

EXECUTIVE TEAM

PEOPLE'S CHOICE REALTY SERVICES



The Standard in Real Estate **Excellence**

DEFINING SERVICE IN REAL ESTATE

Selling a house in today's market can feel challenging. From pricing your property correctly to getting the most return on your investment, if you're like most homeowners, you have questions. We understand. That's why we've done all the "heavy lifting" for you.

We offer a comprehensive, proven sales and marketing system that allows clients peace of mind knowing that their home, and their bottom-line goals are in the best possible hands.

How? By using top-of-the-line technology, innovative services, experience you can count on, and an extensive network of professionals to ensure the maximum exposure of your property.

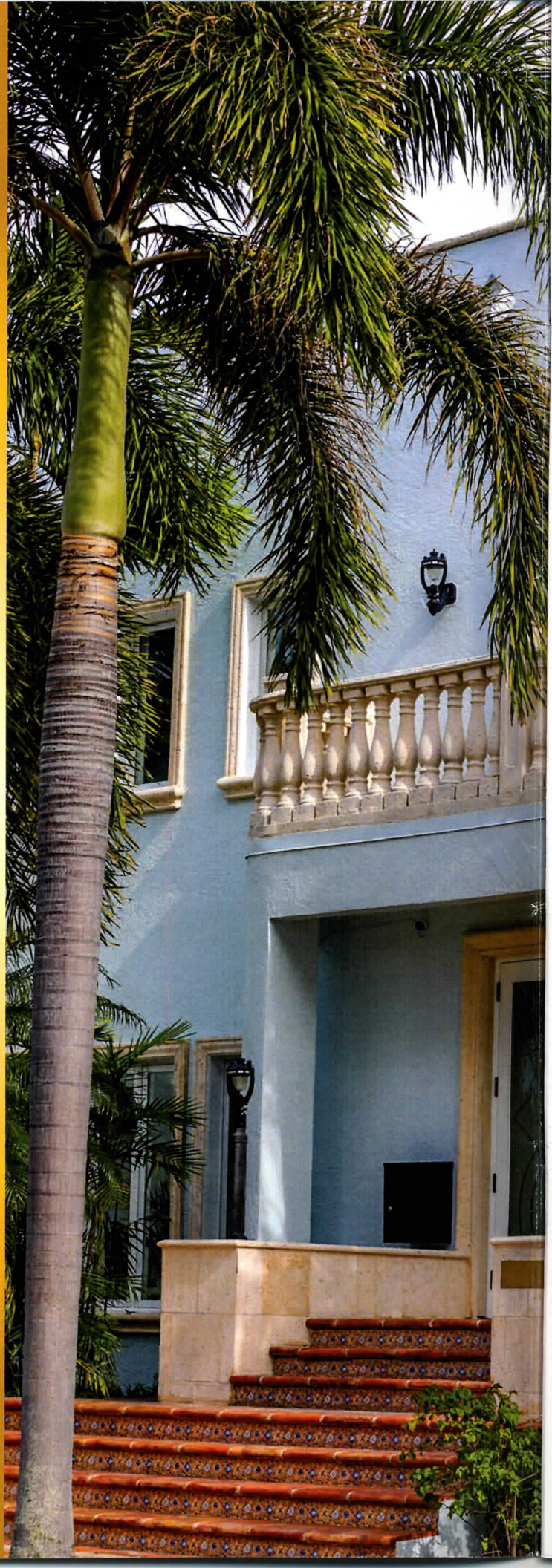
With attention to detail and a passion for helping people, our entire team is committed to providing the highest possible level of service excellence in our industry.

With the *People's Choice Realty Services Executive Team*, you'll enjoy a smooth and seamless sales experience without the stress and worry often associated with getting a home sold.

Delivering The Standard in Real Estate Excellence in the Tampa Bay area is not a tagline – it's a commitment you can count on.

Christopher Willian

www.cbw4tampahomes.com | 813.817.4759





Christopher Williams

Professionalism You Can Count On

Team Leader. Christopher Williams, Broker Associate, MSF, PSA

Christopher leads the Executive Team at People's Choice Realty Services, one of Tampa's largest residential teams, which has a reputation for service excellence second to none.

He grew up in the real estate industry, from stuffing envelopes in the family firm to rising to become the top producer in his organization. A graduate of both UF and USF, since 2013, he has coordinated over 300 closed transactions with gross sales volume in excess of \$75M.

Christopher specializes in Tampa Bay residential real estate sales including single family homes, luxury properties, waterfront properties, golf communities, condominiums, townhomes and more. His attention to detail, professionalism and "make it happen" drive has earned him a long list of satisfied clients, as well as a powerful working relationship with investors from all over the country.

If you're looking to buy or sell real estate in the Tampa Bay area, Christopher Williams can help you do so with the best return on investment – and the least amount of headache. That's a win-win his clients love and the reason they refer friends and family.



- ✓ TOP 1% OF THE SALES LEADERS IN 2017
- ✓ TOP .5% IN 2018
- ✓ TOP 1% OF GREATER TAMPA BROKERAGES FOR 15 YEARS
- ✓ TOP 50 AGENTS IN GTAR IN 2018
TOP 100 IN 2017



**NEARLY
\$2 BILLION
SOLD
SINCE 2010**

EXECUTIVE TEAM
PEOPLE'S CHOICE REALTY SERVICES

TEAM APPROACH WITH INDIVIDUALIZED SERVICE

With a dedicated marketing and social media expert, we are ensuring that we remain on the cutting edge of the ever-changing technology landscape. When your home is listed with us you know it will reach every corner of the internet and be presented to the widest audience possible. A full-time transaction coordinator ensures smooth transactions with no last-minute rushes and fewer delays along the way.

We also have the support of multiple buyer's agents who work in several counties and make it their job to qualify and convert all incoming buyer inquiries.



ON AVERAGE, 25+ PEOPLE ARE INVOLVED WITH YOUR LISTING.

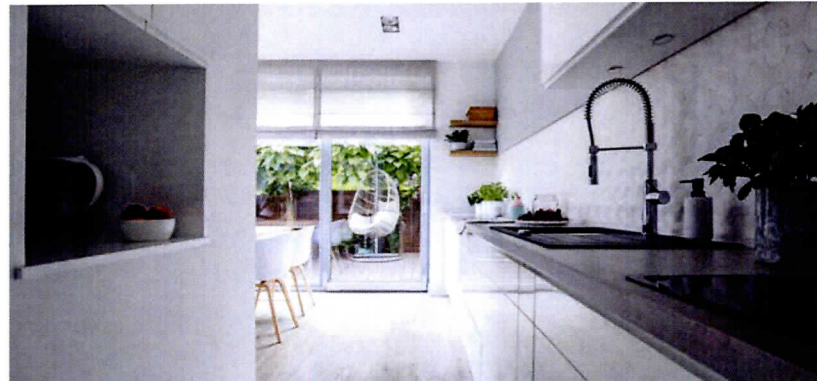
RESULTS & EXPERIENCE YOU CAN COUNT ON

2017:

**75 HOMES SOLD
\$20 MILLION
IN SALES**

2018:

**90 HOMES SOLD
\$25 MILLION
IN SALES**



REAL REVIEWS | SOCIAL PROOF



BEST DECISION

Hiring Christopher was the best decision I made in the convoluted process of selling two properties, with baggage, simultaneously. This was a trying process for both sides. That amount of restraint, professionalism, and respect is precisely what makes working with you such a pleasure and such a refreshing change from the REALTORS® I had an unfortunate experience with prior to meeting you. Thank you for everything you have done for us.

- Danielle R.



PEACE OF MIND

In my experience working with Christopher Williams, he provided peace of mind. Christopher is a very dedicated, well-educated, approachable, and highly knowledgeable; whenever I had a question Chris, had an answer for me. My house sold in a month for what I was asking for. I would definitely recommend Christopher for anyone who is looking for a well respected REALTOR®.

- Jose C.



SECOND-TO-NONE KNOWLEDGE

Being new to the state of Florida, I was very concerned about finding a REALTOR® that would honestly assist my wife and I in finding a new home here. Fortunately for us, Christopher Williams was highly recommended to us. Chris worked with us in finding our new home. He sent several home options to us, and spent several hours with us touring a variety of homes. His knowledge of the Pasco County area is second to none. Chris' hands-on approach to helping clients pursue a new home in a new state was greatly appreciated!

- The Wheelers



SOLD IN ONE DAY

Our home sold in one day. It was priced perfectly. Chris also checked on the qualifications of the buyer, this was important to me. The photos taken and the brochures made on the property were outstanding and showed our property in the

best light.

- The Miltons

OUR MARKETING APPROACH

With a team of specialists on board to assist with every aspect of the home marketing process, we are able to ensure a smooth, stress-free transaction.

We ensure buyer's have a clear understanding of all the details of your home and then make it easy to sell for their agents.

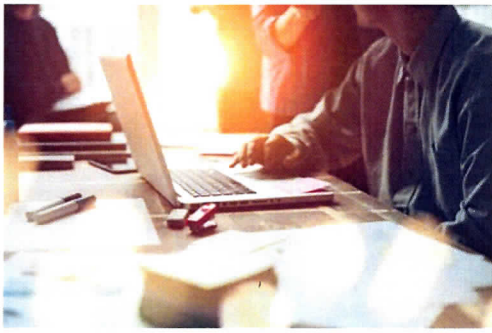
Simply put, our goal is...

Get you the **BEST PRICE**

In the **LEAST AMOUNT OF TIME**

With the **LEAST AMOUNT OF HASSLE.**





TEAM OF PROFESSIONALS

You have the power of an entire team of professionals working in your family's best interest.



PHOTOGRAPHY

Professional photography ensures that your home is presented in the best possible way, especially to online buying prospects.



3D MATTERPORT TECHNOLOGY

"3D Mapping" of your home provides buyers with a true understanding of size and layout.



PREMIERE EXPOSURE

Your listing will receive optimum exposure on the top search sites such as Realtor.com, Trulia, Zillow, and Homes.com.



SINGLE PROPERTY WEBSITE

We provide a website specifically for your property with high-resolution photos, home features, and virtual property tour.



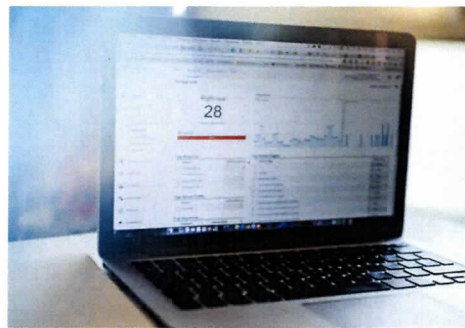
VIDEO

Video is a popular means for home advertising and home buying and selling information and resources. We often use it to showcase homes in a unique way.



BROCHURES

Professionally designed and commercially printed brochures showcase your home beautifully and help us attract the right buyers for your property.



PAY PER CLICK

We spend thousands per month to advertise on social media platforms to create hyper-local market exposure.



EMAIL MARKETING

Our email campaign targets our database of potential buyers and investors.



LOCAL EXPOSURE

As a member, your home will be listed in our MLS, exposing it to brokerages in our area as well as online.

TOP 1,000 AGENTS

We pull approximately 1,000 local REALTORS® and share your home as a “pre-market” listing as a professional courtesy.

SIGN & POST

Our professional sign and post will show that your home is professionally represented without detracting from curb appeal.



OPEN HOUSE

We will advertise, market, cater, and invite your neighbors and area buyers to see your home during our listing launch.

REVERSE PROSPECTING

We scan the MLS to follow up with agents whose clients have viewed and favorited your property. This extra step can make all the difference in generating additional showings.

FEEDBACK

We will get feedback from all potential buyers and agents regarding your property so that we might make necessary adjustments to your sales strategy.

EXECUTIVE TEAM

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Your Real Estate Choice in the Tampa Bay Area

LISTING SYNDICATION

Real estate listing syndication is where your property ad, or listing, appears in many places at the same time, primarily all websites that are dedicated to the real estate, home buying market. The concept is that no matter where these prospective buyers are looking, no matter which site they prefer, your listing is there.



WHERE BUYERS FOUND THE HOME THEY PURCHASED:



87%

of buyers purchased their home through a real estate agent or broker.

- 50%** Internet
- 30%** Real estate agent
- 7%** Yard sign/open house sign
- 6%** Friend, relative or neighbor
- 5%** Home builder or their agent
- 2%** Directly from sellers
- <1%** Print newspaper advertisement

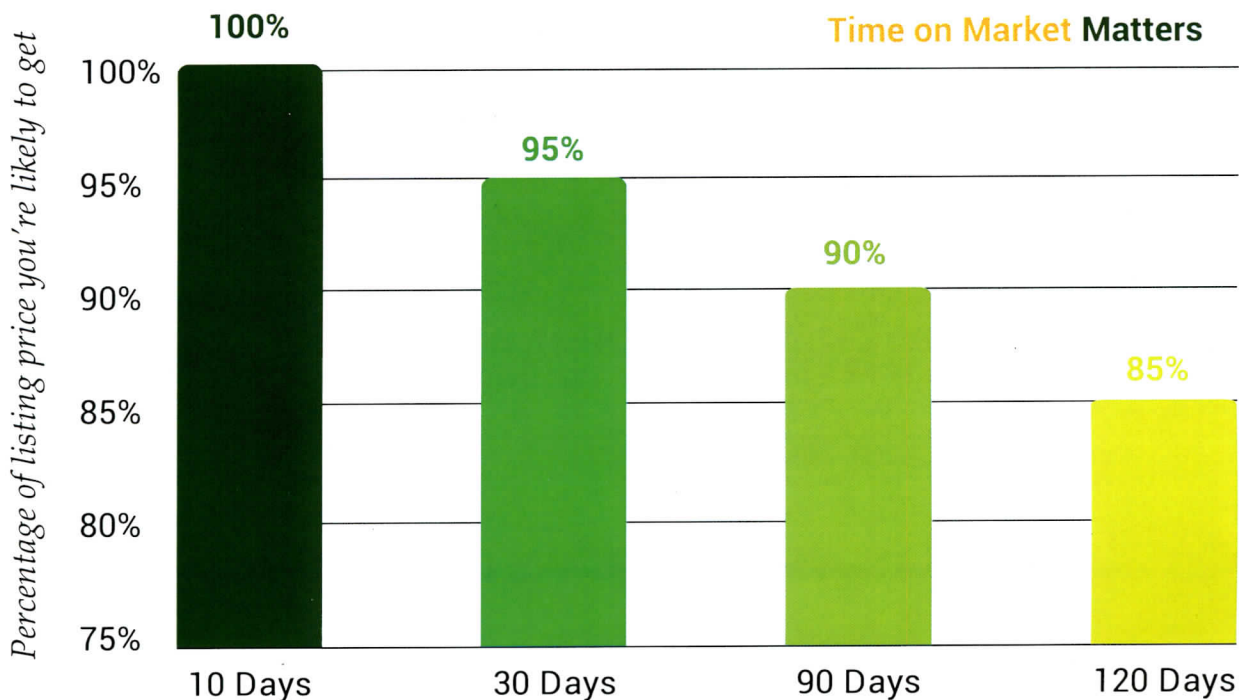
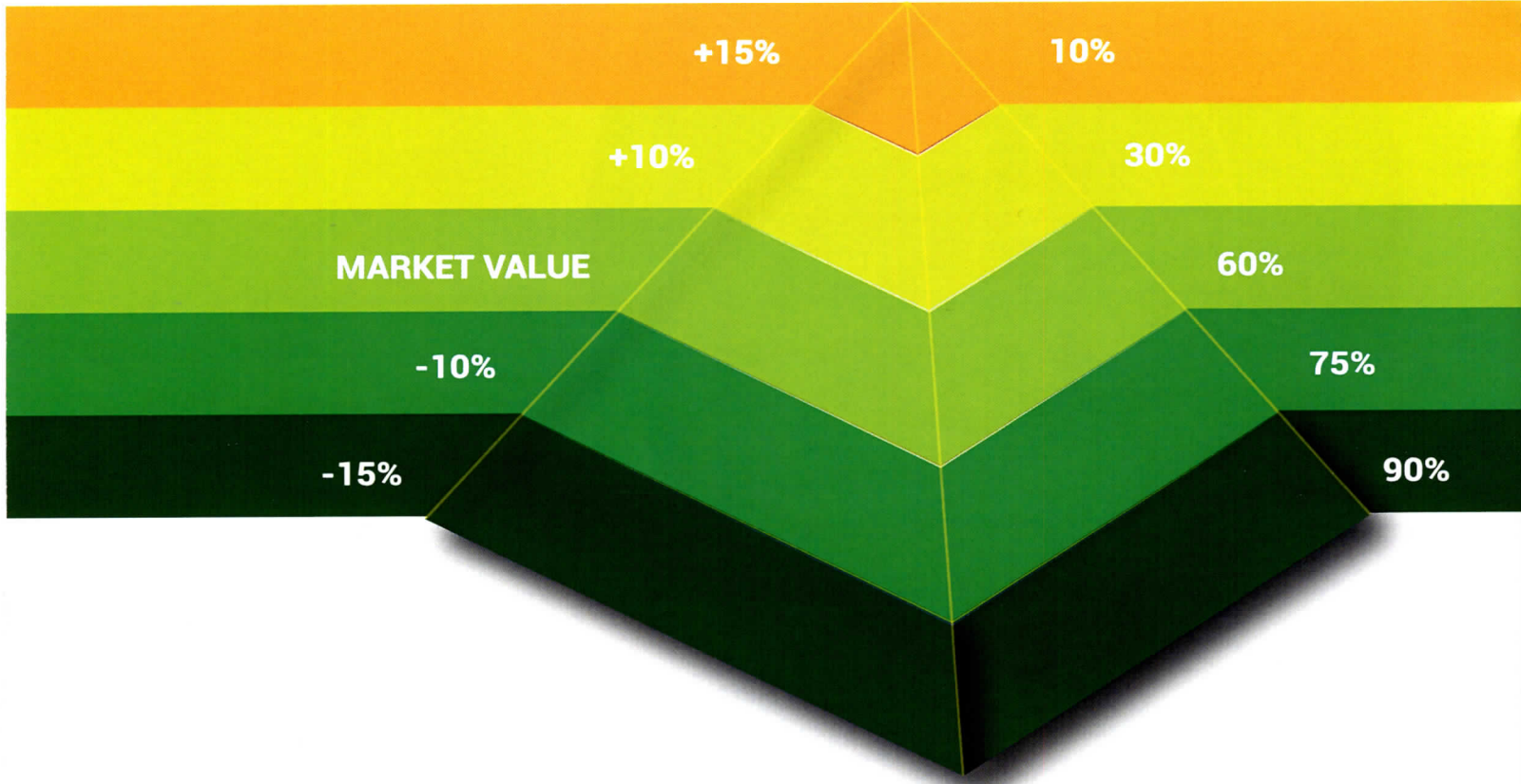
Source: National Association of REALTORS® Profile of Home Buyers

PRICING MISCONCEPTIONS

It is crucial to price your home at Fair Market Value from the start of your listing. Historically, 80% of marketing effectiveness is linked to price. Your first offer is normally your best offer.

Impact of Price Visibility

The percentage of potential buyers who will look for property



THE SALES PROCESS



PRE-LISTING

- Comparative Market Analysis
- Marketing Strategy
- Seller's Security Approach Disclosures
- Schedule photography
- Coordinate Vendors
- Outreach to agent network

ACTIVE LISTING

- Listing Syndication
- Buyer Email Blast
- Property Website Launched
- Open House Scheduled
- Zillow & REALTOR.com Boost
- Showing Feedback
- Neighborhood Alert

UNDER CONTRACT

- Transaction Coordination
- Escrow Deposited
- Home Inspections
- Appraisal completed
- Contingencies Removed
- Clear to Close

**WE SAVE HOME SELLERS TIME, EFFORT, & MONEY
WITH OUR UNIQUE APPROACH TO REAL ESTATE SERVICE.**

THE SELLER SECURITY APPROACH™

THE WHEN: Prior to listing your home

THE HOW: Disclosure PLUS

THE WHY: Buyer confidence and ease of transaction

THE COMMUNICATION APPROACH

- 3-Tiered Feedback
- New Listings
- Closed Sales
- General Market Trends

THE CONTRACT-TO-CLOSE APPROACH

Mortgage Broker Interview

Offer Presentation

Transaction Coordinator





CONNECT WITH US

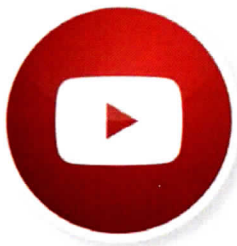
We love to hear your feedback, questions or comments!



@pcrsexecutiveteam



@executiveteampcrs



@PCRSexecutiveTeam



@pcrshometeam

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OUR STANDARD OF SERVICE

While I shared a few happy-client testimonials earlier, I wanted to share Jake's letter. In our business, there are often unanticipated twists and turns in the process of buying and selling homes.

Our job is to help our clients navigate every sale and purchase with as much ease as possible. That's where experience, resources, knowledge, and patience comes in. We were thrilled to help Jake and his family overcome sizeable obstacles in the sale of one home, and the purchase of their dream home. It represents the standard of service we guarantee for every client.

"Christopher did a fantastic job helping us sell our home and buy another. I highly recommend him to anyone. My previous experiences with other REALTORS® did not go well. I felt pressured, ignored, even schemed. I was very skeptical at first, but this experience was a million times better than any other. With thoroughness, knowledge, and established processes – Chris took what can be a chaotic experience and made it easy.

Due to the extraordinary photography and captivating description of the home, we had an acceptable offer in hand within hours of listing. After the offer was accepted, we were thrown a huge curveball during the inspection of the home. Chris was able to maneuver us through all of the necessary channels to solve the problem. Throughout the process, Chris communicated very comprehensively with where we were at all times. He could have hung up his shoes and backed down after finding out about the plumbing problem, but instead he pushed the entire process forward.

Near to closing, we discovered that the buyers did not send their lender the proper documents and we almost couldn't close on time. Chris worked with us and others to get everything we needed. He was always on top of his game and I felt like I had the superior REALTOR® in the deal.

During the buying process, Chris never tried to get me to raise my bidding price, nor did he attempt to influence any decision I had in a negative way. He always looked out for my family's interest. He helped us view numerous homes and made time for us. During the bidding process, he helped us get a fantastic deal. I paid \$350k for a house that appraised for 360k and was listed for 369k.

Chris's job was to make me feel confident in my purchase. He did just that. His other job was to make sure I was ready to move in on the closing date knew how the process worked, he also did that. There is not another agent that I could think of that would have been as thorough. In closing, I would truly like to thank Chris for helping my family and I buy our dream home. Your professionalism, knowledge, processes, and drive to work hard was second to none."

Jake Scanlan

OUR SERVICE GUARANTEE

- E-Z Exit Listing Guarantee
- No Cancellation Fees
- No Protection Period



*"My goal is to sell your home for the best price,
in the least amount of time, with the least
amount of hassle."*

*My commitment to each of my clients is to
provide a service experience that exceeds
expectations. We strive to consistently be
"The Standard in Real Estate Excellence."*

Sincerely,

Christopher Williams

Christopher Williams
chris@cbw4tampahomes.com
813.817.4759

COMPARATIVE SERVICE ANALYSIS

	Christopher Williams-PCRS			
Professional Photography	✓			
Drone Photos	✓			
3-D Matterport	✓			
E-Z Exit Listing Guarantee	✓			
6 Full Time Team Members	✓			
Custom Listing Website	✓			
Social Media Ad Team	✓			
Zillow Premier Agent	✓			
High Quality Brochures	✓			
MLS Reverse Prospecting	✓			
Geographic Buyer Targeting	✓			
Seller Security Approach	✓			
Infographics	✓			
Certified Pricing Advisor	✓			
Top 10 Brokerage	✓			
Top 50 GTR Agent	✓			

NOTES

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