



Lucas Howard
Group

Dear Seller,

Thank you for taking the time to interview the Lucas Howard Group to meet your real estate needs. We are looking forward to meeting you and getting to know you and your home in the coming days. Please take a moment before your listing appointment to review this package. It will provide a bit of insight into our team, our strategy, and the market.

During our appointment we will tour your home, answer any questions you might have, review the market, come up with a price for listing your home, and review contracts. Please be prepared with questions so our team can serve you better.

If you have any questions prior to your appointment please do not hesitate to call the office at 616.426.3120.

Many Blessings,

The Lucas Howard Group



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4804 Cascade Rd. SE Grand Rapids, MI 49546 | Each Office Independently Owned And Operated.

As of January 2019



WHAT TO EXPECT AT YOUR APPOINTMENT



Inspect Property

We will walk through your home with you to take notes, ask questions, and provide staging advice that will provide positive monetary return.



Ask Questions

We will review the questions on your property that the walk-through did not cover. We will clarify all information so we have a clear understanding of your needs for your upcoming move.



Marketing Plan

We will discuss your marketing plan in detail that best suits your needs and a timeline.



Determining Market Price

We will go through our detailed market analysis to look at both the SOLD properties and our CURRENT competitors in and out of your neighborhood.



Explain Forms & Disclosures

We will go through ALL of your forms, both state and federal, required to sell a home.



Determine Market Start Date

Based on your needs we will determine TOGETHER a start date, taking into account all market nuances (expected market time, expected underwriting time, post-closing occupancy time) to best achieve your goal.





ABOUT THE LUCAS HOWARD GROUP

Our Mission

The Lucas Howard Group teams together in our mission to provide our clients with the most satisfying home buying/selling experience. We embrace a team culture of self-improvement, while holding each other accountable to our shared values of integrity, innovation, teamwork, accountability, self-development, and community. Demonstrating that at the Lucas Howard Group real estate is not just our job, it is our passion.

Our Vision

Achieve recognition as the most respected real estate team locally, regionally, and nationally.

To hire and develop the most talented real estate team in the industry, placing each team member in the best role for their talents, skills, and passions.



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QUESTIONS TO ASK YOUR REALTOR

- Are you a licensed real estate agent? **YES!**
- Are you a full time agent? **YES!**
- Do you have a personal brochure? **YES!**
- Do you work on a team or alone? **TEAM**
- How many staff members do you employ? **21**
- Do you get feedback on showings? **YES!**
- What is the GRAR average sale price ratio? **92%**
- What is your list to sale price ratio? **97.25%**
- How do you rank within your firm? **#1**
- How many transactions have you done in the last 12 months? **300**
- Do you do virtual tours? **YES!**
- How many homes do you market at a time? **BETWEEN 10-25**
- How much do you spend on marketing per month? **\$17,356**
- Is your office open 7 days a week? **YES!**
- How long have you been in real estate? **13 YEARS**
- On average how long does it take your listings to sell? **70 DAYS**
- What is the board average? **104 DAYS**
- How many homes have you sold in your career? **HUNDREDS**
- Do you control your marketing or does your broker? **I DO!**
- Can you sell my home? **ABSOLUTELY!**
- How soon can we start? **RIGHT NOW!**



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MEET OUR TEAM

Listing Team



Lucas Howard
ASSOCIATE BROKER



Kindell Rerucha
REALTOR



Malinda Root
REALTOR



Sami Dougherty
LISTING COORDINATOR

Buyer Team



Rick Rico
REALTOR



Josh Howard
REALTOR



Rebecca Howard
REALTOR



Darryl Matthews
REALTOR



Karl Menzies
REALTOR



Annie Vecziedins
REALTOR

MEET OUR TEAM

Support Staff



Elissa Howard
DIRECTOR OF
OPERATIONS



Rhonda Farr
EXECUTIVE
ADMINISTRATOR



Nate Silvey
DIRECTOR OF
MARKETING



Shanon Kneibel
TRANSACTION
COORDINATOR



Dan Grenawitzke
BUSINESS DEVELOPER



Geoff Melton
BUSINESS DEVELOPER



Amy Lucas
DIRECTOR OF
BUSINESS DEVELOPMENT



Jodi Wolters
ADMINISTRATIVE
ASSISTANT



Lucas Howard
— Group —

LUCAS HOWARD

ASSOCIATE BROKER & CEO



Lucas Howard is the CEO of the Lucas Howard Group, as well as one of the investors in Keller Williams UK. Lucas has been successfully serving the Grand Rapids and West Michigan real estate markets since 2004. Currently, he is ranked by sales in the top 1 percent of agents with the Grand Rapids Association of Realtors.

His business model is based on his commitment to helping his buyers and sellers make informed and confident choices while empowering them to make educated real estate decisions. Lucas is known for his can-do-attitude, upbeat personality, and relentless pursuit to better himself so he can bring a higher standard of service to his clients.

Outside of work, Lucas is very involved in the Grand Rapids and Keller Williams community. He is currently a best selling author, sat on the board of Grand Rapids Association of Realtors and Agent Leadership Council, and is a dedicated committee member of Friends and Family of Cystic Fibrosis.

Lucas and his wife Elissa have been married since 2003 and have three daughters. They enjoy traveling, camping, playing competitive volleyball and spending weekends on the water in Northern Michigan.



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KINDELL RERUCHA

LISTING SPECIALIST

Every home has a story, and so do the realtors that sell them! Kindell Rerucha is a listing agent with the Lucas Howard Group. She grew up a coal miner's daughter in the mountains of Virginia. She has the perfect blend of southern charm mixed with the work ethic of a coal miner. She found her way to West Michigan via her husband, who is a Michigan native. Kindell and her family now live in Ada, MI. It's an area they love because of the scenery, community, and proximity to everything they enjoy doing in West Michigan.

Kindell is known for her ability to pinpoint the greatest assets of each house she is listing, ensuring the best price and terms for her clients. Because of her vast networks throughout Grand Rapids, she is an agent who



gets things done. Her clients regularly remark that she goes above and beyond in helping them with their real estate needs, and always explains what is going on.

When she is not helping her clients take the stress out of listing their homes, you might find Kindell volunteering and being an active member of her community. She is President of her Home Owner's Association, PTO Treasurer for Ada Vista, and a board member of the Ada Business Association. No one takes a more active role in their community than Kindell. She also loves to spend time on the lake with her family, reading a good mystery, kayaking, or just enjoying the view.



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MALINDA ROOT

LISTING SPECIALIST



Growing up, Malinda's mother developed a love for flipping homes. Naturally, Malinda and her sister played a huge role in helping their mother whenever they could. As Malinda grew up, she started to become interested in becoming a Realtor. She obtained her Real Estate license in Texas when she was 21 and then went on to work for a Custom Home Builder as an inside sales agent.

Fast forward to her move to Michigan in 2008, she worked behind the scenes in Real Estate for some time before deciding it was time to become a licensed agent in 2012.

Malinda's passion for Real Estate is always growing and she strives to find ways to become the best Realtor she can be, continually educating herself on the local West Michigan market and new trends. Helping people achieve their dreams from all walks of life, and across all generations, is what is important to Malinda. She is known for putting the needs of her clients above the

need for making a sale. She truly has a knack for making feel people comfortable. Malinda is patient, a great listener, and is honest. She works tirelessly to get her clients the best possible deal, all while creating strong, lasting relationships along the way!

Malinda's family is what motivates her to work hard each day. She was raised in the state of Texas and always valued her parent's work ethic. Her experiences growing up led her to where she is today, in both her career and family life. She has now been married for 21 years, has two kids who are both out of high school and are now pursuing their own dreams!

When Malinda isn't working, you can find her out on the water. Whether that is boating in Saugatuck, kayaking down one of the many rivers in West Michigan, or just relaxing in her back-yard pool, it's truly where she loves to be!

She looks forward to working with you!



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DANIELLE HANSEN

LISTING SPECIALIST

From the beginning, Danielle Hansen was fascinated by the world of business and the doors in which she saw it open. This passion was fueled by her Father's professional career in Real Estate and Financial Investments.

Her University studies followed this passion, and she earned her BBA in Business, Leadership, and Marketing. Within weeks of graduating from University, Danielle's passion for helping others lead her to Australia and many of the Islands surrounding that country to aid in missionary work there. Upon her return and for more than a decade she joined a Fortune 500 company as a member of Leadership, Human Resources, and Agent Training.

Finally, the time came to join her father in his Commercial Real Estate Investment Firm. During Danielle's time in the Commercial Sector, she honed her already strong and natural negotiation and business skills. The pull to help families and individuals live fuller



lives continued; in her spare time she began helping family and friends find the homes of their dreams.

This ultimately led Danielle to Keller Williams Realty where she is a Residential Specialist for the West Michigan Market. Here she has found the place where all her passions, love for business, negotiating on the behalf of others, and helping individuals and families live fuller more successful lives meet.

Clients find Danielle's extensive experience invaluable, as it includes all aspects of the industry.

With love for meeting people, and creating connections, Danielle wouldn't be in any other career. Give her a call with any question you might have. She's looking forward to getting to know you.



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SAMI DOUGHERTY

LISTING COORDINATOR



Sami Dougherty provides organization, dedication, and a great customer experience in every real estate transaction that comes her way. After working in higher education for nearly 10 years, Sami decided it was time to bring her skills for customer service to an industry that desperately needs more people like her. Today as the Listing Coordinator for the Lucas Howard Group, Sami proves her passion for working well in a team to accomplish something great day in and day out. Through exceptional marketing and networking skills, Sami is continuously making a name for herself in the real estate business.

Sami has had the lesson of working smarter, not harder instilled within her throughout her life. With this lesson as an intrinsic part of her professional life, Sami commits herself to a highly organized approach with each and every listing thrown her way.

While an organized workload is necessary in real estate, Sami knows this means nothing

if clients are not highly informed and kept happy. Sami's exceptional communication skills make her the ideal resource for helping others understand the complicated processes of buying and selling real estate. With over 20 years of customer service experience, Sami has proven time and again she stops at nothing to effectively answer any questions clients pose as quick as possible.

Sami spent her early years as a child in mid-Michigan followed by a college education at Western Michigan University. She has now lived in Grand Rapids for the past 10 years and after discovering what an amazing place West Michigan truly is, Sami never plans to leave.

As a wife and mother of two, Sami enjoys spending free time with her family camping or simply just being outdoors as well as reading and cooking.



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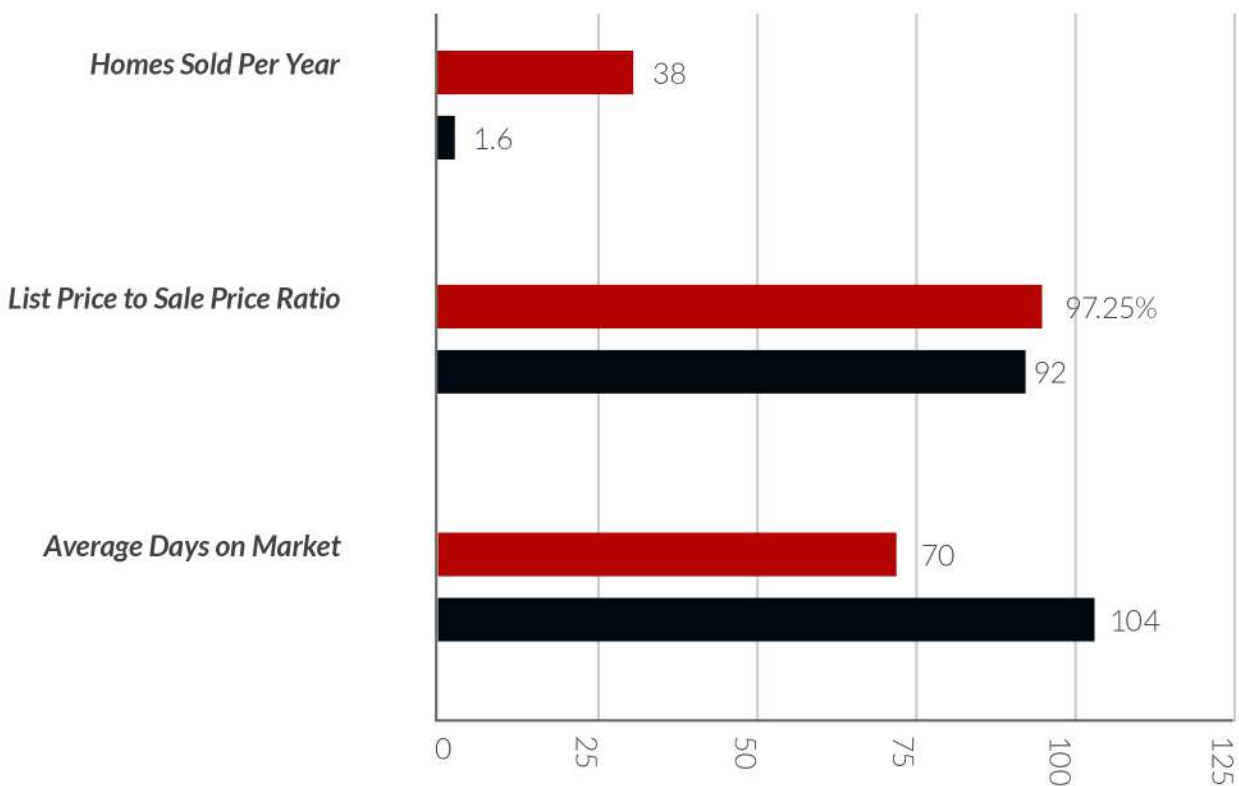
LUCAS HOWARD GROUP LUXURY RESULTS



Lucas Howard Group



Average GRAR Realtor



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COMMUNICATION

We don't just put a sign in the yard and walk away. Your Listing Agent and Listing Coordinator will be there every step of the way to keep you informed on how the sale of your home is going and help you navigate the process. Our number one priority is that you are informed and know what to expect. That is the Lucas Howard Group Promise.

Client Report

The Monday after your first open house you will receive a report that details the comments your Facebook ad is receiving, the statistics from the Multiple Listing System and GRAR sites for how many views, matches, saves your listing is getting. You will also get updates on calls we are receiving on your property.

Weekly, on Wednesdays, you will receive an online Marketing Report that details how your home is performing on various websites. On Fridays, your agent will be looking at changes in the comparable homes in the area and contact you in event of notable changes. This will keep you informed of all comments about your home and how to adjust the marketing accordingly.

Showing Time

Showing Time is the system we use to schedule showings. When a potential buyer wants to view your home they will call Showing Time to set up an appointment. Our Listing Coordinator will set up the parameter of times that work for you, including any restrictions or lead times showing agents need to be aware of ahead of time so the scheduling process is seamless. You have total control over confirming showings so you will always know when potential buyers will be at your home. Once the showing is completed, feedback will be requested from the showing agent and that feedback will be forwarded to you right away.



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LISTING PROCESS & MARKETING PLAN

Open House & Private Showings

Once your home is active on the MLS, invitations are sent to agents in Grand Rapids and the lake shore who have buyers in the set price range. All private showings are hosted by the listing agent. This allows the agent to showcase features of the home, of which visiting agents may not be aware. All potential buyers will be verified through proof of funds and/or a pre-qualification letter before scheduling appointments.

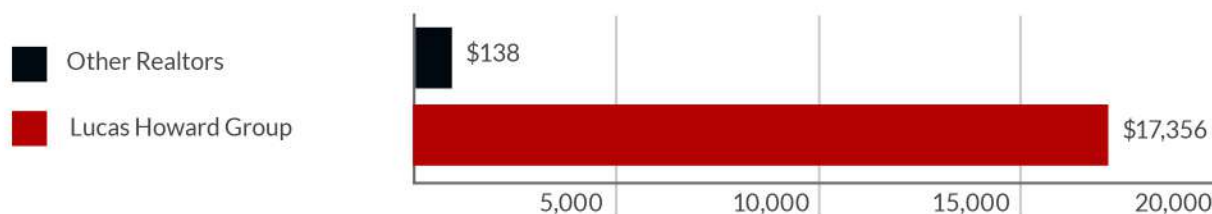
Digital Marketing

Not only will your listing be posted on the MLS, but it will also be posted on Zillow, Trulia, and 140 other websites. Your home will be advertised to agents around the world through both national and international luxury websites--such as our KW Luxury International

website. To further our reach, we run targeted sponsored advertisements through various social media platforms during the first week your home is on the market. In addition, we run a reverse prospect to look for buyers who have set up a search that meets your home's criteria. Your listing agent will follow up with those agents who have a buyer match.

Print Marketing

We understand that not every customer is looking online for new homes. Your home will be featured through a variety of printed magazines. These magazines include the KW Luxury magazine, Domain, and other luxury magazines targeting relocation companies. In addition, we advertise in the local luxury magazine Cascade Living and newspapers in major surrounding cities.



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PROFESSIONAL PHOTOGRAPHY

Your home will be photographed by a professional real estate photographer to achieve quality HD photographs for placements through digital and print marketing. We use aerial drone photos to showcase the landscape and your home. In addition, a 3D walk-through will be conducted using Matterport. We will also include floor plans when appropriate.



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PRICING YOUR HOME

The value of your property is determined by what a buyer is willing to pay and the seller is willing to accept in today's market. Buyers make their pricing decision based on comparing your property to other properties SOLD in your area. Historically, your first offer is usually your best.

Pricing Misconceptions

- What you paid
- What you need
- What you want
- What your neighbor says
- What another agent says
- Cost to rebuild today

The True Market Value of Your Home is:

- What a buyer is willing to pay for it
- Based on today's market
- Based on today's competition
- Based on today's financing
- Based on today's economic conditions
- Based on the buyer's perception of the condition of the property
- Based on the location
- Based on normal marketing time



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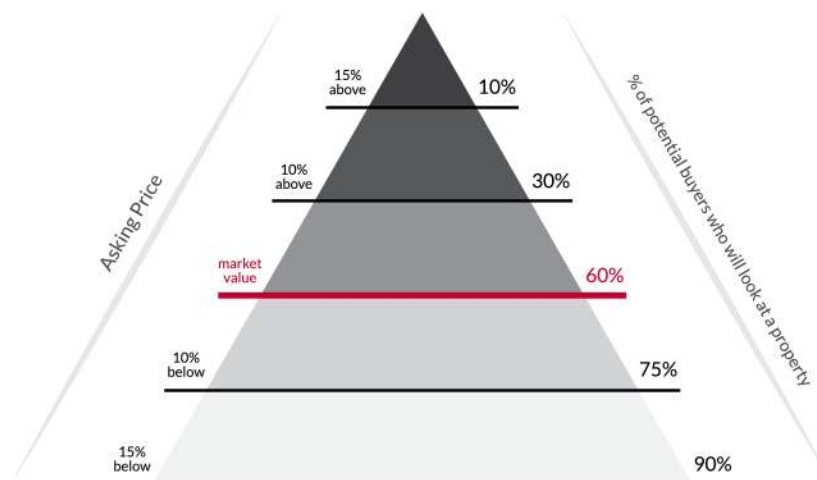




PRICING YOUR HOME CONTINUED

Pricing your property competitively will generate the most activity from agents and buyers.

Pricing your property too high may make it necessary to drop the price below market value to compete with other current listings.



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THE PROMISE

The Lucas Howard Group is committed to providing you with an A+ customer service experience. Our team of professionals are here to guide you through your transaction with ease. By the end of your transaction we anticipate you having such a great experience you can't wait to introduce your friends and family to us! We are looking forward to working with you and welcoming you into our LHG family!



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Reticular Activator

Who do you know that is looking to buy, sell, or invest in real estate?

Re-tic-u-lar Ac-ti-va-tor (n.)

The part of the brain that controls consciousness and behavioral motivation. It acts as a gate keep or filter deciding what stimuli to let in or ignore.

Example

When you buy a new red Porsche, it seems like the whole world has purchased a red Porsche, because now you notice them everywhere. Just like when you buy a new home, it seems like everyone around you is also purchasing a new home. That is the reticular activator at work.

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KW GRANDRAPIDS
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REALTY



Barbara Corcoran



Kevin Harrington



Dave Ramsey

Endorsed By
Trusted Leaders

Online



Social Media



Instagram

Community
Events



Lucas Howard
Group
Network

TV/Radio



Direct & Email
Campaigns