



LAUREN & CO
LUXURY REAL ESTATE

REPRESENTING
YOUR HOME

ABOUT US

Lauren & Co is a full-service real estate brokerage with a passion for extraordinary homes. We believe in building client relationships that strengthen and evolve over time. The core of our success is getting to know our clients personally. We don't want just to sell your house; we want to be your partner over a lifetime of navigating the real estate market.

Every step of our process is infused with a collaborative spirit that elevates the entire experience of selling your home. We are built on trust, value and understanding—the very essence of personal service. Lauren & Co is proud to work with our clients to prepare, market, and sell their property as if it was our own home because the process of selling your home can't be reduced to charts and algorithms.

We market effectively for our clients by staying well-informed of interest rates, financing options, and opportunities. Staying on top of the list and sold prices, days on the market, and other conditions is essential to pricing your property accurately, negotiating successfully, and closing expeditiously.

Competence, exclusivity, passion, and our personal service distinguish the Lauren & Co brand—from our initial advice to the successful conclusion of a contract.

A BROKERAGE FOR EXTRAORDINARY HOMES,
AND THE PEOPLE THAT LIVE IN THEM.



Lauren & Co's number one commitment to you is our market knowledge which empowers us to make the best decisions when representing your home.

UNRIVALED SERVICE

We combine a personal touch with our innovative marketing strategy to maximize your home's exposure to buyers. We know how to tell the unique story of your home, setting the stage for attracting the right buyer. Lauren & Co utilizes real-time market intelligence to best market your home, allowing us to reach active buyers interested in your listing 24/7.

We use Multiple Listing Service (MLS) to its highest potential. MLS feeds information about your property to multiple online search engines while cross-marketing your listing to sites such as Zillow, Realtor, and Trulia. We also feature your home on Lauren & Co's website.

Our site is optimized for all devices, featuring premium photography and detailed information about your listing, displaying your home's unique selling points.

Our objective is to make sure your property receives maximum exposure through Lauren & Co, connecting buyers and sellers.



COMMUNICATION IS OUR KEY

Before, during, and after a transaction, there is nothing more critical than communication. At Lauren & Co, your needs come first. From listing to closing, we will communicate as often as you need to hear from us. We will keep you informed in real-time so you always know the status of your property, including marketing, offers, and closing.

We are proactive.

We will reach out.

We will provide updates.

You will be informed.





INNOVATIVE AND MARKET SAVVY

Lauren & Co knows and understands real estate and its complexities. Your real estate transaction will be handled by experienced agents who know how to manage your property's listing and any issue if one should arise.

TEAMWORK

At Lauren & Co, we are a collaborative team—we believe that we are all more successful if we strive toward a common goal, rather than our individual interests. Each Lauren & Co professional shares the common purpose of serving you, our client, in the best way possible.

KNOWLEDGE

Our professional REALTORS® stay ahead of trends in the real estate industry through Lauren & Co's comprehensive, industry-leading training curriculum and research resources. This program enables us to provide you with unparalleled service.

RELIABILITY

Founded on the principles of trust and honesty, Lauren & Co emphasizes integrity and putting your needs first. Our success is ultimately determined by the legacy we leave with each client.

PRICING

Our goal is to price your property appropriately and sell quickly. Our keen understanding of the latest local listings and sales data provides you with the optimum sale potential.

SATISFACTION

We tailor our service to meet your needs. Our team of real estate experts will work with you to identify the requirements to meet and exceed your expectations.



DEBUTING YOUR HOME

One of the first steps to listing your home is to complete the Seller's Disclosure accurately and thoroughly. This ensures that there are no surprises for you or potential buyers in the future. Please notify your agent if anything needs to be updated to reflect the condition of your home correctly.

THE FIRST 30 DAYS

- Prepare Competitive Market Analysis (CMA)
- Work with sellers in pricing homes correctly
- Execute Listing Agreement
- Prepare Profile Sheet
- Suggest aesthetic improvements
- Have professional photos taken of the property
- Accept, process, and submit listing
- Enter listing into MLS database
- Display "For Sale" sign and lockbox on the property, if appropriate
- Showcasing your home's photography on MLS and LaurenCo.com
- Promote listing with internal agents during sales meetings
- Add to company-driven advertising schedule and marketing plan
- Design and distribute brochures/take ones for home
- Promote and hold broker/public open houses
- Report activity and feedback from showings to seller
- Follow-up with buyer agent showings



From the moment you partner with us, our team will be available to keep the home-selling process moving forward. Your Lauren & Co professional will help you price your home and prepare it for viewing to assure a successful sale and closing. We share the same goal: we want the highest selling price for your property in the shortest time.

WHAT TO EXPECT FROM YOUR AGENT AFTER THE FIRST 30 DAYS:

WEEKLY

- Follow-up with prospects and agents who have viewed the property
- Report on activity and feedback
- Promote listing with other agents
- Sales meeting discussions

MONTHLY

- Advise real estate community of status/price changes
- Review current market statistics with the seller and revise pricing and marketing strategy, if appropriate
- Schedule and promote broker open houses and possible public open houses
- Review feedback from agents or prospective buyers and suggest appropriate changes
- Re-contact all agents who showed the property to advise of any status/price changes
- Continue to promote property until it is sold

AFTER ACCEPTANCE OF AN OFFER

- Assist seller with transaction details, from contract to closing
- Provide seller with an estimate of closing costs
- Coordinate inspections when needed
- Facilitate seller's communications with the buyer regarding inspection issues
- Meet with appraisers and provide comparable
- Apprise seller of the timetable for contract compliance
- Assist in scheduling contractors or workers to perform repairs
- Review closing checklist with seller



CRAFTED AROUND YOUR HOME

Through comprehensive planning, innovative marketing ideas, and superior sales strategies, our vast experience and hands-on approach provide exceptional insights which enables us to craft a custom-tailored plan for your home.

- Price your home strategically, so you are competitive with the current market and price trends
- Display distinctive and elegant sales signage
- Distribute Just Listed notices to the REALTOR® community and neighbors, encouraging them to tell family and friends about your home
- Optimize your home's internet presence by posting information—including professional photographs and a detailed description of your home's features and benefits—on our website, as well as MLS systems
- Design and distribute brochures/take ones for home
- Target active real estate agents who specialize in selling homes in your neighborhood
- Include your home in MLS tours, and our company tours, allowing other agents to see your home for themselves
- Advertise your home as needed with appropriate media outlets for our targeted demographics
- Schedule and market open houses to promote your property to prospective buyers
- Target active buyers in the Lauren & Co database and agents' Sphere of Influence (SOI) who are looking for homes in your price range and area
- Provide you with timely updates detailing our marketing efforts, including comments from the prospective buyers and agents who have visited your home
- Monthly market updates that reflect the current state of the area neighborhood by year and month
- We utilize the latest technology to differentiate your property in an increasingly tech-savvy market, such as Matterport Virtual 3D Tours



PRICED TO SELL

Our objective is to sell your home for the right price in a reasonable time frame. The pricing plan, matched with the multi-step marketing plan, will draw agents and buyers to your home and position it as a highly appealing, highly competitive property.

BUYERS AND SELLERS DETERMINE VALUE

The value of your property is determined by what a buyer is willing to pay in today's market. Buyers make their pricing decision based on comparing your property to similar properties SOLD in your area.

PROPER PRICING ATTRACTS BUYERS

Your first offer should always be the best if your home is priced correctly. Pricing your property competitively will generate the most activity from agents and buyers. Pricing your property too high may make it necessary to drop the price below market value to compete with new, comparable listings.

PRICE AHEAD OF THE SELLER'S MARKET

In a market with rising home values, if a seller wants a price that's ahead of the market, the market may go up enough to make that price attractive for buyers.

PRICE AHEAD OF THE BUYERS MARKET

If sellers fall behind a market with declining home values, they can end up chasing the market down because home values are always falling faster than their price reductions.

PRICE RIGHT—DAYS ON MARKET WORK AGAINST YOU

If you want to compete, be competitive. The buying market has a short attention span.

- Pricing your home right the first time is key
- Proper pricing attracts buyers
- An overpriced property only sells other listings in your area; overpriced homes sell the competition
- Our goal is to generate offers before the market moves on to newer listings





GET THE ATTENTION YOU DESERVE

Utilizing our unparalleled resources, we will craft a unique and winning strategy to sell your home. Let us put our experience to work for you. Extraordinary properties deserve extraordinary marketing.

THE FIRST 30 DAYS ARE CRITICAL

The right price is important.

- Your home generates the most interest when it first hits the market
- The number of showings is most significant during this time if it is priced at a realistic market value
- Starting too high and dropping the price later misses the excitement and fails to generate strong activity
- Prospective buyer feedback can help a possible price adjustment

PRICING YOUR HOME

Your recommended price is strategically based on the following:

- A detailed, custom market analysis
- The unique characteristics of your home and its setting and condition
- Analytics reports from the sales manager to your agent
- Lauren & Co's expertise in the real estate market





Obtaining the highest market value and elevating your home above others in the same price range often comes down to first impressions. Here are industry-proven listing strategies.

FOR SHOWINGS

- Turn on all the lights
- Open drapes and blinds in the daytime
- Keep pets secured outdoors
- Play quiet background music
- Light the fireplace (if seasonally appropriate)
- Infuse your home with a comforting scent
- Vacate the property while it's being shown

EXTERIOR

- Keep the grass freshly cut, flower beds weeded and with fresh mulch
- Remove all yard clutter
- Apply fresh paint to fences
- Paint/clean the front door
- Clean windows inside and out
- Wash or paint home's exterior
- Tighten and clean all door handles
- Ensure gutters and downspouts are firmly attached and free of debris

INTERIOR

- Remove excessive wall hangings, furniture, and knick-knacks (consider a temporary self-storage unit)
- Create a clean, clutter-free environment
- Clean or paint walls and ceilings
- Shampoo carpets
- Clean and organize cabinets and closets
- Repair all plumbing leaks; including faucets and drain traps
- Clean all light fixtures

Did you know well-placed furniture can open up rooms and make them seem larger?

Or that opening drapes and blinds and turning on all lights make a room seem bright and cheery?

Would you want to move into your house?

THE FINISHING TOUCHES

Here are a few things to bring to the closing:

- House keys
- Garage door opener(s)
- A valid picture ID
- Alarm and gate codes
- Mailbox key
- Key fobs for secure access points
- Trash pickup schedule
- Any ongoing maintenance schedules
- Pertinent owner's manuals

At least three days before your closing, you should receive a Closing Disclosure, which is a document that gives you more details about your loan, its key terms, and how much you are paying in fees and other costs to finalize your mortgage to purchase your home.

WHAT CAN YOU EXPECT?

Closing title agent will handle the following:

- Review the purchase contract and identify what payments are owed and by whom
- Prepare documents for the closing
- Conduct the closing
- Make sure taxes, title searches, real estate commissions, and other closing costs are paid
- Ensure that the buyer's title is recorded
- Confirm that you receive any monies due to you

WHAT ARE YOUR COSTS?

Sellers commonly pay the following at closing:

- Mortgage balance and prepayment penalties, if applicable
- Other claims against your property, such as unpaid property taxes
- Unpaid special assessments on your property
- Document stamps (or taxes) on the deed
- Real estate commission
- Legal fee or title insurance premium

After the closing, make sure you keep the following for tax purposes:

- Copies of all closing documents
- All home improvement receipts on the home you sold





TAILORED MARKETING FOR TODAY'S BUYERS

*Technology touches our lives daily and in endless ways. Whether it makes our lives easier, improves our productivity, or opens new opportunities and communication, technology has become a staple in our daily lives, and it is no different in the world of real estate. In 2021, 97% of homebuyers used the internet in their home search. **

Be where the world is looking. Exceptional properties deserve innovative marketing ideas. For those who demand an elevated service like none other, there's Lauren & Co. With incomparable attention to style and detail, we're here to help sell your home at a level you won't find anywhere else.

MEASURABLE RESULTS

Explore Lauren & Co's vast collection of properties on our website and find the right home that suits your desired lifestyle.

There is a steady increase in people—regardless of age—utilizing online resources. This is why we focus the majority of our resources on digital proliferation. The web is open for business 24/7 – 365 days a year and provides measurable results to analyze and tailor our marketing efforts for your home. Reports will be presented to you, including marketing, showing activity, website traffic, and current market information.

MAXIMUM VALUE

Our in-house marketing team works carefully with every listing to increase visibility and attract the right buyer. This means the exposure your property receives is far greater than most.

When it comes to marketing and selling your home, Lauren & Co is committed to staying at the forefront of today's continually evolving technology. Our aggressive marketing strategy utilizes the best of the available media and tools. Additionally, we partner with many other websites locally and nationally. The combination of our strategy and partnerships maximizes your homes' exposure and ensures the best possible results in selling your property.

LaurenCo.com delivers a wealth of information for those looking to buy or sell a home. The latest technology, combined with a simple and fresh look, makes our site a premier real estate source. Every aspect of LaurenCo.com is customized, providing ease of use and an enhanced user experience. On our site, visitors can search not only Lauren & Co listings but also the properties of members through the Multiple Listing Service (MLS).

*(Source: 2021 National Association of Realtors, Real Estate In The Digital Age)



SHOWING YOUR HOME WITH GRACE

THE SHOWING EXPERIENCE

What to Expect

Our job is to simplify the selling process and make it less difficult for you. Lauren & Co will work with you so your house becomes the prime listing in its comparable market. The following is an overview of showing procedures to prepare you for the process.

Appointments

Our showing service will call to schedule a showing appointment. We will give you as much notice as possible. Remember, your home should be ready to be shown at all times.



DURING THE SHOWING

We **HIGHLY RECOMMENDED** you kindly leave the house and allow the agent to do their job.

If you cannot leave, please **DO NOT** accompany the agent and client as they tour your home.

Your presence may inhibit free conversation making it difficult to judge the buyer's likes and dislikes. This prevents the buyer's agent from having the ability to address possible objections to your property.

SHOWING RECOMMENDATIONS

- Turn off the television or radio so the salesperson can communicate easily with the buyer.
- Do not try to interest the buyer in purchasing furnishings before signing a sales contract. This may impede the transaction.
- Do not discuss the terms of the sale, occupancy, or any related matters with prospective buyers prior to the contract stage. Refer all questions to your agent.
- Avoid conversing with prospective buyers during showings. Let the agent showing your home answer any questions the buyers may have. If a prospective buyer comes by unexpectedly without a broker, get their name and phone number.
- For your own protection, do not show the home. Have unescorted buyers call your agent for an appointment.



PICTURE PERFECT

Once your home is listed with MLS, you are “on stage.” We aim to distinguish your home from similarly priced houses through high-quality photos that speak to the character of your home.

Recommendations before the photoshoot:

- Remove clutter throughout the house
- Turn on all lights and lamps and replace burned-out light bulbs
- Turn off ceiling fans
- Check the house for cleanliness
- Bathrooms: put away toiletries, toothbrushes, toothpaste, towels, shampoo, soap
- Kitchen: remove dishes and clutter from counters, trash cans, magnets from the refrigerator, and pet bowls
- Put away high chairs, booster seats, toys, etc.
- Make sure items stored under beds are not visible
- Put pets in an area that is not going to be photographed
- Have the yard mowed, trim trees, and make sure leaves are blown
- Put away outside trash cans, recycle bins, water hoses, security signs
- If there is a security fence around the pool and you do not want it seen in the photo, please remove the security fence before the photoshoot
- Remove pool equipment from pool
- If you do not want your child’s name or personal photos shown, please take them down before the photoshoot
- Takedown seasonal/holiday items so photos are not dated
- Make sure vehicles are not parked in the driveway or in front of the house
- For the dusk shoot, please make sure there is a water hose at the property







DISCOVER A NEW LEVEL OF EXCELLENCE

When you use our Exclusive Service, you get the complete VIP treatment — a custom buying or selling experience tailored to your taste and lifestyle. We want our buyers to focus on choosing their perfect home, so we go the extra mile and handle everything else.

EXCLUSIVE SERVICE

Lauren & Co's Exclusive Service is a curated team of elite-level real estate professionals who will work with you to resolve all your concerns regarding homeownership, from getting preapproved to your closing day. This highly specialized group is with you every step of the way, starting with a one-on-one discussion to determine your goals.

PRE-LISTING CONSULTATION

Preparing your home for sale is a significant undertaking. Our professionals can give you expert advice on everything from remodeling, improving curb appeal, or getting your home ready for the photographers. You need someone you can trust who knows the real estate market to give you the best advice.

SPORT & ENTERTAINMENT HIGH-NET-WORTH

We have a curated team that provides an elite level of real estate brokerage services for clients within the sports and entertainment industries and ultra-high-net-worth clientele. We understand the need around tight schedules and privacy. Trustworthiness, discretion, loyalty, and competence are absolutely crucial when working with clients who need a certain level of sophisticated representation.

PRIVATE LISTING

A private listing is an off-market home that can be shared by an agent directly with their colleagues and their buyers. Property details aren't disseminated widely and won't appear on public home search websites. Listing your home as a private listing allows you to control what information is shared about you and your home while still getting exposure to top agents. Sell your home, keep your privacy.

CONCIERGE SERVICES

Concierge services help you sell your home faster by putting you in touch with the best service providers to make your home market-ready. We have relationships with vendors, including staging, flooring, painting, cosmetic renovations, landscaping, and more. Your real estate professional will help you determine which services can deliver the greatest return on your investment.







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