



SELLING YOUR HOME

YOUR MOVE YOUR WAY

Showcase your property's unique story and captivate the right buyer

37%

LOWER AVERAGE *DAYS ON MARKET*

**Sell Your Home 37% Faster,
Gain a Month of Freedom**

With the Real Edge Network, you'll spend significantly less time selling your home, giving you a full month back to focus on what truly matters; family, peace of mind, and your next chapter.

real EDGE
NETWORK

5.8%

HIGHER SOLD PRICE
PER SQUARE FOOT

Get 7.2% More for Your Home,
Fund Your Dreams Faster.

Selling with the Real Edge Network means putting an extra 7.2% in your pocket equivalent to two years' worth of price appreciation. More money now means more opportunities for you and your family.

real EDGE
NETWORK

REAL STORIES, REAL RESULTS, YOUR NEIGHBORS' EXPERIENCES.



Natalie W.

Our house sold quickly and for more than the price we wanted. I highly recommend them to any seller.



Lisa B.

They were honest, transparent, and guided us through every step, ensuring we understood what to expect. I would recommend them to any seller looking for results.



Mark S.

We were impressed with their professionalism and commitment to getting us the best price. I wouldn't sell a house with anyone else.

WHAT'S MOST IMPORTANT TO YOU?



Your next chapter begins here.

How do you want your best move to feel
different from past experiences?



WHAT MATTERS MOST?

Your priorities shape how we'll customize your selling experience.

	LESS CONCERN	MORE CONCERNED	
	1	2	3
Timing			
Easy Experience			
Net the Most Money			

QUESTIONS TO CONSIDER

What aspects of your current home will you **miss most**?

What does your **next home** look like?

Which moving challenges would you **prefer to avoid**?

WHY SETTLE FOR ONE RESOURCE WHEN YOU CAN HAVE A FULL TEAM?

SOLO AGENT MODEL



One individual trying to do it all - marketing, negotiations, showings, paperwork. Spreading themselves thin means less focus, fewer resources, and more missed opportunities.

OUR TEAM MODEL



A team of specialists working in harmony - expert marketers, skilled negotiators, and dedicated coordinators - ensuring every detail is handled with precision.

Would you prefer one person juggling everything or a team of specialists working together for your best result?

WHY HIRING A TEAM IS BETTER THAN A SOLO AGENT

More Expertise, Less Stress

Selling a home involves 152+ tasks - no single agent can do it all well. A team provides specialists for all critical tasks ensuring nothing is overlooked.

Better Results for the Same Cost

For the same price as a solo agent, you get an entire team of experts—leading to faster sales, higher prices, and a smoother process.

Higher Level of Service & Communication

A solo agent attempts to juggle everything, often leading to delays and missed opportunities. A team ensures seamless execution, proactive marketing, and constant communication.

Strategic Marketing & Buyer Exposure

Specialized professionals handle unique marketing channels - getting your listing in front of more buyers, including relocation and international clients.

Stronger Negotiation & Closing Support

Transaction coordinators track deadlines, paperwork, and negotiations—helping you avoid costly mistakes and ensuring a smooth closing.



MORE THAN JUST A TRANSACTION

**Taking care of what matters
to you, every step of the way.**

Discover the difference a compassionate &
experienced team of professionals can make.

7 QUESTIONS TO ASK YOUR REALTOR

1. How will you determine the best price for my home?



Red Flag Answer: “We’ll list it high to see what happens, and if it doesn’t sell, we’ll drop the price.”



Why It’s a Red Flag: “This indicates a **lack of strategic pricing** and could lead to your property becoming stale on the market. Pricing too high results in fewer showings, while repeated price drops can signal desperation to buyers.”

2. What is your marketing plan to sell my home?



Red Flag Answer: “We’ll put it on the MLS and hold an open house.”



Why It’s a Red Flag: This shows a **minimal marketing effort** that relies on passive exposure. In today’s competitive market, a comprehensive marketing plan should include targeted digital advertising, social media campaigns, and strategic email marketing to reach serious buyers.

3. How will you communicate with me throughout the selling process?



Red Flag Answer: “I’ll contact you when there’s an update.”



Why It’s a Red Flag: This reflects a **reactive communication style** that leaves sellers in the dark. Proactive communication with regular updates, feedback from showings, and market trend insights is crucial for informed decision-making.

4. What happens if my home doesn’t sell within the expected timeframe?



Red Flag Answer: “We’ll wait and see.”



Why It’s a Red Flag: This shows a **lack of proactive problem-solving**. Successful agents have a contingency plan that includes strategic price adjustments, enhanced marketing tactics, or repositioning the property to attract a new buyer pool.

7 QUESTIONS TO ASK YOUR REALTOR

5. How will you handle multiple offers on my home?

X **Red Flag Answer:** “We’ll accept the highest offer.”

? **Why It’s a Red Flag:** This shows a **lack of strategic negotiation**. The highest offer isn’t always the best; terms like financing contingencies, appraisal gaps, and closing timelines matter too. You need an agent who understands how to leverage offers to maximize your return.

6. Are you a full-time Realtor?

X **Red Flag Answer:** “No”

? **Why It’s a Red Flag:** Part-time agents have limited availability for showings, calls, and negotiations. Their scheduling conflicts often delay transactions and they typically handle fewer deals annually - which **limits their knowledge and expertise**.

7. What do you think about *Private Exclusive* listings?

X **Red Flag Answer:** “They’re great!”

? **Why It’s a Red Flag:** Recent research shows **sellers who didn’t list on the MLS lost over \$1 billion collectively last year**. Non-MLS listings limit buyer competition - the key factor driving up prices. Brokers recommending this approach may be prioritizing collecting both sides of the commission over maximizing your sale price. **Instead, PPS (Private Per Seller) listings offer the same soft-launch benefits and are included in the MLS.**

6

EXCLUSIVE BENEFITS



**TRADEMARKED
PROGRAMS DESIGNED
FOR SOPHISTICATED
SELLERS**

1

THE REN ACCELERATED MARKETING SYSTEM™



A Proven Strategy for Faster Sales & Maximum Exposure

The REN Accelerated Marketing System™ is designed to make an immediate impact, ensuring your home captures buyer attention from day one.

Strategic, Multi-Channel Approach

We maximize exposure through targeted digital, social media, and direct outreach campaigns.

First Impressions That Drive Action

Our proprietary marketing system creates a high-impact debut, often leading to offers in the first week.

Data-Driven Optimization

With over 2,000 successful sales, we continuously refine our approach to get the best results for our clients.

More visibility. More interest. Faster offers.

2

**GLOBAL &
RELOCATION
BUYER
ADVANTAGE™**

**Connecting Your Home to High-Value
International & Relocation Buyers**



#1 INTERNATIONAL MARKETING PLATFORM



TEXAS HOMES
BOUGHT BY
INTERNATIONAL
BUYERS LAST
YEAR

66%

\$4.3

BILLION

OF INTERNATIONAL
BUYERS PAY IN CASH
AND AT A HIGHER
MEDIAN PRICE POINT

CONNECTING YOUR HOME TO HIGH-VALUE INTERNATIONAL & RELOCATION BUYERS



The **REN Global Buyer Advantage™** leverages REAL's industry-leading network to give your home unmatched exposure to **relocation and international buyers**—a segment that purchases at higher price points and often in cash.

#1 Marketing Agent & Luxury Network

More connections = more serious buyers.

Direct Access to High-Net-Worth International Buyers

\$4.3 billion Texas homes were purchased by international buyers last year.

66% of International buyers pay cash

Ensuring faster closings and stronger offers.

Relocation Experts

We position your home in front of corporate and high-mobility buyers moving to Houston.

More exposure. More qualified buyers. Higher offers.



3

REN EXCLUSIVE EXPOSURE NETWORK™



Your Listing. More Visibility. Faster Results.

HoustonProperties.com is a key part of the **REN Exclusive Exposure Network™**, ensuring your home gets in front of serious buyers before it hits the broader market.

60,000+ visitors per month

More traffic means
more eyes on
your listing.

Exclusive to REN clients

Only our listings are
featured, eliminating
competition from other
agents.

Optimized for Buyer Engagement

Our advanced digital
strategy drives high-intent
buyers directly to your
property.

More exposure = faster sales & stronger offers.

4

REN EXCLUSIVE PRE-MARKET ADVANTAGE™

Our proprietary **REN Exclusive Pre-Market Advantage™** is a cutting-edge strategy designed to give your home an edge before it even hits the market.

HOW IT WORKS:

60,000+ visitors per Precision Targeting: month

We identify every **top-performing Realtor®** who has sold homes in your area within the past 18 months.

Pre-Scheduled Showings:

Our strategic outreach ensures showings are lined up before your home goes live—**reducing market time and maximizing competition.**



Personalized Sneak Peeks:

We send customized invitations to these agents, giving them early access to your property before it's officially listed.

THE RESULT?

Faster sales, higher offers, and a seamless experience. Many of our clients go under contract within days at record-breaking prices.

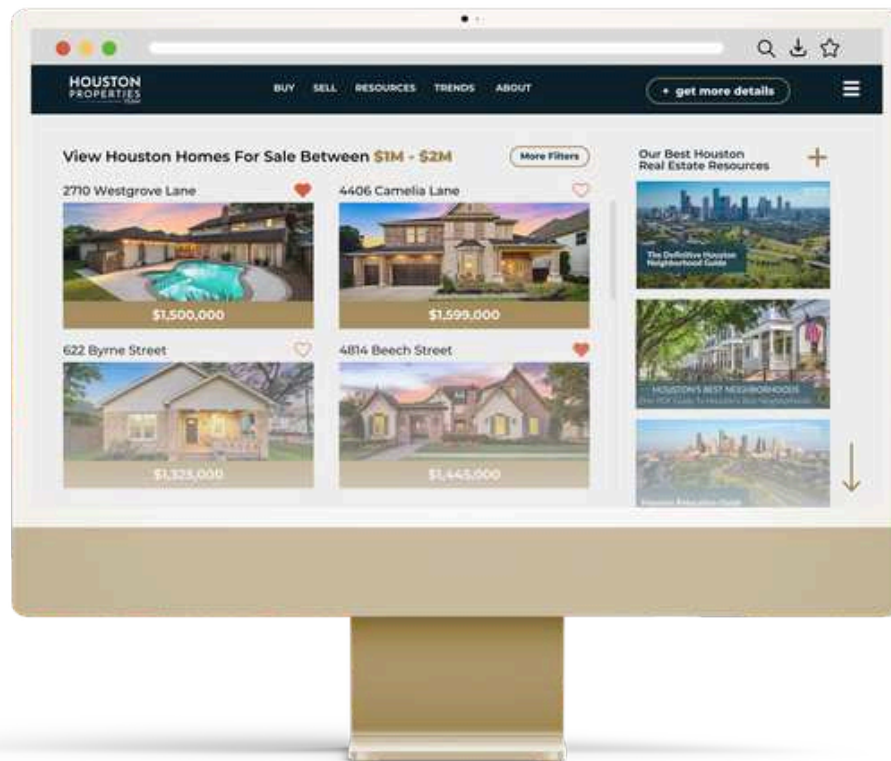
Let's put this exclusive program to work for you!

5

REN BUYER MATCH ADVANTAGE™

More Buyers. More Exposure. Faster Sales.

With **36,000+** active Houston buyers in our database, the **REN Buyer Match Advantage™** ensures your home gets maximum exposure to serious, ready-to-act buyers.



Exclusive Access

Your listing is directly marketed to thousands of pre-qualified buyers.

Targeted Outreach

Our advanced system connects your home with buyers looking in your area and price range.

More Exposure = Faster Sales

The average Houston agent has fewer than 250 buyers in their network. We have thousands, giving your home a competitive edge.

More buyers. More offers. Less time on the market.

Let's get your home in front of the right buyers today!





6

REN OPEN HOUSE ADVANTAGE™

A Proven System to Attract More Buyers & Maximize Offers

The **REN Open House Advantage™** is a structured, results-driven program designed to **maximize buyer interest and drive competitive offers.**

1,000+ Open Houses Successfully Completed

We know what works.

Exclusive 28-Point Open House Checklist

Ensuring every detail is optimized for maximum impact.

Trained Open House Hosts

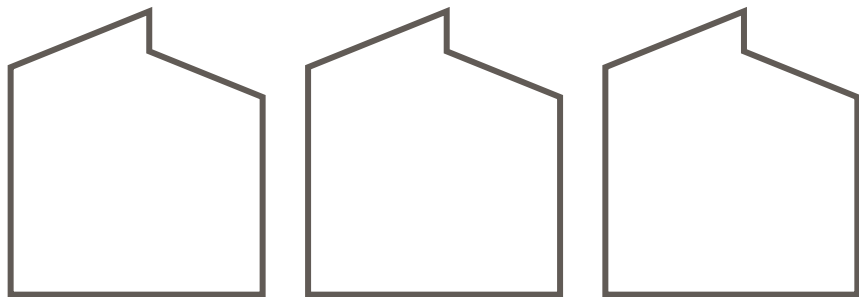
Skilled professionals guide buyers, answer questions, and create urgency.

Targeted Marketing for Maximum Attendance

Digital, social, and local promotion ensure strong buyer turnout.

More exposure. More engagement. Better results.

This branding reinforces it as a **unique, proven, and structured system** that delivers **real results.** Let me know if you'd like refinements!



BEST PRACTICES

WHAT WE DO FOR YOU

NET YOU THE MOST MONEY WITH THE FEWEST HASSLES

1

SELLER STRATEGY SESSION

- Analyze macro & micro market data
- Guide strategically
- Calculate net proceeds
- Assess pros & cons
- Draft & execute listing agreement
- Confirm accurate disclosures
- Set optimal price

3

MARKET YOUR PROPERTY

- Launch 10-Channel Seller Program
- Conduct open houses
- Syndicate on real estate portals
- Utilize REAL international network
- Employ video marketing
- Buy targeted social media ads
- Reach out to potential buyers
- Contact targeted agents
- Use feedback effectively
- Network with agents & buyers
- Showcase property & encourage offers

5

PROTECT RENEGOTIATIONS

- Liaise with buyers/agents
- Cultivate backup offers for leverage
- Guide option period / due diligence
- Align timelines & deadlines
- Facilitate access and inspections
- Process inspection requests
- Liaise with appraisers
- Assess requests' pros & cons
- Represent your interests
- Handle amendments efficiently

2

HOME PREPARATIONS

- Plan launch strategy
- Develop action plan
- Increase property value
- Oversee vendor estimates
- Facilitate vendor access
- Consult on professional staging
- Define buyer profiles
- Craft home's unique story
- Ensure top-notch photography
- Produce professional collateral

4

NEGOTIATE CONTRACT

- Conduct agent/buyer talks
- Screen buyer credentials & offers
- Verify offer completeness
- Present and evaluate offers
- Negotiate contract terms
- Execute offer
- Initiate escrow and title process

6

CLOSE THE TRANSACTIONS

- Oversee buyer contingencies (financing, appraisal, HOA, title, insurance, survey)
- Coordinate closing documents
- Review closing disclosures
- Maintain timeline adherence
- Confirm closing conditions
- Arrange final walkthrough
- Communicate with lender & title
- Address last-minute requests
- Verify funding at closing
- Conduct key exchange

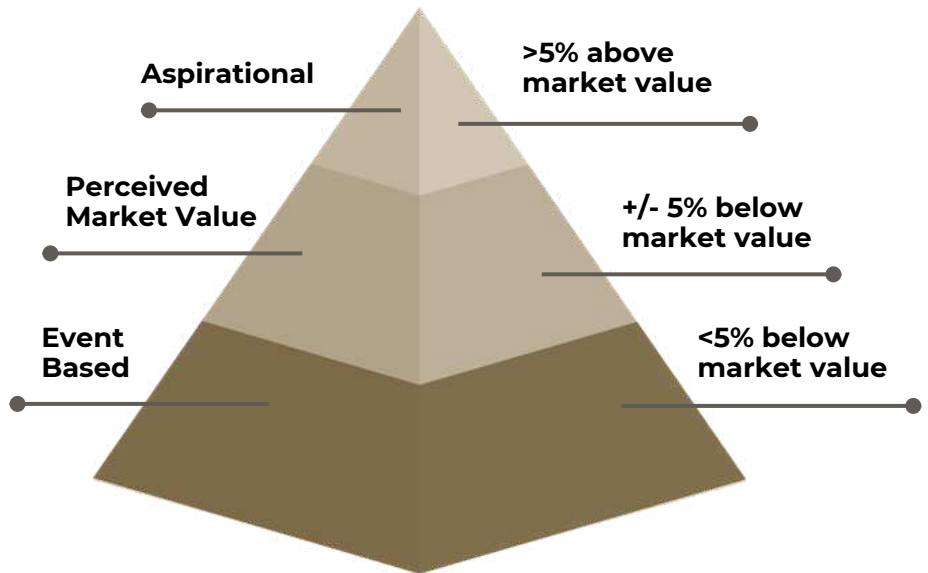
ADDITIONALLY, WE UTILIZE A 152-STEP CHECKLIST ENSURING COMPLIANCE WITH TREC, TR, TRELA, NAR, HAR, DMCA, EQUAL HOUSING, ADA, FAIR HOUSING, HUD, AND BEST PRACTICES FROM OUR EXPERIENCE SELLING \$2 BILLION+ IN REAL ESTATE.

WHY SELLERS VALUE STRATEGIC PRICING

Sellers win when buyers compete.

The initial listing marketing price market value directly impacts the number of potential buyers it attracts.

Most buyers opt to tour and submit offers on homes in the "Event-Based" or "Perceived Market Value" ranges.



EVENT-BASED

PROS

- Fewer days on market
- Higher odds for multiple offers
- Improved likelihood of receiving above-asking offers
- Increased buyers' and agents' interest

CONS

- Risk of selling at a lower price in a volatile market
- Potential for raising buyer skepticism

PERCEIVED MARKET VALUE

PROS

- Substantial buyer interest for a well-priced home
- Low risk of buyer appraisal issues
- Increased visibility in buyer searches
- Fair chance of receiving above asking offers

CONS

- Lower odds for multiple offers

ASPIRATIONAL

PROS

- Chance of selling at "top dollar"

CONS

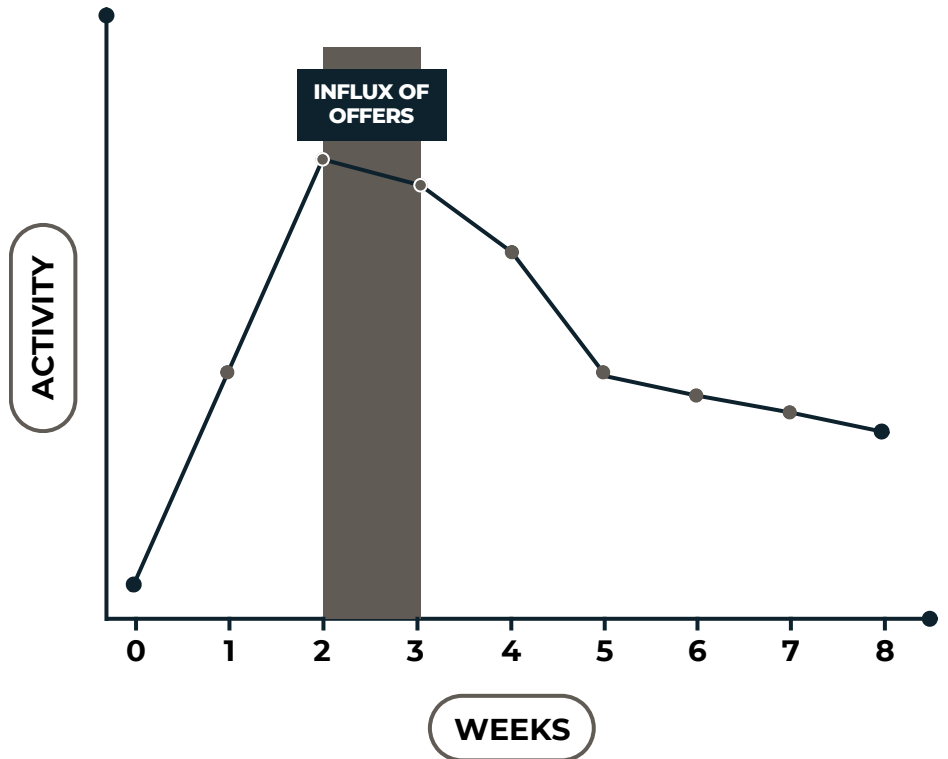
- Longer days on market
- Reduced buyers' and agents' interest
- Minimal buyer engagement
- High risk of buyer appraisal issues

THE FIRST 4 WEEKS ARE CRUCIAL FOR US

Timing can make all the difference in real estate. Buyer interest is at its peak when a home is first listed.

Listings get the highest number of showings during this period if priced right at market value.

Therefore, homes initially priced too high can miss their opportunity to generate maximum activity. This leads to price reductions and the possibility of selling below market value.



Signs your home is priced too high:

1

If your home has been on the market for 2 weeks without receiving any inquiries or showings.

2

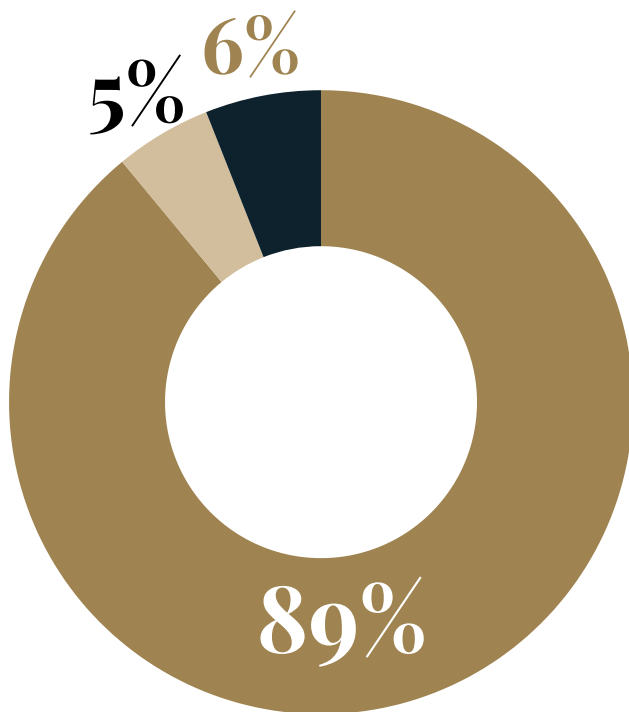
If you have not received an offer after 10 showings.

WHY YOU BENEFIT FROM HAVING A BUYER'S AGENT

Successful Marketing Avenue

"89% of buyers are represented by an agent."

- NAR Profile of Home Buyers & Sellers



Realtor usage by homebuyers is at its highest level in 25 years.

The Internet remains the primary source for homebuyers finding their home.

Real estate agents are four times more effective than all other non-Internet marketing channels in driving buyers.

Contacting a real estate agent is the most popular initial non-digital step for prospective homebuyers.

● AGENT

● BUILDER DIRECT

● SELLER DIRECT

BENEFITS FROM YOUR BUYER BEING REPRESENTED BY A REALTOR

Insurance & Safety Net

Buyer agents work to ensure buyers...

- Are financially qualified.
- Write an offer reflecting the current market.
- Adhere to timelines & deadlines.
- Use TREC promulgated forms, protecting you.
- Accurately complete required buyer forms.
- Use professional inspectors & appraisers.
- Maintain dialogue during option periods.
- Understand contract obligations.
- Ensure creditworthiness during the deal.
- Communicate effectively with title & escrow.
- Obtain required insurance policies.
- Coordinate closing packages.
- Stay on track to closing.

"Approximately **1 out of 4 unrepresented buyers fall out of contract** as opposed to 1 of 10 represented buyers."

First Alliance Title

"**Unrepresented buyers were 47% more likely to bring litigation** than represented buyers."

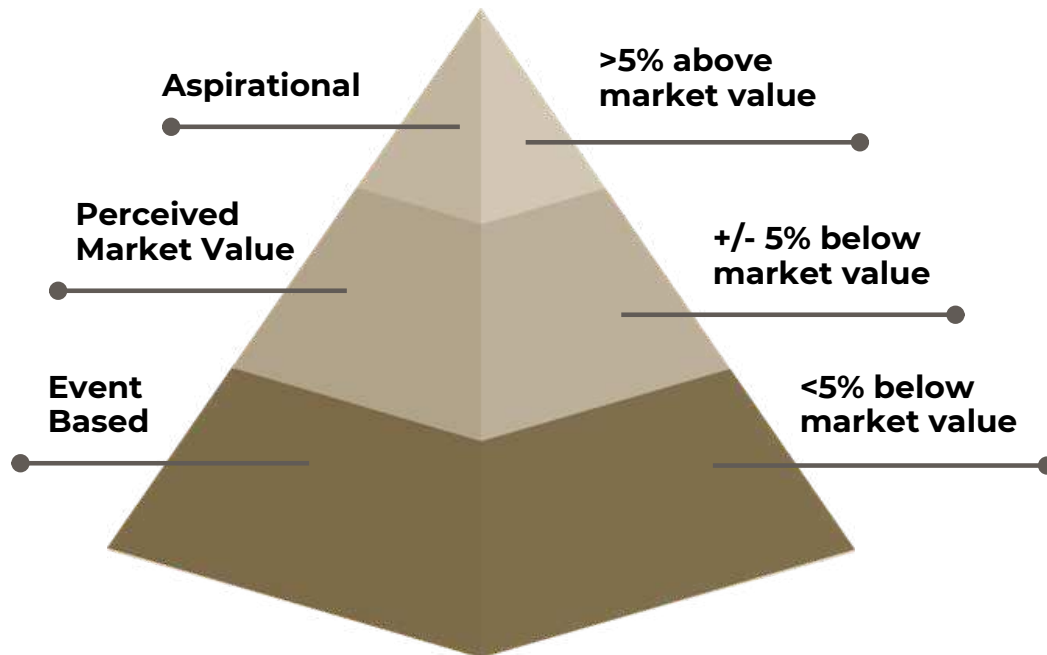
NAR

SELLERS WIN WHEN BUYERS COMPETE

Make 3 Strategic Decisions



Initial Marketing Price



Event-Based
73% multiple offers
87% shorter DOM than PMV

Perceived Market Value (PMV)
41% multiple offers

Aspirational
11% multiple offers
68% longer DOM than PMV

SELLERS WIN WHEN BUYERS COMPETE

Buyer Agent Commissions

**84% OF
SELLERS PAID
3% COMMISSION**

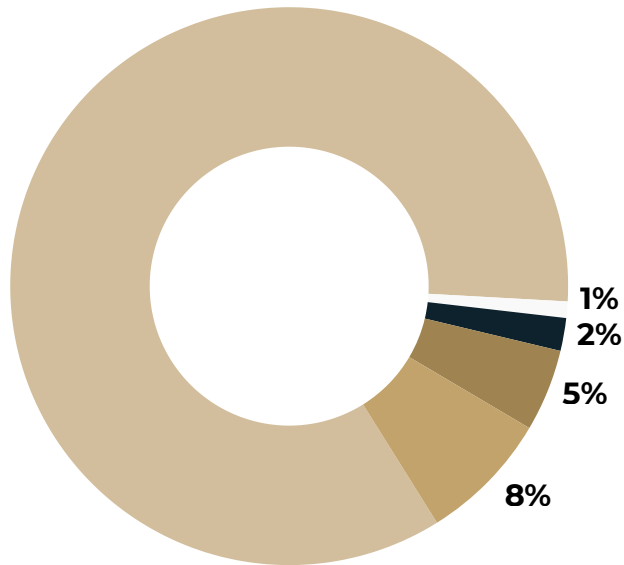
● 3%

● 2.5%

● 2%

● <2%

○ 0%



Excludes >3%. 2% includes up to 2.49%. 2.5% includes up to 2.99% Data from HAR, trailing 12 months

Buyers' Agents Serve as a Marketing Avenue

"89% of buyers are represented by an agent."

NAR Profile of Home Buyers & Sellers

Buyers' Agents Provide a Safety Net

"Approximately 1 out of 4 unrepresented buyers fall out of contract as opposed to 1 of 10 represented buyers."

First Alliance Title

WHAT HAPPENS NEXT



If your values align with ours and this approach feels right for you,
the next steps are:

1

Complete
**“What Matters
Most?”** Survey

2

**Autograph
Paperwork To
Begin Your
Journey**

3

Finalize Your
**Personal
Playbook To
Maximize Your
Success**

YOUR COMMUNITY IMPACT

The Real Edge Network is deeply invested in our community's future - dedicating our time, resources, and a share of our annual profits to organizations that uplift and strengthen our community. By hiring our team, you'll be making a difference in the lives your community.

