

THE  
*selling*  
BLUEPRINT

Refined Strategy. Real Results.



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## OUR PROMISE

A structured, fiduciary-led home sales strategy designed to  
**net you the most amount of money,**  
**in the least amount of time,**  
**with the least amount of hassle**  
while keeping you fully informed and in control.

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We've identified what sellers worry about most when selling their home.

# HOW TO AVOID *These* BIGGEST PROBLEMS



1. Momentum that Stalls.
2. Value that Falls.
3. Marketing that Misses the Mark.

Here's how we solve it:



# MARKETING *your* PROPERTY

To attract potential buyers, you need to market your property effectively. Here's how we do it.

## 1. STRATEGIC PRICING

Data-driven, competitive pricing designed to protect leverage, reduce time on market, and position your home as the must-see, must-buy choice.

## 2. BEAUTIFUL PRESENTATION

Designer-led preparation, visual refinement, professional photography, and floor plans — all aligned with how buyers perceive value and their future lifestyle.

## 3. IDEAL BUYER TARGETING

Through Keller Williams' exclusive analytics, we identify the buyers most likely to recognize your home's value and act quickly. Your property is exposed to the widest audience while being positioned to resonate with the *right* one. Smart marketing isn't volume, it's clarity. When messaging is scattered, your home can often be overlooked. When it's focused, your home becomes a beacon.



# VIP *Launch* WEEKEND

CREATING BUYER URGENCY & FAST OFFERS



We employ a deliberate Coming-Soon strategy designed to condense the timeframe before hitting the market, allowing for fine-tuning of price and presentation. This approach attracts qualified buyers early and leverages social proof to encourage competing offers that ultimately drive up the price.

## ELIMINATING RISK & COSTLY SURPRISES



By securing a 2-10 Home Buyers Warranty, we help protect your home and minimize inspection-related repair requests. The advantage is preserving deal momentum, supporting stronger net proceeds, and providing confidence and peace of mind for both you and the buyer throughout the listing, inspection period, and beyond closing.

*Home* WARRANTY

We know Buyer Psychology



# LISTING *to* SOLD



Once your home is prepared, execution begins. More than just a sign in the yard or an MLS entry, we launch a coordinated marketing campaign, manage showings with intention, and guide the process through closing. Negotiations are fiduciary-led and focused on win-win results, with the goal of maximizing your net proceeds.

Here's how we do it:



*Just Core*

# DELIVERABLES

## COMPREHENSIVE MARKETING CAMPAIGN

A coordinated, multi-channel promotion designed to convert broker and buyer attention into qualified interest and in-person showings through curated email, print, digital placement, targeted online advertising, and social media.

## VIP LAUNCH WEEKEND

A focused market introduction using a coming-soon strategy and exclusive launch weekend, designed to concentrate qualified buyer attention while allowing flexibility to refine positioning before broader exposure.

## NEGOTIATION & RISK MANAGEMENT

Expert offer negotiation where you remain in full control, guided by clear options and informed considerations. A Home Warranty serves as an inspection protection program, reducing repair requests, increasing buyer confidence, and supporting higher net proceeds.

## WHITE-GLOVE TRANSACTION OVERSIGHT

Comprehensive coordination from launch through closing, supported by a dedicated transactions team. Every detail is managed seamlessly, from disclosures and inspections to title, timelines, and closing, ensuring a smooth, stress-free experience.



KELLERWILLIAMS®

# A *Global* REAL ESTATE NETWORK

## MOST RECOGNIZED & ACCOMPLISHED

When you work with us, you work with a team who has the backing of one of the most recognized and accomplished real estate companies in the world.

## #1 WORLD-WIDE

With over 940 office locations worldwide, Keller Williams is number one in agent count, in units sold & sales volume in the US, and in agent-to-agent relocation referral business.

## WHAT MY *Clients* ARE SAYING

*"We are now in a home we absolutely love, and we owe so much of that to her."*

*-Carly*

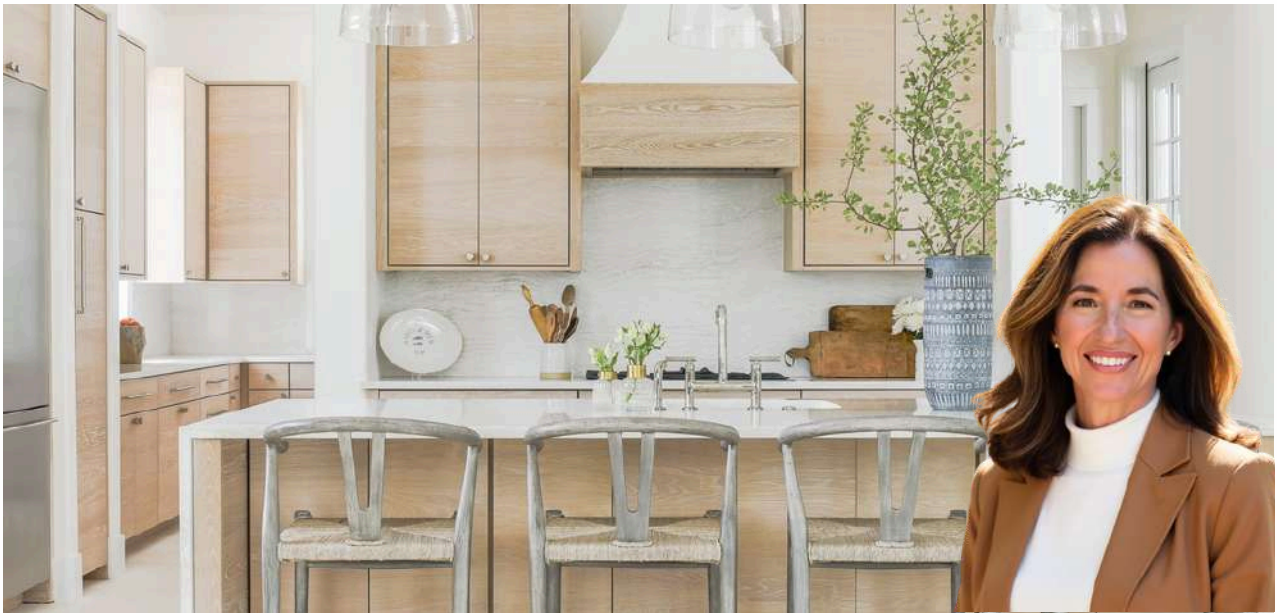
*"Shana is an exceptional realtor, and I recommend her without hesitation. She has helped me with eight residential real estate transactions, and I couldn't imagine going through the process without her."*

*-Paul*

*"Shana is great! The process was so smooth, and that included Shana's guidance along the way!"*

*-Laura*





## Dear Seller,

As a Realtor® with more than 30 years of living in Denver, over a decade in Bonnie Brae, and service on the Bonnie Brae Neighborhood Association Board, I bring deep local insight and a genuine commitment to helping clients achieve their real estate goals. My background as a professional interior designer for over 15 years, specializing in luxury kitchen and bath remodels, allows me to see potential and value others often miss and to position homes in ways that resonate with discerning buyers.

Before real estate, I built a career in advertising, managing client strategy, branding, budgets, and campaign timelines. That experience shapes how I approach selling homes today: with clarity, intention, and disciplined execution. Every home is marketed with a refined strategy designed to attract the right buyers, generate meaningful interest, and support strong results, not guesswork.

To give you complete confidence in choosing me to represent you, I offer my 100% Satisfaction Commitment: cancel anytime if expectations aren't met, though my goal is to ensure you never need to.

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— *Shana*

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KELLERWILLIAMS®

Exclusively offered by Shana Johnston, Realtor  
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