

Real Estate Services Proposal



Prepared Especially for:
REMAX PREMIER CLIENT

For marketing the property located at:

Prepared by:
Pat Tholen, CRS
Tholen Hill Team
RE/MAX Premier Realty

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Prairie Village

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2016 RE/MAX vs. THE INDUSTRY

RE/MAX is the right choice: quality agents, the most productive real estate network, the leading brand and an unmatched global presence.

That's the sign of a RE/MAX agentSM

	TRANSACTION SIDES PER AGENT LARGE BROKERAGES ONLY ¹	U.S. RESIDENTIAL TRANSACTION SIDES ²	BRAND AWARENESS (UNAIDED) ³	COUNTRIES ⁴	OFFICES WORLDWIDE	AGENTS WORLDWIDE
	17.3	960,000+	27.0%	95+	6,986	104,826
	10.4	Not released	0.4%	5	516	6,500
	9.4	120,919	1.9%	30	2,350	36,800
	8.7	Not released	4.0%	1	1,200	42,000
	8.6	730,128	14.0%	34	3,000	84,800
	8.2	411,731	19.7%	63	6,900	101,400
	7.0	62,738	1.0%	2	300	10,200
	6.8	843,547	8.3%	13	773	133,212
Sotheby's	6.3	100,297	1.6%	44	835	18,800

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RE/MAX Outsell Other Agents

2 TO 1

RE/MAX agents outsell other agents by more than 2 to 1 in the REAL Trends 500 survey* of large brokerages.

Which means...

- ✓ Twice as many trips to the closing table.
- ✓ Twice as many families helped.
- ✓ Twice as many dreams realized.



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of a RE/MAX agentSM**

*Transaction sides per agent calculated by RE/MAX based on 2016 REAL Trends 500 data, citing 2015 transaction sides for the 1,605 largest participating U.S. brokerages. RE/MAX average: 17.3. Competitors: 7.9. ©2016 RE/MAX, LLC. Each office independently owned and operated. 16_89011



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Why Choose RE/MAX?

The real estate network that has the most competitive advantages to offer homebuyers and sellers will be an industry leader. RE/MAX is that leader. Thanks to its global network and stellar reputation, it's no wonder people turn to RE/MAX when they embark on the homebuying or selling process.

When you look for the highest quality real estate service, look to a RE/MAX Agent. Nobody in the world sells more real estate than RE/MAX.*



■ More than 40 Years "Above the Crowd"®

RE/MAX – now an established industry leader - celebrated its 40th anniversary in 2013 and looks ahead to even greater real estate achievements in the years to come. Whether you're in the homebuying process or looking to sell, choose a RE/MAX Agent. When you choose a RE/MAX Agent, you'll have a real estate agent for life.

■ The Sign That Brings You Home®

The red-over-white-over-blue RE/MAX yard sign and your RE/MAX agent lead you to properties in areas in which you'll want to live and work. If you want to sell your property, the RE/MAX yard sign attracts those in the homebuying process. Nobody sells more real estate than RE/MAX.*

■ Advertising

Extensive advertising by individual RE/MAX agents, combined with national television advertising and broad Internet exposure, inspires buyers and sellers to seek out RE/MAX Agents. When you list your home with a RE/MAX agent, it will receive wide exposure.

■ The RE/MAX Balloon Logo

The red, white and blue RE/MAX Balloon, with its "Above the Crowd"® slogan, is recognized all over the world. RE/MAX boasts a global fleet of more than 100 Hot Air Balloons, that make thousands of appearances each year.

*As measured by residential transaction sides.



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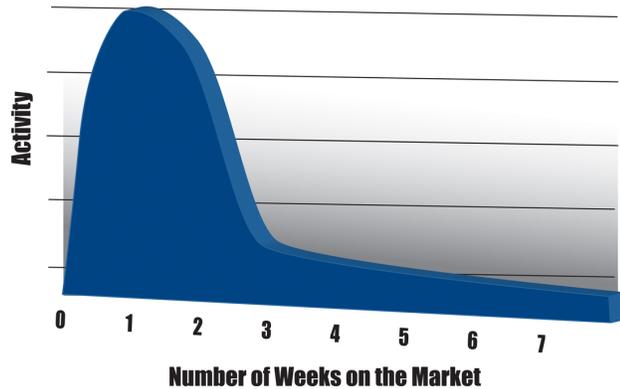


Pricing Your Home

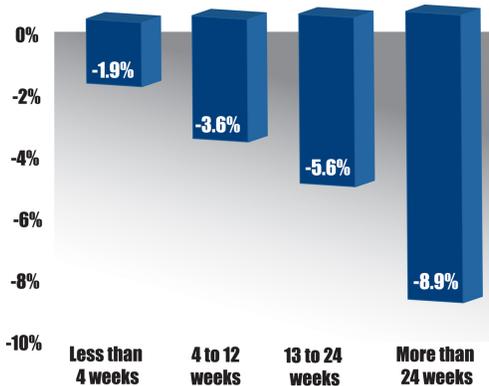
Not only will you miss prospective buyers by overpricing your home, but you will affect how long your home will remain on the market and what the eventual selling price will be.

Activity versus Timing

Timing is extremely important in the real estate market. A property attracts the most interest and excitement from the real estate community and potential buyers when it is first listed. Therefore, it has the highest chance of a sale when it is new on the market. Setting a realistic price from the beginning will help take advantage of this initial period, and increase the chance of a timely sale.



An experienced agent who knows the market and the marketing process can help you determine the market value of your home, thereby giving you the best chance of quickly and smoothly selling your home.



Timing versus Selling Price

When a home is overpriced at the start, it misses what can be the most critical time period in selling a home - the first weeks after it's listed. Once this period is passed and little traffic is generated at the initial price level, it becomes necessary to seek a lower listing price. Depending on market conditions this cycle may repeat several times before a sale is made, resulting in an eventual sale price that is well below the initial listing price, and possibly lower than the market value for your home.

Determining Your Home's Market Value

A comprehensive market analysis is essential to determine the value of residential property. Location and characteristics of the property are the key elements in determining value, therefore the basis for valuation is similar properties in your area. The market analysis takes into account the amount received from recent sales of comparable properties and the quantity and quality of comparable properties currently on the market. The desired end result, of course, is to find a price that will attract a willing and able buyer in a reasonable time.

Once the value of your home has been determined, you can decide on an offering price that will achieve your goals. Generally, the price should not exceed the value by more than 5% or potential buyers may not even make offers.



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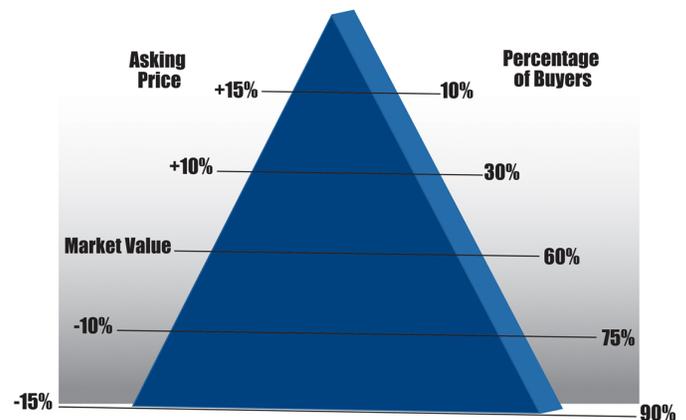


Pricing Guidelines

Perhaps the most challenging aspect of selling a home is listing it at the correct price. It's one of several areas where the assistance of a skilled real estate agent can more than pay for itself.

Too high can be as bad as too low

If the listing price is too high, you'll miss out on a percentage of buyers looking in the price range where your home should be. This is the flaw in thinking that you'll always have the opportunity to accept a lower offer. Chances are the offers won't even come in, because the buyers who would be most interested in your home have been scared off by the price and aren't even taking the time to look. By the time the price is corrected, you've already lost exposure to a large group of potential buyers.



The listing price becomes even trickier to set when prices are quickly rising or falling. It's critical to be aware of where and how fast the market is moving - both when setting the price and when negotiating an offer. Again, an experienced, well-trained agent is always in touch with market trends - often even to a greater extent than appraisers, who typically focus on what a property is worth if sold as-is, right now.

Agent education, experience critical

When working with a real estate agent, it's critical that you have full confidence in that agent's experience and education. A skilled, knowledgeable agent should be able to explain to you exactly why your home needs to be priced at a certain level - compared to recent listings and sales of homes similar to yours.

Experienced agents also know exactly what the current pool of buyers are looking for in relation to particular styles and price ranges of properties. A skilled agent can recommend changes that will enhance the salability of your home, thus increasing the price - and/or decreasing the length of time before a sale.

It's critical to keep all these aspects of pricing in mind, regardless of whom you choose to list your home.



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Curb Appeal

Are you interested in putting your home on the market, but wonder what repairs and touch ups to do? And then there's bankrolling the work, not to mention sacrificing weekends to get it done.

Slow down. Get a grip. There are some no cost/low cost ways to get your home in showing shape and help you put your best foot, er... house, forward to prospective buyers.

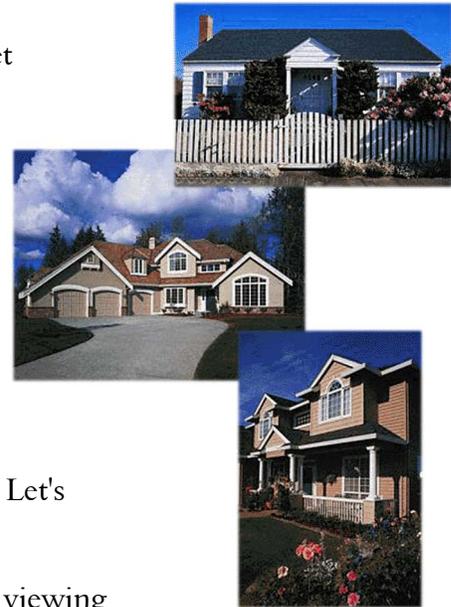
When real estate agents and buyers refer to curb appeal, it means the initial impact the home makes when the buyer first views it. Visualize a buyer driving up to your curb. What would he see? Landscaping in need of work? A fence in need of paint? If the outside of the house is in shambles, a buyer may not be motivated to get out of the car and come inside!

So what things are important to fix-up and replace before you sell? Let's cover them as the buyer sees them, from the outside, in.

Walk across the street from your home and pretend you're a buyer, viewing the home for the first time. From the parking area, glance around the front yard. Note hedges and trees that need to be trimmed. Are they cut back away from the front door, the windows, and the porch area? This is not only for aesthetics but for safety reasons as well (a big priority with buyers today.) A safe home is one that has a clear view of the parking area and walk ways, free of obstructions and overgrown foliage.

What about paint trim near the front door and on the eaves? Could it use a new coat? Make sure your front door is in good repair, too - including the screen door, if applicable. Buyers' impressions as they enter the home set the stage for the rest of the showing.

Let's go inside the house. The cardinal rule before putting your home on the market is making sure it's clean. In a competitive sales market, why would an eager buyer waste time viewing a house that needed elbow grease? And a less than spic and span house could also signal that other maintenance in the house hasn't been kept up - like plumbing that leaks and furnace systems in need of cleaning or repair. Don't forget that a house that doesn't show well will often take longer to sell, costing you money in the long run.



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Why Use a REALTOR®?

When you're looking for help buying or selling property, it's important to remember that the terms "real estate agent" and "REALTOR®" are not synonymous. REALTORS® can provide an extra level of service, and to be a REALTOR® you must be a member of the National Association of REALTORS®. The equivalent organization in Canada is the Canadian Real Estate Association. Both are non-profit trade organizations that promote real estate information, education and professional standards.



The National Association of REALTORS® also has earned a strong reputation for actively championing private property rights and working to make home ownership affordable and accessible.

Code of Ethics

NAR and CREA members adhere to a strict code of ethics founded on the principle of providing fair and honest service to all consumers. REALTOR® business practices are monitored at local board levels. Arbitration and disciplinary systems are in place to address complaints from the public or board members.

This local oversight keeps REALTORS® directly accountable to the individual consumers they serve. Real estate licensees who are not REALTORS, work solely under state/provincial licensing regulations.

RE/MAX REALTORS

RE/MAX real estate agents are required to be REALTORS® as a condition of membership in the RE/MAX organization. As a percentage of membership, RE/MAX agents hold more REALTOR® professional designations compared to any other national or international company.

The various designations are a symbol of achieving and maintaining advanced levels of education in real estate sales and marketing. Look for the REALTOR® or "R" logo when shopping for real estate assistance, for assurance of ethical standards and commitment to the community. Link a RE/MAX agent to that "R" for additional assurance of experience, productivity and advanced education.



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RESUME

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Experience

RE/MAX PREMIER REALTY

Licensed Kansas and Missouri Real Estate Broker. GRI & CRS for over 25 years

Specializing in single family homes, new construction, Condos relocation and investment property

RE/MAX Agent since 2002

Affiliations

Kansas City Regional Area Realtors (KCRAR)

National, Association of Realtors (NAR)

Kansas Association of Realtors (KAR)

Realtor Political Action Committee (RPAC) / Trustee Kansas 2006-2011

Charitable Foundation Board Member (KCRAR)

Awards and Achievements

Top 10 RE/MAX team in Kansas for over 10 years

Past President of the Kansas Association of Realtors

Past Regional VP of National Association of Realtors

Two-Term Director for (NAR)

Realtor of the year award (KCRAR)

Realtor of the year - multiple awards (KCRAR) & (KAR)

KCRAR Distinguished Community Service award

RE/Max Platinum , Hall of Fame and Lifetime Achievement Awards

Chairman of Governmental Affairs (KAR) 2004-2010 / (KAR) Lifetime Director

Community

Miracle Agent and RE/Max office Ambassador for The Children's Miracle Network

12 YR Chair for the Charity Tennis Tournament / Benefiting The Children's Spot St Lukes Hospital

10 YR Committee for Project 5 for ALS

Boys and Girls Club Volunteer

Personal

Married

Grandchildren: 11

Hobbies: Tennis and Grandkids



In Conclusion

When you choose **Pat Tholen**
you will receive:

- Excellent service and support.
- A market analysis of your home.
- A winning marketing plan.
- Every effort to sell your home promptly.
- The resources of RE/MAX Premier Realty.

*List Your Home Now
with **Pat Tholen!***



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Why choose Tholen-Hill Team?



Official Real Estate Partner of the Kansas City Royals

Thank you Pat for your communication and tireless efforts.. We valued your knowledge of the real estate business, the real estate agent community and the Johnson county area. Reid & Sue (Kansas)

As first time buyers we selected Pat based on her knowledge of the area we were seeking and her knowledge of cost of improvements. Jason & Annelise (Kansas)

Pat was relentless and had a passionate effort to find us the best property possible. She is dedicated to excellence. She is a role model for other agents. Jerry & Gwen (Kansas)

Pat has been my Realtor for 3 transactions. She has high energy and is organized and friendly. Mark (Missouri)

I was recommended to Pat by our Realtor in Wichita. Her knowledge of the area and builders was invaluable. Her responsiveness to our requests and unequivocal support to our decisions was amazing! Melinda (Kansas)

We chose Pat based on trust and knowledge. Love Pat and her whole team! Cindy (Missouri)

Pat was a great resource to us during the long process of selling and then building our new home. The team came as a referral and we were not disappointed. Love them! Sara (Missouri)

Pat has a drive to succeed. She had better communication than other Realtors. Kathy (Kansas)

I chose Pat by going to see a listing she had. She was knowledgeable, responsible and helpful. Melanie (Missouri)

Pat was referred to me by a friend. She had constant communication, diligence and was friendly! Star (Kansas)

We have used Pat for years and would not consider using anyone else. She goes far above and beyond making sure our needs are met. Pat is THE BEST! Kim and Steve (Missouri & Kansas)

We liked Pat's responsiveness and her ability to help complete projects after we moved and before we listed our house. She had a good base of referrals for lenders and contractors. Jeff (Kansas)

Pat knew what she was doing. She was quick, reliable and very professional. Nancy (Missouri)

Pat provided lots of information on every home I looked at . I've bought 6 homes over time and she is the best Realtor I have ever had! Cindy (Kansas)

Pat Tholen
The Tholen Hill Team
RE/MAX Premier Realty

