

LETSGETMOVINGWITHAMY LISTING PACKET



LGMWA



This listing packet was thoughtfully created to assist and guide you every step of the way. Inside, you'll find everything you need to navigate the listing process with confidence and ease.

Our team is wholeheartedly committed to providing you with the best possible service. We're here to address your questions, meet your goals, and ensure your experience is as smooth and successful as possible.

WELCOME

MEET OUR TEAM



Amy Eves Walder

Realtor

✉ amy.walder@kw.com

I have held my PA Real Estate license for 18 years and have been licensed in NJ for 6 years. In PA, I service Montgomery, Bucks, Delaware, Chester and Philadelphia counties. I also service most of southern NJ down to the shore points and surrounding areas. My husband, John, and I are a top producing team in our office.

I love real estate and helping clients! I also love hosting client events and staying closely connected with my community!

Here is a little bit more about me:

- KW Cultural Icon 2024 for Horsham Market Center

I won the 2022 Keller Williams Cultural Icon award

- I am an ALC (Agent Leadership Council) team member in my Keller Williams office, designated for top 10% producing agents

- I am the Keller Williams Culture Committee chair for my office

- I am the Keller Williams Growth Committee chair for my office

- I am the Chair of the Keller Williams Regional Charity Golf Outing

- I am on the Fundraising Committee for my local swim club

- I am the President of the PTO at my children's school

- I have a CNE (Certified Negotiation Expert) designation

In my spare time I enjoy vacationing with my family at the NJ shore, attending Phillies games, cheering on my kids (Benjamin & Brynn) at their many sporting events, running and snuggling with our little pooch, Dolly!

MEET OUR TEAM



John Walder

Realtor

✉ john.walder@gmail.com

I have been a full-time real estate agent with Keller Williams for 5 years working alongside my wife Amy who has been a PA/NJ real estate agent for 18 years. Before real estate, I spent 15 years in enterprise sales selling various SaaS solutions to Fortune 1000 companies. This experience has been beneficial to our clients helping negotiate the best terms whether buying or selling their next home!

Outside work, I am an "Uber driver" for our two super active children (Benjamin and Brynn), coach, volunteer, property investor, OCNJ enthusiast, and devoted Philly sports fan! I am a graduate of Archbishop Wood High School and La Salle University. We have resided in Upper Dublin, PA for 10 years.



Olivia Duque

Transaction Manager

✉ letsgetmovingwithamy@gmail.com

I have nearly 3 years of experience working as a general administrative assistant, including over a year with Amy & John. Additionally, I am a licensed nurse in the Philippines. I love helping people and animals too!



OUR LISTING PROCESS

01

Hire us

Begin by selecting a knowledgeable and experienced agent to guide your journey.

02

Pre-listing

Meet with your agent to determine a strategic price and sign all necessary paperwork.

03

Photos and Active Date

We will arrange a professional photoshoot and set your listing's active date and open house.

04

Marketing

Once we have the professional photos, we will start to create marketing materials.

05

Offers

Evaluate offers with your agent, accept the best one, and celebrate being under contract!

06

Closing



Hire us

01

The first and most important step is partnering with an experienced real estate professional who understands the local market. Amy & John will guide you through the entire selling process, from setting a strategic plan to negotiating offers, ensuring you feel confident every step of the way.

Discuss Pricing and Prepare Listing Documents

02

We will work with you to review comparable properties, market trends, and your goals to determine a competitive asking price. You'll also sign the necessary documents, such as the listing agreement, disclosures, and any legal forms required to market your property.

Schedule Photos and Active Date

03

High-quality, professional photos are essential to making your home stand out online. We will coordinate the photoshoot and help you prepare your home for the best presentation. Once the professional photos are ready, we will start creating marketing materials for your property.

Marketing and Showings

04

Your home will be in coming soon status and will be showcased across multiple platforms with the marketing materials created specifically for your property. Platforms includes the MLS (Multiple Listing Service), social media, and email campaigns, and open houses to attract buyers. We will coordinate showings, gather feedback, and ensure your home is presented to its full potential.

Review Offers and Go Under Contract

05

Once offers start coming in, Amy & John will help you evaluate them, considering not just price but also terms, contingencies, and the buyer's financial strength. After choosing the best offer, you'll officially go under contract and move one step closer to closing the sale!

Closing

06

This is the final step in the home-selling process when ownership is officially transferred to the buyer. You'll sign documents, hand over the keys, and receive the proceeds from the sale. Also, we would love to know your feedback about our service!



WHY LIST WITH US?

90% of our business comes from personal referral - Our #1 priority is working to exceed our client's expectations! We cherish our client relationships and strive to deliver maximum value. We list your property on over 150 websites getting you maximum exposure!

At the heart of our approach, we put our clients' needs before anything else, ensuring that their goals are our top priority. Our results speak for themselves—we consistently get homes sold in fewer days and for the highest possible profit. Just take a look at our 2023 and 2024 listings; over the past 24 months, our Let'sGetListing system has achieved a 110% sold price for our sellers. We invite you to read our glowing Google reviews, and we're happy to connect you with other clients who have experienced success with us.

Our proven system includes expert marketing and leveraging our extensive network of professionals to create urgency and drive results. Through the KW network of agents working towards a common goal—selling your house—we utilize every tool at our disposal. But our commitment doesn't end at the sale; 90% of our business comes from repeat clients and referrals. We prefer to invest in creating memorable experiences through client events rather than spending on TV commercials or billboards. It's all about giving back and celebrating the relationships we've built.





WHEN WE LIST

When we list a property, our approach goes beyond the traditional methods. We leverage the power of social media by strategically posting captivating content that showcases your property's unique features. Simultaneously, we ensure maximum exposure by listing it on the Multiple Listing Service (MLS), reaching a vast network of prospective buyers.

Our commitment to excellence extends to the visual representation of your property. We invest in professional photography to capture the essence of your home, highlighting its distinctive qualities and presenting it in the best possible light. These high-quality images not only make your property stand out but also provide potential buyers with a compelling visual narrative, demonstrating why it is worth every penny.

By combining social media outreach, MLS listing, and professional photography, we create a comprehensive marketing strategy that maximizes visibility and emphasizes the value of your property. We go the extra mile to ensure that your home is not just listed but celebrated, making it irresistible for prospective buyers in the market.

CLIENT EVENTS



BREAKFAST WITH THE BUNNY



FALL FESTIVAL



PIE GIVEAWAY



BREAKFAST WITH SANTA



TERMS TO TAKE NOTE OF

Listing Agreement

A contract between you and your real estate agent granting them the right to market and sell your property. It outlines the terms, such as the listing price, commission, and the duration of the agreement.

Comparative Market Analysis (CMA)

A report prepared by your agent that analyzes recent sales of similar homes in your area. This helps determine a competitive asking price for your property.

Seller's Disclosure / Seller's Property Condition Disclosure (SPCD)

A document that requires you to disclose any known issues or defects with the property (e.g., structural problems, plumbing issues). *Being transparent is key to avoiding legal disputes later.*

Days on Market (DOM)

The number of days your property has been listed for sale. A high DOM might signal to buyers that the property is overpriced or undesirable, so setting the right price from the start is critical.

Contingency

A condition written into the purchase agreement that must be met for the sale to proceed. Common contingencies include home inspections, appraisals, and financing.

Multiple Listing Service (MLS)

A private database that real estate professionals use to share information about properties for sale. MLSs help real estate brokers find buyers for their properties and connect buyers with properties for sale.



SELLER QUESTIONNAIRE

Seller Questionnaire

Seller(s) Name(s):			
Email:			
Street Address:			
Home Phone:		Mobile Phone:	
Appointment Date and Time:		Location:	
Do you have about 5 minutes so I can ask you some very important questions before I come out to meet you?			
1. How did you hear about me?			
2. Where are you moving?			
3. What's motivating you to move there?			
4. How soon do you have to be there?			
5. If we sell your home in the next 30 days, will that pose a problem for you?			
6. If "yes", what would that problem be?			
7. What would happen if your home did not sell?			
8. If you were a buyer in this market, how much would you pay for your house?			
9. How much do you owe on the property?			
10. I'll be sending you a packet of information. Will you take a few minutes to review it before we meet?			
11. Do you have any questions before we meet?			
12. Will all decision-makers be there when we meet?			
Just so you know, our meeting will take place between ____ and ____ minutes, OK?			
I look forward to meeting with you on (date) at (time).			

RECENT LISTINGS



Hatboro, PA 19040

3 BEDS | 1.5 BATHS | 1,470 est. sq. ft.

Listed at \$425k



Quakertown, PA, 18951

4 BEDS | 2.5 BATHS | 2,520 est. sq. ft.

Listed at \$405k



North Wildwood, 08260

1 BED | 1.5 BATHS | 512 est. sq. ft.

Listed at \$300k



Glenside, PA 19038

4 BEDS | 2.5 BATHS | 2,4565 est. sq. ft.

Listed at \$525k

CLIENT TESTIMONIALS

Keira O.



Such a pleasure to work with Amy again, she is always so helpful with any questions and concerns we may have. Looking forward to working with her again in the future.

Lindsay H.



Could not recommend Amy more! Amy has been my rock through this whole experience. She has had my back every step, fought for me, taking every one of my panicked phone calls day or night, and guided me every step of the way. She has been amazing at explaining everything to me as a first time home buyer in great detail and had the patience of a saint. I could not ask for anything more in a realtor and will be forever eternally grateful that I had her through this process. She is a poised and polished pit bull in a Lilly Pulitzer dress. I would never buy or sell a home again in the future without her.

LGMWA



Jeff



Amy and John are excellent Real Estate Agents. They are knowledgeable, helpful and diligent. We will definitely be working with them in the future!

Karen H,



Amy was AMAZING. We had so much crazy stuff happen this last month but she didn't skip a beat helping me navigate through it. I will definitely be using her for all my Jersey rentals.

More testimonials here: <https://maps.app.goo.gl/Najst2LhmVVw457k7>





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