



Each office independently owned and operated  
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**Beth Johnson**  
 REALTOR®, LEED AP  
 EcoBroker Certified™  
 Certified Green Professional™  
 Natl. Assn. of REALTORS® GREEN  
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**SELLER'S AGENT**

**COMPARISON OF SERVICES and QUALIFICATIONS**

**ITEM**

**BETH  
JOHNSON**

**OTHER**

**QUALIFICATIONS:**

13+ years' experience as full-time Realtor in North Texas, serving 9 counties	✓	
All services personally conducted or overseen by myself	✓	
Exemplary continuing real estate education—89 courses, 596 hours completed	✓	
Accredited Land Consultant designation courses by Realtors Land Institute—37 hrs.	✓	
In addition to superior knowledge and expertise in residential and acreage real estate, extensive added expertise and leadership in specialty of green building	✓	
B.A. with honors, Texas Tech University, 1976— Spanish, sociology, anthropology, education	✓	
56 years in Metroplex	✓	
29 years' professional environmental advocacy in Washington, D.C., Southern Plains and 3 other states before becoming a Realtor— doing business with someone whose values you share	✓	
#1 real estate franchise by world agent count and U.S. closed units and sales volume— superior institutional expertise	✓	
#1 producing real estate office in Metroplex—savvy cross-fertilization	✓	
600+ agents in my office—agent help if needed, management depth and breadth	✓	
Distinctive profit-sharing and culture benefit clients by enabling agents' long records of success, assured by award-winning education, support, sharing expertise/tools.	✓	
Company belief system: win-win, integrity, customers come first, commitment, communication, creativity, teamwork, trust, success	✓	

**PRICING STRATEGY:**

In-depth on-site visit to subject property prior to pricing and marketing	✓	
Drive "Solds", review listings/photos/tax info, call agents if needed	✓	
Visit competing "Actives"	✓	
Client can join in visiting "Actives" to scope out competition	✓	
Prepare in-depth Comparative Market Analysis supporting price recommendation	✓	

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**ITEM****BETH  
JOHNSON****OTHER****ADVICE:**

Patient, customized make-ready advice for decluttering, what to repair/upgrade, what NOT to repair/upgrade—at your pace, long before going into MLS	✓	
Survey—needed? when? who pays?	✓	
Seller leaseback—advantages and disadvantages	✓	
Readily available for hands-on help thru seller’s disclosure, offers, contracts, addenda, amendments, inspections, option period, mortgage pay-off, seller net sheet, settlement statement review, closing	✓	

**BETH’S EXTRA TRICKS OF THE TRADE -- HIGHEST PRICE, QUICKEST CLOSE, NO-SURPRISES PEACE OF MIND:  
(to be discussed during listing presentations for prospective clients)**

Pre-listing [Tactic A] for smooth closing, better info for buyers, advice thru process	✓	
[Tactic B] strategy for overcoming attribute weaknesses, best pics to get showings, best on-site showings, more showings, better offers, better appraisal	✓	
Seller’s [Tactic C] coverage to save money/control negotiation	✓	
Seller’s [Tactic D]—no surprises, control repairs/explanation, control negotiation	✓	
Seller’s [Tactic E] if necessary to aid in pricing strategy	✓	
[Tactic F]--concentrate showings and offers, minimize appraisal shortfall	✓	
[Tactics G and H] of buyer’s loan pre-approval prior to contract execution	✓	
[Tactic I] interacts with me—market response, minimize appraisal shortfall	✓	

**MARKETING STRATEGIES – “NO STONE UNTURNED”:**

In MLS with full utilization of compelling still photos that advantage your sale	✓	
High-quality photos, composed to showcase selling features, minimize objections	✓	
Savvy captions on all MLS photos, utilizing full available character spaces	✓	
Aerial photo with boundaries marked	✓	
True moving panorama “virtual tour” scenes that advantage your sale	✓	
Full utilization of MLS property description, driving directions, private remarks	✓	
Accurate map and MLS area/sub-area for best presence on buyers’ searches	✓	
Full, savvy utilization of MLS features fields that advantage your sale	✓	
Full utilization of appropriate MLS green fields that I helped write	✓	
Customized “Features and Benefits” document to highlight strengths, minimize weaknesses, explain green features as appropriate	✓	
Work with seller on special docs as appropriate, such as native/DT landscaping	✓	
True property-specific mini-website including unique “community” and “green features” tabs as appropriate	✓	
Special marketing channels including my website, emails, interviews, fairs, seminars	✓	
Depth of property knowledge for high-quality direct selling to buyers and agents	✓	
On-site inside display with materials	✓	
Top-tier kw.com generates more buyer traffic to your listing	✓	
KW syndication to dozens of secondary websites	✓	
High-impact sales sign at property and major roads as appropriate	✓	
Site visits to show qualified unrepresented buyers as appropriate	✓	
Open house(s) as appropriate	✓	
Secure showings by licensed agents to qualified buyers	✓	