

DOUBLE BOLDT REAL ESTATE

db

cb

DOUBLE BOLDT

REAL ESTATE

KELLERWILLIAMS®



## OUR TEAM

You won't find anyone with as much passion for real estate and as much compassion for their clients as Double Boldt Real Estate. Our caring, creative, and innovative team will help you through the emotional process of buying or selling a home. With expert knowledge on the local real estate markets and backing from the Keller Williams Realty Group, you'll go through your buying or selling experience feeling confident and stress-free. When you partner with Double Boldt Real Estate, you become a part of our family. Going the extra mile, delivering consistent results, and always doing the right thing.

WITH DOUBLE BOLDT REAL ESTATE  
*you are family*

**db**  
DOUBLE BOLDT  
REAL ESTATE



## DOUBLE BOLDT REAL ESTATE IS A PROUD MEMBER OF

### THE KELLER WILLIAMS NETWORK

Keller Williams is the largest real estate network in the world. KW has grown from a single office in Austin to a presence of more than 940+ offices with over 180,000 associates worldwide and has been recognized as the highest-rated real estate company by publications such as Entrepreneur & Forbes. Perhaps the greatest benefit of working with Keller Williams, however, is the incredible company culture it sustains; in 2018, it was listed as one of the "happiest companies to work for" by Career Bliss and also topped Fast Company's list of the World's Most Innovative Companies in the real estate and urban development category for 2019.

**kw**  
KELLERWILLIAMS.

## KELLER WILLIAMS' ENTRANCE INTO THE TECHNOLOGY SECTOR STARTED WITH

*two clear goals in mind:*

1. Help agents like Double Boldt Real Estate so they can best serve their clients with tools that are both intuitive and cutting-edge.
2. Create an experience that will better serve our clients, their friends, and their family, enriching and expanding the real estate process.

## TECHNOLOGY

Leading-edge tech tools and training give us the edge in effectively marketing your property online, 24 hours a day, seven days a week! Through KW's exclusive Keller Williams Listing System (KWLS), your property is fed to more than 350 online search engines and available on KW's Web network of more than 76,000 sites. Best of all, because of Keller Williams Realty's "My Listings, My Leads" philosophy, every single internet inquiry on your property will come directly to us so that we can follow up quickly on potential buyers for your property.

The Keller Williams model revolves around the belief that, at its essence! Real Estate is all about relationships. Technology, while making life easier much of the time, can take a drastic toll on relationships and change how we approach them. Keller Williams has pivoted toward agent-directed tech to prioritize relationships and benefit everyone who touches real estate. In turn, we at Double Boldt Real Estate are able to focus our concentration on what really matters—**YOU**.

Our investment in technology has helped our agents cement bonds between people, data, systems, and communication, creating an experience that is simultaneously all-inclusive and specialized. Command, the sterling new app from Keller Williams, is the first of its kind and was developed to provide the quintessential real estate experience our clients have come to expect not only from Double Boldt Real Estate, but from the largest brokerage firm in the nation. Command allows our clients to implement countless customization options and personalize their search—you can make it your own, because it is your own.

## B U Y

Double Boldt Real Estate has the knowledge, connections, and industry recognition to help clients find a home that perfectly suits their wants and needs.



## S E L L

Selling a home involves a mixture of compassion for people, passion for real estate, an eye for design, and business acumen. When partnering with Double Boldt Real Estate to sell a property, a custom and flexible marketing plan is just one differentiator. It is important to prepare for the sale process from start to finish, as it can be both emotional and stressful. Your time is precious—spend it with an entrusted partner who will be with you throughout the entire process. At Double Boldt Real Estate, we dedicate ourselves to delivering results by going the extra mile and always doing the right thing.

## GETTING THE *best price*

Our experts will help you determine how much you should ask for your house, as well as the right timing to put it on the market.

A property generates the most interest when it first hits the market. The number of showings is most numerous during this time—if it is priced at a realistic market value. Starting too high and dropping the price later circumvents the excitement of a new listing and fails to generate strong activity and buzz. While homeowners often times think it's beneficial to start with a high price, many of the homes that hit the market as overpriced properties end up selling at below market value.



WE KNOW THE IMPORTANCE  
OF PROPERLY STAGING A  
HOME & THE SIGNIFICANT

*benefits that come from doing it right.*



Invaluable services offered by Double Boldt Staging positions your home in a league above other properties on the market. Our professionals make your listing photos look more appealing, generating sincere interest and allowing buyers to better visualize how they can build a life in your home. The longer your house sits on the market, the more likely it is that you'll have to reduce your listing price—but fear not! Ninety percent of homes staged by accredited professionals sell in one month or less. Double Boldt Staging creates an incentive for buyers to make offers quickly and expedite the buying & selling processes.



PREP *stage* SELL



# 1

## MARKET ANALYSIS

Your house is likely one of your largest assets. You can rely on Double Boldt Real Estate for a thorough and educated market evaluation. We provide insights into the market, recent & long-term local property comparisons, research & assessment of the best timing on the market, pricing according to market demands, and identifying Return on Investment (ROI) with & without potential updates. All components to a full market analysis are provided by our team. We pride ourselves on our custom, flexible, and hands-on approach.

# 2

## CONTRACT REVIEW

A listing agreement is a legal contract between you and your real estate professional. At Double Boldt Real Estate, we make the listing agreement the cardinal aspect of any custom sale. In fact, establishing a written arrangement and listing contract documents is an integral first step to initiating the selling process. Doing so will set the stage for the most efficient and effective home-selling experience, including home preparation, staging, marketing, selling, and beyond. A legally binding agreement gives our team and Keller Williams protection as well as the ability to work on your behalf.

# 3

## HOME PREPARATION

Every seller wants their home to sell quickly and for a handsome profit. The home preparation phase involves careful planning and thoughtful implementation to professionally prepare your home for market demands. We understand buying or selling a home is a formative juncture in any life. We pride ourselves on thoroughly supporting our clients, making their journeys as comfortable as possible. Our professionals help buyers better visualize how they can build a life in your home by decluttering, organizing, renting storage, performing minor repairs, painting, and more. Strategic home preparation has swiftly become part of the core foundation for Double Boldt Real Estate's success and the success of our clients.

## STAGING

Long before staging was an industry standard, Corey Boldt began offering personalized staging services to clients, ensuring the maximum return on their investments. What started as a trend-setting service grew into a flourishing branch of the company, and Double Boldt Staging was born. Our professional team personally and strategically stages your home so that your "For Sale" sign reads "Sold" in no time. More than 74% of real estate professionals, buyers, and investors believe that a well-staged home adds value, according to the National Association of Realtors. Our warehouse is stocked with an unmatched inventory of quality pieces that we employ when staging your home.

4

## VIDEOGRAPHY & PHOTOGRAPHY

Double Boldt Real Estate, in conjunction with Keller Williams, focuses on the state of technology and how it can positively impact our clients. As a technology-forward company, Keller Williams has rapidly built a digital platform that ultimately is consumer & customer focused. The KW technology difference includes providing professional, high-end photography, custom videography, luxury marketing, website exposure to over 800+ real estate websites, target marketing, reverse prospecting, and more.

5

## PRE-MARKETING/MARKETING

Our comprehensive marketing toolbox includes high-end photo and video production as well as our nationwide connections. Double Boldt Real Estate continues to test and perfect the most efficient ways to market a home, investing time as well as highly qualified professional marketing individuals to maximize the market and sell at top dollar. Tried-and-true marketing strategies—community outreach, social media marketing, agent-to-agent communication, maintaining local organization relocation buyer relationships, local mail campaigns, and others—help homes sell at higher price points, especially in a sellers market.

6

# DIGITAL MARKETING

Double Boldt Real Estate harnesses the full impact of technology and social media marketing; we are on all major platforms and can help you reach your desired audience with efficacy and real results.

**COMING SOON!**  
1757 N 83RD ST | WAUWATOSA



**db** DOUBLE BOLDT  
KELLERWILLIAMS

**NEW LISTING!**  
2517 N 96TH ST | WAUWATOSA



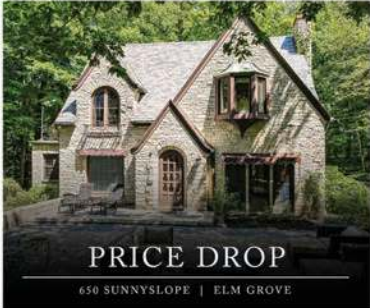
**db** DOUBLE BOLDT  
KELLERWILLIAMS

PREP | *stage* | SELL



**db**  
STAGING

**PRICE DROP**  
650 SUNNYSLOPE | ELM GROVE



**db** DOUBLE BOLDT  
KELLERWILLIAMS

**SOLD!**  
2564 PASADENA | WAUWATOSA



**db** DOUBLE BOLDT  
KELLERWILLIAMS

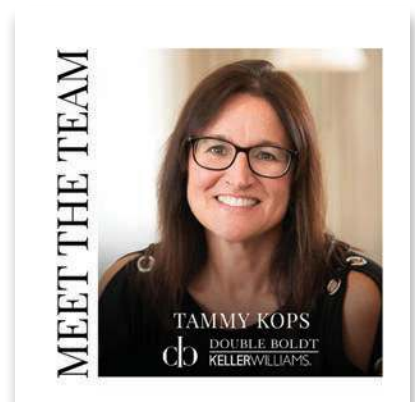
**thank you**  
FOR ALLOWING US HELP YOU FIND YOUR HOME



**db**  
DOUBLE BOLDT  
REAL ESTATE  
KELLERWILLIAMS

## S O C I A L   M E D I A

Double Boldt Real Estate proudly stands at the forefront of the new technologies flooding the real estate industry. We utilize our strong social media following to showcase each client's home and reach the maximum number of potential buyers.



WITH DOUBLE BOLDT REAL ESTATE

*you are family*

**db**  
DOUBLE BOLDT  
REAL ESTATE

PASSIONATE ABOUT REAL ESTATE

*and compassionate with our clients.*



DOUBLE BOLDT

REAL ESTATE

8707 W. NORTH AVENUE  
WAUWATOSA, WI 53226  
KELLERWILLIAMS.COM

**kw**  
KELLERWILLIAMS