
THE CARL HAWTHORNE TEAM

Pre-Listing Presentation

SELLING YOUR HOME FOR TOP DOLLAR



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Welcome Letter

Dear Seller,

On behalf of The Carl Hawthorne Team, I would like to thank you for entrusting us for all of your real estate services. With our market knowledge and open communication, we want to assure that we will provide the highest level of service while getting your property sold.

As we begin, we want to emphasize that our deepest commitment is to our clients. At The Carl Hawthorne Team, we strive to make our clients feel knowledgeable, empowered and prioritized. Our team makes use of all the available marketing resources in order to make sure that all listings have maximum exposure. We have a team of well-trained licensed real estate agents who have years of experience and expertise in the real estate market.

If you have requests, questions or concerns, feel free to call us at (770) 765-2828 or email me at carl@carlhawthorne.com.

Our team is excited for you and cannot wait to help you throughout the journey.

Thank you again for choosing The Carl Hawthorne Team!

Your Friends, Your Realtors,

The Carl Hawthorne Team

CARL HAWTHORNE
TEAM

ATLANTA COMMUNITIES

Customer Reviews

Knowledgeable: ★★★★★

Expertise: ★★★★★

Responsiveness: ★★★★★

Negotiating Skills: ★★★★★

Professionalism: ★★★★★

Friendliness: ★★★★★

Attentiveness: ★★★★★

Promptness: ★★★★★

The Carl Hawthorne Team took the time to **make sure we understood** the entire selling and buying process. They **answered every question** we asked and made the process **stress-free** as can be! We appreciated all their good **advice** and will **definitely recommend** them to anyone needing a realtor.

- Amanda

They truly **listened to our needs, didn't rush** anything. They understand today's unsystematic housing market while **strategically dedicating their efforts** to make you feel as if you are the only client they are supporting.

- Garrett

The Carl Hawthorne Team has been **outstanding** to work with. They are **extremely knowledgeable and professional**. We appreciate all of the **hard work they have** done for us in finding the right home. They truly have their **client's best interest** at heart.

- Steve

The Carl Hawthorne Team is **patient, kind, and knowledgeable**. As a first time buyer, I was terrified and had no idea what to expect in this market but putting my **trust** in The Carl Hawthorne Team was the **best thing I've ever done!**

- Janelle

My experience with the Carl Hawthorne team has been **awesome**. I had decided to sell my house without a realtor, but after talking to the team, they explained to me that using a realtor would get the house **widely advertised and generate more interest**, and that they would do all the **negotiations** to get me top dollar.

Once I turned the sale of my house over to them, they **went to work immediately**-setting up showings and **scheduling open houses**. 24 hours after my house went on the market, we had **multiple offers above the asking price**. Their **professionalism** showed as they negotiated with prospective buyers to get a contract well **above the asking price**.



- Gary

The Carl Hawthorne Team was **extremely patient** with me during my home search. We looked at many homes, and **they took the time to know what I was looking for!** The team was **efficient** in working with the seller's listing agent to get me the **home of my dreams**.

- Patti

I **can't say enough good** about The Carl Hawthorne Team. They helped me through **every aspect** of my sale and even **helped with problems that arose with my actual move to another state**. The team was always ready to solve any problems I encountered during the whole process.

- Majorie

What We'll Do

- ★ *We will place our custom Atlanta Communities yard sign on your property as well as put an electronic lockbox by the door.*
- ★ *We ensure that your home will have a licensed listing coordinator and a professional stager*
- ★ *We upload 30-80 professional pictures and video of your home on our website, different social media platforms, FLMS, GMLS, Zillow, Realtor.com, Trulia and 150+ additional websites for maximum exposure.*
- ★ *Our team has a dedicated marketing department that starts immediately to prepare your listing launch.*
- ★ *Our team will design promotional flyers promoting your property to the prospects in our database, which includes: the Top 100 Resale Agents, Top 200 Attorneys, Top 200 Physicians and Top 500 Business Owners.*
- ★ *Our marketing team will create a customized marketing strategy for your home including: all forms of digital media, print media, social media, open houses, door knocking, prospecting for buyers, [Kona Ice mega-open house extra stuff] and more!*
- ★ *Our marketing team will create brochures or flyers of your property to be placed in your home during showing and open houses. Marketing materials and photos will be printed in color to show the best features and benefits of owning your property.*
- ★ *We ensure that your property will have a full-time team dedicated to marketing the sale of your home. This includes placing PAID advertising on Zillow.com, Realtor.com, Trulia.com, Homes.com, Google, Bing, Yahoo, Facebook, Instagram, in addition to other websites and search engines.*

- ★ *We will set you up with "ShowingTime", a paid service which coordinates showings with agents and provide feedback to us. When we receive prospective buyer feedback, we will notify you by emailing or calling you to discuss.*
- ★ *We will keep you up-to-date on the market conditions pertaining to the "Sold" properties competing against your home to ensure we are pricing it correctly to get you top dollar.*
- ★ *We will maintain communication, electronic, written and by-phone. Our team believes strong communication is essential in our efforts to get your property sold.*
- ★ *Our team will be committed to prospecting daily for interested, pre-qualified buyers for your property!*
- ★ *Our goal is to get you the highest possible price, in the shortest period of time, with the least amount of inconvenience for you.*

If at anytime you have concerns with our marketing objectives and/or need any additional consultation, please feel free to contact us. From start to finish, this is a team effort and we are in this together!

Thank you in advance for your trust and confidence in us.

Sincerely,

Amber Holcombe

Amber Holcombe
REALTOR® and Estate Transition Specialist
The Carl Hawthorne Team



Meet the Team Leader!

CARL HAWTHORNE

Carl Hawthorne, Georgia native and lifelong resident of Metro-Atlanta, has 18 years of real estate experience. Over the last 7 years, Carl has continued to grow a top-producing team for North Metro Atlanta but the focus has never left the individual client. Unlike many large teams, Carl's team is always available to help you and your family. Carl has always been passionate about serving the client and the community.

Carl obtained a civil engineering degree from Southern Polytechnic State University, now Kennesaw State University, and later started his own environmental engineering company. He has held management positions at John Wieland Homes to design and build a number of communities such as: Ivey Walk, Legacy, Heritage at Roswell, Providence, Reunion, River Green, Vining Estates and Woodmont.

Later, Carl joined Pulte Homes as the Director of Community Development, and created neighborhoods including: Crabapple Registry, Legacy on the River Line, Park Avenue and The Woodlands.

Finally, he decided to leave corporate real estate and put more focus on the individual home-buyer. Carl began selling residential homes in 2006 and is now one of the largest top-producing agents in Metro-Atlanta.



Owner and Associate Broker
The Carl Hawthorne Team
carl@carlhawthorne.com
(770) 765-2828

Frequently Asked Questions

1. *How long have you been selling homes?*

Our team is well-experienced and diversified in real estate. All of the agents on our team have received training beyond the requirements of the Georgia Real Estate Commission. We pride ourselves in having a deep knowledge and understanding of the ever-changing real estate market. Our team has sold over 1,400 homes in Georgia.

2. *How many transactions did you close over the last five years?*

We closed 618 transactions for 220 million dollars in gross sales.

3. *How many hours a day do you prospect for buyers?*

On average, our team prospects for a minimum of two to three hours a day, five days a week per agent.

4. *What will you do to sell my home?*

Our marketing plan can be found on page #7.

5. *Will you be showing my home?*

Our team has full-time buying agents that are available to show your home.

6. *How will you keep me informed?*

Once a week, you will receive a call or email from an agent or listing coordinator to update you on the market activity of your home. You will always be notified when we receive prospective buyer feedback.

7. *Do you have a full-time staff and additional agents to assist?*

We have a full-time staff which includes: Listing Coordinator, Transaction Coordinator, Director of Sales, Director of Operations, Director of Marketing, Director of Media, professional stager, photographer and videographer.

Our Unconditional Guarantee

To our clients,

In order for the seller to feel 100% comfortable with our team, we offer the seller the following guarantee:

After listing the seller's home with The Carl Hawthorne Team | Atlanta Communities Real Estate Brokerage, if at any time in the process the seller is dissatisfied with the services we provide or about the job being performed, we will withdraw the listing with absolutely no further obligation to the seller with a 48-hour notification (upon your written permission).

If the seller chooses to withdraw without dissatisfaction and written notification, the seller may be responsible for fees associated with our services.

Trust, sincerity and results are foremost in the services that we offer.

Amber Holcombe

REALTOR® and Estate Transition Specialist

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amber@carlhawthorne.com | www.carlhawthorne.com

*I look forward to meeting
you again soon!*



Amber Holcombe is a full time REALTOR® and Estate Transition Specialist representing buyers and sellers of residential property. She has structured her business to provide extra services to families with complex real estate issues that involve death, divorce, and downsizing for care.

Prior to becoming a REALTOR®, she spent 15 years in wealth management operations and saw firsthand how difficult these transitions can be. Her company, Holcombe Estate Solutions, provides solutions for difficult transitions involving the preparation and sale of real estate and to advocate for a well-planned estate transition. Amber's clients know that she will work tirelessly for them and seek the best available outcome.

Her business is powered by the support of The Carl Hawthorne Team at Atlanta Communities Real Estate Brokerage.

Amber Holcombe | REALTOR® and Estate Transition Specialist
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