



kw PARK CITY
KELLER WILLIAMS. REAL ESTATE
LISTING CONSULTATION

**SELLING
YOUR HOME**

OUR BELIEF SYSTEM

WIN-WIN: or no deal

INTEGRITY: do the right thing

CUSTOMERS: always come first

COMMITMENT: in all things

COMMUNICATION: seek first to understand

CREATIVITY: ideas before results

TEAMWORK: together everyone achieves more

TRUST: starts with honesty

EQUITY: opportunities for all

SUCCESS: results through people

OUR PERSPECTIVE

A technology company that provides the real estate platform that our agents' buyers and sellers prefer. Keller Williams thinks like a top producer, acts like a trainer-consultant, and focuses all its activities on service, productivity, and profitability.



THANK YOU FOR YOUR TRUST

Dear Future Client,

Thank you for the opportunity to introduce myself and share how I can support you in one of life's most exciting and important decisions—buying or selling a home. My name is Wayne Levinson, and I'm proud to be a licensed REALTOR® with Keller Williams, one of the most trusted and innovative brokerages in the industry.

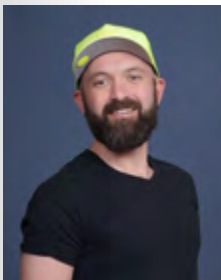
While I am newly affiliated with Keller Williams, my journey in real estate began long before I joined this brokerage. I've personally closed over 100 transactions as a real estate investor, including flips and rental acquisitions in multiple states. I bring to the table not only local market knowledge but also a strategic mindset and negotiating expertise rooted in years of hands-on experience.

Whether you're relocating, upgrading, downsizing, or investing, I approach each transaction with a deep commitment to transparency, advocacy, and results. As a full-time agent, I prioritize clear communication, data-driven strategies, and tailored guidance from start to finish.

This packet is designed to give you insight into the process, set expectations, and showcase how I work to ensure a smooth, successful experience for my clients. I'd be honored to help you take the next step toward your real estate goals—and to be your trusted resource every step of the way.

If you have any questions after reviewing this information or would like to schedule a consultation, please don't hesitate to reach out.

Thank you for the opportunity to represent you.



WAYNE LEVINSON
REALTOR®

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Wayne@Park-City.com

www.Park-City.com

KELLER WILLIAMS OUTPERFORMS THE INDUSTRY AVERAGE

1 in US and WORLDWIDE in 2024

Largest Global Real Estate Franchise

We are the largest independent real estate franchise in the world by agent count with more than 50 regions including US & Canada and more than 170K associates spread over 1,100+ offices and 300+ market centers.

170,000+ AGENTS WORLDWIDE

Source: headquarters.kw.com

#1 in US in Closed Units and Sales Volume

We outperformed the industry again in closed transactions and sales volume. In 2024, KW closed 860,323 transactions and \$384.3 billion in sales volume.

860K+ TRANSACTIONS in 2024

\$384B in Sales Volume in 2024

Source: headquarters.kw.com



1 in UTAH in 2024

1 Sales Volume

1. KW - \$4.06 BILLION

2. Summit Sotheby's - \$3.38 BILLION
3. Equity - \$3.07 BILLION
4. Berkshire Hathaway - \$2.76 BILLION
5. Coldwell Banker - \$2.13 BILLION
6. Real Broker - \$2.04 BILLION
7. RE/MAX - \$1.39 BILLION
8. Century 21 - \$1.39 BILLION

Source: WFRMLS 2024

1 in Transactions

1. KW - 6,348 UNITS SOLD

2. Equity - 5,595 UNITS SOLD
3. Real Broker - 3,644 UNITS SOLD
4. Coldwell Banker - 3,392 UNITS SOLD
5. Berkshire Hathaway - 2,664 UNITS SOLD
6. RE/MAX - 2,588 UNITS SOLD
7. Summit Sotheby's - 2,575 UNITS SOLD
8. Century 21 - 2,557 UNITS SOLD

KELLER WILLIAMS EXCELLENCE

Forbes

2024 BEST OF LIST

World's Best Employers
World's Top Companies for Women
America's Best Large Employers
America's Best Companies for Diversity
America's Best Employers for Women
America's Best Employers for New Grads

KELLERWILLIAMS
Luxury
INTERNATIONAL

Our luxury brand has sold
**MORE LUXURY REAL ESTATE
THAN ANY OTHER BRAND**
in the nation!

Keller Williams agents sold more luxury real estate (defined as the top 10% of any market) by units in a survey of the 24 largest U.S. luxury markets where data was available.

Luxury.kw.com



KW CARES

Our Keller Williams Public Charity

\$66M+ in GRANTS

7,214+ FAMILIES HELPED

kwcares.org

#1 in US

Keller Williams Realty is
#1 in the country in 2024

**AGENT COUNT
CLOSED UNITS
SALES VOLUME**

headquarters.kw.com

BEST of STATE

Real Estate Services in Utah

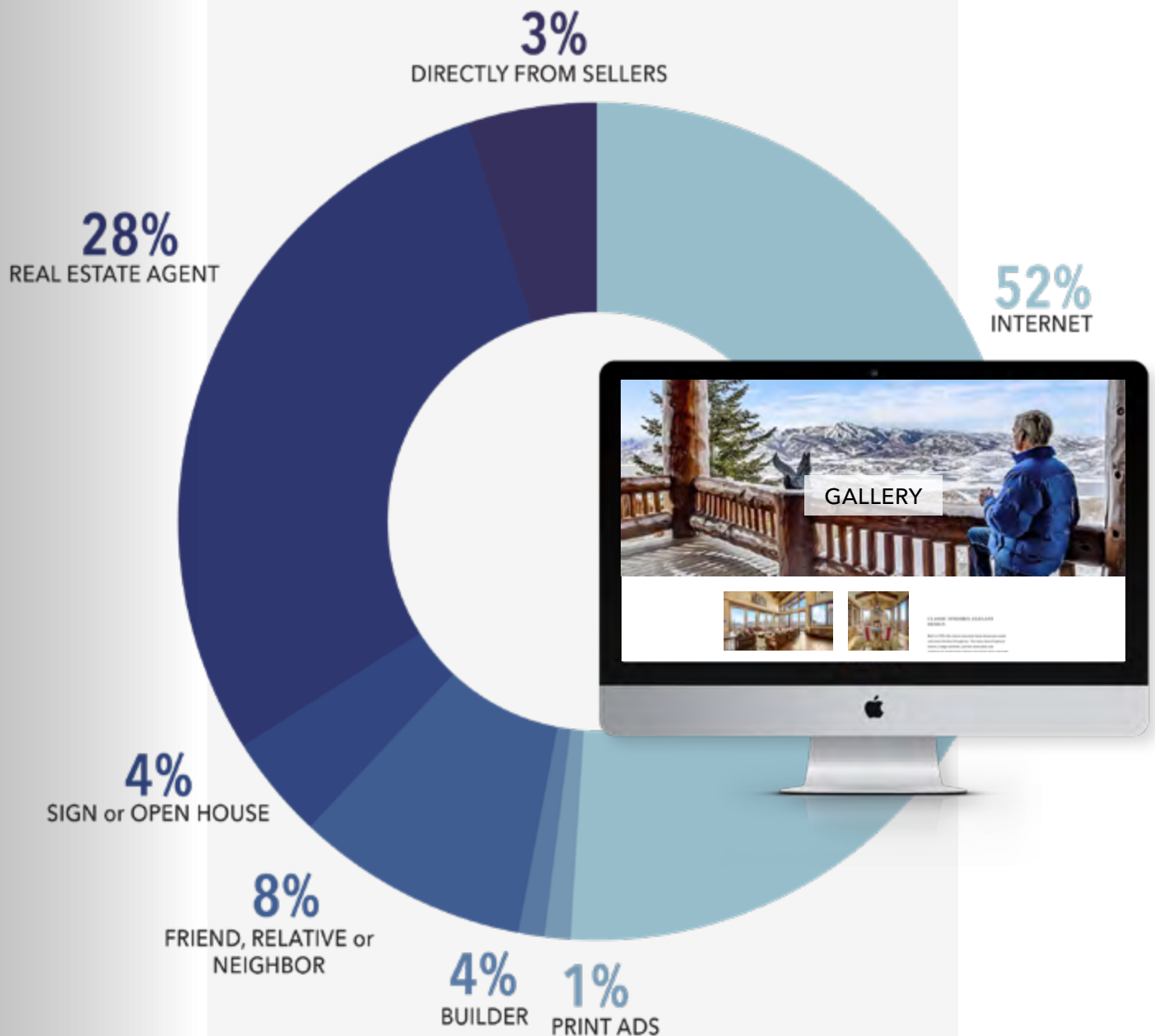




88% of buyers
purchased their home through
a real estate agent or broker.

HOW BUYERS FOUND THEIR HOME IN 2024

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.



COMPLIMENTARY SERVICES

When you hire me as your selling agent, my services include,
but are not limited to, the following:

Initial Home Consultation

Professional Photography

3D Home Walkthrough Tour

Open House Event(s)

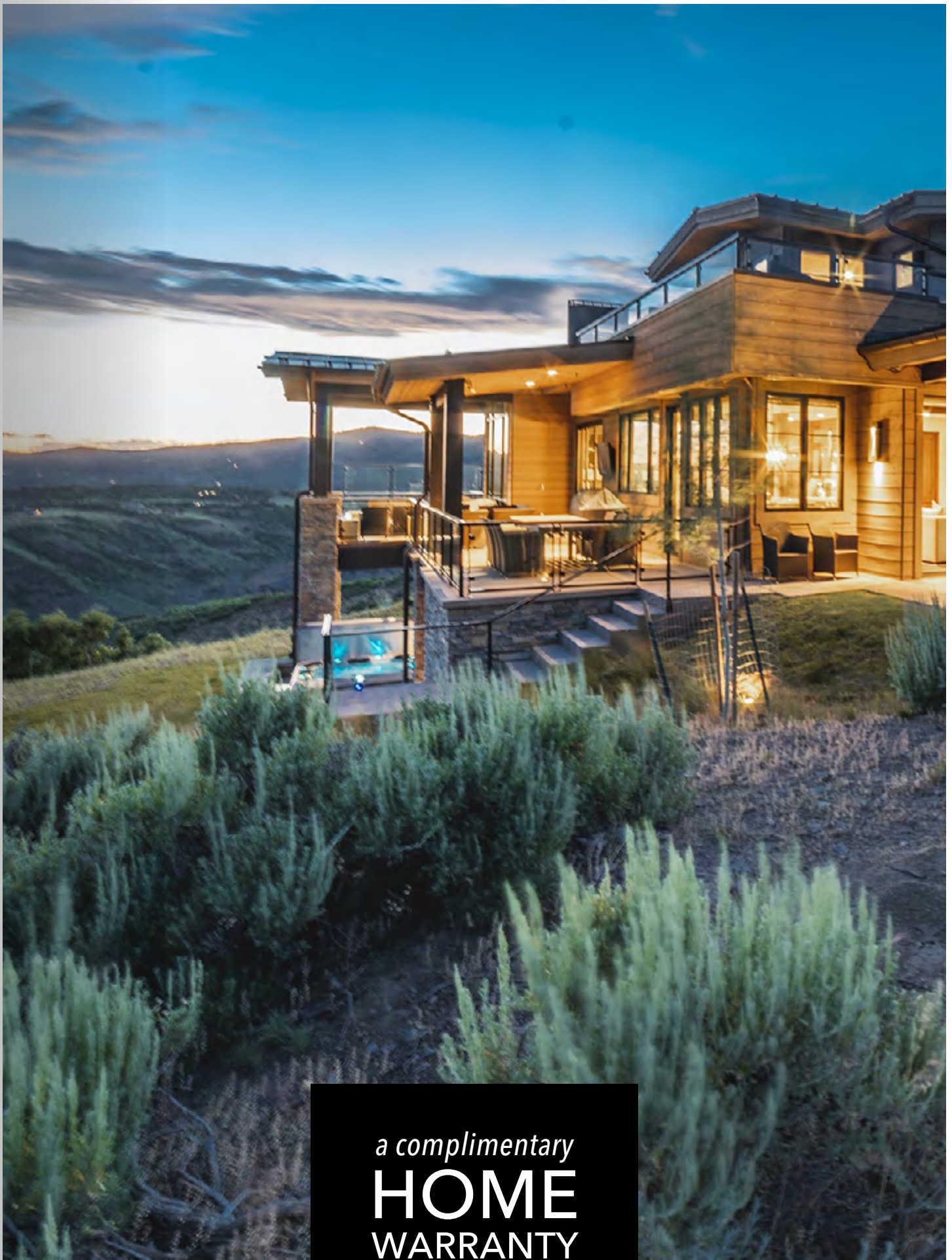
Property Brochures for Home Tours

Listing Shared at Weekly KW Team Meetings

Real-time Showing Feedback from Buyer Agents

Home Warranty to Cover the Unexpected Repairs During Selling
(this service is included when a 1 year warranty is purchased for the buyer)





a complimentary
HOME
WARRANTY

STRATEGIC PRICE POSITIONING

PRICING YOUR PROPERTY IS NOT DEPENDENT ON:

- what you paid
- what you need
- what you want
- what your neighbor says
- what another agents says
- cost to rebuild today



You will be provided with a thorough overview of current conditions in your micro-market, and a comprehensive data analysis will be conducted to determine the price strategy that best meets your needs. The buying market has a short attention span. A property generates the most interest in the first 30 days, when it first hits the market. The number of showings is greatest during this time if it is priced at a realistic market value, with the aim to generate offers before the market moves on to newer listings.

KEY MARKET FACTORS

#1 PRICE

The price of your property is the key factor in determining how long it will take to sell. Our aim is to get you the best price for your timeframe.

#2 CONDITION

The condition of the property affects the price and the speed of sale. First impressions are critically important.

#3 COMPETITION

Potential buyers are going to compare the condition and price of your property to other listings on your area. This includes active listings, as well as recently-closed sales.

#4 TIMING

The real estate market is ever-changing, but the right pricing strategy accounts for variations in the market in order to achieve the best possible outcome for the sale of your property. The first thirty days on market are critical, which is why it is important to price correctly from the start.

#5 LOCATION

Location is the single most important factor in determining the value of your property.

#6 TERMS

Careful attention needs to be paid to the terms of sale in order to meet your objectives while also providing for the needs of prospective buyers.



MARKETING STRATEGY

#1 PREPARE YOUR HOME

Because home photos play such a large role in attracting buyers, we'll start with a walk-through home consultation on staging your home to highlight it's best qualities for online and in-person impact.

#2 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 its absolute best.

#3 3D TOURS & VIDEO

3D Home Tours are ubiquitous now since we've learned to socially distance and do so much from home virtually. Potential buyers can explore the entire home from the comfort of their home before they schedule an in-person showing.





#4 ON MLS + KWLS

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.

realtor.com® Zillow® trulia REDFIN

#5 DIGITAL MARKETING

With 95% of buyers looking online at some point in their home search, mastering the digital space is a must. My award-winning suite of digital marketing tools in combination with my market expertise will deliver optimized social media and email campaigns to ensure your listing shines online.

#6 BROCHURE

Property brochures showcase the best features of your home and will be passed out at Open House Events and delivered to the other local brokerages in the area.



#7 PROFESSIONAL SIGN

Professional yard signs promote your property and create interest around your listing. While much emphasis is placed on online advertising, many buyers still look for their next home the old-fashioned way - by simply driving around their desired neighborhood.

#8 OPEN HOUSE

Conducted by trained agents, utilizing social media postings and events, emails to Realtors® and my extensive contact list, and physical advertising through signage to create exposure for your listing.

#9 ANNOUNCEMENT

We feature new listings in our various mail campaigns, including newsletters, event promotions, and other collateral sent to our database and local neighborhoods.

#10 LISTING MANAGEMENT

We work to get feedback from every person who walks through the home. We also stay on top of “the competition” to make sure your home stays in the forefront of buyers’ minds.

#11 PRINT ADS

We'll place your property in our local KW Park City Park Record ad as well as in Homes & Land Magazine, a publication with local and international reach.

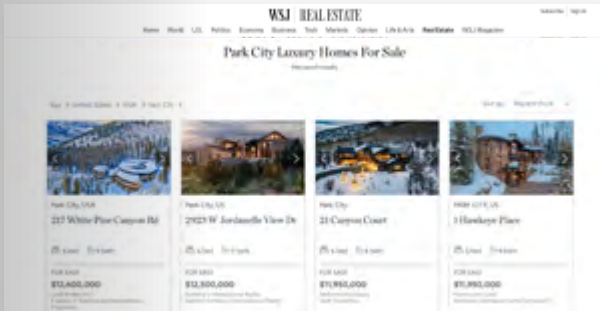


#12 REAL ESTATE WEBSITES

For homes I represent listed at \$1M or more, they will be featured in Mansion Global, The Wall Street Journal, Barron's, and MarketWatch. Readers look to these publications for trusted information that will empower them to make important, investment and luxury purchase decisions.



THE WALL STREET JOURNAL.



Listings are featured across WSJ.com's international sites: WSJ U.S, WSJ India and WSJ's Chinese & Japanese Language Editions.

32.2 Million	272 Million
Monthly Uniques	Monthly Page Views

WSJ	
32.2M	272M
Monthly	Monthly
Unique Visitors	Page Views

MANSION GLOBAL	
2.4M	6.5M
Monthly	Monthly
Unique Visitors	Page Views

BARRON'S PENTA	
4.8M	22.1M
Monthly	Monthly
Unique Visitors	Page Views

MARKETWATCH	
28.4M	172M
Monthly	Monthly
Unique Visitors	Page Views

YOUR HOME WILL APPEAR ON 150+ REAL ESTATE SITES INCLUDING

realtor.com® Zillow® trulia® REDFIN

TOP TIPS

to get your home sold

1. Clear all flat surfaces of everything other than non-personal decorative items. This includes horizontal and vertical surfaces.

2. Reduce clutter and arrange furniture to maximize open space. Sort through closets, drawers, and storage areas. Toss what you can, organize the rest. If you have too much furniture in your home, put some pieces in storage to make a better first impression.

3. Clean. Not only should your home be spotless, it must be clean. Apply elbow grease and strong cleansers to surfaces inside and outside your home. Clean the window sills. Consider painting if cleaning doesn't do the job. Clean curtains and draperies, shampoo rugs and wax floors.

4. Sparkling windows are a signal to buyers that you care about your home. Clean your interior and exterior windows. Whenever your home is being shown, open your curtains to let the light in.



5. Make sure all lighting fixtures and bulbs are working.

6. Make minor repairs. Tighten loose knobs, fix leaky faucets and clean or replace discolored sinks, lubricate squeaky hinges, clean out clogged drains, replace filters, secure loose shingles, tighten loose banisters, repair doors, door knobs and remove stains.

7. Appeal to the senses and create an appealing aroma. Burn candles or potpourri, boil a pot of cinnamon sticks, or put a dab of vanilla on cold light bulbs before turning them on.

8. Spruce up the front. Put potted plants by the front door. Buy a new doormat. A coat of paint on the door, accents such as new house numbers, a door knob, and pruned bushes will make a good first impression.

9. Paint. Light, neutral colors such as beige, white, off-white, or gray have a broader appeal and can make small rooms seem larger and airier. If you have outdated wallpaper, remove the paper and paint the walls. Choose quality paint. Caulk and fill nail holes before painting.

10. Repair a leaky roof, and then paint over any watermarks on the ceiling. Don't paint to hide a problem. Always repair and then paint.

11. Repair a wet basement as applicable. The problem can be as easy to fix as installing covers over window wells. If a moisture problem calls for more extensive repairs and you are not able to make them, be prepared to explain the problem to a buyer. Don't try to cover up the signs of a wet basement.

12. Update the bath. If cleaning and painting can't make a dingy bath dynamite, consider replacing the vanity and sink, installing a new floor covering, or resurfacing a stained bathtub. Even a new shower curtain or toilet seat can work wonders.

13. Make the most of decks, patios, porches, and other outdoor entertainment areas such as a pool or hot tub. Keep all indoor and outdoor areas clean and clutter-free, including covered trash cans.

14. Install outdoor lighting that properly illuminates your entrances, walkways, and drive. Turn on all those outdoor lights when your home is being shown.

15. Make sure the garage has been swept, and try to remove any stains from the floor. Paint your mailbox post.

HOW TO SELL YOUR HOME

... quickly

De-clutter

Neutralize Colors

Deep Clean

Make Repairs

Aroma Check!

Up the Curb Appeal

Open Blinds and Curtains



DEADLINES TO REMEMBER

SELLER'S DISCLOSURES

(3-5 days after buyer's offer has been accepted)

Documents provided by the seller of a home that list any known issues with the property, and/or any projects completed during the time that they have owned the home. These documents are typically provided by the seller within a few days of mutual acceptance of an offer, and the buyer will be given a specified amount of time to review them. Seller disclosures are not a substitute for a professional home inspection.

DUE DILIGENCE

(10-14 days after offer has been accepted)

A contractually-specified period of time during which the buyer is able to perform any applicable inquiries related to the home (home inspection, title, HOA-related, etc.) to their satisfaction. The buyer can terminate the purchase contract at their discretion during this period.

APPRAISAL & FINANCING

(14-50 days after offer has been accepted)

The period of time allowed for in the contract for the buyer to have a professional appraiser assess the market value of the property and to secure funding for the home.

SETTLEMENT + CLOSING

(21-30 days after offer has been accepted)

The settlement date is when all the required documents are signed and funds are paid. Closing is the final stage of the transaction, when the ownership of the property is transferred to the buyer.



ask me about my
**RECOMMENDED
VENDORS**

MOST COMMON INSPECTION CONCERNS

Roof & Structure Integrity

Site Grading & Drainage

Foundation Flaws

General Upkeep

Defective Plumbing

Faulty Electrical Wiring

Heating + Cooling Performance



WHAT TO EXPECT AT CLOSING

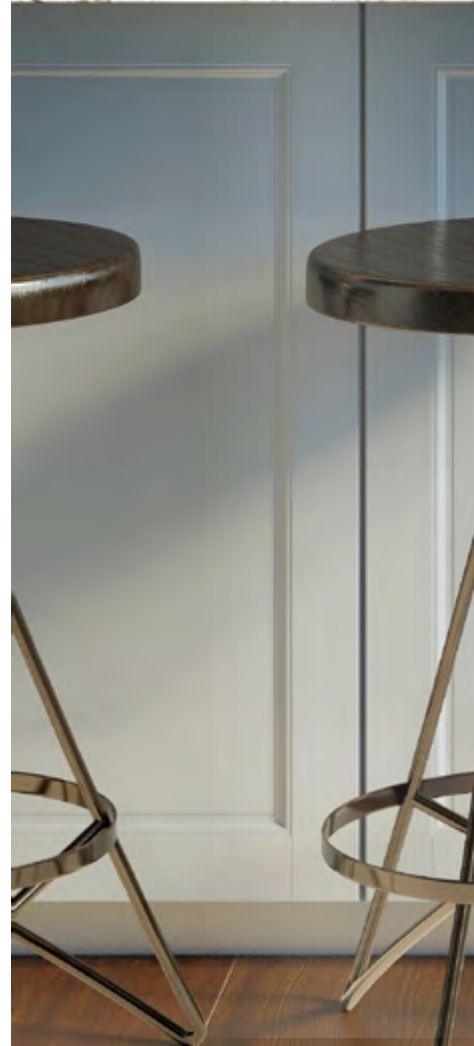
The escrow officer will examine the purchase contract and identify what payments are owed and by whom. The officer will prepare the necessary documents to conduct the closing, during which they will ensure that taxes, title fees, real estate commissions, and other closing costs are paid. The escrow officer will also make sure that the buyer's ownership is recorded and ensure that you receive all the funds to which you are entitled.

WHAT TO BRING TO THE SIGNING

keys, codes, and garage door openers to the house

government-issued identification

your good writing hand



5-STAR CLIENT REVIEWS

Wayne was absolutely amazing from start to finish. We are not local and Wayne would go video homes for us with no advance notice. He got to know us well and knew exactly what we were looking for in a dream home. Once we found the right home, he walked us through the process, gave us excellent advice, and went above and beyond so that it was a smooth transition! He is even willing to help us with the home after the sale to get some work done before we arrive to Park City. Thank you WAYNE!!

Wayne was great, we are from Florida, we did not know well the area, he helped us to locate the right area and the right property within our budget supported us with negotiating the price and term, helped us with closing, and then following the closing, he made an extra mile introducing us to contractors to make some upgrades, and stores in the area to fulfill our needs, he was great.

I had the absolute pleasure of working with Wayne Levinson on a recent real estate transaction in Park City, Utah, and I cannot speak highly enough of the experience. From our first conversation to the final closing, Wayne demonstrated exceptional professionalism, deep market knowledge, and a genuine commitment to helping me achieve my goals.

Wayne's expertise in the Park City real estate market is truly impressive. He provided invaluable insights that helped me make informed decisions every step of the way. Whether it was understanding neighborhood trends, evaluating property value, or navigating the negotiation process, Wayne's guidance was always clear, confident, and well-informed.

What really sets Wayne apart is his communication and dedication. He was consistently responsive, detail-oriented, and proactive, making what can often be a stressful process feel smooth and manageable. I always felt like a priority, and it was clear that Wayne truly cared about delivering the best possible outcome.

In short, Wayne Levinson is an outstanding real estate professional. His knowledge, integrity, and commitment made this transaction not only successful but genuinely enjoyable. I would enthusiastically recommend him to anyone looking to buy or sell property in the Park City area.

Wayne did an amazing job helping us purchase our condo. From the moment we met, his quickness to respond exceeded our expectations. He was able to give us insight into the building and area we were looking at. Including, restaurant reviews, which part of the mountain to ski, and information on local events. Working with Wayne and the network he has was very easy. He helped coordinate the entire process, and did a great job explaining each step. There was never a time I did not feel like he was my advocate. Largely, because he took the time to understand what we were looking for, then confirmed our priorities. If you have the chance to work with Wayne, I highly recommend him to help you as your agent.

I had the absolute pleasure of working with Wayne Levinson on the purchase of my home in Park City, Utah, and I can confidently say he is the best real estate agent I've ever worked with. From our very first conversation, it was clear that Wayne possesses an exceptional knowledge of the Park City market, including neighborhood trends, property values, and local amenities. His insights were invaluable in helping me make informed decisions throughout the entire process. Wayne was incredibly responsive, patient, and proactive, always making sure I felt supported and well-informed every step of the way. He took the time to understand exactly what I was looking for and went above and beyond to find the perfect home to meet my needs. His negotiation skills and attention to detail ensured that I got the best possible outcome. Above all, Wayne's professionalism and integrity set him apart. He truly had my best interests at heart, and I never once felt pressured or rushed. Buying a home can be stressful, but with Wayne guiding the process, it was smooth, efficient, and even enjoyable. I can't recommend Wayne Levinson highly enough to anyone looking to buy or sell real estate in Park City. He is an outstanding agent and a trusted advisor who genuinely cares about his clients' success.



Let's sell your Park City home.

OUR OFFICES

Park City

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Park City, Utah 84098

693 Main Street
Park City, Utah 84060

Heber Valley

380 E Main Street
Midway, Utah 84049

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