lowest priced in the next higher price bracket or category.*

*Based on the national best-seller "SHIFT: How Top Real Estate Agents Tackle Tough Times" by Gary Keller



QUESTIONS TO ASK YOUR AGENT

Are you a full-time or part-time agent?

What is the average number of days your listings are on the market before selling?

Will you service our listing personally or will we be working with your assistants?

How many sellers and buyers are you currently representing?

What is your Internet marketing program?

What is your policy on responding to phone calls/emails/text messages?

How much of your business is generated by referrals?

What references can you provide?

Do you offer an "easy exit" listing so that I can end our agreement if I am not satisfied?



HOMEWORK: QUESTIONS FOR YOU

Your answers to these questions will guide us how to best serve you. We'll discuss them at our listing meeting:

1. *What is the most important thing you are looking for in your listing agent?*

2. *What prior real estate transaction experiences have you had?*

3. *How would you like to be communicated with? (please circle)*

Email Phone Text Other (explain) _____

4. *How frequently would you like an update on marketing and showings?*

Weekly Twice a month After each showing Other (explain) _____

5. *Please list what you are most concerned about in the marketing and selling process (buyer qualifications, commission, showing procedures, open house, possession, pricing, negotiations, other issues.)*

Please have the following available when we meet:

- Extra key for your house*
- Seller Disclosure completed*
- Description of your house with all items you would like featured*
- Any surveys or improvement location certificates showing the dimensions of the property*



WHAT OUR CLIENTS SAY

“All I can say is that we are in our new house in record time, and we owe our new success to David Hill, Vee Somoulayck and their group. From day one they were supportive and diligent and made my wife and I feel that we made the right choice contacting them, and we were looking at homes within a couple of days. Their professionalism and enthusiasm was a great relief to us. They were always available night and day by phone and email to keep things moving and take care of everything.

By far the best home purchasing experience we have ever had. They made us comfortable; they were honest and met every need we had to purchase our home. Their group and resources they have, made it a one stop phone call. They took care of finding us a great finance person, attorney, home inspector and everything else you will need.

*I have, and will continue to recommend David Hill, Vee Somoulayack and their group to anyone. You will not be disappointed!!!
Thank you again!*

You showed us that it can be that easy when dealing with the right people.”

Shawn Bush
Buyer Oakham MA

“David Hill sold two houses for me and both times they were sold quickly and efficiently. He is on top of his game and very responsive. A helpful gentleman who will guide you through the sale.

I recommend David Hill for any real estate transaction. You will be glad you did.”

Al Surabian
Seller Shrewsbury MA

“This gentleman is amazing. I put my house on the market on my own (FSBO) and David STILL met with me, guided me, and wished me luck. Other agents sneered or ignored me. After three months of no offers, I called David back, ready to list my house with him. A few hours before our meeting, my buyers materialized. I sold FSBO and never did work with David. But his extreme professionalism did not go unappreciated. I recommend him without reservation. He's the best!”

Julie
formerly of Worcester,
now living in Wisconsin

“Our house had been on and off the market for 2+ years without receiving one offer from a potential buyer. My ex-wife and I were separated during this time and were anxious to move forward with our situation. We decided to interview other realtors that could provide a different marketing approach to sell our house. We chose David Hill and his team from Keller Williams. We like David for several reasons: • He had a large team that would assist with the sales process • He had an honest, calming and confident disposition • He had creative ideas and substantial marketing clout • He told us that that his goal was to sell the house in 30 days

The result? We received our first and last offer within a 30 day period and closed on our house with perfect timing.

Since we had such a great experience with David, I asked him to assist me with the purchase of a home...

I have purchased 4 homes over the past 20 years and found my experience with David Hill and his team to be the best.”

Bill Carroll
Buyer and Seller
Shrewsbury MA



WHAT OUR CLIENTS SAY *(continued)*

“David and the Hill Team,

I want to thank the Hill Team Associates for helping my family with the sale of our home. David and his team of expert professionals put us at ease during the entire process. They were able to answer all of our questions as well as give us the confidence that we could sell our home in a relatively short time. Prior to interacting with David's team, I heard that he was a top producer in the Worcester area. Now, I know first-hand why his team is one of the leaders in the area. It takes drive, knowledge, and great customer service to be a top producer and the Hill Team does that.

I would recommend the Hill Team Associates to my friends and family who are looking to buy or sell real estate. I will certainly turn to David and his team when my family is ready to buy our next home.”

Thanks,
The Porter Family
Sellers Westborough MA

“We could not be happier with the level of service we've received from you and your team. Thanks for everything!”

Jon & Alanna
Buyers & Sellers Holden, MA

“Working with David Hill, made my buying experience extremely gratifying. I highly recommend Dave to anyone who is serious about buying a new home.”

Michael & Jennifer Sweeney
Buyers 52 Brooks Road, Paxton MA

“If you work with David Hill, you will be amazed by how reliable, efficient and fast he works to help you get what you are looking for. When we decided to buy a loft in Worcester, we randomly emailed him on a Sunday. He emailed back the same day and set up four showings for the very next day! As soon as we met him, we were impressed by his professional demeanor, how prepared he was and how accommodating he was. We decided to buy one of the four units he showed us. During the purchasing process we felt that David took such good care of us each step of the way. He even met with us on his birthday so we could get the inspection done! Talk about going the extra mile, he was able to set us up with several contractors, a banker, and an attorney so the process could not have been easier. I will recommend him whole-heartedly to everyone I know!”

Paradis Uyehara and Mark Reed
Envelope Terrace – Worcester MA



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ABOUT THE TEAM OWNER - DAVID HILL



How am I different from other real estate agents?

When you hire David Hill, you are getting a full service, full time team of professionals. Each team member has expertise in a different area of Real Estate, thus making us more efficient and allowing us to offer our clients a higher level of service.

Experience

Started in Real Estate in 2002 with Keller Williams Realty. Started the Hill Team Associates LLC, in 2005. We have sold an average of 90 homes every year since 2006!

Technology

15 Point eMarketing Program., KWLS Syndications, MLSPIN, Realtor.com enhanced, 2 Virtual Assistants and Social Media marketing experts.

Expertise

We represent all of Worcester County with shared offices in Worcester and Westborough. We have lots of experience in new construction, relocation and because of the current market have helped many distressed home-owners. We also have two full time buyer agents, one who specializes in 1st time buyers.

Communication

Marketing reports and phone calls a minimum of every 15 days. We give you what you want!

Clients for Life

More than 40% of our business is from referrals and past clients.

Awards/Recognition

- KW Worcester Top team sales every year since 2007!
- WRAR (Worc Regional Assoc of Realtors) 2008 & 2009 Realtor of Year nomination.
- 2010 WRAR Listing Team of the Year award winner.
- 2011 team nominees for WRAR People's Choice Award and Rookie of the Year.
- 2012 #1 Production Worcester MLS

Personal

Enjoys Real Estate, golf, reading, being involved with community work, and my church. Have two amazing daughters: Jaquilyn, who attends Assumption Collage and Samara, an active toddler. KW certified national trainer.



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ABOUT THE TEAM LEADER - CHRISTOPHER BROWN



How am I different from other real estate agents?

When you hire Chris, you are getting a highly driven, results-oriented individual who will prove to you through his work ethic that he will get you the best results possible. Negotiating like a bulldog is his strong point. Chris puts his clients needs first and through strong communication he will hold your hand through the entire transaction making the road to your real estate goals as smooth as possible.

Experience

- Started Real Estate in 2014 with Keller Williams Realty
- Was formally an Affiliate Marketer who lead a global team of 1,200 distributors

Email elitehomescb@kw.com

Phone Number 508-304-3394

Website www.BestHomeAlert.com

Areas Served

Middlesex County, Norfolk County, Suffolk County, and Worcester County.

Communication

Will respond to any missed calls or emails within 30 minutes during business hours.

Clients for Life

More than 40% of our business is from referrals and past clients.

Awards/Recognition

- 2014 Diamond Producer
(Highest Producing team in Worcester Regional Association of Realtors)
- 2015 Service Award with Membership Committee (WRAR)
- Certified Military Residential Specialist

Personal

I pride myself on getting my clients the best results possible and working harder than any agent in the industry. I have been with my company for just over a year now and I am a top producer and that is not by being wrong or by not getting my clients the results they want. I enjoy Public/Motivational Speaking, working out, playing baseball, and reading!



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ABOUT THE HILL TEAM



Michelle B

Transaction to Close Processor

Over 13 years of Real Estate experience, working with Buyers, Sellers, Marketing and Property Management. Once an offer gets accepted on a listing or buyer sale Michelle, will take over the closing process to make sure all dates are kept and the transaction run smoothly.

Her top priority is protecting our client's best interest and making sure they are kept in the loop at all times.



Iris B

Listing & Marketing Manager

Iris is our listing and marketing coordinator. Her skills are in marketing and social media such as Twitter, Google+ and Facebook. Her office skills include Microsoft Word and Excel. She also has knowledge of Photoshop and Illustrator. She enters our property listings into sites such as MLS, L2L, KWLS, Realtor.com, Brivity, etc. Iris is a great communicator and strives for accurate and professional work.



David C

Listing Logistical Services

David is professional photographer and also helps with getting our homes ready for marketing. He does neighborhood research, creates a videos measures rooms and gets a great feel for the home for our marketing. David also helps with signage and lockbox's for optimal visibility. Our clients find working with David, very helpful and informative.

ABOUT THE HILL TEAM



Lawrence Peak

Lawrence comes from a background in affiliate marketing. After 3 years of success in the industry, Lawrence decided to transition his skills to real estate. Lawrence brings strong people skills to the table allowing him to negotiate with the best of them. His desire for helping others achieve their goals will insure a positive and successful real estate experience for you.



Vee Somoulaylack

Vee has been in Real Estate for five years and is a Buyer Agent on the Hill Team. She is passionate about helping buyers, and thoroughly enjoys finding them the home of their dreams. Vee has been recognized by her peers and clients in receiving numerous RE awards and she is now a Certified Buyers Representative. She has prior experience as a paralegal and attended the Katharine Gibbs School in Providence RI. She is active in the community and volunteers with a number of local charities. Spending time with her family and two dogs is what she takes pleasure in most.



Marykate E. Winn

Listing Logistics Coordinator

Marykate is our listing logistics coordinator and is here to help our clients with all their listing needs. Her top priority is to provide excellent service and to give our clients a great customer experience. She spent the first five years of her career in education and is currently involved in running a non-profit scholarship fund and recreational basketball league. In her down time she enjoys hiking through local conservation land with her boyfriend and dog and attending as many extracurricular activities as possible for her seven nieces and nephews.

ABOUT THE HILL TEAM



Sandra Skerrett

Sandra has been licensed agent for 9 years and has worked as an assistant to brokers. She gained a great amount of knowledge assisting brokers and fellow agents. Now she has joined the Hill Team as a Buyer's Agent. With the experience gained throughout previous careers working for a mortgage company for 7 years, as asset manager for REO/bank owned properties and as a legal assistant for a real estate law firm, she strives to make the process much more understandable for her clients. Sandra enjoys spending time with family and friends, art and face painting. ¡También Habla Español!



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WHY KELLER WILLIAMS REALTY

Technology

Leading-edge tech tools and training give us the edge in effectively marketing your property online, 24 hours a day, seven days a week! Through KW's exclusive Keller Williams Listing System (KWLS), your property is fed to more than 900 online search engines and available on KW's Web network of more than 76,000 sites. Excellent Relocation Tool.

Best of all, because of Keller Williams Realty's "My Listings, My Leads" philosophy, every single Internet inquiry on your property will come directly to me so that I can follow up quickly on potential buyers for your property.

Teamwork

Keller Williams Realty was designed to reward agents for working together. Based on the belief that we are all more successful if we strive toward a common goal rather than our individual interests, I'm confident that every Keller Williams professional shares the common goal of serving you, our client, in the best way possible.

Knowledge

Keller Williams Realty helps us stay ahead of trends in the real estate industry through its comprehensive, industry-leading training curriculum and research resources. It's what prepares us to provide you with unparalleled service.

Reliability

Founded on the principles of trust and honesty, Keller Williams Realty emphasizes the importance of having the integrity to do the right thing, always putting your needs first. It reinforces our belief that our success is ultimately determined by the legacy we leave with each client we serve.

Track Record

We're proud to work for the fastest-growing real estate company in North America and the largest real estate company in the United States. It's proof that when you offer a superior level of service, the word spreads fast.



AFFILIATE PARTNERS

You can trust exceptional service with our Partners



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