



## Donna & Dale Story

The background of the right side of the slide features a blurred image of a white wooden 'SOLD' sign on a grassy lawn. In the foreground, a black metal signpost holds a white sign with a red border that reads 'The Story Team' in a red script font. Above this sign, the text '“Our Team Can Make The Difference”' is written in a black serif font. In the upper left of this section, a faint 'REALTOR.com' logo is visible.

“Our Team Can Make The Difference”

*The Story Team*

*Keller Williams Realty*  
An Independent Member Broker

# THE STORY TEAM



**Donna & Dale Story**  
**Broker Affiliate®**  
**The Story Team**



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Huntsville, TX 77340

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Texas law requires all real estate licensees to give the following information about brokerage services to prospective buyers, tenants, sellers and landlords.

## Information About Brokerage Services

**B**efore working with a real estate broker, you should know that the duties of a broker depend on whom the broker represents. If you are a prospective seller or landlord (owner) or a prospective buyer or tenant (buyer), you should know that the broker who lists the property for sale or lease is the owner's agent. A broker who acts as a subagent represents the owner in cooperation with the listing broker. A broker who acts as a buyer's agent represents the buyer. A broker may act as an intermediary between the parties if the parties consent in writing. A broker can assist you in locating a property, preparing a contract or lease, or obtaining financing without representing you. A broker is obligated by law to treat you honestly.

### IF THE BROKER REPRESENTS THE OWNER:

The broker becomes the owner's agent by entering into an agreement with the owner, usually through a written listing agreement, or by agreeing to act as a subagent by accepting an offer of subagency from the listing broker. A subagent may work in a different real estate office. A listing broker or subagent can assist the buyer but does not represent the buyer and must place the interests of the owner first. The buyer should not tell the owner's agent anything the buyer would not want the owner to know because an owner's agent must disclose to the owner any material information known to the agent.

### IF THE BROKER REPRESENTS THE BUYER:

The broker becomes the buyer's agent by entering into an agreement to represent the buyer, usually through a written buyer representation agreement. A buyer's agent can assist the owner but does not represent the owner and must place the interests of the buyer first. The owner should not tell a buyer's agent anything the owner would not want the buyer to know because a buyer's agent must disclose to the buyer any material information known to the agent.

### IF THE BROKER ACTS AS AN INTERMEDIARY:

A broker may act as an intermediary between the parties if the broker complies with The Texas Real Estate License

Act. The broker must obtain the written consent of each party to the transaction to act as an intermediary. The written consent must state who will pay the broker and, in conspicuous bold or underlined print, set forth the broker's obligations as an intermediary. The broker is required to treat each party honestly and fairly and to comply with The Texas Real Estate License Act. A broker who acts as an intermediary in a transaction:

- (1) shall treat all parties honestly;
- (2) may not disclose that the owner will accept a price less than the asking price unless authorized in writing to do so by the owner;
- (3) may not disclose that the buyer will pay a price greater than the price submitted in a written offer unless authorized in writing to do so by the buyer; and
- (4) may not disclose any confidential information or any information that a party specifically instructs the broker in writing not to disclose unless authorized in writing to disclose the information or required to do so by The Texas Real Estate License Act or a court order or if the information materially relates to the condition of the property.

With the parties' consent, a broker acting as an intermediary between the parties may appoint a person who is licensed under The Texas Real Estate License Act and associated with the broker to communicate with and carry out instructions of one party and another person who is licensed under that Act and associated with the broker to communicate with and carry out instructions of the other party.

**If you choose to have a broker represent you,** you should enter into a written agreement with the broker that clearly establishes the broker's obligations and your obligations. The agreement should state how and by whom the broker will be paid. You have the right to choose the type of representation, if any, you wish to receive. Your payment of a fee to a broker does not necessarily establish that the broker represents you. If you have any questions regarding the duties and responsibilities of the broker, you should resolve those questions before proceeding.

Real estate licensee asks that you acknowledge receipt of this information about brokerage services for the licensee's records.

Buyer, Seller, Landlord or Tenant

Date

Texas Real Estate Brokers and Salespersons are licensed and regulated by the Texas Real Estate Commission (TREC). If you have a question or complaint regarding a real estate licensee, you should contact TREC at P.O. Box 12188, Austin, Texas 78711-2188 or 512-465-3950.



**01A** TREC No. OP-K



# COMMUNITY INVOLVEMENT

We are both very involved in the community and serve on various committees at Elkins Lake as well as being involved in the local Huntsville/Walker County Chamber of Commerce. Additionally we are members of the Huntsville Board of Realtors, Texas Association of Realtors, and National Association of Realtors.

A lifetime member of the Alumni Association of Sam Houston State University, we strongly support our SHSU Bearkats as well as our Huntsville Hornets, Alpha Omega Lions and various other private schools and the strong ties they offer to the community.

We support local tourism and local businesses and have served on many other boards in the past years to include Past President of the Huntsville Board of Realtors and a member of the Agent's Leadership Council for Keller Williams.



## HOW OUR COMPANY COMPARES:

- Support a culture of win-win relationships
- Leading the way in the industry in technology
- Industry's first complete lead-to-close business solution – eEdge and Docu-sign was implemented for a more seamless Transaction offering electronic signing



# ASKING PRICE VS. SELLING PRICE

Strategically pricing your home to get it sold for the most money in the least amount of time



Price too low and you lose the value.  
Price too high and you lose the buyers.

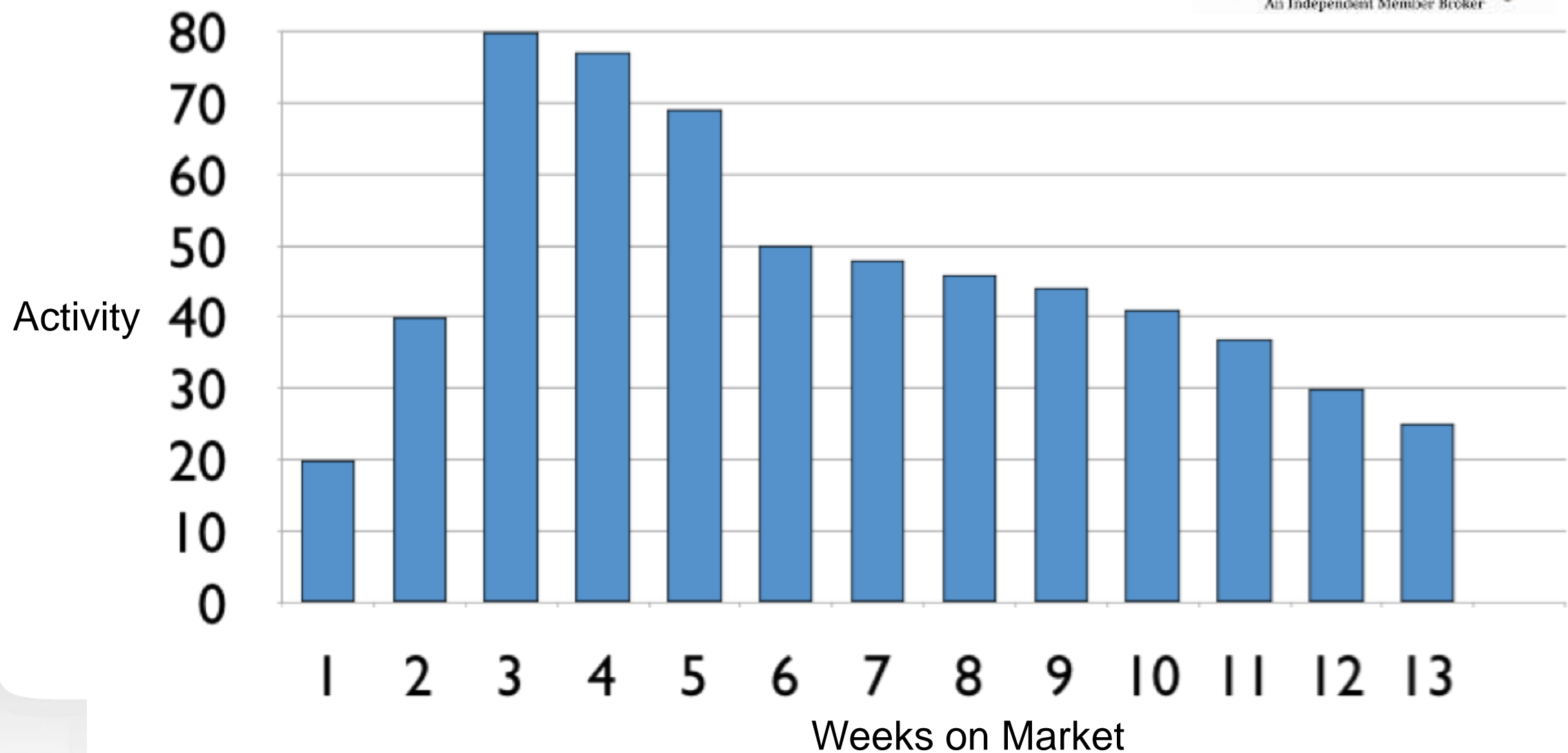
"Our Team Can Make The Difference"



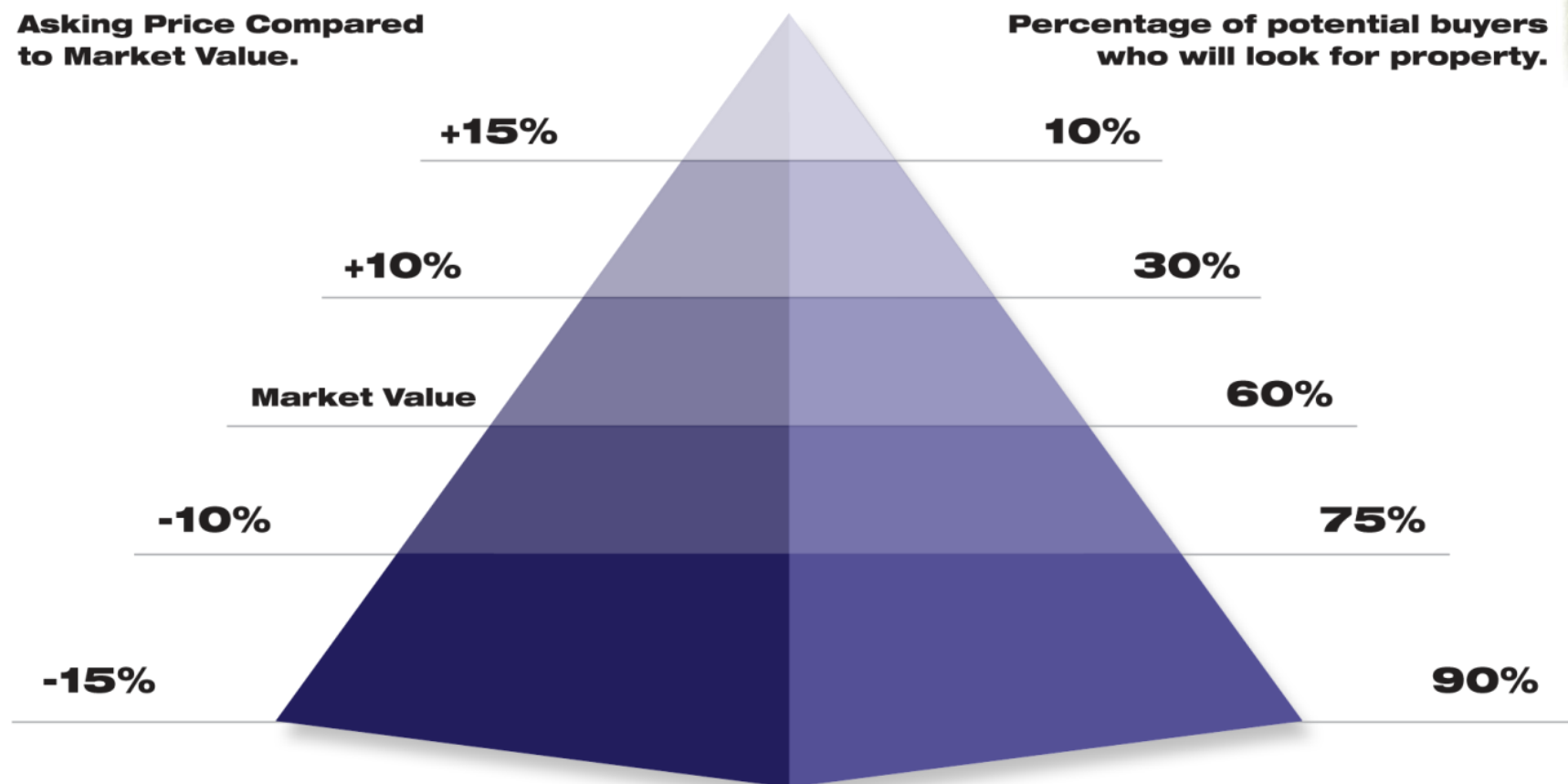


## CRITICAL WEEKS WHEN LISTED

Pricing correctly helps you strike a deal when there is more competition for your home.



# PRICING VS. POTENTIAL BUYERS



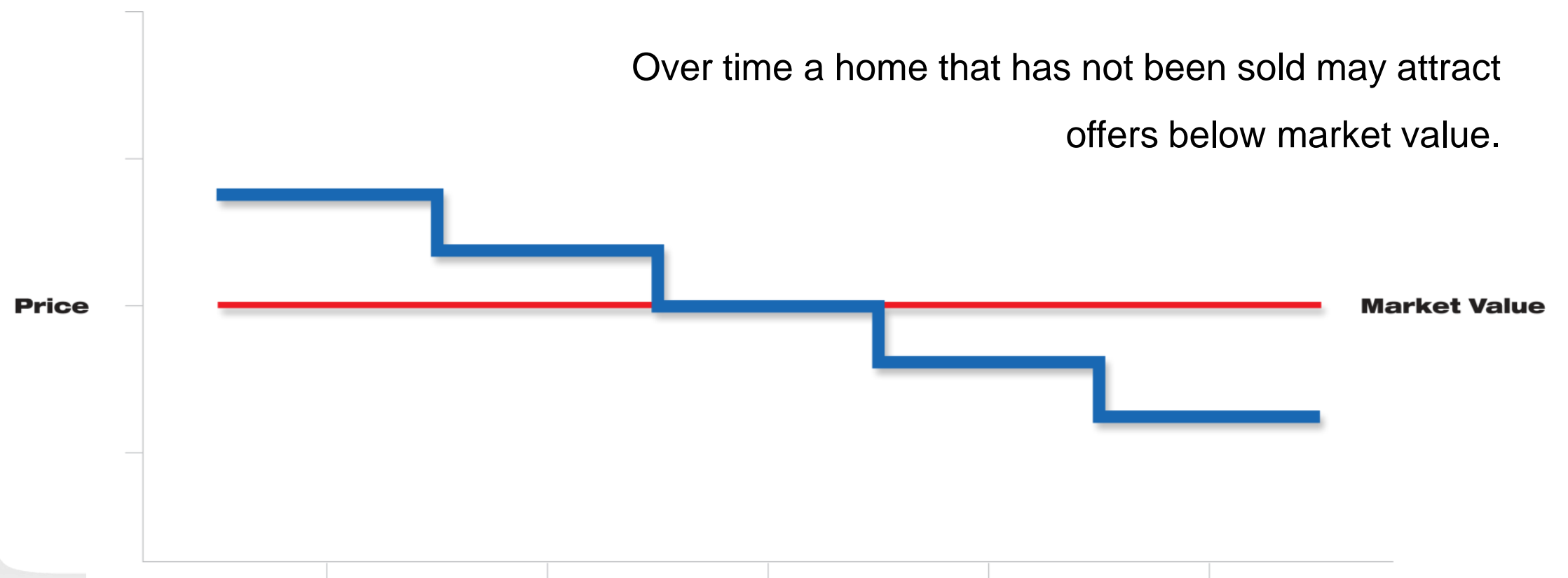
Properly priced, you will have the possibility of many more buyers competing for your property.





# IMPORTANCE OF PRICING

We will negotiate on your behalf to help get the best price at the best terms in the shortest amount of time.



## PREVIEW OF YOUR HOME

In addition to our efforts, the associates in our office or another agent/associate licensed by the State of Texas may be assisting me in locating buyers, showing and selling your home. This is the reason as your listing REALTOR we are marketing your property to other agents as we would a potential client.





# STORY TEAM MARKETING PLAN

**90% of home buyers and sellers** use the internet to search for their home.<sup>1</sup>

Reach the widest audience of potential buyers.

More buyers = better chance of finding one willing to meet your terms, price and desired closing date.

"Our Team Can Make The Difference"



<sup>1</sup> National Association of REALTORS®, Profile of Home Buyers and Sellers, 2012



## OUR PROFESSIONAL COMMITMENT

### 1. **We will provide an accurate evaluation of your property**

The correct selling price of a home is the highest price that the market will bear. To assist you in determining the correct asking price, we will provide you with information that has been carefully researched of comparable market data on properties that have been sold or offered for sale in your neighborhood.

### 2. **We will give you the professional advice needed to market your home successfully**

We will advise you of any necessary repairs and how you may best prepare your home for showing. You will be kept up to date on the state of the market, the sale of similar properties and any other factors, which may affect the progress of the sale.





## OUR PROFESSIONAL COMMITMENT

### 3. **We will promote your home to other realtors**

The major selling points of your home will be distributed to other real estate firms throughout the community.

### 4. **We will provide “state-of-the-art” advertising for your property**

We will advertise your home in appropriate publications and communicate our results to you. In addition, your property will be advertised on our internet website and over 350 internet based real estate search engines, - marketing it 24 hours a day, 7 days a week. All homes will be listed with Walker County Cooperative Listing Service and Houston Association of Realtors, so that over 30,000 Realtors in Harris, Montgomery, and Walker counties will have direct access to information about your property. Professionally appropriate signage will be strategically placed on your property for on-site advertising.



## OUR PROFESSIONAL COMMITMENT

### 5. **We will use social networking**

I will use social networking as a non-intrusive way to keep my network apprised of your listing.

### 6. **We will provide periodic progress reports**

Every step in the sales effort will be documented. Our progress report will keep you up to date.

### 7. **We will assure that potential buyers are aware of pre-approved mortgages and have financing guidance**

We offer pre-approved mortgages that encourage buyers by letting them know their mortgage potential in advance.



# WHERE BUYERS FOUND HOMES

**42% of buyers** found a home via the internet - Up from 8% in 2001

Your home will be listed on over 350 internet search engines to showcase your property 24/7.



**Exhibit 3-9**

## WHERE BUYER FOUND THE HOME THEY PURCHASED, 2001-2012

(Percentage Distribution)

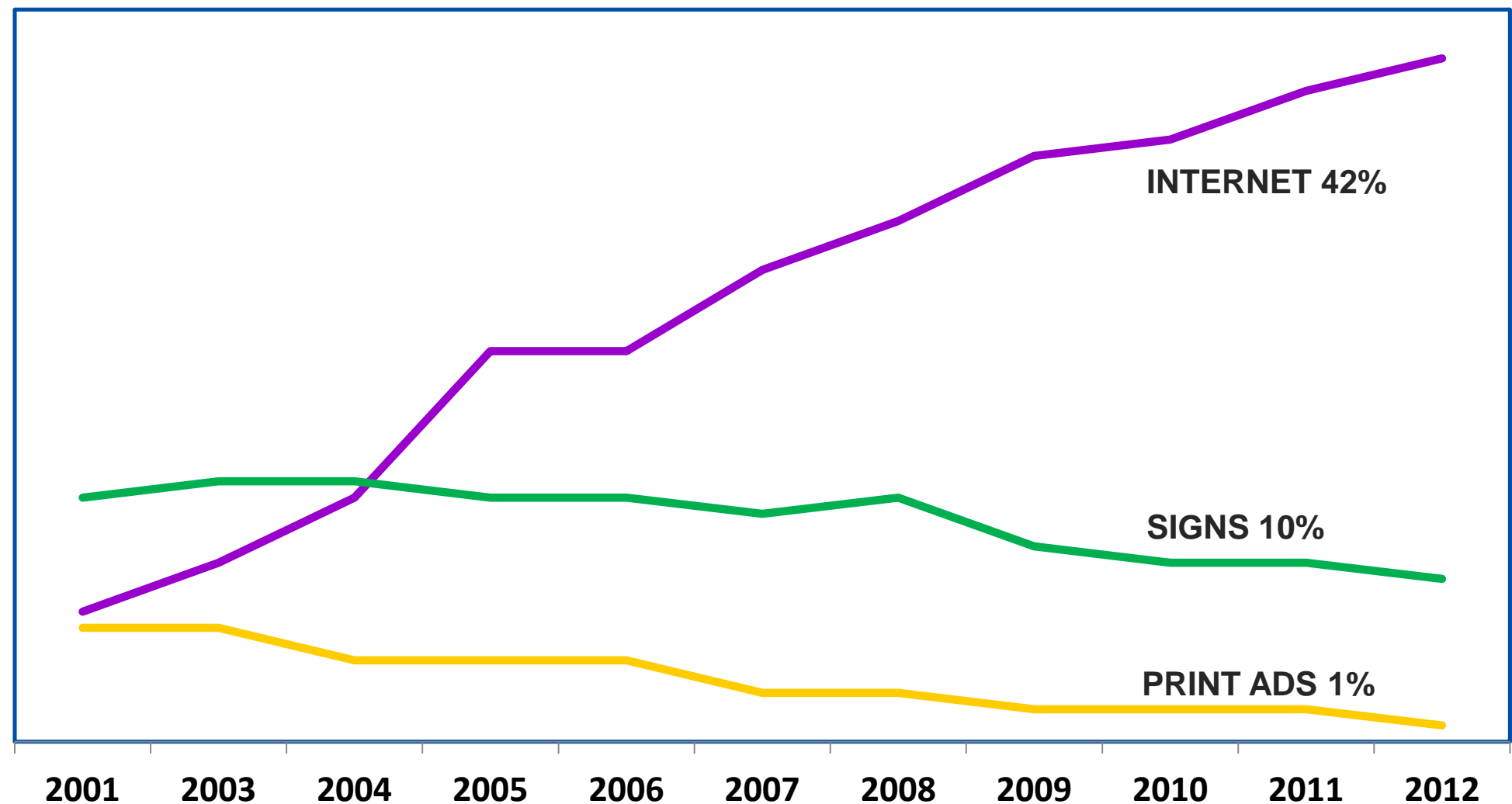
	2001	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Internet	8%	11%	15%	24%	24%	29%	32%	36%	37%	40%	42%
Real estate agent	48	41	38	36	36	34	34	36	38	35	34
Yard sign/open house sign	15	16	16	15	15	14	15	12	11	11	10
Friend, relative or neighbor	8	7	7	7	8	8	7	6	6	6	6
Home builder or their agent	3	7	7	7	8	8	7	5	4	5	5
Directly from sellers/ Knew the sellers	4	4	5	3	3	3	2	2	2	2	2
Print newspaper advertisement	7	7	5	5	5	3	3	2	2	2	1
Home book or magazine	2	1	2	1	1	1	1	*	*	*	*
Other	3	6	4	--	--	--	--	--	--	--	--

\* Less than 1 percent

# HOW BUYERS FOUND THEIR HOME

- **2002:** Internet surpassed print ads
- **2004:** More buyers found their home on internet than from signs
- **2009:** The internet is **THREE TIMES** as powerful as signs

"Our Team Can Make The Difference"





# SHOWCASE YOUR LISTING

## How will I showcase your home to the most buyers?

I will enable your home to rise to the top of the search.



**REALTOR.com** Official Site of the National Association of REALTORS®

Find Homes Find REALTORS® Finance Moving Home & Garden

HOMES Find Your Home Search Results Any Town Homes for sale

Homes For Sale Any Town, USA

- Single Family Home
- Condo/Townhome/Row Home/Co-Op
- Multi-Family Home
- Mfd/Mobile Home
- Farms/Ranches
- Land

☆ Save Search

Refine Your Search

Location Any Town, US Include Nearby Areas

Price to

Bedrooms Any (1,072)

- 1+ (1,068)
- 2+ (158)
- 3+ (463)
- 4+ (216)
- 5+ (92)

Bathrooms Any (1,072)

- 1+ (1,072)
- 2+ (463)

Featured Homes

Newly Listed

Any Town, USA \$500,000 3 Bed | 2.5 Bath

Any Town, USA \$390,000 2 Bed | 1.5 Bath

Any Town, USA \$470,000 3 Bed | 2.5 Bath

299 listings found Any Town, US Real Estate

Sort by Photo Count high to low

2243 Hollister St Any Town, USA 00000

Silver Creek Valley Country Club, Gated Community

\$279,500 3 Bed, 2 Bath | 1,785 Sq Ft | 0.04 Acre Lot

Single Family Home Brokered By: Quest Realty - Any Town

Open House: on Sun 7/28, 1 PM - 4 PM

Located along two fairways of the world-famous Any Town golf course ... more

998 Pleasant View Any Town, USA 00000

More info? Call Quest Realty at 888-555-3333





# SHOWCASE YOUR LISTING

## How will I showcase your home to the most buyers?

We will make your home stand out with a video or virtual tour



REALTOR.com Official Site of the National Association of REALTORS®

Welcome! Sign Out | My Account

Find Homes Find REALTORS® Finance Moving Home & Garden

5 Listings 3 Searches

Save Send to a Friend Share Print

2243 Hollister Street Any Town, US 00000

\$279,500

\$1,150/month Change Scenario Get Rates

3 Beds 2 Baths 1,785 Sq Ft .81 Acres

SLICE OF HEAVEN IN ANY TOWN

SEE ALL 25 PHOTOS

TOUR VIDEO Save Listing

Open House Details

5 This Saturday March 5, 1pm to 4pm see details

6 This Sunday March 6, 1pm to 4pm see details

Overview Property History

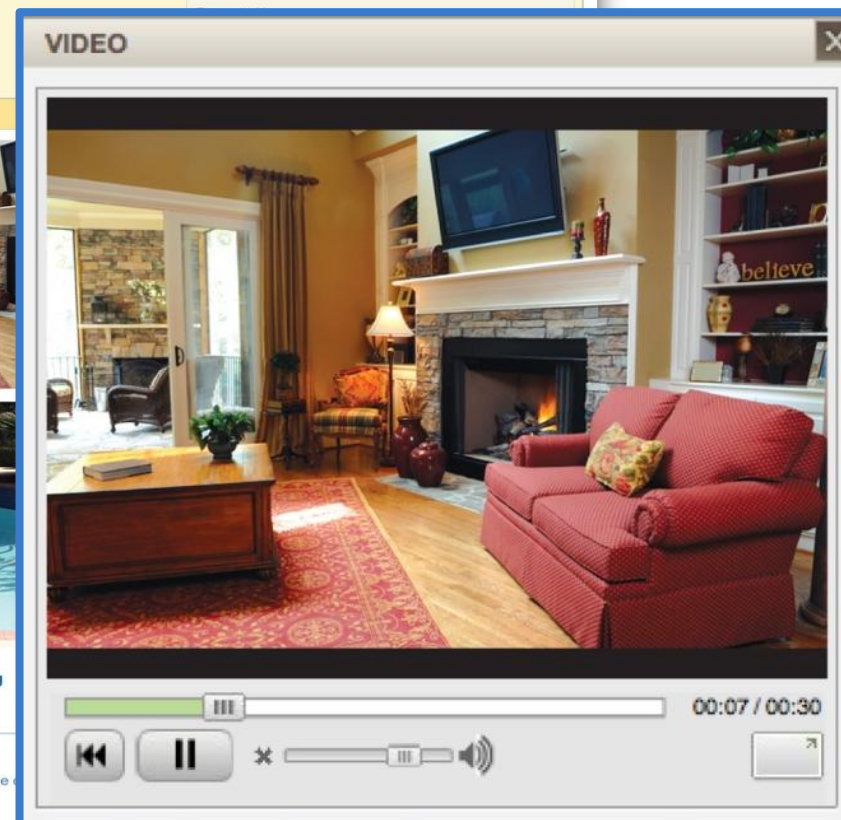
Property Details

Message from Kelly Smith

This is an unbelievable steal. Do not miss our open house this weekend. Call (888) 555-3333 and ask for Kelly. Majestic mountain views. Beautiful golf course within walking distance.

comScore, Media Metrix January 2011

Located along two fairways of the world-famous Any Town golf course, the property provides extraordinary views and



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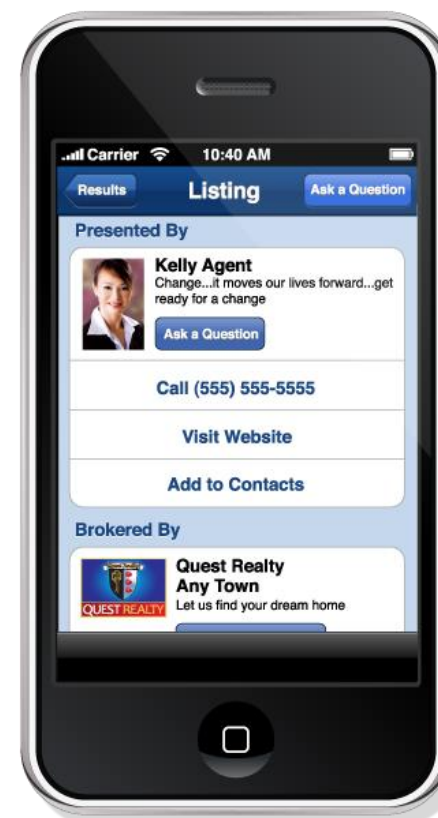
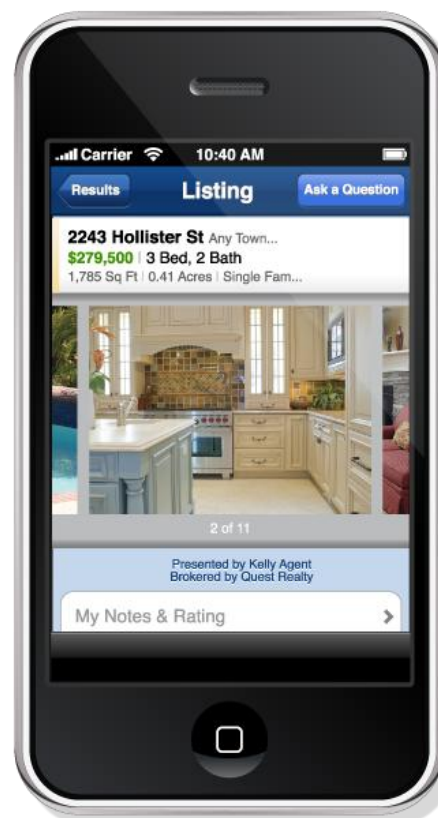
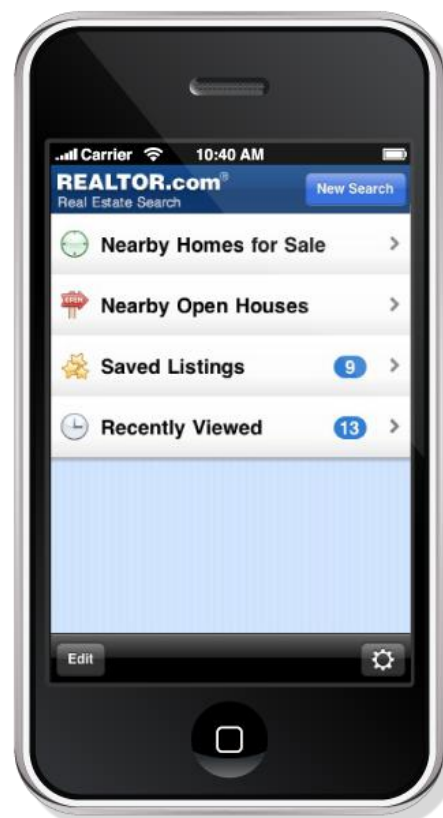
Close to 173 million  
Americans watch  
videos on the  
internet every  
month<sup>1</sup>

# MOBILE REACH

## How will I showcase your home to the most buyers?

Buyers driving through the neighborhood can:

- Find your home, get directions and a map
- Connect with me in one “click” to get details and make an appointment



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*Keller Williams Realty*  
An Independent Member Broker

*Buyers who already want this location find me through REALTOR.com® mobile marketing or HAR MLS Mobile App*



# BUYER ASSIST BY Houston MLS®

Thousands of home buyers sign-up for home search assistance on Houston's(HAR) MLS service and other REALTOR® based search websites each month.



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Find Homes Find REALTORS® Finance Moving Home & Garden

5 Listings 3 Searches

## Find a home

The most comprehensive source for real estate listings  
91,003,982 Properties • 3,482,007 Homes for Sale • 1,398,420 Homes for Rent

Home Type: Homes for Sale Location: Any Town, US

Price Range: to Beds: Any Baths: Any Search on Map Search

2,978 listings found  
Listings last updated 9 minutes ago

Search by MLS # Search Assist Advanced Search

2243 Hollister Street  
Any Town, USA  
\$379,500 | 3 Bed | 2 Bath  
Save Listing

### Try the New Map Search

We've added more location information and new features like home values, heatmaps, and points of interest.

Location Search

### Find the right REALTOR® or Real Estate Office

- Knows your neighborhood
- Has a track record of success
- Specializes in your type of home search

Search

### Take your home search mobile - Free!

The REALTOR.com® iPhone App

- Instantly access over 4 million homes
- View listings on an interactive map
- Share listings via Facebook & Twitter

Get the App

"Our Team Can Make The Difference"






## BUYER ASSIST The Story Team


To help buyers find your home, other websites such as The Story Team, Trulia, Realtor.com and many others are used daily to search for your home.





# The Story Team

"Our Team Can Make The Difference"


**KELLER WILLIAMS** REALTY  

Serving Huntsville, Walker County and surrounding areas


**Donna & Dale Story**  
Broker Associates

[Home](#) [The Story Team](#) [Listings](#) [For Buyers](#) [For Sellers](#) [Area Resources](#) [Contact the Story Team](#)


### Featured Properties




**7 AC Hwy 150**  
**\$75,000**  
7 Acres  
MLS# 23063227



**Lot 7 Pashun Lane**  
**\$52,514**  
Colony Hill  
MLS# 43673932



**Lot 4 Gourd Creek Estates**  
**\$49,981**  
Lots  
MLS# 81625854



**211 S. Shirley**  
**\$69,955**  
Willis  
MLS# 26865149

### Donna & Dale Story

Phone: 936-291-1520  
Donna Cell: 936-661-5370  
Dale Cell: 936-661-5610  
Fax: 936-291-9100

E-mail Donna: [donna@thestoryteam.com](mailto:donna@thestoryteam.com)  
E-mail Dale: [dale@thestoryteam.com](mailto:dale@thestoryteam.com)

### Office

Huntsville Business Center  
49 State Hwy 75 N  
Huntsville, TX 77340



# BUYER ASSIST The Story Team

This program enables me to guide home buyers towards the purchase of a home during a critical phase of their search.

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5 Listings 3 Searches

## Find a home

The most comprehensive source for real estate listings  
91,003,982 Properties • 3,482,007 Homes for Sale • 1,398,420 Homes for Rent

Home Type: Homes for Sale Location: Any Town, US

Price Range: to

Search by MLS # Search As

Examples: City, State ZIP Code Address Street Neighborhood

Get **new listings** when they hit the market.  
[Sign Up Now](#)

Updated SEARCH ASSIST by REALTOR.com®

Listing Alerts brought to you by:

Kelly Smith, Broker  
Quest Realty  
  
(800) 123-4567 toll-free  
Email me  
(555) 321-0123 mobile  
[View My Profile Page](#)

Home Values  
Going Green  
Map Search  
Finding a Home

Try the  
We've added  
values, heatma

Location

Tools & Trends

National Association of REALTORS®

Features

- NAR Represents Consumers
- Learn About the Benefits of Owning a Home
- Why Use an e-PRO?
- Visit REALTOR® Magazine Online
- Read current NAR Press Releases

5123 Any Town St...  
Any Town, US  
\$750,000  
5 Bed, 2.5 Bath  
[Save Listing](#)

7432 Any Town St...  
Any Town, US  
\$735,500  
4 Bed, 3 Bath  
[Save Listing](#)

6089 Any Town St...  
Any Town, US  
\$732,000  
5 Bed, 2.5 Bath  
[Save Listing](#)

371 Any Town St...  
Any Town, US  
\$728,500  
3 Bed, 2.5 Bath  
[Save Listing](#)

"Our Team Can Make The Difference"



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# ONLINE MARKETING



## **Showcase Listing Enhancements:**

We will enhance your listings on the top websites with the features buyers want most



## **Mobile Reach:**

Your property will appear on the HAR MLS, REALTOR.com® mobile app so mobile consumers can find your home



## **Top Producer, eEdge & Dot Loop Database systems- The Story Team**

My data systems help manage prospective buyers so that I never miss an inquiry, request or referral. Easy contract transactions with electronic signatures makes it easier in the transaction process.



## **Social Networking:**

I will display your property on my social media sites such as Facebook® and Twitter™



**"Our Team Can Make The Difference"**



## **Featured Homes™:**

Your home will have premium positioning on many real estate search sites



# ONLINE MARKETING

When you list with us, we'll have access to the Keller Williams Listing System, or KWLS. This proprietary, exclusive system ensures your property is marketed online 24/7 through more than 350 of the most popular search Websites.



Google maps

YAHOO!  
REAL ESTATE

AOL real estate

trulia  
real estate search

Zillow.com  
Your Edge in Real Estate

HGTV's  
FRONTDOOR

cyberhomes  
by Fidelity National Financial

HomeFinder  
.com

hotpads.com

FRONTDOOR'S  
openhouse

Local.com

CLRsearch.com  
The right home in the right place

enormo

PROPBOT

Vast

LYCOS

eRealInvestor™

LandWatch

RESORTSCAPE

oodle

WAL★MART

MyREALTY.com  
GLOBAL LISTING SERVICE

overstock.com  
real estate

Military.com  
ALL THE BENEFITS OF SERVICE

LakeHomesUSA.com

HOMES.COM

tweetlister  
Showcase your property listings on Twitter

HomeAway  
Real Estate

## ONLINE MARKETING

In addition to the KWLS , your listing will be distributed to the various advertising channels showcased below through the Houston Association of Realtors or HAR system.



"Our Team Can Make The Difference"





# PREPARING YOUR HOME

With buyers, first impressions count. A small investment in time and money will give your home an edge over other listings in the area when the time comes to show it to a prospective buyer. Here are some suggestions that will help you to get top market value:

## **General Maintenance**

- Oil squeaky doors
- Tighten doorknobs
- Replace burned out lights
- Clean and repair windows
- Touch up chipped paint
- Repair cracked plaster
- Repair leaking taps and toilets

## **Spic and Span**

- Shampoo carpets
- Clean washer, dryer and tubs
- Clean furnace
- Clean fridge and stove
- Clean and freshen bathrooms

## **The First Impression**

- Clean and tidy entrance
- Make sure doorbell is functional Polish door hardware

## **Curb Appeal**

- Cut and trim shrubs and lawns
- Weed and edge gardens
- Pick up any liter
- Clear walk and driveway of leaves
- Repair gutters and eaves
- Touch up exterior paint

## **The Buying Atmosphere**

- Be absent during showing
- Turn on all lights
- Open drapes in the daytime
- Keep pets outdoors
- Fragrant plug-in near front door makes a pleasant first impression

## **The Spacious Look**

- Clear stairs and halls
- Store excess furniture
- Clear counters and stove
- Make closets neat and tidy

