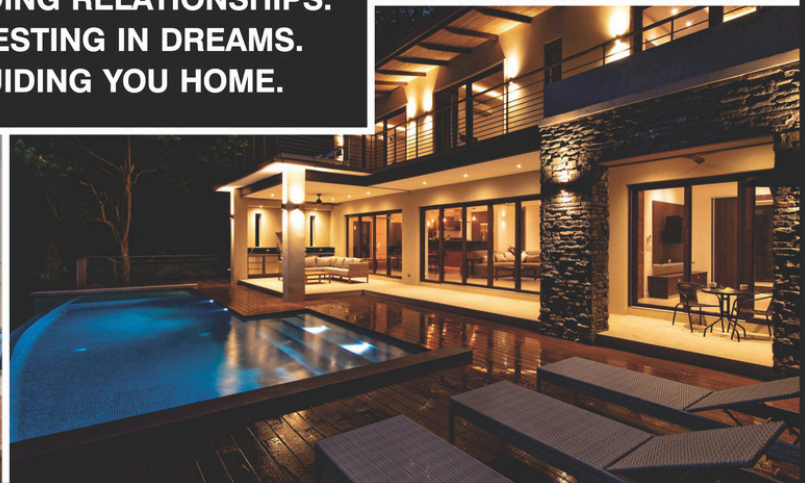


**BUILDING RELATIONSHIPS.
INVESTING IN DREAMS.
GUIDING YOU HOME.**



Silver Elk Realty

Gorden & Kemberly McLaughlin • www.silverelkrealty.com
(G) 214.926.3302 • gorden@realtor.com • (K) 817.240.7675 • kemberly@realtor.com

Building Relationships.

Investing In Dreams.

Guiding You Home.



“Great things happen when we sincerely, genuinely connect with people we meet and help guide them home.”

WE BELIEVE:

In all of life’s passions, we should be thoughtful, educated and strategic in achieving worthy goals. Whether family, financial, personal or to advance the well being and success of others, the requirements are identical.

DO WHAT IS RIGHT.

WORK HARD.

UTILIZE EXEMPLARY SKILLS.

TRUST GOD.



Silver Elk Realty

THE LISTING PROCESS SIMPLIFIED



Full Collaboration... Complete Oversight...

Giving You Peace Of Mind!



WHY IS SILVER ELK BETTER?

It might be our superior listing process...

	SILVER ELK	OTHERS
IN-HOUSE CONSULTATION 1.0	YES	YES
NET PROJECTION & SALE PRICING OPTIONS	YES	no
SILVER ELK PLEDGE	YES	no
V.I.P. PASSPORT ENROLLMENT	YES	no
NEW CONSTRUCTION "MOVE-UP" PROGRAM	YES	no
VETERAN DISCOUNT PACKAGE	YES	no
COMPREHENSIVE HOME SALES ANALYTICS	YES	no
LICENSED APPRAISAL TECHNIQUES FOR APPRAISAL ESTIMATE	YES	no
CUSTOMIZED HOME OPTIMIZATION ANALYSIS	YES	no
IN-HOUSE CONSULTATION 2.0 - Follow up discussions, agreements & pledges	YES	no
OPTIMIZATION PUNCH LIST	YES	no
PRIVATE CONTRACTOR SUPPORT	YES	no
IN-HOUSE CONSULTATION 3.0 - Contractor Introduction & Home Review	YES	no
STAGING CONSULTATION	YES	no
LISTING ANNOUNCEMENT 1.0 - Broker / Agents	YES	no
PROFESSIONAL PHOTOGRAPHY - Offering 3D, Aerial & Twilight Sessions	YES	no
OPTIONAL MATTERPORT 3D WALK-THROUGH PACKAGE	YES	no
BUILD LISTING PROFILE	YES	YES
LISTING ANNOUNCEMENT 2.0 - Coming Soon MLS	YES	no
IN-HOUSE CONSULTATION 4.0 - Contractor Follow-Up, Final Review, Staging & Setup	YES	no
EDIT & LABEL 36 MARKETING PHOTOS	YES	no
CREATE & PUBLISH CIRCLE PIX VIDEO	YES	no
UPLOAD ALL DISCLOSURES FOR BUYERS & SYNDICATE	YES	no
CREATE SOCIAL MEDIA & OPEN HOUSE MARKETING	YES	no
ORDER PRINT MEDIA	YES	YES
PROMOTIONAL VIDEO - Luxury Properties Over \$500,000	YES	no
CUSTOM SILVER ELK KEEPSAKE BOOK - Luxury Properties Over \$500,000	YES	no
LUXURY SIGNS AND MARKETING INSTALLATION	YES	no
SET UP CSS SHOWING INSTRUCTIONS	YES	YES
LISTING ANNOUNCEMENT 3.0 - Go "Live" Social Media	YES	no
LISTING GOES LIVE ALL REAL ESTATE WEBSITES	YES	YES
REVERSE PROSPECTING FOR ALL POTENTIAL BUYERS	YES	no
LAUNCH INDEPENDENT PROPERTY PAGES	YES	no



WHY IS SILVER ELK BETTER?

It may be our unmatched diligence...

	SILVER ELK	OTHERS
LISTING ANNOUNCEMENT 4.0 - Open House Event	YES	YES
DELIVER OPEN HOUSE INVITATION TO NEIGHBORS	YES	no
PERSONALLY HOST OPEN HOUSE EVENT	YES	no
PROVIDE BUYER INFO - Community, School, Shopping, Entertainment & H.O.A. Info	YES	no
FOLLOW UP WITH ALL OPEN HOUSE GUESTS	YES	no
COACH BUYERS ON PRESENTING SELLER FAVORABLE OFFERS	YES	no
IN-HOUSE CONSULTATION 4.0 - Collect and review all buyer offers	YES	YES
PROVIDE 7 POINT OFFER ANALYSIS REPORT TO SELLER	YES	no
NEGOTIATE FOR IMPROVED TERMS ON EVERY OFFER	YES	no
SCREEN PROSPECTIVE BUYER'S LENDER QUALIFICATIONS	YES	no
ELECTRONIC DOCUMENT SIGNING FOR CONVENIENCE	YES	no
OBTAIN BACK UP OFFER OR OFFERS	YES	no
KEEP BUYERS INTERESTED TO SECURE BACK UP BUYER IF NEEDED	YES	no
SEND ALL CONTRACT DOCUMENTS TO TITLE OFFICE	YES	no
SEND ALL CONTRACT DOCUMENTS TO BUYER'S LENDER	YES	no
INSURE OPTION & EARNEST MONEY DELIVERY	YES	no
MANAGE BUYER COMPLIANCE WITH CONTRACT DEADLINES	YES	no
WORK CLOSELY WITH TITLE OFFICE TO INSURE AGAINST DEFAULT	YES	no
SUPPLY APPRAISER WITH COMPARISONS TO SUPPORT SALES PRICE	YES	no
REVIEW CLOSING STATEMENT PRIOR TO CLOSING DATE	YES	no
ATTEND EVERY CLOSING IN PERSON	YES	no
CREATE & PUBLISH CIRCLE PIX VIDEO	YES	no

MORE money in YOUR pocket. **MORE** agent attention to detail.

MORE agent involvement throughout the sale process.

Perhaps **"MORE"** is the best reason to use Silver Elk Realty!



STATE OF THE ART TECHNOLOGY

SILVER ELK OPTIONAL SERVICES:

- ★ Drone aerial view overhead footage
- ★ 3D imagery with Matterport technology



SILVER ELK STANDARD SERVICES:

- ★ Professional quality photos, including a twilight set.
- ★ Editing and custom labeling for web based marketing



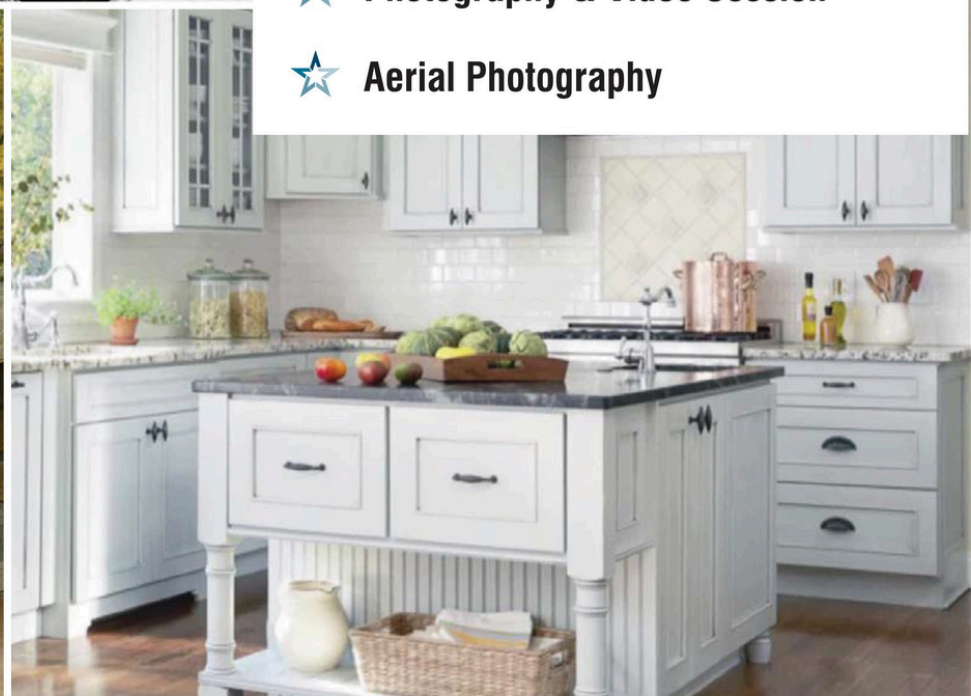
ARTFUL STAGING & DESIGN CONSULTATION



Kemberly McLaughlin
Staging & Design

SILVER ELK OPTIONAL SERVICES:

- ★ Complimentary Staging Consultation
- ★ Customized Pre-Listing Punchlist
- ★ Contractor References
- ★ Wholesale Suppliers
- ★ Photography & Video Session
- ★ Aerial Photography



FIVE STAR MARKETING & OUTREACH

This sign in your yard informs buyers you selected one of DFW's top realtor groups to market your home for sale...

It represents superior service and Five Star integrity in every real estate transaction.



These magazines are filled with information geared to give select Silver Elk clients great lifestyle news and helpful information.



GORDEN McLAUGHLIN
817.697.2342

Silver Elk Realty

For Sale



SILVER ELK GOES BEYOND THE NORM

New technologies are changing the “normal” in daily business. At **Silver Elk Realty**, we understand the revolutionary new methods of proactive marketing.

Beyond placing your home on websites like the **MLS**, Zillow, Trulia, **realtor.com** and **homes.com**, etc., we pay for targeted marketing on social media such as Facebook and Instagram.



REAL
Estate icon



ESTATE
Estate icon

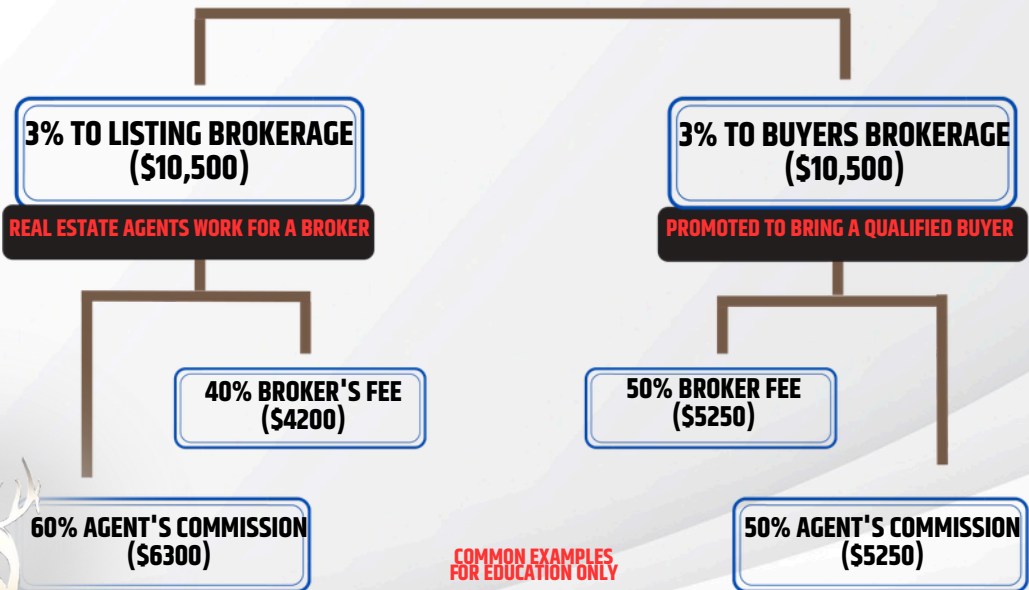


\$350,000

AVERAGE SOLD PRICE



6% COMMISSION PAID BY SELLER (\$21,000)



COMMON EXAMPLES FOR EDUCATION ONLY



Silver Elk Realty

COMMISSIONS ARE NEGOTIABLE AND FUNDED DIRECTLY FROM A SELLER TO ONE OR EACH REAL ESTATE BROKERAGE. ONLY A BROKER CAN PAY AN AGENT'S COMMISSION, BASED ON A HIRING CONTRACT BETWEEN THE TWO PARTIES.

ONLINE CONFUSION

FUN, BUT INACCURATE INFORMATION!

It's fun perusing a website looking for a new home, reviewing photos and checking out prices. But, their information is highly unreliable. **Who says? THEY DO!** Look at the disclaimers from some of the sites, revealing limitations about their own data:

Zillow "The Zestimate is not an appraisal and you won't be able to use it in place of an appraisal, though you can certainly share it with real estate professionals. It is a computer-generated estimate of the worth of a house today, given the available data. Zillow does not offer the Zestimate as the basis of any specific real estate related financial transaction. Our data sources may be incomplete or incorrect; also, we have not physically inspected a specific home. Remember, the Zestimate is a starting point and does not consider all the market intricacies that can determine the actual price a house will sell for."

["Is a Zestimate an appraisal?" at zillow.com/zestimate](http://zillow.com/zestimate)

trulia "If you're looking for a precise value for your home, or if you're thinking of selling your home, we recommend you talk to a real estate professional. After all, our algorithms are smart, but we can't know everything about (a specific) home's features and location. Connect with real estate experts in your area."

trulia.com/trulia_estimates



CHASE "The data and valuations are provided as is without warranty or guarantee of any kind, either express or implied, including without limitation, any warranties of merchantability of fitness for for a particular purpose. The existence of the subject property and the accuracy of the valuations are estimated based o available data and do not constitute an appraisal of the subject property and should not be relied upon in lieu of underwriting or an appraisal."

chase.com/mortgage/mortgage-resources/home-value-estimator

Homes.com "We're not suggesting that you use our home value estimate in lieu of an appraisal from a trained professional when selling, purchasing or refinancing; but, it's the perfect source when you just need a reasonable estimate and you don't want to wait."

homes.com/home-prices



HOUSEVALUES.COM "For a professional valuation of your home that includes all the information about your (the) property (plus overall condition, style of the house, and other features) please contact a real estate expert."

housevalues.com/report



Use a Realtor®. Here to help you make a smart move!

CLOSING COSTS - WHO PAYS?



Each transaction is unique. Some costs are negotiable. Always consult with your Realtor®, lender and escrow officer about your specific transaction, but generally...

SELLER COSTS

- Payoff Existing Loan(s)
- Tax Certificate
- Realtor Commissions
- Prorated Taxes
- Escrow Fee
- Document Preparation
- Recording Fee(s)
- PER CONTRACT:**
- Owner's Title Policy & Endorsements
- Survey
- Home Warranty
- HOA Resale Certificate
- Termite Inspection (VA Loan Only)
- Any Other Assigned Costs

QUESTIONS? ASK FOR YOUR PERSONAL EQUITY ESTIMATE!



Connect With Us...



BUYER COSTS

- Property Inspections
- Termite Inspection
- Survey (Per Contract)
- HOA Transfer Fee (Per Contract)
- Prorated Taxes
- Escrow Fee
- Courier Fee
- Hazard or Homeowner's Insurance
- ASSOCIATED LOAN EXPENSES:**
- Loan Origination Fee
- Loan Title Policy & Endorsements (Per Contract)
- Appraisal
- Credit Report
- Prepaid Interest
- Document Preparation
- Recording Fee(s)
- IF APPLICABLE:**
- Initial Escrow Account Deposit
- Mortgage Insurance Premium
- VA Funding Fee

NET DOLLAR COMPARISON

CLOSING COSTS

	LOW LIST PRICE	HIGH LIST PRICE	FAST SELL LIST PRICE	SUGGESTED LIST PRICE
PRICE	\$250,000	\$325,000	\$225,000	\$300,000
TITLE	1,706	2,122	1,568	1,983
BUYER'S HOME WARRANTY	550	550	550	550
BUYER'S PAID TO SELLER	- 0 -	- 0 -	- 0 -	- 0 -
SELLER PAID CLOSING \$\$\$	750	750	750	750
SALES COMMISSION	15,000	19,500	13,500	18,000
TAXES TO CLOSE	7,579	7,579	7,579	7,579
TAXES REBATED (6 WEEKS)	7,579	7,579	7,579	7,579
H.O.A. TRANSFER	150	150	150	150
SURVEY & MISC.	150	150	150	150
EXTRA SURVEY COVERAGE	85	106	78	99
GROSS CASH	\$231,609	\$301,672	\$208,254	\$278,318
MORTGAGE PAYOFF	\$127,000	\$127,000	\$127,000	\$127,000
NET \$\$\$ TO SELLER	\$104,609	\$174,672	\$81,254	\$151,318

CLOSING TAXES ASSUMPTIONS:

ASSUMED CLOSING DATE	12/30/20	12/30/20	12/30/20	12/30/20
YEARLY TAXES	7,600	7,600	7,600	7,600
DAILY TAXES	21	21	21	21
# TAX DAYS CALCULATED	364	364	364	364

TAXES ARE TYPICALLY PRO-RATED AT CLOSING, CALCULATED FROM JANUARY 1ST THROUGH THE SPECIFIC CLOSING DATE. SINCE CLOSING DATES, TAXABLE VALUES AND AMOUNTS VARY, WE ARE PROVIDING THESE ESTIMATES AS A CONVENIENCE, NOT AS A GUARANTEE OF YOUR AMOUNTS, AS YOUR SPECIFIC FIGURES WILL VARY.

Gorden McLaughlin
SILVER ELK REALTY
 6020 The Resort Blvd.
 Fort Worth, TX 76179



Who monitors the ever changing market forces affecting the sale of your home?

9

Do you know the **MAJOR FACTORS** to consider before accepting an offer?

Type	Offer Amount	Earnest	Title pd by	Survey	Closing	Agreement date	Option	#Days	Home Warranty	Notes
Financing	\$300,000	\$3,000	Seller	Seller	6/22/19	21	\$100	7	\$100	Linda
Financing	\$285,000	\$2,000	Seller	Buyer/4006/21/19	21	\$100	1	1	\$550	Sarah Asking seller to p/u additional \$75 policy for title exceptions
Financing	\$290,000	\$1,500	Seller	Seller	6/30/19	15	\$100	8	\$325	
Financing	\$292,000	\$2,900	Seller	Seller	6/22/19	15	\$200	5	\$500	
Financing	\$304,000	\$3,000	Buyer/1,300	Buyer/4006/29/19	14	\$300	7	No		
Financing	\$301,000	\$2,900	Seller	Seller	6/28/19	16	\$100	7	\$450	
Financing	\$296,000	\$2,000	Seller	Buyer/4006/29/19	21	\$200	10	\$600		

NOTES

-
-
-
-
-

LISTING STATS

NUMBER VIEWS INTERNET ZILLOW/MLS

Day	3	4	5	6	7
Views	175	200	650	350	150

NUMBER SHOWINGS

Day	3	4	5	6	7
Showings	30	15	10	15	10

TOTAL HOMES SOLD PRICED OVER \$300,000

Day	3	4	5	6	7
Homes Sold	12	8	5	17	6

TOTAL INTERNET VIEWS

1496

TOTAL OPEN HOUSE VISITORS

34

TOTAL SHOWINGS

88

HOMES CURRENTLY UNDER CONTRACT

3

NUMBER OF LISTED HOMES SOLD SINCE LIST DATE

2

NUMBER OF LISTED NEW BUILDS SOLD \$300K+ SINCE LIST DATE

64

WEEK	PENDING	TOTAL SOLD	HOMES SOLD OVER \$300K	#VIEWS ZILLOW/MLS	# SHOWINGS	OPEN HOUSE VISITORS	NOTES
3	0	1	15	157	29	14	
4	1		12	225	16		
5	0		9	675	13	11	
6	2	1	17	310	18		
7			11	129	12	9	

We shadow market situations affecting your home!

CONSTANT COMMUNICATION



CLIENT FOCUSED PERFORMANCE

2 FAMILIES. 6 HOUSES. 2 MONTHS. Silver Elk's Gorden McLaughlin was suggested by our son-in-law Chad after he first found, negotiated and closed on a home for our daughter and Chad, as well as two other homes for Chad's parents... all in less than a month.

Gorden assessed our requirements, selling two homes for us, one in North Richland Hills and one located in Bedford. Once those two were successfully marketed, he helped us find a home at Live Oak Creek in West Fort Worth.

Gorden & Kemberly communicated with us consistently throughout the process. Their availability to explain, communicate, their competence and experience was amazing. I can't imagine anyone helping us any better than they did.



David & Charlotte Brooks



Chad & Kelly Leader

25 MINUTES TO THE FIRST OFFER! Sunday afternoon, Russ called to say he was offered a promotion requiring he and Julia to relocate to Jacksonville, Florida - in 45 days. Just 30 days before, they purchased their "forever" dream home in Keller. They weren't even fully unpacked. They had just 10 days to get an offer on their home, in order to move in time for the new school year in Florida.

Before calling Silver Elk Realty Russ tried the "For Sale By Owner" route, with no success. They met with their pastor, also a Silver Elk client, who suggested they call. Silver Elk quickly organized a photo shoot and posted their home for sell on MLS by 7:55pm that evening. Incredibly, at 8:20pm we received a full price offer with no contingencies! Just TWENTY FIVE minutes. By faith, Russ & Julie had already put down a deposit on a home in Florida just the day before to meet their move deadline. Their faith was strongly rewarded... and the Silver Elk Realty was humbled to be a part of God's hand in moving this great family.



Russ & Julie

See these & more reviews of Silver Elk Realty on www.realtor.com



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Building Relationships. Investing In Dreams. Guiding You Home.



Certified Listing Specialist • Military Relocation Professional

2014 Executive Performance

2015 100% Club

2016 100% Club

2017 Platinum Club

2017 RE/MAX Top Producer

2017 Rising Star

2018 100% Club

TexasMonthly



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