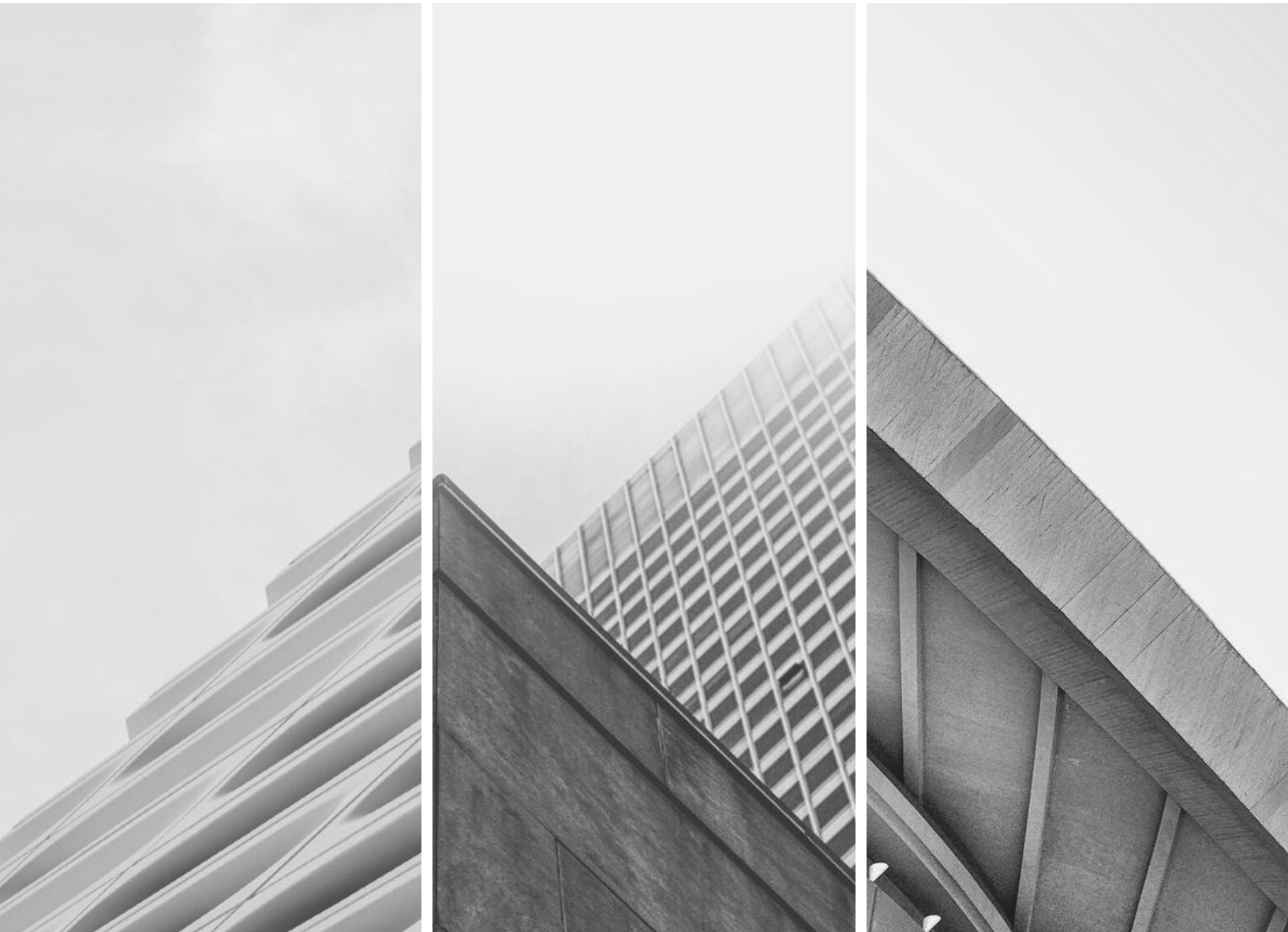


# 17-POINT SELLING SYSTEM

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WICKER HOMES GROUP





## OUR MISSION

At the Wicker Homes Group, we are on a mission to bring a new level of professionalism, service and integrity to real estate.

We are part of a network of extraordinary real estate professionals from across the United States and Canada who share this passion, encourage one another and share best practices.

Together we want to raise the bar and transform our industry.

## WE DO IT DIFFERENTLY.

Most people think that all Real Estate agents are basically the same. Unfortunately, they are often right.

We think that is unacceptable.

With over 30 years of experience, we have developed a proprietary system that consistently delivers exceptional results for our clients.

The Wicker Homes Group Selling System is designed to increase the demand for your home, attract more buyers and possibly lead to multiple offers - ultimately earning you a higher sales price.

In an ocean of advertising one must stand out to be recognized. Everything we do is designed to showcase your home to maximize its exposure to potential buyers.

This booklet is designed to clearly explain what we do to help you sell your home for the most money in the shortest amount of time.

WHO YOU WORK WITH MATTERS.



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## SELLER AGENCY

### 100% Working For You.

Seller Agency is the way we think all Realtors® should work.

We will NEVER act as a dual agent. We have only ONE loyalty and that is to get you the most amount of money for your home in the shortest amount of time. Period.

As Seller's Agents, we can share our opinion with you on pricing, the condition of the property, staging suggestions, and the quality of all offers.

We are always working for YOU.





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## FOUR CRITICAL COMPONENTS FOR SELLING REAL ESTATE

Condition

Price

Exposure

and A Willing BUYER!



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## BUYER & AGENT RELATIONSHIP MARKETING

**We are constantly marketing to potential buyers and agents so your listing gets maximum exposure.**

As one of the highest selling teams in Loudoun County, we are in a unique position to promote your home with potential buyers and agents.

In addition to having a robust pipeline of buyers who are looking for homes in our area, we belong to the highest selling real estate office in Loudoun County. We are also very well connected on multiple Realtor® forums where we promote our listings.

More relationships with potential buyers and agents equals more marketing exposure for your home.





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## INTEGRATED DIGITAL MARKETING

Deep understanding of multi-platform and cross-channel marketing.

We utilize an impressive network of social media platforms the way they were intended (and more): Facebook, Instagram, Google Business, YouTube, Adobe Network, Pinterest Business, Twitter, LinkedIn, and other listing micro-channels.

In addition to organic marketing, we pay a premium to boost your home's ads reaching potential buyers using Search Engine Optimization (SEO), as well as advanced demographic targeting and analytics.

This is just the tip of the iceberg. If you would like to know more about our digital marketing, we would love to share!



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## MEGA OPEN HOUSES

### We Take Open Houses Seriously!

We've taken open houses into the 21st century.

We don't just put out open house signs. We aggressively promote our open houses on Facebook and Instagram to attract buyers. We also host and promote virtual open houses on our social media and business listing channels.

It doesn't stop there. We make sure we talk with each potential buyer and follow up with them.

When we hold your home open, it's truly an event!



## PROFESSIONAL STAGING CONSULTATION

### Preparation is the Key!

*Data collected on a National basis shows staged homes sell 20% faster with a 6-8% higher sales price than those that aren't.*

In our market, sellers are not just competing against resale homes around the corner, they're competing against model homes from local builders.

Our professional stagers will work with you to present your home in the very best light to enable potential buyers to fall in love with your home.

They will provide you with a detailed report of what needs to be done to showcase your home. You can choose to make the changes yourself or have our stagers do it for you.





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## DEBBIE'S LIST

### Extensive Directory of Recommended Contractors

We've developed an impressive list of contractors to help you prepare your home for market and respond to issues that may come up with home inspections.

Most of these contractors are family-owned businesses we know personally. We use many of them on virtually every real estate sale.

Our clients have appreciated the peace of mind knowing that the work will be done quickly and professionally at a reasonable price.



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## PROFESSIONAL PHOTOGRAPHY & STATE-OF-THE-ART VIDEO

**Great Photography  
Speaks Volumes.**

Our goal is to present your home in the best possible light by highlighting the amenities and attention you have invested in your home. That's why we invest in professional photography from one of the very best real estate photography groups locally.

They use advanced software to maximize the appeal of your home in both video and photo formats.

We call it "eye candy", attracting potential buyers to choose your home when making their short list of homes to visit.





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## FINE FEATURES TAKE-ONES

**We Want You  
To Stand Out!**

We create an impressive fine features page for your home complete with QR codes to your home's landing page and custom tour site. Our goal is to put the very best features and photos of your home in the hands (and phone) of every buyer who tours your home.

We want to make sure your home stands out and is remembered long after the showing is over.

We don't want to miss any opportunity to promote your home and make it stand out.





## PROFESSIONAL SHOWING MANAGEMENT

### Why Not Push The Easy Button?

*We understand what it's like to have your home on the market and we do everything we can to make it as hassle-free as possible.*

We don't want you to be overwhelmed with managing agents who want to show your home.

That's why we hire a professional showing service to manage these showings for you. You have complete control over when your home is shown without the hassle of coordinating it all.

You will also receive instant showing notifications, so you can easily monitor showings on your home even when you're busy at work.



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## ONLINE SHOWING JOURNAL & FEEDBACK 24/7

### Feedback is critical!

*If you're trying to sell and you don't know what potential buyers are saying about your home, it's like having a bag over your head. That's no way to sell a home!*

We invest in ShowingTime so you know who has been through your home and what potential buyers thought of your home.

If showing agents do not provide feedback as a professional courtesy, we repeatedly contact them to get the feedback for you.

We also use this Showing Journal to proactively reach out to agents of interested buyers to stimulate multiple offers for your home.



## CUSTOM WEBSITE

We Leave No Stone  
Unturned.

We create a dedicated landing page to showcase your home, using our high-resolution professional photography and we aggressively promote it through targeted social media campaigns.

You never know where the buyer is going to come from who decides to buy your home. That's why we promote your home EVERYWHERE - from your neighbors and friends to every corner of the globe.

As a matter of fact, we have sold homes to clients from West Angola, Germany, Kosovo, Croatia and Belgium.





## STRATEGIC PRICING CONSULTATION

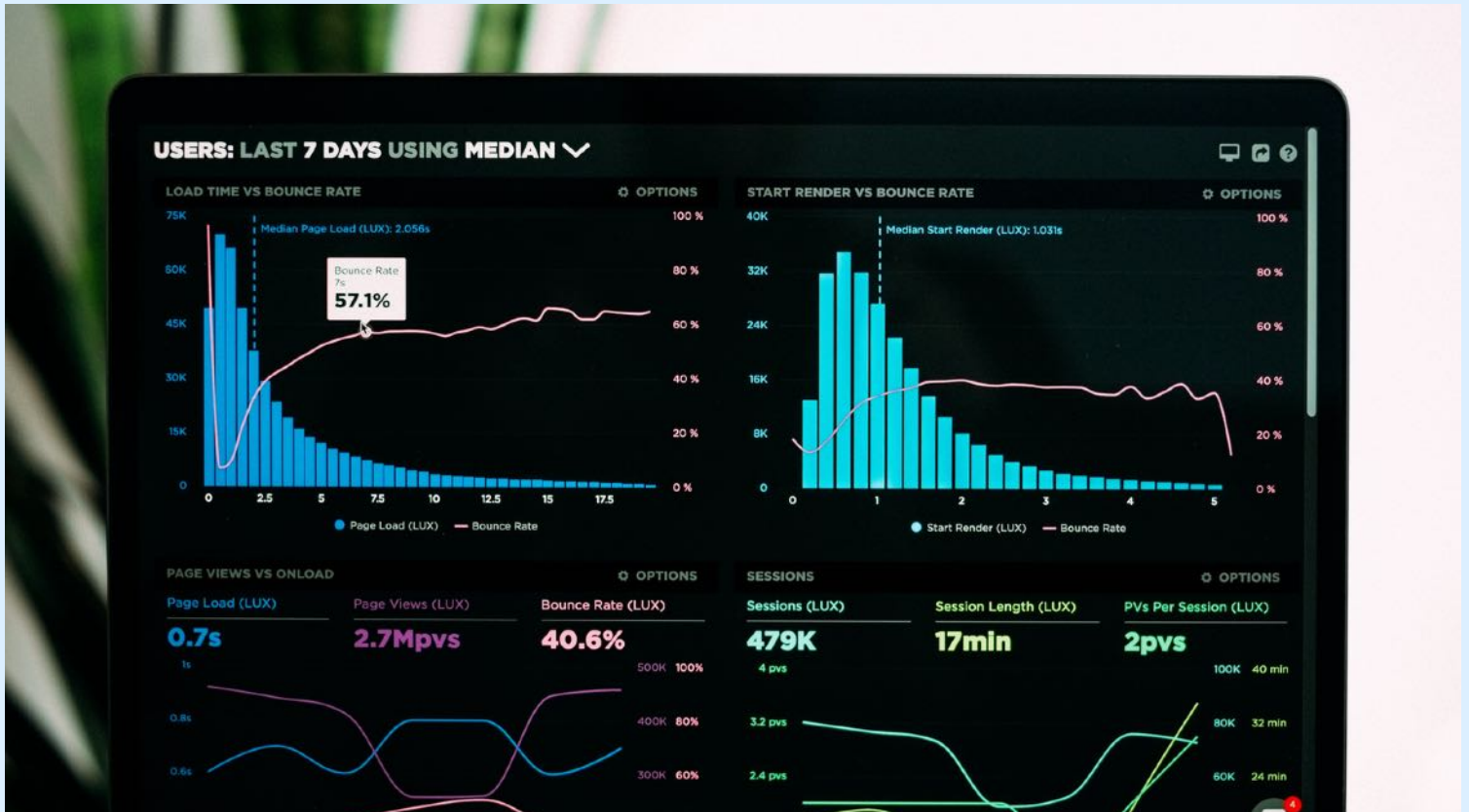
### Your Strategy Matters.

Most agents only have one strategy when it comes to pricing your home. Fortunately, we are not like MOST agents.

We will walk you through three different pricing strategies, along with the pros and cons, including which approach best fits our current market.

We believe you deserve to have all the facts, so you can make an informed decision.

A better strategy creates better results.



## MARKETING REPORTS

Knowledge is Power.

As a homeowner you want to know what kind of results our marketing efforts are having for your home.

How many people are seeing your home in search results on sites like Zillow, Trulia and Realtor.com? How many of those potential buyers have chosen to view the details of your home or save it as one of their favorites? We provide these answers and more in a customized report every thirty days.

Knowledge is power and we want you to be "in the know" every step of the way.



## PRE-MARKETING PROMOTIONS

Let's Start Marketing  
Now!

We don't wait for your listing to go live to start marketing your home. As soon as you sign the paperwork, we go to work creating demand for your home.

We advertise your home on carefully chosen national, regional and social media sites to reach active buyers.

We strategically target our ad audience (demographics, interests, behavior and location) based on those who have expressed interest in buying a property that matches your home's details.





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## CONSTANT COMMUNICATION

### We Want to Keep You Informed.

We want you to be as comfortable as possible selling your home and a big part of that is effective communication.

We want you to know what's going on and we promise to be with you every step of the way.

When you work with us, you can count on hearing from members of our team on a regular basis. As soon as we know something, so will you.

There's simply no replacement for good communication.



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## THE POWER OF THE KW NETWORK

### It's Good to Be Number One!

*When you list your home for sale with us, we bring the power of the Keller Williams brand and network with us. It's good to be working with #1!*

Keller Williams (KW) is the largest and fastest growing real estate brand in the world. Locally, KW is the market leader in our area, selling more homes in Loudoun County than any other brand.

What's more, the KW syndicated network spans over 300 sites and reaches tens of millions of potential buyers each month.

But that's not all. KW has an industry-leading partnership with Facebook and Instagram that enables us to promote your home to far more buyers. More exposure equals better results.



## NEGOTIATION & EXECUTION MATTERS

### Who You Work With Matters.

We've assembled a remarkable team of proven professionals to provide the best possible service for our clients.

With over 30 years of experience, our team has navigated a wide range of seller and buyer markets from the great recession to the covid-19 pandemic to help our clients maximize their home equity. We've also perfected our operational systems and staff to deliver seamless, reliable execution every time.

It's all designed to help you sell your home for the most money in the shortest amount of time - worry-free.



# Wicker Homes Group

## The Right Team Makes All The Difference.



**DEBBIE WICKER**

Licensed Broker Team Leader

Debbie Wicker, Licensed Broker and Team Leader, has been helping clients successfully buy and sell homes in Northern Virginia for over 30 years. During that time she has helped her clients navigate a wide variety of challenging issues and market conditions. As a Realtor, Debbie believes in the importance of education to help her clients avoid real estate pitfalls and take advantage of cutting edge tools and practices. She takes great pride in helping her clients understand the process and the psychology of real estate so that they can make the right decisions to achieve their goals.

That's why 85-90% of Debbie's business has been from repeat clients and referrals. A native of Northern Virginia, Debbie, and her family have lived in Ashburn for over 20 years. In addition to spending time with her family, Debbie loves to bake, travel, learn about wine and visit wineries. Aside from being a full-time realtor, she also enjoys photography as a way to capture and celebrate family memories.

In 2019, Debbie Wicker was chosen as a Power Player of Real Estate™ by The American Dream TV to showcase the very best of Loudoun County.

Debbie supports two children's charities, which hold a special place in her heart: Children's Miracle Network, which funds children's hospitals throughout the U.S. and Smile Train, which provides cleft palate surgeries for impoverished children worldwide.



**KEN ARTHUR**

Realtor®

Ken brings a distinctive background and skill set to real estate. Prior to becoming a Realtor®, he served as a corporate Chief Financial Officer (CFO) for an industry intelligence organization for over 20 years. This experience has given him the critical skills needed to serve his clients at an exceptionally high level.

Having served as a CFO, Ken has an extensive background in finance, contract negotiations and management, while carefully managing all the details. Given this experience, Ken is uniquely qualified to serve his clients in real estate. He prides himself in listening to his clients and clearly understanding their goals and objectives for buying and selling their homes. His clients also appreciate his attentiveness and keen attention to detail.

As an experienced agent, Ken has an uncommon ability to help his clients sell for the most money possible and buy just the right home to compliment their lifestyle. Ken is a lifelong resident of Northern Virginia. He is an avid history buff and loves to travel and spend quality time with family and friends. Having played basketball in high school and college, he is an enthusiastic sports fan and enjoys playing golf and tennis whenever possible.

# Wicker Homes Group



**TAD WICKER**  
Managing Partner

Behind every accomplished real estate team is a strong business partner who provides the leadership and systems the team needs to deliver outstanding client service. As the Managing Business Partner for Wicker Homes, Tad Wicker is a pivotal member of the team.

He brings over 17 years of senior-level management consulting experience to the leadership of Wicker Homes. Prior to joining the team, Tad was with PricewaterhouseCoopers for almost 10 years, serving in a variety of leadership positions in the U.S. and globally.

His consulting clients have included Fortune 500 companies and federal agencies, such as Nortel Networks, MedImmune, The National Institutes of Health (NIH), the U.S. Army, the Federal Elections Commission (FEC) and the Federal Communications Commission (FCC).

Tad is responsible for managing the day-to-day operations of Wicker Homes, including systems, staffing, office procedures, marketing, contractor management, financial management, and new initiatives. This enables the rest of the team to put their experience and expertise to work focusing exclusively on our clients.



**BRENDA ULRICH**  
Executive Administrator

Brenda brings to the team 20+ years of organizational management. As a teacher for over a decade she managed a classroom of first graders, conducted a 2 year pilot program for teaching reading, served as team lead and was a finalist for Loudoun County Teacher of the Year.

Following her teaching career, Brenda stayed at home to raise their three children and manage the daily happenings of a bustling household spending many hours volunteering at the schools, church and on the board of directors for the adoption group she and her husband went through to adopt their 3 children.

In 2012 Brenda became assistant to a keynote speaker managing day to day operations, writing contracts, securing speaking opportunities and implementing marketing strategies.

Brenda graduated from Virginia Tech with an undergraduate degree in elementary education and then went back to earn her master's degree in reading instruction.

She enjoys long walks with her husband and dog, long talks on the back porch with her young adult kids and spending time with extended family and friends – typically at one of Loudoun's great vineyards!

# Wicker Homes Group



**ALLYSON ADAMSON**  
Transaction Manager

Our work is not done once we get your home under contract. Allyson is the “detail monster” on the team who manages all of the contingencies, paperwork and contractors to help you move from contract to close as seamlessly as possible.

Having worked for many years as a paralegal before getting into real estate, no one is better qualified to successfully guide you through the process.

Born and raised in Loudoun County on a farm, she grew up riding and competing in horse shows, headed to law school and got a summer internship in 1991 and spent 10 years in Cairo, Egypt.

She is a mother to three corgis and a quarter horse named Cricket.



**MIKE HAUPTMAN**  
Marketing Manager

Social media and the Internet have dramatically changed how real estate marketing is done. Online marketing is absolutely critical for driving buyer traffic and making sure sellers receive top dollar.

Mike Hauptman comes to the Wicker Homes Group with over 7 years of consulting experience in knowledge process outsourcing and a couple of financial institutions, where he developed his marketing and social media expertise.

Mike is also extremely tech savvy and is very proficient with SEO, as well as a variety of web design, analytics and graphics packages.

Working closely with Tad Wicker and a few nationally recognized social media thought leaders, Mike is responsible for implementing a robust marketing and social media strategy for Wicker Homes which maximizes the online marketing exposure our clients' homes receive.

He supports various UNDP sustainable livelihood programs and indigenous rights and has volunteered for USAID projects, one of which is the implementation of the Clean Air Act.





## Who You Work With Matters.

Selling a home in today's market can be challenging.  
We understand that.

With our proven selling system, we have taken the guesswork out  
of delivering results for our clients.

We know what it takes and we allow no detail to be overlooked.

We are a group of dedicated, full-time professionals who are heavily invested in ensuring  
your home sells for top dollar in the least amount of time possible.

If you are serious about selling your home, we're serious about getting the job done.

We would love to show you the difference a professional team can make.



## WICKER HOMES GROUP

571-210-4997 | [WICKERHOMESGROUP.COM](http://WICKERHOMESGROUP.COM)

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