

A COMPLETE GUIDE FOR  
*Home Sellers*

 **redkey**  
REALTY LEADERS



# About Me

YOUR LOCAL REAL ESTATE EXPERT



## Bruce Butler


REALTOR®

Bruce is a seasoned and dedicated real estate professional, bringing a wealth of expertise and a passion for helping clients achieve their property goals.

With 17 years of experience in the dynamic St. Louis real estate market, he has successfully guided numerous individuals and families through the buying, selling, and investing processes.

Known for his unwavering commitment to client satisfaction, Bruce is driven by a genuine desire to make every real estate transaction as seamless and stress-free as possible. He understands that buying or selling a home is a significant life decision, and strives to provide personalized service tailored to each client's unique needs.

Bruce's in-depth knowledge of the local market trends, coupled with his strong negotiation skills, positions him as a trusted advisor in the real estate community. Whether you're a first-time homebuyer, a seasoned investor, or looking to sell your property, Bruce Butler is dedicated to delivering exceptional results.

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# Meet My Team

EXPERTS TO GUIDE YOU THROUGH THE PROCESS



## SHANA KARLS

Transaction Coordinator

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Shana, my trusted Transaction Manager, steps in as soon as a contract is signed and accepted, both on the buying and the selling side. Shana's invaluable role is to ensure a smooth and successful closing, working closely with me, as well as with the title company and any outside repair companies. She has been in the real estate industry for over 20 years, working in all aspects of the business including lending, sales, and title work. With Shana's good-natured and calming personality, she keeps everyone on track and stress-free during the crucial time frame between accepted contract and closing.



## LAUREN KATTLEMAN

Title Closer

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Lauren, my escrow officer, specializes in purchase and refinance transactions in the St. Louis area and beyond. Her background includes all areas of escrow closing: residential, new construction, REO, commercial & SBA. Lauren is passionate about customer service and connecting with others through her work in the real estate industry. Lauren is available to us during the transaction to help sort out any title or survey issues that may arise.



## B.J. SONDERMAN

Broker/Director of Compliance

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Our Broker makes sure our pricing and contracting work is on point, our paperwork is always compliant, and that we are always supported throughout our transaction.

# Title, Mortgage, and Global Real Estate Network

TRUSTED PARTNERS TO SIMPLIFY THE PROCESS

## LEADERS TITLE

Leaders Title is a partnership between True Title Company and RedKey Realty Leaders, two firms dedicated to top-tier service. With over 45 years in title and 15 years in real estate, their experienced team understands our local challenges. They use their knowledge to streamline the title process and ensure a smoother, faster experience for real estate agents, mortgage officers, and buyers and sellers in the region.



## THE MCRAE MORTGAGE TEAM

The McRae Mortgage Team has been serving clients nationwide for over two decades. They believe that a mortgage is more than just a mortgage. It is a financial planning instrument that can be woven into a plan that will help you and your clients reach your short AND long term financial goals.

Scan the code here to get started and connect with a member of their team today!



# *Title, Mortgage, and Global Real Estate Network*

TRUSTED PARTNERS TO SIMPLIFY THE PROCESS

## LEADING REAL ESTATE COMPANIES OF THE WORLD

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Outside the St. Louis metro and surrounding counties, if you have questions about vacation property, second homes, or need the right agent to help a family member, I can introduce you to a seasoned real estate professional in any city throughout the United States, North America, Europe, and beyond. Leading RE is a highly vetted network of over 550 independent real estate brokerages in over 70 countries globally and Redkey is proud to have been a valued and active member since 2015.

*Leading* REAL ESTATE  
COMPANIES  
OF THE WORLD®

# ALL ABOUT *RedKey*

RedKey Realty Leaders is an independent real estate agency founded in 2012 on the basis of love, service, and fun. RedKey Agents and staff showcase their love for their work and the industry by providing top-shelf client service while enjoying life together. RedKey has consistently—and significantly—out-performed the market in both sales amounts and volume.

RedKey is locally owned and focused on serving the Greater St. Louis region while also being globally networked through our exclusive partnership with Leading Real Estate Companies of The World®. Consistently ranked in the top 10 of St. Louis real estate agencies in sales volume, RedKey supports their agents and caters to their clients in business as well as charitable contributions to our communities.

Jill Butler, President and CEO of RedKey, has a very specific vision for the work her agents do. “We believe every real estate transaction is more than just an exchange of numbers.” She says, “It’s a cherished relationship we nurture with care, commitment, and a touch of magic. Your home is not just a property; it’s a chapter of your story, and we’re here to ensure it unfolds with warmth and genuine connection.”

“RedKey is a special place, an agency dedicated to the success of both its agents and clients.” said RedKey’s Director of Agent Success, Holly Even. “It’s a place where the desire to serve is palpable, the energy is contagious, and integrity is valued more than transactions.”



# ALL ABOUT *RedKey*

## **OUR MISSION:**

Our mission is to facilitate the process of buying and selling real estate properties by providing best-in-class service through quality communication, expert marketing, and a clear understanding of the current real estate market. Our success comes from our dedication to maintaining the highest standards of trust with our clients and colleagues. Our ultimate goal is to serve the communities we live in and be a valuable resource to our clients as we work to fulfill their real estate needs.

## **OUR VALUES:**

We cultivate a spirit of collaboration, innovation, and integrity by offering the best marketing and real estate services. We deliver a successful and proven way to professionally transact business with the highest transparency, creativity, quality, and passion which is fundamental to our success and growth.

## **OUR SERVICE:**

We are committed to working with you to market your home. Having already helped thousands of clients successfully sell their homes for top dollar through our proven marketing and expert service, we can confidently say that we can sell your home for the best possible price in today's market.



# Client Testimonials

## WHAT PAST CLIENTS SAY ABOUT OUR SERVICE

Bruce is a fantastic realtor and helped us with 2 property purchases and 2 sales in Clayton & Creve Coeur. He is very knowledgeable, unflappable under stress/pressure and communicates well! We highly recommend Bruce as an agent. Thank you so much!

*ISLA W.  
Chesterfield, MO*

We had a fabulous experience working with Bruce Butler on the listing and sale of our home. He took great care in determining the right listing price and in negotiating multiple contracts in a highly competitive market. Bruce was always available and he made certain that things ran smoothly from contract to close. Thank you Bruce, and RedKey Realty Leaders, for making the sale of our home such an easy process.

*MARY B.  
St. Louis, MO*

Bruce was able to sell our home quickly for top dollar and worked diligently to put us in a position to buy our new home. He is extremely easy to work and very knowledgeable, you won't be disappointed working with Bruce and Red Key.

*KEVIN K.  
Frontenac, MO*

As the estate's trustee, Bruce went above and beyond in supporting me through the lengthy process and he never allowed me to become depressed or desperate. The closing was somewhat chaotic and Bruce again kept the process moving through some association concerns and conditions. I would highly recommend Bruce's services to anyone wanting to sell a high-end property.

*ANN G.  
St. Louis, MO*



# *The Selling Process*

THE STAGES OF SELLING YOUR HOME

# Home Selling Process

GUIDING YOU THROUGH FROM START TO FINISH



## 4 MAIN STAGES OF

# Home Selling

### **1** PRE-LISTING

- Executed listing agreement
- Discuss the best strategy for selling
- Property evaluation
- Complete market analysis
- Establish sales price
- Meet with the interior staging consultant

### **2** PREP FOR THE MARKET

- Marketing campaign defined
- Professional photography taken
- Signs installed
- Submitted to Multiple Listing Service (MLS)
- Property binder delivered
- Open house scheduled

### **3** ACTIVE ON MARKET

- Showings started
- Curb appeal kept up
- House is kept ready to show
- Showing feedback shared
- Open house held

### **4** OFFER & CLOSING

- Offer(s) received & offer(s) negotiated
- Offer accepted
- Inspections & disclosures completed
- Appraisal completed
- Contingencies removed
- Property closes

HOW IS PRICE DETERMINED

# *For Your Home?*



In three words, **Comparative Market Analysis (CMA)**. A CMA provides a way to compare your home to others like it in the marketplace in an effort to determine the fair market value for your home. Fair market value is the price at which a home should sell within a reasonable amount of time. A CMA evaluates several factors to determine the fair market value of your home, including:

## **LOCATION**

Where your home is located may be the single most important factor in determining your home's value.

## **CONDITION**

The condition of your home—including the appearance of both the interior and exterior—affects the price and how quickly it will sell.

## **SIZE**

Square footage and amenities play a significant role in the pricing equation.

## **COMPETITION**

Buyers will evaluate your home against others they deem comparable. A CMA will include an evaluation of properties in the same area that are currently for sale or that have recently sold.

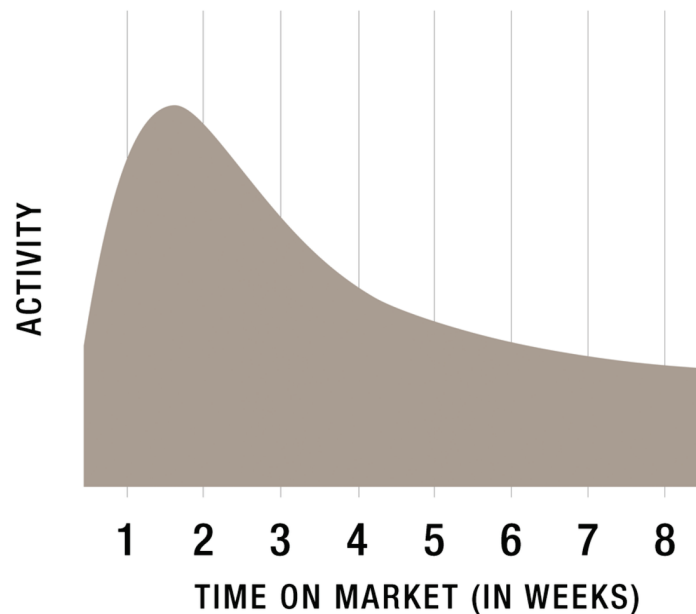
## **THE MARKET**

The real estate market is always changing, and these changes may affect property values. Knowing that it is difficult to forecast the market, a flexible marketing plan will help prepare you and your home for sale.

## TIMING & PRICING:

# How They Work Together

A home attracts the most excitement and interest when it is first placed on the market for sale. That's why it is imperative to price your home correctly from the beginning, when buyer interest is at its highest. Pricing your home correctly, from the start, will help it sell for its highest value in the shortest possible time frame.



*Bottom line? There are three factors to the successful and expedient sale of a property:*

### **CORRECT PRICING**

You don't want to miss opportunities by overpricing or undervaluing your property.

### **MARKETING**

You must partner with an agent able to strategically market your home to the widest possible audience in the quickest amount of time.

### **APPEARANCE**

Your home must be primed to sell; cost-effective updates can make a big difference in the time it can take to sell your house and the price you will get for your property.



# *Marketing Your Home*

ADVERTISING YOUR HOME FOR MAXIMUM EXPOSURE

# Print Marketing

Despite what some may assume, real estate print marketing has not lost its importance or its effectiveness. Seasoned agents believe in utilizing the combination of both innovative digital strategies and traditional proven tools. You may see your property advertised using pieces like these.

## TOP EXAMPLES OF PRINT MARKETING MATERIALS:

- Neighborhood Flyers
- Postcards
- Newsletters
- Property Brochures
- Market Brochures
- Yard Signs
- Door Hangers



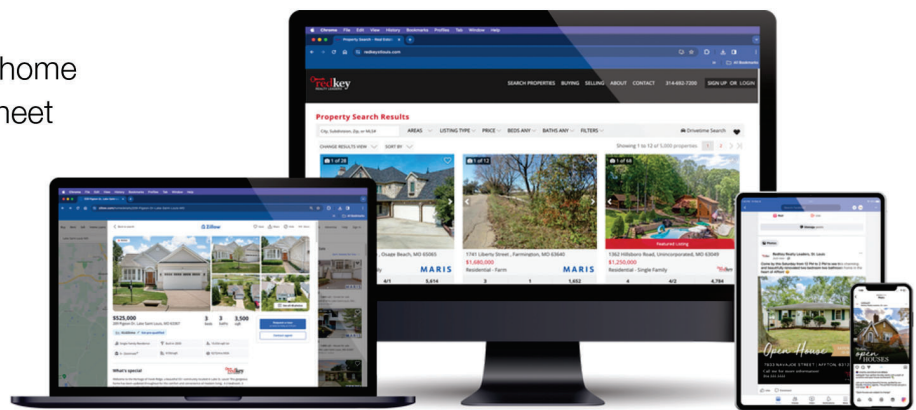
# Digital Marketing

## TYPES OF DIGITAL MARKETING WE PROVIDE

### WEB PRESENCE:

Buyers in today's market first start their home search online, and we are prepared to meet them there!

Not only will your home be featured in the local MLS, but it will also be featured on major third-party real estate sites. Your home will also be featured on our company website.



### SOCIAL MEDIA & EMAIL:

I pride myself on being affiliated with a tech-savvy real estate brokerage who supports me in extending the reach of my listings online. I have access to some of the best tools for advertising your home on digital platforms which allows me to market your home more effectively.

I will post your home's listing on social media platforms and encourage my followers to engage with my posts to spread the word among my circle of contacts. I study my analytics and make improvements to posts on a continuous basis.

I also utilize email to amplify the reach of your home and get it in front of thousands of our top area agents who may already have your buyer!



## MAXIMUM EXPOSURE

Homes that receive the top 10% of page views sell on average 30 days faster!

# Maximum Exposure

TO THE MARKET



At RedKey, we offer an extensive online marketing program. Once listed, we submit your property to hundreds of popular home search sites. Many of these have extended networks as well, resulting in exposure on up to 900 different sites. Greater exposure for your property increases the chance of it selling!

## EXCLUSIVE NETWORKS AND PARTNERSHIPS

RedKey is extremely proud to belong to Leading Real Estate Companies of the World®. Our membership makes us uniquely suited to help anyone, anywhere in the world with their real estate needs.

We are also a part of Who's Who in Luxury Real Estate, a compendium of the finest residential real estate firms globally and the most elite and comprehensive luxury real estate network in the world.



# Open House

Hosting an open house for your property serves one very important purpose: getting buyers in your door to get the look and feel of the home without any pressure. This is an effective and traditional method to drive foot traffic into your home.

## HOW I MAY PREPARE FOR YOUR OPEN HOUSE:

- Post your home on all major websites
- Run social media ads
- Post on our own social media accounts
- Put strategically placed signs around your neighborhood
- Print professional postcards and flyers to be distributed
- Door knock around your neighborhood
- Send an email blast to all RedKey agents and greater St. Louis and St. Charles County area licensed agents





# *12 Step System*

TO GET YOUR HOME SOLD FAST, FOR MAXIMUM VALUE

# 12 Steps to Sold

## **1** COMPLETE REPAIRS

Now is the perfect time to fix all of those troublesome concerns that you have been putting off. Inside your house look for signs of neglect such as missing tiles, broken windows/doors, heavily scratched floors, or things that need to be painted. Make a list of everything you see and choose what to work on first. Finding out what needs to be repaired can be made easy with the help of an agent by your side.

## **2** DEEP CLEAN

Before selling your home, you need to take a good look at what you are working with. Performing a deep clean is an ideal starting place. One benefit of doing a deep clean is to remove any bad odors that may leave a bad first impression on buyers. Ask a friend for their honest opinion if any smells could be a deal breaker.

## **3** DECLUTTER

Getting rid of any items in your home that are not essential will help buyers have an easier time picturing themselves in your home. Starting the decluttering process is the hardest. Dive in by taking one room at a time, or even a portion of a room at a time. Consider recycling, donating, or selling your unwanted items. Clearing things out now will also help your moving process go more smoothly!

## **4** THINK NEUTRALS

If you decide to do some interior painting, stick to neutral colors. You've heard it before, but it's the truth. Neutrals don't distract and they allow potential buyers to imagine their things in your home.

# 12 Steps to Sold

## **5** CURB APPEAL

How your house looks from the curb is your chance to make a great first impression. This can be an excellent way to attract buyers and make them feel at ease in your home. Catch a buyer's attention by making sure walkways are clear!

## **6** CREATE A WARM ENTRYWAY

A home entryway is also an important first impression. Create your own entryway if your home does not currently have one. To prevent clutter, have plenty of baskets for storage or purchase a smaller entryway organizer. Place a comfortable bench and some hooks to hang bags and outerwear.

## **7** UPDATE LIGHTING

If your lamps and other light fixtures are outdated, consider replacing them with modern ones. Buyers don't want to feel like they're taking a step back with outdated fixtures. This is an easy fix that will help sell your home.

## **8** FIX PET ISSUES

Did your pet leave a stain on the carpet? Does the room smell like a cat? Address these issues before potential buyers visit. Pet smells are a serious turn-off when trying to sell your home.

## **9** REMOVE SCUFF MARKS

Even if you're not doing a full-on repainting project, pay special attention to scrubbing and then even touching up baseboards, walls, and doors to make the house sparkle and look well cared for.

# 12 Steps to Sold

## **10** REARRANGE FURNITURE

A home is meant to be lived in, and so we often arrange our furniture for that. When it's time to sell the goal is to arrange your furniture to make your space look as big and open as possible. You may need to arrange some pieces so that your spaces don't look overcrowded.

## **11** EXTERIOR

The outside of your home is the first thing buyers will see. Make sure the exterior of your home is in tip-top shape so potential buyers will want to take a look inside. Pay close attention to your walls, gutters, and windows, making sure they look fresh and clean. Repair any cracks in the driveway and walkway.

## **12** PREPARE PAPERWORK

The better prepared a seller is for a home sale, the easier it will go. That being said, don't forget to have all the paperwork for the house organized and ready. Some paperwork a seller will need includes: a deed, homeowners insurance information, loan information, property tax statements, appliance warranties, title report, purchase agreement, and any other information regarding the property.

*Selling Your Home Quickly,*

FOR TOP DOLLAR



# *Why You Should Hire Me*

FOR A SEAMLESS JOURNEY, UNWAVERING COMMITMENT,  
STRATEGIC LOCAL EXPERTISE, AND UNMATCHED CLIENT  
SATISFACTION.

# My Commitment

TO YOU THROUGH YOUR REAL ESTATE JOURNEY

MY JOB IS TO HELP YOU GET THE MOST VALUE FOR YOUR HOME, IN THE SHORTEST AMOUNT OF TIME, WITH THE LEAST AMOUNT OF STRESS POSSIBLE. THERE ARE 5 WAYS I DO THIS:

## **1** COMMITTED SERVICE

We will walk thru your home together and I will show you ways to enhance the value of your home so you get top dollar. I will give you options on what to fix and what not to fix and give you a roadmap of what to do to get your home "show-ready" for the market.

## **2** PROBLEM SOLVING

I will help you with a pricing strategy that is up to date so you don't over price your home and scare buyers away or under price your home and risk leaving money on the table.

## **3** COMMUNICATION

I will construct a marketing plan that generates excitement to the most amount of possible buyers and their agents. The more buyers we attract, the more offers we will get. The more offers we get the higher your home will sell for, in any market or neighborhood.

## **4** NEGOTIATION

I will help you negotiate the best price, terms, and conditions so that you get the the closing with the best possible deal for you.

## **5** I'M IN IT FOR YOU

I am your transaction manager. There are many moving parts, deadlines, and details. My job is to quarterback all the parts so your transaction closes on time.

# What to Expect

There are thousands of licensed real estate agents in this area, but how many of them are dedicated professionals? How many of them can you turn to, to have your best interest at heart? As your agent, I make these promises to you and so much more!

- To respect you
- To be honest & transparent
- To provide knowledgeable advice
- To act in your best interest
- To always follow through & follow up





# WE CAN ASSIST YOU **ANYWHERE** IN THE WORLD.

As an affiliate of Leading Real Estate Companies of the World,<sup>®</sup> we have access to the highest caliber of real estate professionals in over 70 countries and across six continents. When buying or selling property outside of our local market, our world-class connections can help with real estate needs throughout our continent and to points around the globe. Let us introduce you to a carefully selected sales associate that will provide you with extraordinary service — anywhere your real estate needs take you. Our global network is comprised of the very best real estate companies and the most talented professionals in the world.

## WORLD-CLASS SERVICE. WORLD-CLASS INTRODUCTIONS.



**INTRODUCTIONS  
MADE IN 100  
COUNTRIES IN 2022**



**24,000 AFFILIATE-  
TO-AFFILIATE CLIENT  
INTRODUCTIONS  
MADE EACH YEAR**



**190 CLIENT  
INTRODUCTIONS  
MADE DAILY  
WORLDWIDE**



**A REFERRAL IS  
PLACED EVERY  
10 MINUTES IN  
OUR NETWORK**



# I'M LOCAL I'M GLOBAL<sup>®</sup>

**550**  
companies

**4,900**  
offices

**138,000**  
sales associates

**70+**  
countries

*Leading*  
**REAL ESTATE COMPANIES  
OF THE WORLD**



## WE MARKET YOUR PROPERTY TO THE WORLD.

When selling your home, you need global exposure in addition to the strong marketing expertise we deliver locally. As an affiliate of Leading Real Estate Companies of the World,<sup>®</sup> we have the resources to market your property to the highest possible number of potential buyers. With 138,000 associates around the world, we expose your property to buyers on six continents. In addition, we receive inbound clients from other affiliates around the globe who are interested in purchasing a home.

Leading Real Estate Companies of the World<sup>®</sup> is a pedigree denoting the very best companies who represent qualified clientele and wish to do business with similar firms. When your home is posted to our website locally, it is immediately promoted on the LeadingRE.com website and connected to the websites of 550 of our affiliate real estate firms.



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companies

**4,900**  
offices

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sales associates

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*Leading*  
REAL ESTATE COMPANIES  
OF THE WORLD



# GLOBAL REACH. HUMAN TOUCH.

We are proud to belong to the global network whose name says it all — Leading Real Estate Companies of the World®. Only the best of the best are part of this collection. Wherever you go, the Leading Real Estate Companies of the World® logo is a symbol of the finest local real estate professionals.

**AS AN AFFILIATE OF LEADING REAL ESTATE COMPANIES OF THE WORLD, WE HAVE ACCESS TO 138,000 REAL ESTATE PROFESSIONALS IN OVER 70 COUNTRIES.**

Anguilla	Cayman Islands	Greece	Malta	Saint Barthelemy	Turkey
Antigua and Barbuda	Chile	Guam	Mauritius	Saint Martin	Turks and Caicos Islands
Argentina	China	Hong Kong	Mexico	Scotland, UK	United Arab Emirates
Aruba	Colombia	Iceland	Montenegro	Singapore	United Kingdom
Australia	Costa Rica	Indonesia	Netherlands	Sint Maarten	United States
Austria	Cyprus	Ireland	New Zealand	Slovakia	Uruguay
Bahamas	Czech Republic	Israel	Nicaragua	South Africa	Vietnam
Barbados	Dominican Republic	Italy	Nigeria	South Korea	Virgin Islands, British
Belgium	England	Jamaica	Panama	Spain	Virgin Islands, U.S.
Belize	France	Japan	Peru	Sweden	
Bermuda	French W Indies	Lebanon	Philippines	Switzerland	
Bulgaria	Germany	Luxembourg	Portugal	Thailand	
Canada	Ghana	Malaysia	Puerto Rico	Trinidad and Tobago	

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companies

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**70+**  
countries

*Leading*  
REAL ESTATE COMPANIES  
OF THE WORLD



## FROM COAST TO COAST AND EVERYWHERE IN BETWEEN, WE'VE GOT IT COVERED.

As an affiliate of Leading Real Estate Companies of the World,<sup>®</sup> we have a real estate professional ready to help you find your ideal home throughout our continent and to points around the globe. Whether it's a country house, a property in a resort location, or an in-town apartment, we can help you find the perfect property when you work with the best names in real estate — Leading Real Estate Companies of the World.<sup>®</sup>

REAL ESTATE IS STILL A LOCAL BUSINESS — Our network is comprised of the very best locally and regionally branded real estate professionals in the United States. With a local focus and a national/global view, our associates will ensure the best personal attention with the finest access to quality real estate connections.



# I'M LOCAL I'M GLOBAL<sup>®</sup>

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offices

**138,000**  
sales associates

**70+**  
countries

*Leading*  
REAL ESTATE COMPANIES  
OF THE WORLD

# Thank You!

For choosing me to help you in the process of selling your home. I look forward to working with you to help you achieve your real estate goals.



## BRUCE BUTLER

REALTOR®

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