

**kw** MIDDLE  
GEORGIA  
KELLERWILLIAMS.  
REAL ESTATE  
Each Office Independently Owned and Operated.



# Before You Sell





# WHY **kw**?

## VALUES

God. Family. Business.

## VISION

To be the real estate **COMPANY OF CHOICE.**

## MISSION

To build **CAREERS** worth having,  
**BUSINESSES** worth owning,  
and **LIVES** worth living.

## PERSPECTIVE

Keller Williams thinks like a top producer, acts like a trainer-consultant, and focuses all its activities on **SERVICE, PRODUCTIVITY, and PROFITABILITY.**

**W:** **Win-Win** or No Deal

**I:** **Integrity**  
Do the right thing.

**4C:** **Customers** always comes first.  
**Commitment** in all things.  
**Communication** seek first to understand.  
**Creativity** ideas before results.

**2T:** **Teamwork** together everyone achieves more.  
**Trust** starts with honesty.

**E:** **Equity**  
Opportunities for all.

**S:** **Success** results through people.

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# TOP AGENT MAGAZINE



**MARCUS PAYNE**

GA's TOP AGENT MAGAZINE  
COVER AGENT DEC. 2022

# Thank You

Thank you for taking the time to review this package. I have sent you these materials in advance of our meeting so that you will know a little more about me, my team, our services, and how they will benefit you.

At this point, I don't know all of your particular needs and objectives, nor do I know your financial and family situation entirely. I do know that selling a home can be an extremely, emotionally trying time, or a very exciting one! My job is to provide you with enough solid information so you can make an honest, informed decision based upon facts and not hype.

With over 200 agents at Middle GA's leading real estate brokerage, being a top producer is no easy task. Being a top producer is never about the numbers, but more so about being the Listing Specialist that people trust and genuinely want to work with. It's about putting YOUR interests ahead of my own, and simply getting the job done. By choosing to work with me, I personally guarantee your complete satisfaction!

As you look through this package, think of any questions that you may have for me so that we will not forget to address them at our meeting.

I will prepare a complete presentation and market analysis for our meeting. Selling your home is a complicated task, so it is crucial to have every possible advantage you can. Thank you again for your time, and I look forward to working with you.

*Marcus Payne*

*Listing Specialist*



# Easy Exit Listing Agreement

*Take the risk and bear out of listing your home!*



NO PENTALTY



NO EXTRA FEES



NO HASSLE

Because 25% of the homes we sell were previously listed with another agent, we often hear stories of consumers who were frustrated with the other agent. Often the other agent tried to hold their feet to the fire with a listing agreement that can't be cancelled or large cancellation fees you would have to pay. I wouldn't want to put any of our clients through that experience. If you're not happy with my services, just simply call me and say, "Marcus, you're fired!"

When you are ready to sell your home make sure the Realtor you hire offers an Easy Exit Listing Agreement. Whenever you are ready to talk, give me a call at (229) 947-9058 or email me at [Marcus.Payne@Kw.com](mailto:Marcus.Payne@Kw.com)



**CANCEL  
ANYTIME**

# TOP 4 REASONS HOMES DON'T SELL

## 1. PRICING

A well-priced home creates interest, attracts buyers, generate showings , and produces offers very quickly. An underpriced home may deter buyers, causing them to think something is wrong. An overpriced home will drive lack of interest and showings, few to no offers, a longer time on the market, and eventually price cuts.

## 2. POOR MARKETING

Marketing is key to getting your home sold fast, and for top dollar. It's not enough to just list your home on the MLS, and sit and wait. Your home must be actively marketed through various mediums to attract a slew of potential buyers.

## 3. BAD PHOTOS

Bad photos does a HUGE disservice to a beautiful home. Roughly 80% of home shoppers start their search online. Pictures are your 1st impression, and you ONLY GET ONE first impression. If you have bad, blurry, unprofessional looking pictures, even though you have a nice home, most buyers will pass on the opportunity to come out and visit your home.

## 4. LOUSY AGENTS

A lousy agent will cost you time and money! You'll meet plenty of agents wanting to list your home, but the real work starts after it's listed. The overall goal is not to just list the property, but to get it SOLD. It takes a productive agent to stay on top of everything from list to close!

# Marketing Examples



808 OLD PERRY RD  
KATHLEEN, GA

*Just Listed!*

4 BED | 2.5 BATH | 2,870 SQ FT

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**FOR SALE!**

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6 BEDS | 5.5 BATH | 5,468 SQ FT  
KATHLEEN, GA

"YOUR CHOICE FOR ALL THINGS REAL ESTATE"  
WWW.DPLEQUINREALTY.COM



*Just Listed*

3 BEDS | 2 BATHS | 1,452 SQ FT

BYRON, GA

"YOUR CHOICE FOR ALL THINGS REAL ESTATE"  
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~~Under Contract~~

4 BEDS | 2.5 BATH | 2,309 SQ FT

PERRY, GA

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DP LEQUIN REALTY

MARCUS.PAYNE@KW.COM

(229) 947-9058

# Marketing Examples



**\$730,000**

5 BEDS | 3.5 BATHS | 3,250 SQ FT  
42 ACRES  
ABBEVILLE, GA

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"YOUR CHOICE FOR ALL THINGS REAL ESTATE"



**Under Contract**

6 BEDS | 5 BATHS | 5,235 SQ FT  
KATHLEEN, GA

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"YOUR CHOICE FOR ALL THINGS REAL ESTATE"



*Just listed*

3 BED | 2 BATH | 1,891 SQ FT  
622 PARK AVE.  
FT VALLEY, GA 31030  
WWW.DPLEQUINREALTY.COM

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~~Under Contract~~

5 BEDS | 3.5 BATHS | 3,184 SQ FT  
WARNER ROBINS, GA

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**SYSTEMS  
WORK!  
I USE A  
DETAILED  
SYSTEM TO  
ACCOMPLISH  
3 GOALS  
FOR YOU:**



- 1 NET YOU THE MOST MONEY POSSIBLE.**
- 2 IN THE SHORTEST AMOUNT OF TIME POSSIBLE.**
- 3 WITH AS LESS HASSLE AS POSSIBLE.**



# Steps to Sold

- Initial consultation to determine your goals.
- Tour/Inspect home to determine condition.
- Provide feedback for preparation of home prior to listing on market.
- Perform market research and complete CMA.
- Determine price and sign listing agreement.
- Prep home. (Repairs, upgrades, staging, etc.)
- Get professional pictures of home.
- Place FOR SALE signage in yard.
- Place key lockbox at desired entry.
- Enter listing details and photographs into MLS system. (Go Live).
- Execute marketing campaign. (Social media, email, post cards, flyers, phone/text)

# Steps to Sold

- Schedule Open House (If Applicable).
- Schedule showing times.
- Collect and provide showing feedback.
- Adjust price periodically (If needed).
- Receive offers.
- Review/Negotiate/Accept offer.
- Send executed contract to all parties and escrow.
- Negotiate amendments post-inspection.
- Follow up with buyer's agent on financing.
- Appraisal
- Price negotiation after appraisal (If needed).
- Follow up on buyer's final loan approval.
- Confirm closing date.
- Closing Day!

*Congratulations!*

# OUR TESTIMONIALS

  
  


### Client Testimonial

★★★★★

Marcus is absolutely amazing! He is attentive, extremely responsive, always goes above and beyond to help find the right house, and is a shrewd negotiator. Marcus was with me, from start to finish, in the face of a few unexpected challenges - which he helped turn into even better opportunities. In the end, I very highly recommend Marcus. I wouldn't have my amazing new home without him! And, it really feels like I made a great new friend in the process. Win-win all around.

Michael Dolski

  
  


### Client Testimonial

★★★★★

"Marcus is an absolute legend! He helped me as a first time home buyer secure my first property, not only was it during the holiday season but worked around my crazy demanding schedule day in and out. Took time to show me multiple properties and guide me with narrowing down to what I wanted the most. He's a person that listens and looks out for you best interest."

-Emmanuel Amofah  
Bonaire, GA

  
  


### Client Testimonial

★★★★★

Marcus was great at listening to my needs and wants in a house. He ensured to find houses that matched my list as closely as possible. He was readily available for any questions I had. On my final choice he negotiated with the sellers to get me the best deal.

Stephanie Smith  
Byron, GA

  
  


### Client Testimonial

★★★★★

"Man I must say Marcus was The Complete Package as realtor for our brand new home build and some!! If you're looking to have a Extravagant experience with your real estate sale or purchase, look no further than Marcus Payne!!"

-Takeo Clay  
Perry, GA

  
  


### Client Testimonial

★★★★★

"Marcus is the man. If you're looking for a solid Realtor who will go above and beyond for you when searching for a home, look no further! As a lender, you have to have great partnerships and I can always count on Marcus to deliver. You'll never have to wonder what's going on when under contract because Marcus is thorough when it comes to his communication skills and ability to effectively follow up. Give Marcus a call if you're looking to buy or sell and he'll get you hooked up!"

-Mitch Tucker  
Nexa Mortgage

**1st QUARTER 2023 LEADERBOARD**  
**Individuals**

**Top 5 Listing Volume Agents**  
 Brandi Faircloth, Dorey Hawkins, Marcus Payne, Tiffany Green, Erin Blasche

**Top 5 Written Volume Agents**  
 Brandi Faircloth, Marcus Payne, Tiffany Green, Dorey Hawkins, Erin Blasche

**Top 5 Closed Volume Agents**  
 Marcus Payne, Dorey Hawkins, Tiffany Green, Brandi Faircloth, Brandon Thompson

**KW MIDDLE GEORGIA KELLERWILLIAMS**

**Q1 2023 Leaderboard**

*Marcus Payne*

Marcus.Payne@Kw.com

Direct: (229) 947-9058

Office: (478) 333-5050

www.DPLeQuinRealty.com



*Thank You,  
 Again...*

If you've taken the time to read through the material, you can see that there's a lot that goes into selling your home. That's why I strongly believe having the right Realtor on your team is a huge key to your success. Our market is data driven, and it's not enough to just list your property on the MLS and wait on a buyer. A good Realtor knows the local trends, the target market, and the steps to take to ensure you receive top dollar in a short amount of time. I would absolutely love to have the opportunity to get your home on, and off the market as quickly as possible!

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# It's Time to Sell



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