



Realtor, ABR, GRI, RENE, SRES, SRS
Certified Luxury Home Specialist

Company Profile

Tailored strategies, exceptional results.

heidiismith.com

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About Us

At Keller Williams Success Real Estate we specialize in crafting carefully tailored strategies to deliver exceptional results for every client we represent, whether buying or selling. We prioritize genuine relationships and offering personalized service, ensuring each client feels fully informed, supported and valued throughout the journey.

With a strong focus on clear communication and expert market insight, we showcase every property to the highest standard and help buyers discover homes that truly align with their goals.

Our deep understanding of the ever-evolving real estate landscape, paired with a considered, professional approach, allows you to move forward with confidence — knowing your best interests are always represented with precision, discretion, and care.

Meet Heidi Smith



Your Trusted Advisor

A highly respected and active member of the community. I am a California native with over four decades of experience and a second-generation Realtor. I am licensed in Illinois and California. I have earned a reputation for being a highly knowledgeable, trustworthy, professional who makes the buying and selling process a seamless and successful experience for my clients.

As an expert negotiator and effective problem solver, I have a passion for guiding my clients through the complexities of the real estate process and helping them achieve their goals. Passion is something that never goes out of style. I am known for prioritizing communication, discretion, professionalism and transparency with stellar customer service to advocate solely for my clients' best interests.

There are few things more rewarding to me than completing a transaction known that I have exceeded my client's expectations and built a long-lasting professional relationship. I am fortunate to have built a business based heavily on referrals and repeat business over the past four decades. I feel blessed to have a team across Illinois and Wisconsin and a broad global network so that I can help take care of my clients wherever life may take them

When I am not working alongside my clients, I love spending time with my family and donating my time to local community events and charities. I also enjoy cooking, baking, playing tennis, skiing, horseback riding, crocheting, worship, hosting events and special time with friends, health spas and travel.

HEIDI PROVIDES AN EXCEPTIONAL CLIENT EXPERIENCE:

- Dedicated focused and results driven service.
- Pairs creativity with detail to achieve strong results.
- Astute listening skills for sound advice and client advocacy.
- Tenacious negotiation skills and effective executor.
- Expert marketer and tailored marketing strategies.
- Strong network of professional vendors and tradesmen.
- Knowledgeable about the market and ever-evolving shifts and trends.
- Consistently delivers record-breaking results.

"Great outcomes are built on strong relationships. I bring together expertise, communication, and care to deliver exceptional results."



The Value of Working with Heidii, Your #1 Trusted Realtor

Expertise, Integrity, Loyalty, and Professionalism form the cornerstone of my business. With 41 years of experience and a track record of successfully transacting over 1,100 transactions since 1984, providing you with comprehensive, high-quality services is my unwavering commitment.

I understand that representing clients in today's dynamic marketplace demands a blend of ambition, dedication, hard work, and a strong ethical foundation. I possess the versatility to adeptly manage every aspect of a sale, ensuring a seamless journey from initial discussions to the closing of escrow.

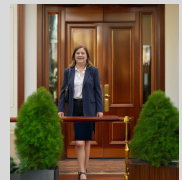
Whether you're a first-time buyer, selling your dream home, acquiring a second property, relocating to a new area, or an experienced investor seeking representation from a trusted professional, you can have full confidence in my ability to serve your real estate needs. When the time comes to sell, I invite you to consider me for the position of your Realtor through an informative interview.

When it comes to selling your home, what sets Heidii apart is her profound understanding of the intricate and constantly evolving real estate market. Heidii's extensive knowledge, wisdom, and unwavering enthusiasm empowers me to deliver the utmost customer service and professionalism, offering strategic guidance, innovative solutions, and timely, responsive support tailored to each client's unique requirements. My measure of success for clients rests on awareness, commitment, expanded market insight, integrity, professionalism, and unparalleled negotiation skills.

Here are compelling reasons to choose Heidii for listing your home:

- Achieving the Highest Possible Sales Price
- Minimizing Stress and Anxiety
- Selling in the Shortest Timeframe Being
- Proactive, not Reactive
- Leveraging KW Support
- Following a Strategic and Streamlined Listing Process
- Benefitting from KW Support Utilizing
- Proven and Effective Marketing Campaigns
- Tapping into Extensive Experience
- Ensuring Continuous Communication

By consistently exceeding expectations through exceptional customer service and a remarkable experience that extends well beyond the close of escrow, I have been serving sellers with unparalleled local expertise since 1984. My objective is to provide the same exceptional service for you.



Heidii Smith

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TESTIMONIALS



PHENOMENIAL EXPERIENCE!

"We have had the experience of doing business with Heidii since 2000 and cannot imagine a better experience in completing over 20 transactions with her. Her seemingly endless level of expertise in all areas, from the listing and staging, to understanding the markets and her ability to work with buying agents, title companies, inspection and repair contractors and so much more made our lives so much easier during a very complication period of our lives.

Our sales have had some incredibly complicated aspects to it and Heidii and her office never blinked when dealing with issues that arose. She was always available for phone calls and long meetings any time of day or night. We not only walked away with a sale that both parties were with, we came away with a new family friend. There are not words to describe what a god send Heidii has been for us during the entire process. Thank you Heidi ifor all your hard work for us over the years!"

Ginn Family



"Heidii made the home selling process easy and worry-free. I would recommend her professional yet very personable service without any reservations. She remained in contact and kept me updated on any progress in selling my home."

Yolanda P.



I purchased two investment properties from Heidii. I could not have completed my complex exchange without Heidii's professional expertise and unmatched negotiating skills. Hands down to Heidii for a superb experience.

Russ



"Heidii is the hardest working Realtor I know. I would refer anyone to her.."

Dunphee Family



"Heidii is a true professional and the very best!"

Pam.



Service Offering

I deliver a full-service experience to secure the strongest possible result. My process is tailored, discreet, and strategically led from start to finish.

1. PREPARATION & PRESENTATION

- Expert styling advice, pre-sale guidance, or home selection support
- Coordination of photo, video, and floorplan assets
- Access to trusted trades and styling professionals

2. MARKETING & OUTREACH

- Custom campaign tailored to your goals
- Premium advertising across print, digital, and social platforms
- Private network outreach and qualified buyer introductions

3. CLIENT MANAGEMENT

- Enquiry handling, follow-up, and relationship nurturing
- Personalized property tours and open home coordination
- Transparent communication and progress reporting throughout

4. NEGOTIATION & TRANSACTION

- Skilled negotiation and price strategy
- Full contract and offer management through to settlement
- Liaison with legal and finance representatives throughout

5. CONTINUED SUPPORT

- Regular updates with performance or market insights
- Ongoing access to your lead agent throughout
- Investment, buying, and selling opportunities given at priority



Comprehensive Seller Services



As your agent, delivering comprehensive, confidential, and top-tier professional listing services is my foremost commitment. When you are ready to sell, I invite you to consider me for the role of your Realtor.

The process of selling a property can be emotionally and mentally demanding. My proven and effective marketing campaigns are meticulously designed to guide you towards a successful sale. I want to assure you that I am committed to offering you the most comprehensive, confidential, ethical, and professional representation available in the industry, exceeding your expectations at every step.

I understand that selling your home in today's intricate and ever-evolving real estate market is a multifaceted endeavor. For many families, it represents a significant life event, often involving their most substantial asset. This is why I customize my unparalleled marketing strategies to each client, ensuring maximum exposure, the highest possible price, the shortest time on the market, and minimal hassle for you.

My marketing campaigns are crafted to accentuate your home's unique style and distinctive features, simplifying the process for my clients to manage. From concierge services and pre-marketing to handling every detail leading up to signing the documents and closing escrow, I am committed to a seamless experience for you.

With over 41 years of experience and a track record of selling millions of dollars in real estate, I bring a wealth of knowledge and expertise to every sale. My familiarity with both current listings and past sales enables me to advocate for your best interests effectively. As your agent,

delivering comprehensive, confidential, and top-tier professional listing services is my foremost commitment. When you are ready to sell, I invite you to consider me for the role of your Realtor.



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Our Strategy



TAILORED APPROACH

Every client and property is unique. We design a strategy around your goals, preferences, and market conditions — reviewing and refining throughout to ensure the best possible outcome.



PRESENTATION MATTERS

Whether preparing a home for market or guiding buyers through viewings, we focus on presentation that inspires confidence, ensuring that every single detail is managed with care.



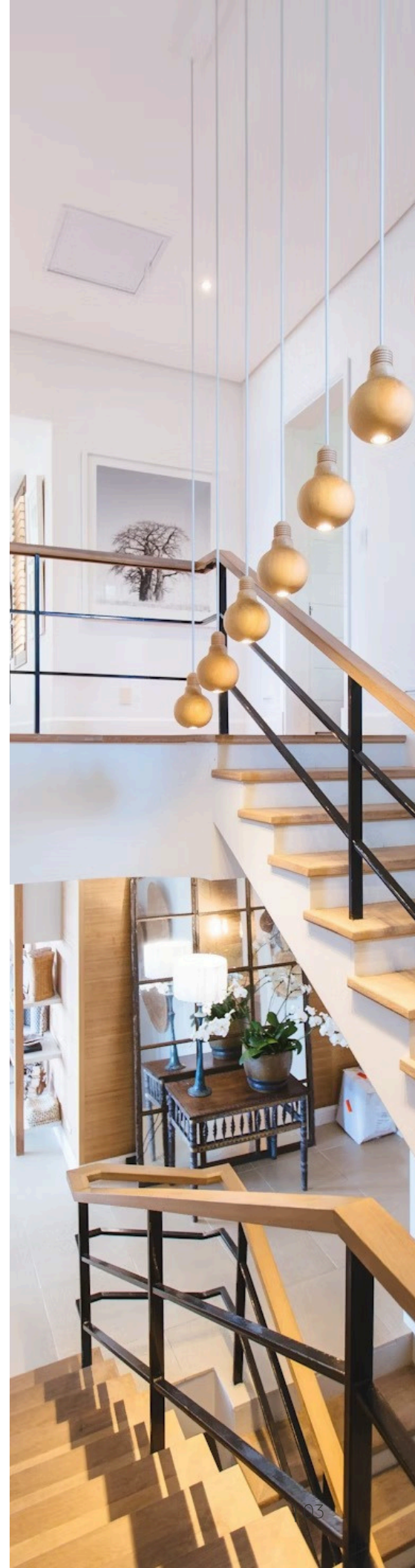
STRATEGIC POSITIONING

We identify the right audience and craft messaging that resonates, showcasing listings to qualified buyers and guiding purchasers toward smart, informed decisions.



NEGOTIATION & RESULT

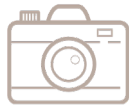
Negotiations are led by experienced senior agents with a calm, strategic approach. We represent your interests with clarity, honesty, and complete professionalism.





Marketing Approach

Deliver tailored campaigns built around your property, buyer profile, and sale method. Each is expertly managed and combines premium visuals, digital strategy, print media, and editorial exposure to drive strong buyer interest.



VISUAL EXCELLENCE

We showcase your home with high-end photography, video, and creative that captures attention and elevates value perception.



DIGITAL STRATEGY

Our targeted online campaigns and market insights connect properties with qualified buyers and uncover opportunities for home buyers.



PRINT & EDITORIAL

Premium brochures, signage, and advertorial placements ensure your home has impact both offline and in select publications.



CAMPAIGN DELIVERY

We monitor performance daily and adjust strategy as needed, keeping you updated at every step for full clarity and control.

Client Journey

I guide every client through a clear, structured process, from preparation to settlement. My role is to simplify the journey, protect your interests, and deliver a seamless, high-performing campaign.

1.

CONSULTATION

Let's begin with a tailored conversation to understand your goals, preferences, and timeline. You'll receive expert guidance on market conditions, strategy, and next steps — whether you're buying or selling.

2.

PREPARATION

For sellers, I provide detailed advice on presentation, pricing, and marketing. For buyers, we assist in refining your search criteria and securing finance readiness. Every step is designed to set you up for success.

3.

CAMPAIGN & SEARCH

I coordinate high-impact marketing for listings and strategic sourcing for buyers, using digital, print, and private networks to uncover the best opportunities. Communication remains clear and consistent throughout.

4.

NEGOTIATION & SETTLEMENT

I handle all offers, terms, and contract management with skill and discretion. From negotiation to handover, you're kept informed and represented with confidence at every stage.



CLIENT CARE & COMMUNICATION

The most important person inside a real estate transaction to us is YOU!
The goal is simple: EARN your trust, don't expect it!

*There is NO CANCELLATION FEE ever because you should be
100% SATISFIED or fire us! That simple!*

The goal is to become your partner during the transaction and our first goal will be to position your property in the best possible way so you can avoid costly mistakes and rest assured you are making a good decision

Positioning includes:

Professional photographs for interior, exterior as well as neighborhood features

free Staging Consultation

complete Expert Pricing Consultation that lets you set your own ideal price

free Digital Marketing Campaign to expose your home to more buyers online

Complete List of recommended items to be moved, addressed, repaired (if any) to achieve optimal pricing

Complete List of reputable vendors to assist with items prior to listing and during the inspection process

Tracking of showings along with secure alarm trigger system to keep your home secured at all times

Communication is a vital part and *we are communicating with all of our sellers a minimum of twice a week* (Monday & Thursday) on regular updates and as needed for offers, feedback that needs attention, etc)

Awards & Recognitions

Proudly recognised by respected industry bodies and aligned with leading networks, a reflection of our ongoing commitment to excellence and results.

AWARDS

Backed by professional affiliations and award-winning networks known for shaping the standards in high-end real estate.

- **Global Elite Award Leading Real Estate Franchise of the Year 2024**
- **Most Innovative Real Estate Company by Fast Company**
- **Real Trends 500**
- **#1 For Work Life Balance by Indeed**



RECOGNITIONS





I'm Here to Guide You Every Step of the Way

Let's take the guess work out of selling your home. With my personalized approach and clear, easy to understand insights, I'll guide you to make decisions that truly work with your best interests solely in mind. Let's chat about how we can make the most of your home sale. I'm here to give you the guidance and confidence you need to navigate every step of the process. To schedule a confidential listing consultation, let's connect and we'll get started on making your sale success. I can't wait to work together.





Thank you.

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