STAY OR GO HOMEOWNER

*"Know Before You Go"*

kw BAY AREA ESTATES

KELLERWILLIAMS

Brian Schwatka, Realtor®
& Transition Specialist

362 Irving Avenue, San Jose • 1761 Klamath Drive, Salinas • 34546 Falls Terrace, #17, Fremont • 238 Coy Drive, #4, S
Vineyard Lane, Saratoga • 3695 Stevenson Blvd , #C325, Fremont • 1269 Bouret Drive, #4, San Jose • 47112 Warm S
Los Gatos • 477 Lomer Way, Milpitas • 1855 Palm View Place, #118, Santa Clara • 3310 Kimber Court, #135, San Jose •
San Jose • 749 Center Avenue, Pacheco • 1023 Leona Court, San Jose • 517 Woodstock Way, Santa Clara • 510 Marbl
San Jose • 812 N 14th Street, San Jose • 470 Navaro Way, #00112, San Jose • 1041 Leona Court, San Jose • 3730 Mira
Jose • 14281 Esther Drive, San Jose • 1676 River Birch Court, San Jose • 5038 Russo Drive, San Jose • 2182 Galvest
San Jose • 10525 Center Avenue, Gilroy • 2328 Orlando Drive, San Jose • 4746 Eagle Lake Drive, San Jose • 1021 C
Jose • 224 E Rincon Avenue, Campbell • 448 Barnegat Lane, Redwood City • 1434 Kiner Avenue, San Jose • 2294 Co
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Avenue, San Jose • 6136 Yeadon Way, San Jose • 5602 Mesa Road, Gilroy • 5967 Post Oak Circle, San Jose • 5262 W
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1495 Emory Street, San Jose • 1731 Villarita Drive, Campbell • 861 Midvale Lane, San Jose • 346 Calado Avenue, Ca
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San Jose • 1535 Alisal Avenue, San Jose • 1353 Garrans Drive, San Jose • 3661 Mona Way, San Jose • 1287 Pampas
• 6667 Crystal Springs Drive, San Jose • 140 Magneson Loop, Los Gatos • 4764 Westmont Avenue, Campbell • 1828
Lane, Cupertino • 1610 Elwood Drive, Los Gatos • 17421 El Rancho Avenue, Monte Sereno • 216 Danville Drive, Los G
Place, Campbell • 20581 Canyon View Drive, Saratoga • 16640 Bohlman Road, Saratoga • 14985 Osborne Court, Mo
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Buckingham Drive, #258, Santa Clara • 812 N 14th Street, San Jose • 674 Morse Avenue, #E, Sunnyvale • 1565 E Sa
• 1918 Clarinda Way, San Jose • 1256 Swaner Drive, Gilroy • 683 Estonia Court, San Jose • 389 Brookmere Drive, Sa
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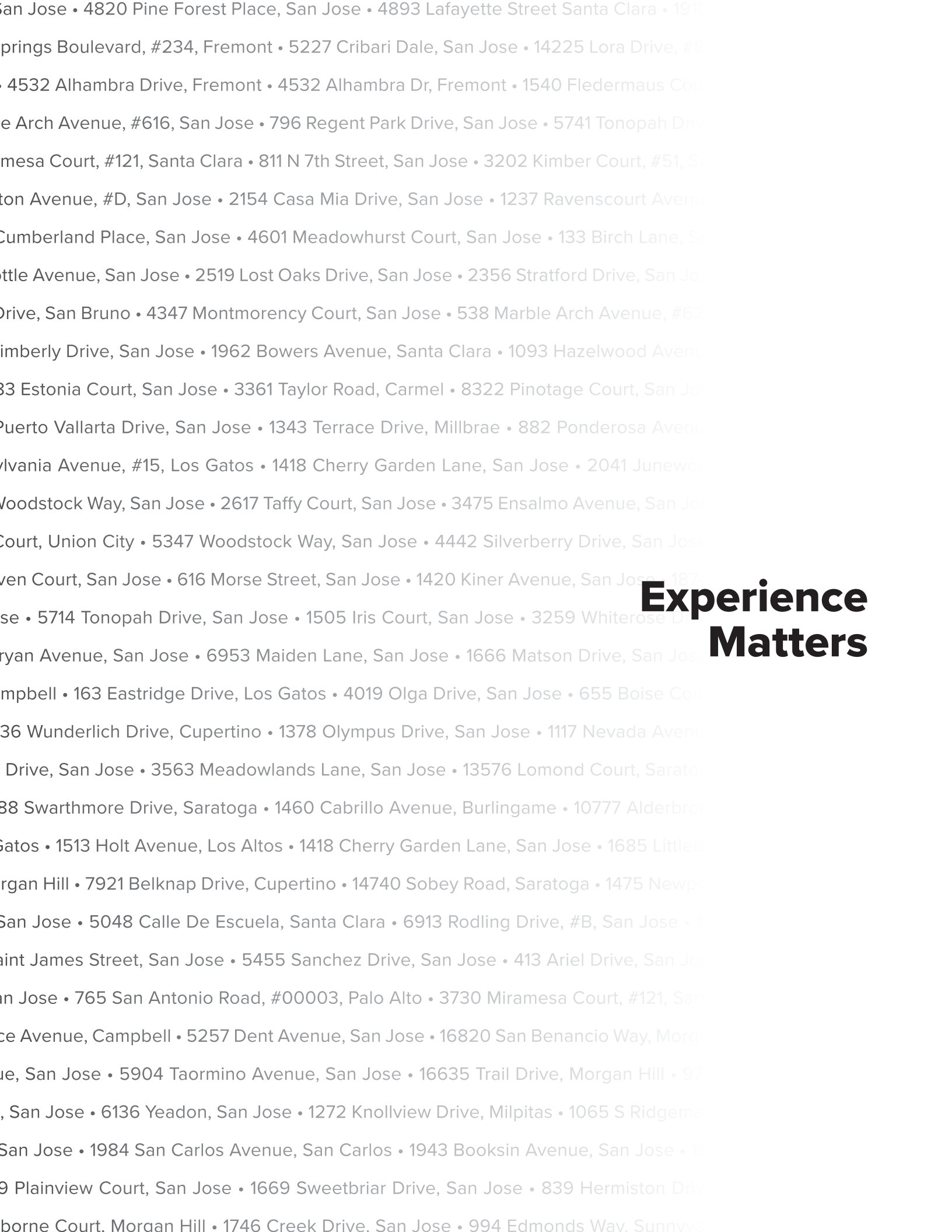
Hill • 5659 Salvia Cmn, Fremont • 5659 Salvia Common, Fremont • 133 Birch Lane, San Jose • 2257 Shibley Avenu
Golden Sky Way, Gilroy • 8487 Grenache Court, San Jose • 796 Regent Park Drive, San Jose • 1389 Cabrillo Avenue
Drive, Hollister • 7833 Prestwick Circle, San Jose • 882 Ponderosa Avenue, Sunnyvale • 1418 Cherry Garden Lane, S
Red Cedar Lane, Union City • 2464 Cordoba Way, San Jose • 15400 Winchester Boulevard, #45, Los Gatos • 6529
San Jose • 6953 Maiden Lane, San Jose • 1018 Carolyn Avenue, San Jose • 616 Morse Street, San Jose • 14985 Os


Experience
Matters

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# Welcome To
# The Stay Or Go Real Estate Team

## *"Rooted in Service & Education"*

Brian Schwatka has been a top producing Realtor and Transition Specialist since 2004. His purpose in life is to serve and educate with no expectations.

Brian educates transitioning homeowners by way of personalized consultations, on-line videos, and live workshops.

He has helped hundreds of homeowners understand and explore their options so that they can create a personalized plan for their future, whether they are staying or going.

Some homeowners are trying to decide if they should stay or if they should go. Once they've decided that they want to go, then they need to decide WHERE they should go. And finally, once they have decided to make a transition, they want the biggest return on their investment. The mission of the Stay Or Go Real Estate Team is to save their clients time, money and frustration and also to give them clarity, certainty and confidence.

Specializing in prime Silicon Valley neighborhoods, the Stay Or Go Real Estate Team covers the full spectrum of property types and price points across these desirable destinations. To ensure a broad reach and the most comprehensive client service, they also enjoy partnerships in key markets across the country.

With a carefully-planned, hyper-focused approach, the team embraces each engagement as unique and never ordinary. Extremely organized and gifted with a loyal, hardworking support system, they simply will not rest until the best job is done and they have achieved success for you. Their stellar reputation has consistently been built on delivering prudent, objective advice and guidance while maintaining the utmost level of client service.

# Our Selling Philosophy

## *Massive Market Exposure*

The home-selling process can be complex, stressful, and unpredictable if not managed properly. While each transition is different, every homeowner wants the same thing - the best possible price in the shortest amount of time with the least amount of stress.

Brian Schwatka and his Stay Or Go Real Estate Team use a pro-active approach to achieve “Massive Market Exposure.”

Listing a home on the internet, putting a sign on the lawn and having an open house just doesn’t cut it anymore. A different market calls for a different approach. By using a combination of digital, social, personal, and print advertising, your home will have a much better chance of receiving multiple offers.

# Services

Below are some of the services that the Stay Or Go Real Estate Team offers to our clients.

### EDUCATION

- How to get your home ready for the market
- How to sell a home as-is
- How to disclose everything to the buyers
- How to select an attractive list price
- How to calculate your adjusted cost basis
- How to calculate your Capital Gains
- How to calculate your net return
- How to retain your current property taxes
- How to downsize your belongings
- How to choreograph your transitions
- How to read the contracts and find red flags
- How to negotiate the best and highest price
- How to pick the best buyer

### MARKETING

- Professional high-end photography
- Professional quality videos
- Elegant virtual tours
- Magazine quality brochures and fact sheets
- Customized campaign to include online marketing as well as print advertising
- Eblasts to KW agents, the brokerage community, and to our personal network
- Professional copywriting for your marketing materials
- Neighbors-only open house events
- Public weekend open houses
- Custom website for your property
- Post on all major real estate sites
- Direct mail campaign to 250 neighbors
- Listing syndication out to over 40 online marketing resources

# Pre-Listing Preparation

Selling a home can be a high-stress and time-consuming endeavor if you chose the wrong agent. To get the best price for your home, the process includes knowing what cost-effective or no-cost improvements to make in order to get the best return, recommending and overseeing the right vendors, preparing the disclosures and other legal documents, effectively staging the home to get noticed and sold, correctly pricing the home to attract buyers, marketing the home, negotiating the offers, and smoothly going through escrow. No one person can master all of these tasks. You need a great team.

To ease your burden, Brian Schwatka orchestrates much of the work relating to home improvement, marketing, negotiation, and the escrow process. We have a team of specialists (i.e. interior designers, licensed contractors, handymen, graphic designers, copywriters, attorneys, online and social media marketing specialists) all devoted exclusively to assisting you through each step of the home-selling process.

It's unlikely that another agent, no matter how good, can match our depth of resources or combined expertise.

# Pre-Listing Preparation

### DESIGN COORDINATION

We will evaluate and recommend design improvements; for example, painting walls, interior touch-ups, removing carpeting, etc. Our team will ensure the improvements to your home are made beautifully, within budget, and on time. We will work directly with vendors to prepare your house, which includes scheduling start and end dates for the project, overseeing the work, and ensuring the work is appropriately performed.

### STAGING

Staging is a critical component of the sales process. The right decor will accentuate the positive features of a home that is being sold. To maximize the sale price of your home, Brian Schwatka works with professional designers to present your home in its best light. We know the style and inventory of Silicon Valley's best stagers and we can select the stager that is best for your home. We will manage and oversee the entire staging process, start to finish.

### LISTING ACTION PLAN

Our Team Manager provides a multi-point pre-inspection checklist that focuses on issues ahead of the property inspections, so simple details can be addressed before the inspector arrives. Work involves taking care of last-minute items, such as replacing light bulbs, fixing stuck windows, strapping water heaters, and checking or installing mandated smoke and carbon monoxide detectors.

### PROPERTY INSPECTION AND PREPARATION

We will oversee and manage all property inspections and preparation working with third-party vendors on your behalf. If the pre-sale inspections reveal potential issues, we will consult with you on the best course of action, all with the goal of ensuring you get top dollar for your property.

### VENDOR SELECTION AND MANAGEMENT

Due to our high volume of listings and long-standing relationships, we negotiate special pricing with local vendors. These vendors are familiar with the types of work necessary to bring a home to the market in the most cost-effective way. We also manage vendor project management, so that you enjoy peace of mind that the job is being handled.

# Your Custom Marketing Plan

### WELL-RESEARCHED PRICING

Capturing the right price in any given market is one of the most critical elements in a successful real estate transaction. Correctly pricing your property means diligently studying the market to know what interested buyers are willing to pay and to price completely within that range. This is what will position your house to stand out against other listings.

### CAPTIVATING STAGING

Staging is what creates a “wow” factor when a buyer walks through the door of your property. It’s what creates an emotional response and can often be an influence on whether or not an offer is made. From maximizing curb appeal to creating a clean and open interior, I will guide you on how to capture maximum buyer interest by highlighting the unique features of your house.

### HIGH-QUALITY, PROFESSIONAL PHOTOGRAPHY

Crisp, clear photos will make your property pop online and maximize visual appeal. I work with highly qualified, professionally trained real estate photographers who specialize in making your house look it’s absolute best.

### ENGAGING VIDEOGRAPHY

Video is at the heart of an effective digital marketing campaign and can provide a distinct advantage in a competitive market.

### CUTTING-EDGE DIGITAL MARKETING

With nearly 44 percent of buyers starting their search online and 95 percent of buyers looking online at some point in their home search, mastering the digital space is a must. From Google AdWords to social media marketing to my SEO-optimized website and mobile search app, your listing will shine online. It is my goal to provide innovative digital marketing strategies to ensure the right buyers find your property and take action.

### PROPERTY WEBSITE

Most of our listings receive a custom website featuring a gallery of photos, detailed property description, floor plan, 3D virtual tour, and personalized web URL. The web address is prominently displayed on all print and digital marketing materials so buyers can find it easily.

### 3D TOURS AND FLOORPLANS

3D Virtual Tours and floor plans allow potential buyers to view the property as though they are in the home itself. This allows greater access to out-of-town and international buyers in the market for a Silicon Valley home.

## EFFECTIVE EMAIL MARKETING

I maintain a database of over 1,500 past clients, industry contacts and community influencers with whom I maintain regular communication with. Your listing will be blasted to local Realtors®, and any interest shown will be followed up with further, targeted communications

## MASS MOBILE MARKETING

When you choose to work with me, your home will be listed on my mobile app and will be put in the hands of millions of buyers!

## BEST-IN-CLASS PRINT MARKETING

From fliers to postcards to custom lookbooks, we'll determine what professionally printed marketing pieces will move the needle to maximize the sale of your property.

## DIRECT MAIL POSTCARDS

Because your neighbors are frequently a great resource for selling a home, we create a direct mail campaign that showcases your home's beautiful photography.

## TARGETED NETWORKING

In real estate, it's not only what you know, but it's also who you know. As an active member of the real estate community and our community at large, I will market your listing to top agents and buyer specialists in the area, generating excitement and ensuring maximum exposure.

## EYE-CATCHING YARD SIGNS

Coming soon. For sale. Just sold. You have certainly seen these signs throughout your neighborhood – and their purpose is clear: to create excitement and interest around a listing. While much emphasis is placed on online advertisement these days, many buyers still look for their next home the old-fashioned way – by simply driving around their desired neighborhood. Professionally designed signage and property fliers will market your home 24/7 and capture attention from highly qualified buyers looking specifically in your area.

## OPEN HOUSE STRATEGY

Whether or not an open house is where your buyer comes from, they serve a strategic purpose – aggregating interested buyers in a specific geographic area. By showcasing your property with an open house, or simply leveraging the leads generated at another nearby open house, we will create and target a highly -qualified, localized group of buyers.

## YOUR LISTING, AMPLIFIED

When you list with me, we'll have access to the Keller Williams Listing System, or KWLS. This proprietary, exclusive system ensures your property is marketed online 24/7 through hundreds of the most popular search sites.

# The Process

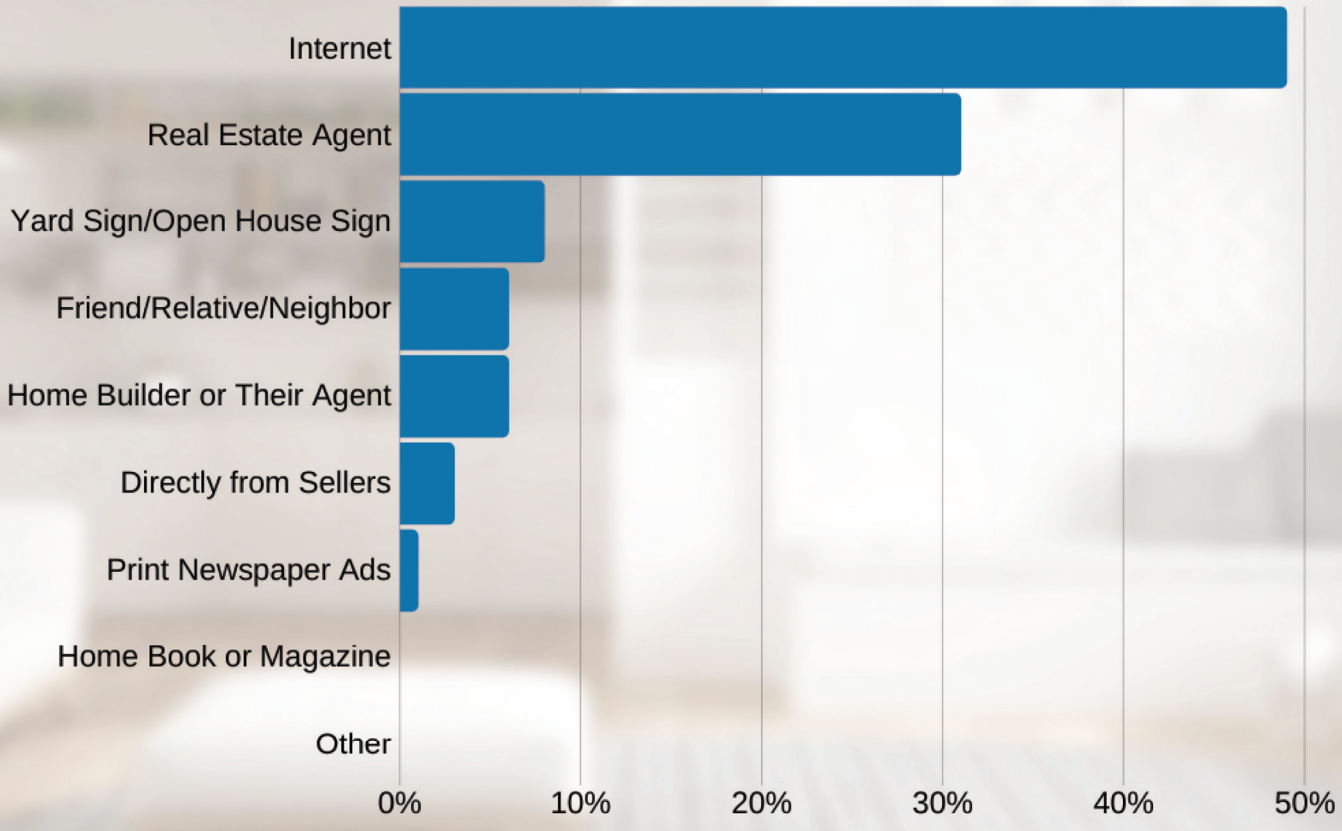
1. Initial meeting, walk-through, and Transition Planning
2. Sign Listing Agreement
3. Prepare your property for sale: Inspections, repairs, staging, etc.
4. Launch “coming soon” marketing campaign
5. Establish a competitive price
6. Officially list your property
7. Launch “just listed” marketing campaign
8. Start showing your house and hold an open house (optional)
9. Receive and present offers
10. Negotiate contract to match the Transition Timeline
11. Go under contract
12. Work with title company and buyer’s lender
13. Negotiate any issues
14. Oversee appraisal
15. Coordinate downsizing and the transition
16. Final walk-through
17. Close!

# Finding Your Buyer

The savviest marketing plan is one that targets the channels buyers are already using to find homes. From optimized internet exposure to networking with local agents, I'll work diligently to find your buyer as fast and efficiently as possible.

## *How Buyers Find Their Home*

National Associaton of REALTORS®
Profile of Home Buyers and Sellers 2017



# Pricing Strategy

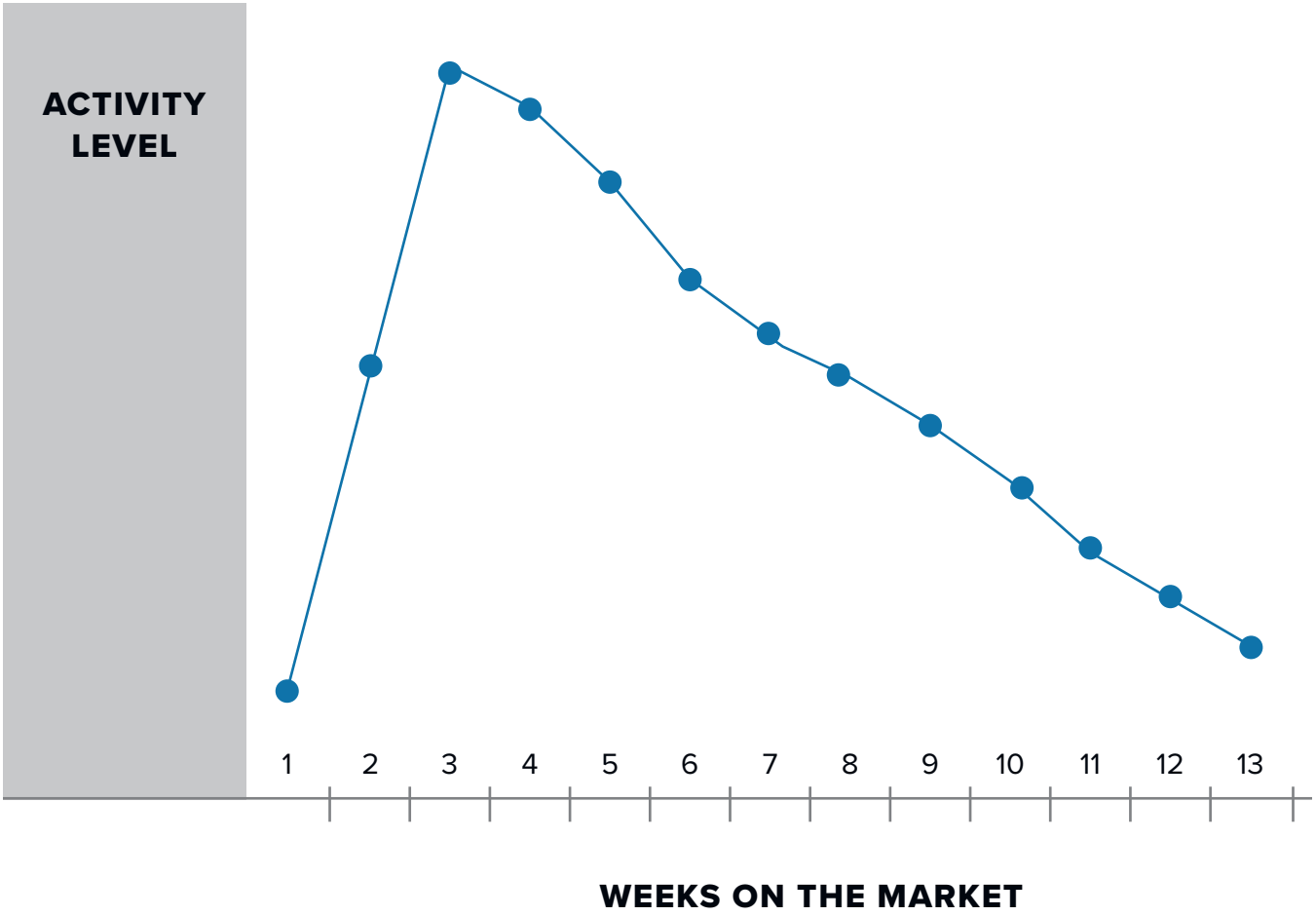
The right price for your property is not determined by any one agent or seller - it's determined by current market conditions.

Pricing strategy is an art, not a science. Experience matters! We assess accurate, up-to-date MLS data to select active, pending, and sold properties that are the most comparable in features and amenities to your property. Combined with our in-depth local knowledge of our marketplace, this method allows us to price your property correctly, so it sells timely and for the highest possible price.

## *The First 30 Days*

### CRITICAL TIMING

A property generates the most interest when it first hits the market. It is imperative to capture the attention of buyers and agents within the first month of listing.



# Other Ways We Can Help

We enjoy strategic partnerships with pre-screened vendors which we trust to provide our clients with the highest level of service. These include:

- Experienced Inspectors
- Hauling Companies
- Cleaning Services
- Landscaping Services
- Downsizing
- Staging
- Insurance Agents
- Lenders
- Handymen
- Plumbers
- Electricians
- Flooring Companies
- Painter & Wallpaper Removal
- Roofers
- Movers

# Why Choose Brian as Your Listing Agent?

**Senior Centric Realtor:**

- Seniors Real Estate Specialist (SRES)
- Certified Seniors Advisors (CSA)
- Certified Negotiations Expert (CNE)
- Certified Probate Real Estate Specialist (CPRES)

**Transition Specialist:**

- 60 Day timeline
- Reducing stress and surprises
- Orchestrating all transition logistics
- Repeatable processes with checklists

**Industry knowledge, not just Real Estate:**

- Calculating adjusted cost basis
- Capital gains calculations and strategies
- Investigating how you are holding title
- What to do if a co-owner passed away
- Probate avoidance and transactions
- Selling and exchanging investment properties

**Main point of contact for all professionals:**

- Inspection team: pest, roof, foundation, etc
- Home preparation team: repairs & upgrades
- Home marketing team: downsizing, staging

**Strong character and active in the community:**

- Creator of the Stay Or Go Homeowner system
- In-Depth knowledge of seniors communities
- Passionate, patient empathetic, experienced, creative, diligent, successful, energetic, proactive, organized, tenacious, & positive.

**Proven track record since 2004:**

- Top 5% of all Santa Clara County Realtors
- Top 1% of all agents, worldwide
- Average sales price (past 5 years): $1,235,000
- Average days on market (past 5 years): 11 days

# Meet the Team

## Madison Dunn

***Assistant & Team Manager***

Madison has more than 8 years of experience assisting at all levels of an organization. Her philosophy is that every problem has a solution! She is one of the main points of contact throughout your transaction. She schedules the home preparation services, orchestrates the calendar and makes sure that your transaction is stress-free.

## Katie Piro

***Transaction Coordinator***

With 10+ years of Real Estate experience and thousands of closed escrows under her belt, Katie is great at keeping everything on track! Not many people love doing paperwork, but Katie does. As a transaction coordinator, she will keep timelines, paperwork, escrow, and agents organized and moving forward, with a smile.

## Maria Tran

***Senior Escrow Officer***

Maria has been in the title business for over 30 years and she loves what she does every day... to make the American dream possible by closing escrow one file at a time with efficiency, top-notch service and with a kind and caring heart. She's the best in the business and is also the branch manager.

## Cindy Hofen

***Move Manager***

Cindy founded Managing Moves & More in 2009 after helping her mother-in-law downsize and move. She realized that helping people through this stressful process was her calling. To date, she has helped over 2,000 clients. Cindy's biggest source of business comes from referrals from happy clients, other Realtors, and senior communities.

# Brian's Diversified Portfolio

16000 Glen Una Dr, *Los Gatos*
**SOLD FOR $3,400,000**

1475 Newport Ave, *Willow Glen*
**SOLD FOR $3,400,000**

14985 Osborne Ct, *Morgan Hill*
**SOLD FOR $2,075,000**

16640 Bohlman Rd, *Saratoga*
**SOLD FOR $2,050,000**

1685 Littleton Pl, *Campbell*
**SOLD FOR $1,810,000**

1513 Holt Ave, *Los Altos*
**SOLD FOR $1,661,000**

6667 Crystal Springs Dr, *Almaden*
**SOLD FOR $1,413,000**

3563 Meadowlands Ln, *Silvercreek*
**SOLD FOR $1,400,000**

655 Boise Ct, *Sunnyvale*
**SOLD FOR $1,250,000**

1495 Emory St, *Rose Garden*
**SOLD FOR $1,200,000**

1353 Garrans Dr, *West San Jose*
**SOLD FOR $1,350,000**

8322 Pinotage Ct, *The Villages*
**SOLD FOR $740,000**

# Why Keller Williams?

## *Keller Williams is not your traditional real estate company.*

That is why it is not surprising that it is the fastest-growing real estate company in North America and is #1 globally. Our phenomenal growth is only part of the story:

- Largest independent real estate franchise
- A network of over 180,000 real estate consultants with a projected growth of 300,000
- 940+ offices worldwide
- Excellence in cutting-edge real estate training, real estate coaching and real estate education
- Most Innovative Real Estate Company — Inman News

### GLOBAL REACH

Offering comprehensive services to investors, property owners, tenants, and developers around the world, Keller Williams Realty has an established network and a proven model that sets a framework for profitability in any market across the globe. We know that the strongest enterprises are driven by top talent, and our growth strategy is completely centered on getting in business with the very best people in the real estate industry across the globe.

With more than 180,000 real estate agents worldwide, operating in more than 940 market centers across the globe, Keller Williams is currently the largest real estate franchise by agent count in the world.

## GAIN INTERNATIONAL EXPOSURE

KW Luxury International has a global reach that allows your property to be showcased to interested buyers all around the world. The global real estate market continues to grow every year and serves as a significant opportunity to those who are selling highly desirable properties.

- According to the National Association of REALTORS®, international buyers:
- Purchased 214,885 residential properties totaling $102.6 billion in volume in the last year
- Paid a 79 percent higher average purchase price
- Paid cash 50 percent of the time
- Bought 2.8 percent more residential properties than this same time last year

My global network of connections allows me to strategically market your property to the largest audience possible. And, as a member of KW Luxury International, I will:

- Ensure your listing will reach 100+ countries
- Translate your listing into more than 28 languages if needed
- Syndicate your listing to more than 80 international portals including China's Fang.com, which hosts more than 3 million unique visitors per day
- Directly access a wide network of Keller Williams associates in over 24 countries around the world who can assist in connecting your property with the right buyers

# Testimonials

*"Brian, thanks for your pro-active efforts in selling our home after it had expired on the MLS. After interviewing multiple Realtors, we came to the conclusion that you had the most complete marketing campaign and that you would work the hardest to sell our home as fast as possible. You did what you said you were going to do and sold our home, even in a terrible market. Thanks again."*

*"Brian has the confidence and the industry knowledge to get the job done where others had failed. There were quite a few challenges during the transaction, but he continued to turn them around in our favor."*

*"I've known Brian for years and trust that he has my best interests at heart. He takes great pride in his business and makes it look easy. He has a win-win attitude so that the agent on the other end of the deal wants to work with him. I wouldn't have this house if it wasn't for his positive attitude."*

*"Once again, Brian worked miracles for us. God knows that most realtors out there would not put as much work and detail into every transaction as Brian does. We never have to worry when Brian is involved. We let him know what our goal is and what our limitations are and he makes it happen. He truly is a great realtor and trusted friend!"*

# *Thank You.*

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