



SELLING YOUR HOME

**NORMA
SHIVERS**
REALTOR | exp®

MY
GREATEST
GOAL IS
TO HELP
YOU
WITH
YOUR
GOALS.

-Norma





GETTING STARTED

Initially we'll schedule an in-person meeting at your home to:

- Tour your home
- Introduce myself & review the action steps that I'll take to sell your home
- Get to know you & understand your goals & timing
- Examine your CMA & determine the maximum value of your property
- Review Listing Agreement Terms, sign, & get started selling your home

It's my goal to understand YOUR unique situation and to provide an experience that is so positive that you'll feel the trust, comfort, and confidence in securing a real estate agent for life!

**The following pages are a
quick snapshot of me, my process
& my commitments to you.**



Norma's business journey started with her partnership in establishing a creative marketing firm in 1998. Over the course of 25 years, this initial venture has not only sustained itself but has given rise to two additional successful companies – an animation studio and a commercial directing company.

Having played an integral role in managing and growing these businesses, Norma developed a comprehensive understanding of marketing & sales, which she now applies to the real estate sector. After raising six children with her husband Kevin, she made a deliberate decision to pursue their long-standing interest in real estate & investing by becoming a licensed real estate agent.

As a real estate agent, Norma leverages her wealth of experience in marketing & sales to help homeowners fully optimize their equity in the home-selling process. Her success is rooted in her personal daily work ethic – a commitment to strong relationships, informed consistent communication, effective marketing strategies, and constant up-to-date expertise – all of which set her apart in Texas' thriving and competitive real estate industry.

Her three-fold approach focuses on selling homes for the highest price, ensuring clients the maximum returns, and delivering a superior overall personal experience.

Norma believes that her journey in the real estate sector is just beginning. She is driven by a simple goal – to build success through helping others achieve their personal and financial goals and to have a better life.

- **I sell 98% of the homes I list**
- **25+ years of proven success in Marketing & Sales**
- **Communication specialist & Customer Service Expert**

**Similar to a sports or entertainment agent,
my job is to get the Best Kind of Exposure for your home,
to As Many Qualified Buyers As Possible**



MAKE YOUR HOME THE STAR & SELL IT AGGRESSIVELY



MAKE YOUR HOME THE STAR

- 01 Expert Home Staging
- 02 Exceptional Photography & Video
- 03 Professionally Designed Print Piece
- 04 Open House Launch Party

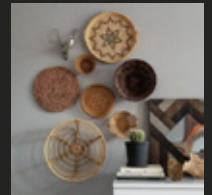
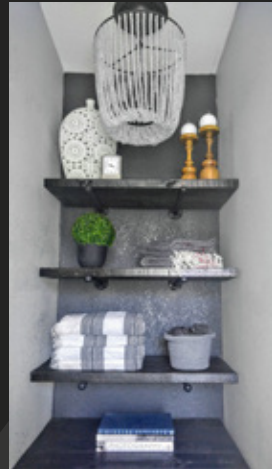
& SELL IT AGGRESSIVELY

- Reaching out to the exact kind of buyer interested in your home
- Personally picking up the phone & making 100's of calls weekly
- Emailing 1000's of my clients each week
- FB, IG, TT - Image, Video, Story Posts
- Posts of virtual tours and sneak peeks that create buzz
- Reaching out to Top Agents in the area - before we go live
- Qualifying all Buyers extensively

MAKE YOUR
HOME THE STAR

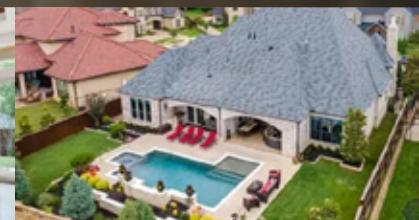


01 EXPERT HOME STAGING



MAKE YOUR
HOME THE STAR

02 EXCEPTIONAL PHOTO & VIDEO



MAKE YOUR
HOME THE STAR



03 PROFESSIONAL DESIGN

INTRODUCING
229 W. NELL HILLS LANE
FLOWER MOUND, TX 75028

FEATURES:
Open concept 2 story home
5 Bedrooms
4.5 Bathrooms
GR Ceiling
Hardwood floors
Finished Basement
Appointed Kitchen
Outdoor Deck
High-end finishes

UPGRADES:
Front Natural Stone Exterior \$10,000
Kitchen Hardware \$20,000
Bathroom Renovations \$60,000
Hardwood Flooring Installation \$10,000
Finished Basement \$40,000
Energy Efficient Windows High Level \$6,000
Smart Home Integration \$1,000
Custom Deck \$10,000

Total Estimated Upgrade Value \$166,000

9 Car Side Garage



MAKE YOUR
HOME THE STAR

04 OPEN HOUSE LAUNCH!





SELL IT AGGRESSIVELY

- ° Reach the exact kind of buyer interested in your home
- ° Personally pick up the phone make 100's of calls weekly





WEEKLY EMAIL TO THOUSANDS





FOLLOW ME ON FACEBOOK & INSTAGRAM!

 @Norma Shivers
 @normashiversrealtor





REACH OUT
TO **ALL** AREA
TOP AGENTS



QUALIFY
ALL BUYERS
EXTENSIVELY



MARKETING

DETAILED CHECKLIST

-  **1)** Complete the Pre-listing Home Feature sheet together, along with the listing paperwork and seller disclosures
-  **2)** Install lockbox with extra keys
-  **3)** Order FOR SALE yard signage
-  **4)** Consult & coordinate with professional stager & photographer
-  **5)** Create custom designed property print collateral
-  **6)** Develop original design & video for social media posts
-  **7)** Create a full MLS listing & give you full access to review before listing goes live
-  **8)** Premium listing advertising on Zillow, Trulia, and Realtor.com
-  **9)** Syndicate your listing to all major real estate websites including Zillow, Trulia, Realtor.com and hundreds more
-  **10)** Conduct a full analysis of the agents who may be working with buyers that are interested in homes like yours
-  **11)** Identify and contact top local agents in the area to promote your property
-  **12)** Launch "Just Listed" campaign to my entire SOI database & social media
-  **13)** Target Facebook Buyer database & full social media & internet marketing campaign
-  **14)** Send out "Just Listed" postcards to the neighborhood
-  **15)** Make calls every morning from 8a - 12p around the local area to find qualified buyers
-  **17)** Set up Broker Bay to provide seller with real-time buyer and agent feedback
-  **18)** Pre-qualify all buyers before private showings
-  **19)** Create property "Thank You" cards for every buyer & agent who shows your home
-  **20)** Weekly updates to talk about all that is going on with your listing and the sale of your home



THE LISTING STEPS





Brooke McCown
3 reviews



Norma is incredible! She helped us both when we bought our first house, and then later when we sold it. She is super knowledgeable and friendly, and explained everything to us. We are so thankful to have had her help, we wouldn't have been able to go through the home-buying/selling process without her!



Nancy Lockamy
1 review



Norma is a very experienced and knowledgeable real estate agent that only has her client's best interests at heart!! Give her a call. You will not be disappointed!!



Hanane A.K
2 reviews



I've had the pleasure of working with Norma for over 5 years, and she has consistently shown herself to be an exceptional realtor. Norma provided invaluable support throughout the purchase of investment properties and the sale of my primary residence, demonstrating unwavering availability and addressing my concerns with guidance. Her extensive knowledge and expertise in the real estate market shone through in every interaction, providing valuable insights, conducting thorough research, and presenting all the necessary information for well-informed decisions. Norma's attention to detail, dedication to clients' best interests, professionalism, and genuine care exceeded my expectations, resulting in a smoother and more enjoyable buying and selling process. Without hesitation, I wholeheartedly recommend Norma to anyone seeking a dedicated and knowledgeable realtor. I extend my heartfelt gratitude to Norma for her exceptional service and for being a true partner in my real estate endeavors.



Kisha Burks
7 reviews · 1 photo



I absolutely loved working with Norma! She was outstanding, positive, and resourceful! Many thanks for helping us find a beautiful home!



Billy Nguyen
2 reviews



Norma found us a dream home. Very professional and protecting our interests. Many thanks. Definitely recommended.



Carin Kretsch
1 review



Norma is a GREAT realtor! She was so helpful, reliable, understanding and knowledgeable.

We found a great house and I will definitely use her again if needed.



eXp Realty is a unique and innovative real estate brokerage that offers a range of benefits for homebuyers and sellers alike. Their focus on technology, education, and collaboration sets them apart from traditional real estate companies, making them a great choice for anyone looking to buy or sell a home. Here are a few reasons why you should choose an eXp Real Estate agent:

Advanced Technology: eXp Realty is a leader in using advanced technology to make the real estate process more efficient and effective. They offer a cloud-based platform called eXp World that allows their agents to work together in a virtual environment, share knowledge and resources, and collaborate in real time. This technology also makes it easy for homebuyers and sellers to access important information, communicate with their agents, and complete transactions quickly and securely.

Comprehensive Education: eXp Realty is committed to providing its agents with comprehensive education and training so they can deliver the best possible service to their clients. They offer a range of training programs and resources that cover everything from marketing and lead generation to negotiation and contract management. This ensures that eXp agents are knowledgeable and up-to-date on the latest industry trends and best practices, making them better equipped to help their clients navigate the complex world of real estate.

Global Reach: eXp Realty is a global company with agents in multiple countries, which means they have a wider reach than many traditional real estate brokerages. This can be particularly beneficial for homebuyers and sellers who are looking to buy or sell a property in a different part of the world. With eXp, you can access a global network of agents who can help you find the perfect property or buyer, no matter where you are in the world.

Competitive Commission: Structure: eXp Realty offers a competitive commission structure that benefits both agents and clients. Their agents receive higher commissions than many traditional brokerages, which incentivizes them to provide the best possible service to their clients. This, in turn, translates into better results for homebuyers and sellers, who can expect a higher level of service and support from their eXp agent.

Personalized Service: Despite its global reach and advanced technology, eXp Realty is committed to providing personalized service to every client. Their agents take the time to understand their client's unique needs and preferences, and they work tirelessly to ensure their clients are satisfied with the outcome of their transactions. This personalized approach helps to build trust and rapport between the agent and the client, which can make the entire real estate process less stressful and more enjoyable.



Overall, eXp Realty is an excellent choice for anyone looking to buy or sell a home. Their focus on technology, education, and collaboration sets them apart from traditional brokerages, and their global reach and competitive commission structure make them an attractive option for homebuyers and sellers alike. If you're in the market for a new home or looking to sell your current one, consider choosing an eXp agent to guide you through the process.



THE COMMITMENT I MAKE TO YOU...

I will always provide you with expert advice and consulting so that you are able to make the best decisions for yourself and your family.

I will always be 100% forthcoming about the price of your home, its condition, and what it will take to get it sold.

I will always give you the truth regardless of the situation.

I will always do what is right for your best interest.

I will fight to ensure you get the most for your home in the right amount of time.

I will always use the most effective strategies to market your home.

I will always communicate with you pro-actively.

I will always return your phone calls, e-mails, and text messages with urgency.

I will pro-actively spend every day aggressively searching for qualified buyers for your home.