



EXPERIENCE LUXURY



WHY KELLER WILLIAMS?

- The largest independent real estate franchise
- A network of over 191,000 real estate consultants with a projected growth of 300,000
- 820 offices in the United States and Canada (55+) major markets
- Excellence in cutting-edge real estate training, real estate coaching and real estate education
- Named “Most Innovative Real Estate Company” by Inman News

HONORS & AWARDS

Principal 10 Best Companies for Employee Financial Security

Keller Williams featured in Inc. Magazine for commitment to financial and physical wellness

Computerworld Data+ Editors' Choice Award

Keller Williams recognized for its business intelligence system

The World's Most Innovative Companies under Urban Development/Real Estate Sector

Keller Williams recognized for empowering buyers and sellers with real-time neighborhood data

Inman 100 Most Influential Real Estates Leaders Report

6 Keller Williams Representatives

National Association of REALTORS Distinguished Service Award

Both award recipients (Mike Brodie and Jim Helsel) are Keller Williams associates

Franchise Business Review Awards

Keller Williams collected a total of eight (8) awards in the Franchise Business Review Awards (Most Innovative Franchise, Top Franchise For Veterans, Most Profitable Franchise, Top Franchise Culture, Top Franchise Recession-Proof, Top Franchise for Women, Top Franchises)

America's Most Innovative Companies

Keller Williams honored as one of the 300 companies transforming industries from inside out

National Association of Hispanic Real Estate Professionals 250

Estate Professionals 250: Keller Williams had 25 representatives on NAHREP's list of top-producing Latino agents

REAL Trends Canada's Best Real Estate Agents

Keller Williams is home to #1 agent by transactions (Marvin Alexander)

RealTrends 500

191 Keller Williams offices entered in the 500 largest real estate brokerage firms in the United States ranked by closed transaction sides

NAR 30 under 30

5 Young Real Estate Practitioners from Keller Williams entered the NAR 30 under 30

REAL Trends/Wall Street Journal "The Thousand"

Keller Williams had 147 associates and teams on the list of top real estate professionals in America

Swanepoel Power 200 Most Powerful Leaders in the Residential Real Estate Brokerage Industry

Gary Keller remained as The Top 2 Most Powerful Leader SP 200

FranchiseTimes | The Largest Franchise Systems Based in the US according to Global Systemwide Sales

Keller Williams landed at #15

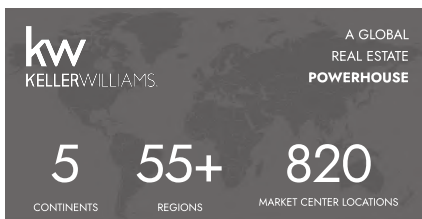


Leveraging

Our Global Connections

KW Advisors offices stretch up and down the US West Coast. This brings an extensive network of agents and connections. Having access and connections to thousands of international brokers through the power of Keller Williams Luxury Homes International and KW Global Property Specialists, you can feel confident your home will have an unmatched level of exposure.

KW WORLDWIDE REGIONS



Keller Williams is the largest real estate franchise in the world — home to more real estate professionals than any other company. As of 2024, master franchise agreements have been awarded across 55+ regions outside of the United States and Canada.

- Argentina
- Aruba
- Belgium
- Belize
- Bermuda
- Cambodia
- Canada
- Chile
- Colombia
- Costa Rica
- Cyprus
- Czech Republic
- Dominican Republic
- Dubai, UAE
- France
- Greater Shanghai, China
- Greece
- Honduras
- Indonesia
- Ireland
- Israel
- Italy
- Jamaica
- Japan
- Luxembourg
- Malaysia
- Mexico
- Monaco
- Morocco
- Nicaragua
- Northern Cyprus
- Panama
- Paraguay
- Peru
- Philippines
- Poland
- Portugal
- Puerto Rico
- Romania
- Serbia
- Slovenia
- Southern Africa
- Spain
- Thailand
- Trinidad and Tobago
- Turkey
- Turks and Caicos
- United Kingdom
- Uruguay
- Vietnam

MARKET SHARE 2024

145,042

AGENTS

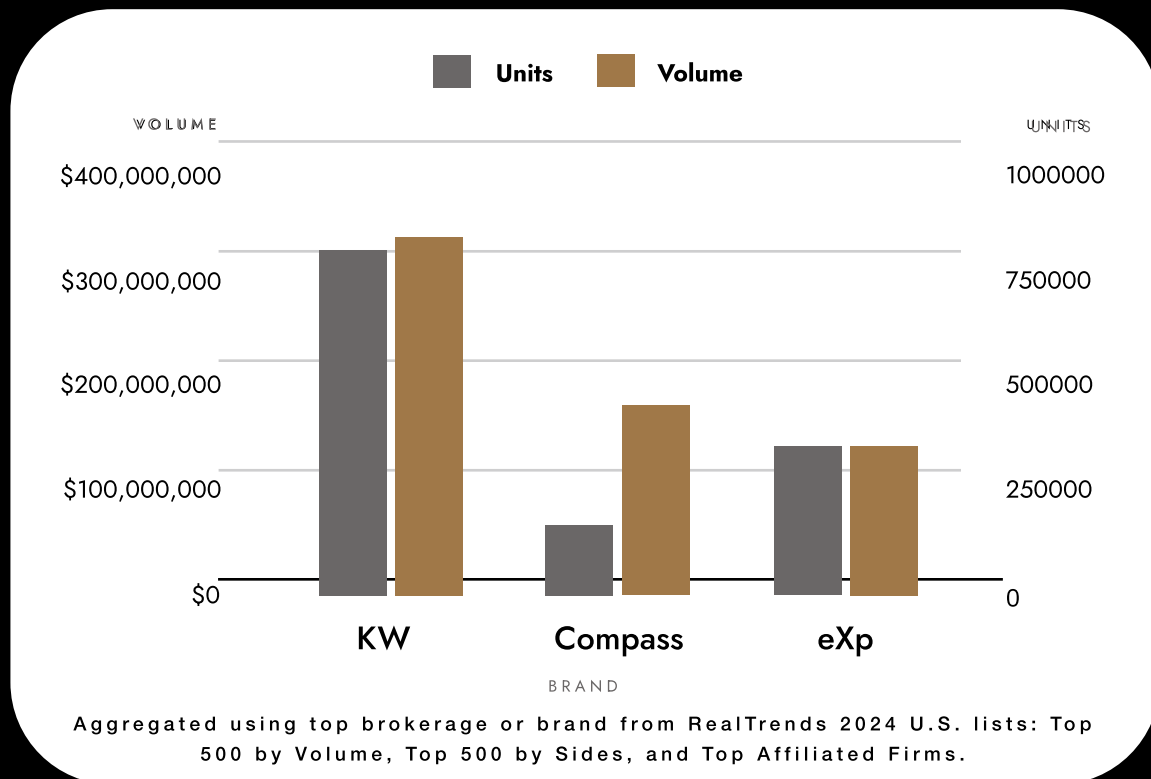
826,875

TRANSACTION SIDES

\$370.8 BILLION

U.S. SALES VOLUME

Top Brands and Brokerages



A nighttime photograph of a city skyline, likely Dubai, featuring several illuminated skyscrapers and a complex highway interchange. The Burj Khalifa is visible on the left side of the frame. The scene is lit with a mix of warm yellow lights from the highways and cooler blue and white lights from the buildings.

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KELLERWILLIAMS®

GETTING YOUR HOME SOLD

Our listings have sold at an average of 103.5% of the original price.

Selling a home for the highest possible price requires a cohesive strategy, deliberate process and a talented team.

We follow a strategic plan to get your home sold for top dollar, as quickly as possible.

First, we analyze both market conditions and the property to determine how best to position it in the current market.

Based on our analysis, we develop a marketing plan and execute it with the intention of generating quality offers from qualified buyers.

Prep your home, bring it to the market and show your property.

Then, we negotiate fiercely on your behalf and when both parties agree on price and terms, we proceed to the closing process.

Let's look at each of these steps in greater detail.

PHASE 1

ANALYZE &
POSITION

PHASE 2

DEVELOP A
MARKETING
PLAN

PHASE 3

BRING IT TO
MARKET &
SHOW
PROPERTY

PHASE 4

NEGOTIATE

PHASE 5

CLOSE
PROPERTY

ANALYZE & POSITION

Market fluctuations, time of year and inventory will all have a direct impact on pricing your home. For a fast, efficient and profitable sale, I will provide you with a detailed report outlining the latest market trends, a full market valuation of your home and a Comparative Market Analysis.

No matter how hot the market might be, simply placing your home on the MLS (Multiple Listing Service) is not enough. I will consult with you on how to best position your home for sale and attract the right prospects to your doorstep.



Should you price your home at or below market? It depends. Pricing your home in a manner that will attract multiple buyers who will compete with each other, and not you, requires experience and a thorough understanding of the market. I will advise you on the most appropriate pricing strategy.



It is a psychological advantage for prospective buyers to see themselves living in your uncluttered home. For this reason, painting, deep cleaning and depersonalizing are crucial elements to a quick sale. I will manage the preparation of your home in a manner that suits your comfort level. Key cosmetic fixes are also important. Should you refinish your cabinets, change out the sink in the guest bathroom or invest in a new front door? I will advise you on changes that yield the greatest ROI.



Staging can be crucial to obtaining the highest price and fastest sale of your home. According to a survey by the Real Estate Staging Association, homes spend 78% less time on the market after being staged. I will advise you on how to stage your home or provide a professional who can do it for you. We have a broad repertoire of interior designers and stagers to meet just about any budget.

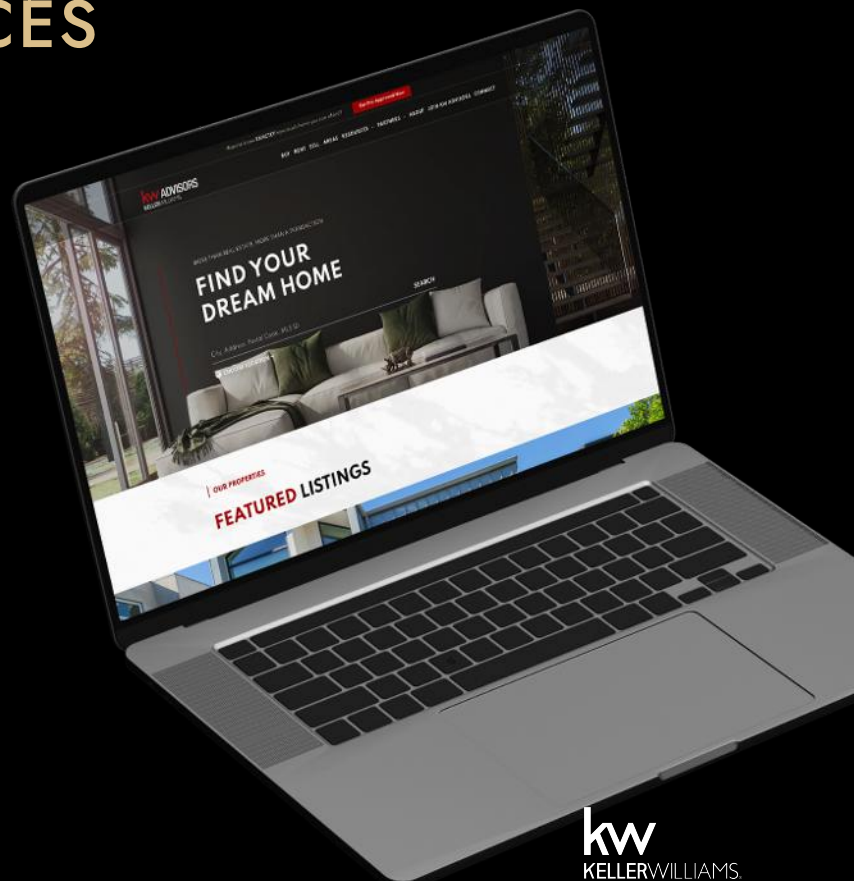
MARKETING PLAN

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WE PROUDLY OFFER OUR SELLERS THE FOLLOWING A LA CARTE SERVICES

- 1 Individual property website that is both mobile and desktop friendly
- 2 Cross-platform social media exposure on both Keller Williams sites and my personal sites home
- 3 Print marketing - beautifully crafted postcards, brochures, and property statements to showcase your home



STAGING & PROFESSIONAL PHOTOGRAPHY

It has been studied and shown that both the length of time on the market and sales price are positively impacted by a beautifully staged and photographed home. These are powerful tools not to be overlooked or underestimated.

Selling a home is part science, part art. Beyond analytics and market conditions, there is the human element to consider. Every buyer is trying to imagine themselves living in the home they are viewing.

Through the magic of staging and photography, you can ignite the flame of desire in a potential client to want to own and live in the space you are selling, and now call home.

PRINT MARKETING

PROPERTY BOOKLETS & STATEMENTS

An informational summary of the factual data and metrics regarding your home. Along with a narrative and story behind the history, features, and amenities that will intrigue buyers to come to see for themselves.

JUST LISTED POSTCARD

Sent to the surrounding community with the understanding that many buyers can come directly from contacts living right in the neighborhood.

PROPERTY BOOKLETS & STATEMENTS

An informational summary of the factual data and metrics regarding your home. Along with a narrative and story behind the history, features, and amenities that will intrigue buyers to come to see for themselves.



ONLINE ADVERTISING & SOCIAL MEDIA

We believe each and every home needs its own individual marketing plan to achieve the maximum exposure.

SOCIAL MEDIA

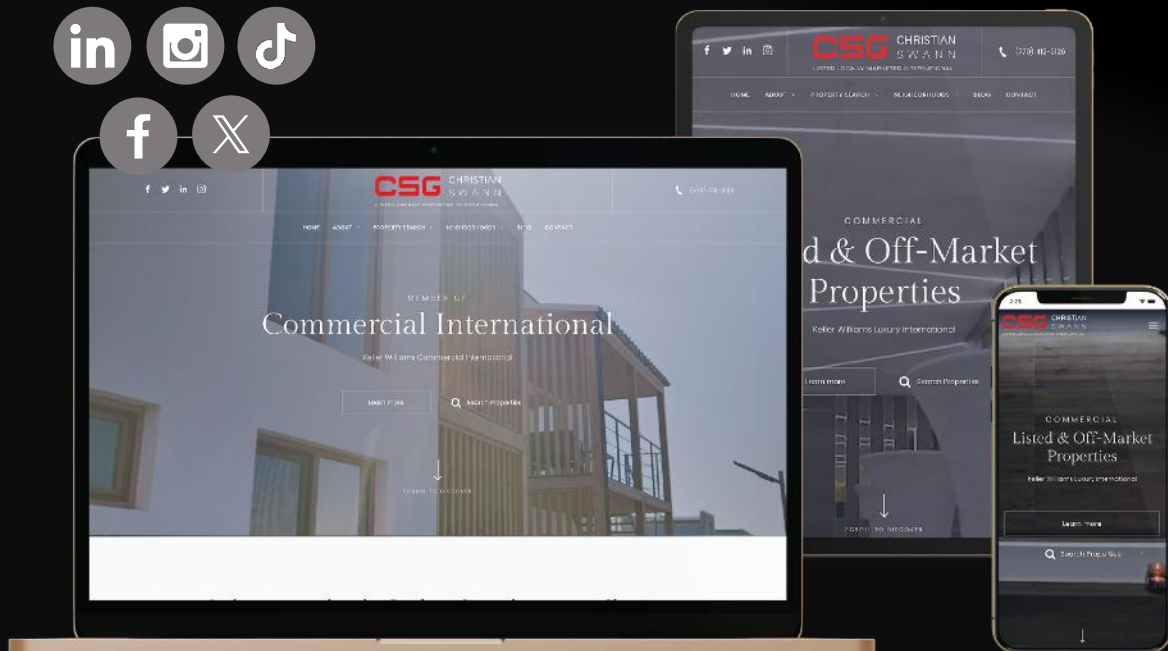
There is no denying the power of positioning your home in the midst of a strong social media campaign to create interest. Your property will be included in a well-crafted and consistent program.

KELLER WILLIAMS LISTING SERVICE (KWLS)

The Keller Williams Listing Service is a powerful search engine that will further propel your property into the reaches of the internet and gain additional exposure to serious and qualified buyers.

INDIVIDUAL PROPERTY WEBSITE

A dedicated web page specific to your home is useful for marketing your home online to generate interest and foot traffic.



A vertical photograph of a city street at dusk. The street is lined with tall buildings, many of which have their windows lit up. In the background, the Golden Gate Bridge is visible against a cloudy sky. The overall scene is a mix of modern and classical architecture.

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KELLERWILLIAMS®

Stock

SHOW YOUR PROPERTY

Listing appointments provide potential buyer with the opportunity to be in your home and imagine themselves living in the space. It is one of the best ways for buyers to discover and explore your home.

We will design an open house program convenient for you that may include weekend events, broker and twilight tours, private showings, and agent-only lockbox access.

Additionally, every open house will be promoted on the MLS which syndicates to major portals such as Zillow, Trulia, and RedFin.

To capture local traffic, each event will be well-marked with directional signs on key street corners.

REDFIN

trulia



Zillow



SHOW YOUR PROPERTY

NEGOTIATE

Should you accept, counter, or reject the offer? Negotiating the terms for the sale of what may be your biggest asset requires a professional team that has your best interests in mind. Do you need a short or long escrow? Will you need to rent the property back? Are you buying another home on a contingency or moving out of state? As an experienced negotiator, I ensure that your best interests are represented and that you get the best terms and price for the sale of your home.

CLOSE

Congratulations! You've accepted an offer and now the countdown begins. The closing of your home is urgent and time-sensitive. It requires organization, experience and expertise. As your agent and project manager, I will help you navigate the seller's disclosures, and make sure your interests are sufficiently protected and the net proceeds are accurately deposited into your bank account.



NEGOTIATE & CLOSE WHO PAYS WHAT?

THE SELLER CUSTOMARILY PAYS

- Transfer Taxes
- Broker Commissions
- Any judgments or tax liens
- Any unpaid homeowner's dues
- Delinquent property taxes

THE BUYER CUSTOMARILY PAYS

- Escrow fee from the title company
- Loan Fees required by your lender
- Title insurance premium
- Fire and hazard insurance premium

TRANSFER TAX

Transfer tax is a transaction fee imposed on the transfer of land real property from one person (or entity) to another. The transfer tax rate is variable, depending on the purchase price OR the fair market value, as shown in the chart.

If entire value or consideration is ...	Tax rate for entire value or consideration is ...
More than \$100 but less than or equal to \$250,000	\$2.50 for each \$500 or portion thereof
More than \$250,000 but less than \$1,000,000	\$3.40 for each \$500 or portion thereof
\$1,000,000 or more but less than \$5,000,000	\$3.75 for each \$500 or portion thereof
\$5,000,000 or more but less than \$10,000,000	\$11.25 for each \$500 or portion thereof
\$10,000,000 or more but less than \$25,000,000	\$27.50 for each \$500 or portion thereof
\$25,000,000 or more	\$30.00 for each \$500 or portion thereof

Source: <http://www.sfassessor.org/recorder-information/recording-document/transfer-tax>



MY FULL SERVICE PHILOSOPHY

I believe that selling or buying a home should be a seamless, full-service experience. That's why I don't just handle one part of the process—I guide you through every step with the resources, knowledge, and dedication you deserve. Whether it's preparing your home for market, navigating negotiations, connecting you with trusted mortgage professionals, or ensuring a smooth closing with title and escrow, I make sure you're supported from beginning to end.

With a deep understanding of the real estate market, backed by research and insights, I pride myself on being your go-to source for reliable information and clear guidance. My philosophy is built on trust, honesty, and integrity—always putting your needs first. I am fully committed to pursuing your goals with determination and excellence, so together we can achieve the results you're looking for.



READY WHEN YOU ARE

I put this booklet together to help you understand the scope of my services.

You have many options when choosing an agent to represent you in one of the most important transactions of your life. It is important that you select an agent with whom you are comfortable discussing potentially sensitive issues, and someone you trust will represent your interests above their own. I would be honored to represent you in the sale of your home.

You will have my full support, enthusiasm, and passion to deliver the exceptional results you expect and deserve.

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KELLERWILLIAMS®

WORK WITH ME



Selling your home is more than a transaction—it's a major life decision. That's why you need a real estate professional who brings strategy, experience, and results to the table. I'm Agent, and I specialize in helping homeowners like you sell with confidence, clarity, and maximum return.

Real Estate Agent
LIC #12345678
210-126-8080
Gayle@GQ.com
Gayle.GQ.com



4937 Telegraph Ave. Suite A
Oakland, CA 94609

Each office is independently owned and operated.
LIC# 20290399

A panoramic view of the Chicago skyline at dusk, with the city lights beginning to glow against a darkening sky. The Willis Tower is the most prominent building in the center. The city is situated along the edge of a large body of water, with a curved shoreline and some greenery visible in the foreground. The Keller Williams logo is overlaid in the center of the image.

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