



Experience the Dawn Thomas Team Difference

Dawn holds a certificate from the Program on Negotiation at Harvard Law School

Provided courtesy of The Dawn Thomas Team, guiding nice people through Silicon Valley real estate matters. Our mission is to help everyone find their place in this world.

How Your Home is Marketed

	Other Agents	Dawn Thomas
ONLINE Where nearly 100% of home-buyers first see your property	<ul style="list-style-type: none"> Limited online presence other than MLS Limited to no partnerships with key website decreases online marketing exposure Limited to no neighborhood details, research statistics or market analytics provided Virtual home tour may or may not be offered 	<ul style="list-style-type: none"> Global exposure via Compass partnerships and global syndications Top level placement through strategic partnerships with The Wall Street Journal, Zillow, Trulia, and other key sites Featured on SiliconValleyAndBeyond.com & MoveToTheBeach.com, The Dawn Thomas Team's acclaimed responsive website that adapts to mobile devices (Today, 99%+ of buyers look for homes on mobile devices) Dedicated property website (including professional photography and a virtual tour) for your home that is featured and boosted on various social media platforms Provides detailed information on schools, freeway access, local parks, the neighborhood in general as well as current market information
PRINT	<ul style="list-style-type: none"> Basic 'template' color flyer Minimal verbiage describing only the very basics of your home Floor plan often not included 	<ul style="list-style-type: none"> Professional, custom color, 4-sided brochures on high quality matte cardstock We tell the story of your property to engage your buyers When applicable, each home is measured and an accurate floor plan is provided Full color "Open House Preview" postcard sent to hundreds of nearby homes so they can share with friends looking to buy in your neighborhood
PHOTOGRAPHY	<ul style="list-style-type: none"> Images often taken by agent, poor quality May use virtual tour company, better quality Spend an average of \$150 for 10-15 pictures All pictures taken during single photo shoot at same time of day Primarily ground level images 	<ul style="list-style-type: none"> Your home is professionally staged and arranged in advance of photography Dawn uses a team of professional photographers who know the area and include lifestyle shots of the downtown, nearby parks, and other attractions Photos taken from all vantage points, including aerial shots using a drone (when applicable) 20-40 photos taken at different times of the day over multiple visits including twilight to maximize light and capture the best shots Architectural grade photography presents your home accurately and in the proper perspective
VIDEO	<ul style="list-style-type: none"> Most avoid video due to high production costs 	<ul style="list-style-type: none"> We offer professional, engaging videos for every property, ensuring potential buyers want to visit your home Neighborhood 'virtual' video tour allows buyers anywhere in the world to experience your home's outdoor surroundings Professional, close captioned voice-over enables translation into a variety languages via YouTube, allowing people globally to participate and learn about your home
LUXURY AND GLOBAL	<ul style="list-style-type: none"> Most agents do not have CIPS (Certified International Property Specialist) designation Most agents do not have established relationships with luxury partners Most companies do not have a true international presence 	<ul style="list-style-type: none"> Property included on Compass syndicated websites, offering Broker-level coverage on top-rated sites including the Wall Street Journal and Mansion Global Your listing is translated into over a dozen native languages and featured in luxury portals across the world Dawn holds several designations, including Certified International Property Specialist and Certified Luxury Home Marketing Specialist and is a member of the Million Dollar Guild with the Institute of Luxury Home Marketing





How Your Home is Viewed

	Other Agents	Dawn Thomas
BROKER'S TOUR The first showing of your home exclusively to local agents	<ul style="list-style-type: none">Home accessed by lockbox, or possibly hosted by agent or a representative	<ul style="list-style-type: none">A member of the Dawn Thomas Team prepares your home in advance and is on-site, ensuring your home is suitably showcased and questions are answeredOffer extended tour hours to enable all agents to view the propertyAgents enjoy refreshments (catered by one of our professional affiliates) while touring your property
OPEN HOUSE	<ul style="list-style-type: none">Home open on one or both weekend daysOpen house may be the only opportunity for the public to see your home in person	<ul style="list-style-type: none">Open houses held both Saturday and SundayWe generate interest in advance of going live to the marketplace with private showings.Open houses announced and highlighted on social media
SHOWINGS How potential buyers view your home in person accompanied by their agent	<ul style="list-style-type: none">Buyer's agents use a lockbox for entry to home at all price bandsMost haven't been informed in advance of the distinct details and features of the homeHome may not be 'prepared' for their arrival	<ul style="list-style-type: none">For luxury properties, every showing is private and given by a member of The Dawn Thomas TeamAll the amenities and important details about your home are explained during the tour with buyer's questions answered on the spotWe arrive in advance to prepare your home, turning on lights, music, etc. to ensure it presents wellAll other showings are tracked and Dawn personally calls each for feedback to give to her clients

How Your Home is Sold

	Other Agents	Dawn Thomas
EXPERIENCE	<ul style="list-style-type: none">Level of experience variesMay not offer expertise in your city or neighborhoodMay not possess intimate knowledge of your marketplace, as service areas are scattered throughout the Bay Area	<ul style="list-style-type: none">Over a decade of selling real estate solely in the Silicon Valley & Santa Cruz CountyUnderstands the marketplace and the distinctiveness of each city and its boroughsHolds a certificate from the Program on Negotiation at Harvard Law SchoolHas won multiple awards for her marketing and production levels
NEGOTIATION PROCESS	<ul style="list-style-type: none">Offers not presented in person but sent via email or faxEmploy rudimentary negotiation techniquesIn a multiple offer situation, you may be advised to accept 'highest' offer rather than exploring pros and cons of each	<ul style="list-style-type: none">25 years of professional and highly effective advanced negotiationsEvery offer presented with an offer summary, allowing you to fully comprehend the details and assess each offer on its own meritsStructured multiple offer and multiple counter offer negotiation process ensures you do not leave any money on the tableA structured process gives every buyer the opportunity to know what it will take to purchase your property; often a lower offer may jump to become the highest when they know what it will take
DATA ANALYSIS ON YOUR MARKET	<ul style="list-style-type: none">Market trend analysis and fundamental statistics may not be provided, hampering your ability to make informed decisions	<ul style="list-style-type: none">Complete, real-time data analysis provides you with an understanding of how to best entice the broadest range of potential buyers who are interested in your property
REPUTATION AND FIDUCIARY RESPONSIBILITY	<ul style="list-style-type: none">May or may not possess a solid reputation in their fieldMay or may not engage in dual agency (representing both buyer and seller), which can result in a conflict of interest. Ask for MLS verification of closed dual agency transactions	<ul style="list-style-type: none">As your trusted advisor, Dawn represents you. She will never represent both buyer and seller (dual agency), guaranteeing your best interests are always her top priorityBuyer's agents appreciate and enjoy working with The Dawn Thomas Team because of their courteous and professional status and manner of conducting business. The highly regarded reputation of The Dawn Thomas Team can work in your favor, resulting in additional offers for your property

