

# INTRODUCTION



# NOTHING LESS THAN LUXURY

As a certified Berkshire Hathaway HomeServices Luxury Collection Specialist, I believe that selling a luxury home should be a luxury experience. I understand that your home isn't just part of your family's history – it's a significant investment. That's why it's essential to have the power of a world-class brand in your corner.

I'm proud to represent a company that stands for strength, integrity and trust. I plan to leverage their considerable business strength and unparalleled marketing advantages to provide you with an experience that is as effective, efficient and enjoyable as possible.

My affiliation with Berkshire Hathaway HomeServices Luxury Collection grants me access to the most up-to-date marketing tools, as well as connections to the world's most elite consumers. Our combined knowledge of the luxury market, commitment to customer service and technological expertise will afford you marketing advantages that no local firm or international competitor can hope to match.

Thank you for the opportunity to represent you.

Sincerely,  
Matthew Schrimpf

Quite simply, high-end real estate  
Deserves to be represented by an expert  
Who specializes in the luxury market.

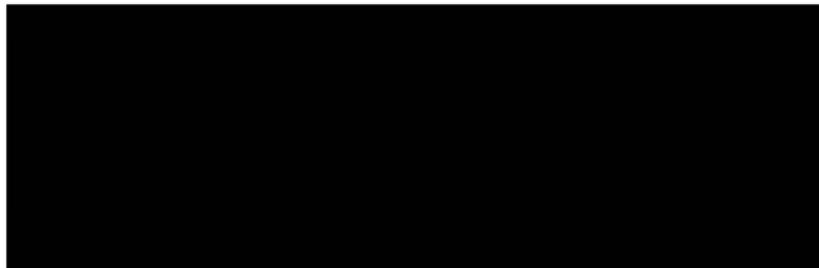


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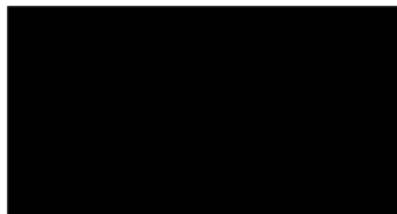
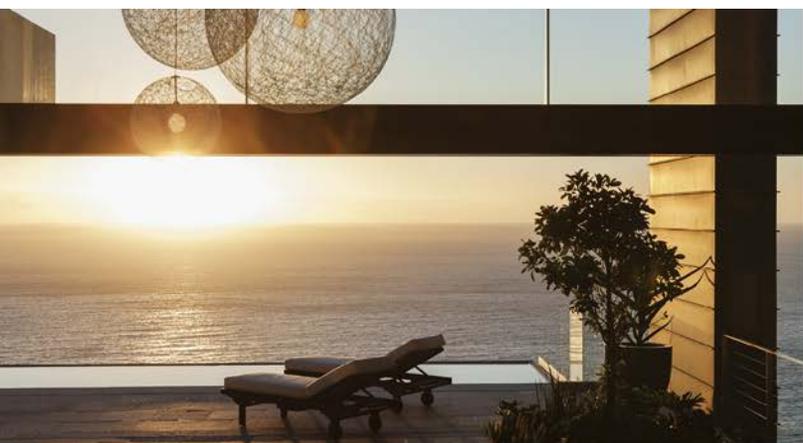


- Identifying Your Goals
- Marketing Your Property
- Establishing a Pricing Strategy
- The Services We Provide



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# IDENTIFYING YOUR GOALS



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# UNDERSTANDING YOUR EXPECTATIONS

## **Effectively Represent Your Needs**

In order to represent your real estate-related needs in an efficient and effective manner, please help me understand your requirements and expectations as they relate to the decision you have made to sell your luxury property. This information will, of course, remain confidential.

What time frame are you most comfortable with?

Will you remain in this area or will you be relocating?

Reflecting on prior real estate transactions, please describe the most positive aspects of those experiences. In addition, please share any unsatisfactory experiences you wish to avoid.



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# APPRECIATING YOUR LUXURY PROPERTY

## Convey Your Home's Exceptional Qualities

Affluent buyers possess a keen appreciation for quality, along with a superior eye for detail that makes their homes not just special, but exceptional. Sharing the most distinguishing characteristics of your property will better prepare me to represent your home and to communicate its extraordinary qualities to prospective buyers.

- What features first attracted you to your home?
- Which of your property features should be given communication priority with prospective buyers?
- Which features uniquely differentiate your home from other luxury properties?
- What aspects of the surrounding area and community do you appreciate most?
- Do you have any special terms or conditions regarding the sale of your property that I should be aware of (e.g., closing date, items of personal property to be excluded, etc.)?

“A home is one of the most important assets that most people will ever buy. You want to work with someone you can trust”

-Warren Buffett  
Chairman and CEO, Berkshire Hathaway Inc.



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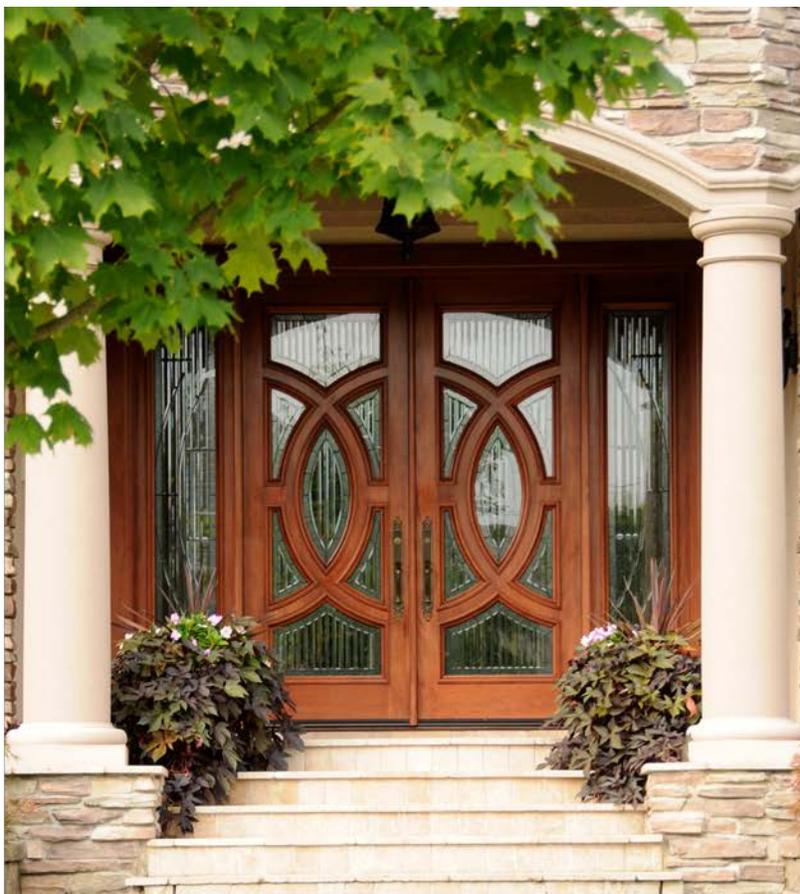
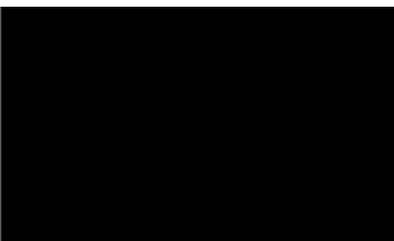
# YOU ARE OUR TOP PRIORITY

- I will consistently represent your best interests by applying my superior knowledge of luxury real estate, extensive connections and unique skills to successfully market and sell your luxury home.
- I will provide you with the information and expert advice you require to make informed decisions; and will use my experience and negotiation skills to secure the highest possible sales price for your home.
- I will invite into your home only qualified prospective buyers and those who represent and influence their purchase decisions.
- I will handle all of the details required to successfully complete your real estate sales transaction.
- I will communicate with you on a regular basis.
- I fully appreciate the emotional aspects involved during the sale of a luxury property, and respect the confidential nature of information you share with me.



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# MARKETING YOUR PROPERTY



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# REPRESENTING CLIENTS OF WEALTH

Berkshire Hathaway HomeServices Luxury Collection utilizes an elite network of powerful relationships, along with modern, effective tools to bring together buyers and sellers of luxury property. Our experienced, service-oriented professionals combine local expertise with vast global connections, the most advanced technology available and unparalleled marketing resources to deliver our clients best-in-class results.

Our select team of Luxury Collection Specialists are exclusively dedicated to the marketing of luxury properties. These Specialists have consistently earned their clients' respect through their comprehensive understanding of how to effectively market to affluent buyers. It is no surprise that clients value their advice.

Our Luxury Collection Specialists have  
An average of 15-years experience.



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# REPRESENTING CLIENTS OF WEALTH

Only sales professionals who meet our most exacting standards are considered for this highly prestigious designation. Luxury Collection Specialists are distinguished by their:

- Understanding of affluent buyers and sellers
- Discrete client representation
- Superior market knowledge
- Advanced negotiation skills
- Meaningful involvement in the local community
- Use of premium, compelling and effective marketing



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# THE VALUE OF GLOBAL MARKETING

## **Maximizing Reach and Influence**

For your luxury home to provide you with the largest return on your investment, it must be exposed to the greatest number of prospective buyers.

There are a number of reasons why the ultimate buyer of your home may emerge from outside your local market or region. This is due as much to demographics and technology as it is to the discretionary nature of luxury home acquisition:

- Affluent consumers are generally more mobile and more likely to be frequent flyers, with more discretionary income available for travel. They frequently travel for business and are more predisposed to foreign travel.
- The growth of telecommuting may enhance the appeal of luxury properties in small towns, resort communities and rural locations.
- Individuals of significant wealth may not wish to identify themselves as potential luxury homebuyers until they discover a marketed property that piques their interest.



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# MARKETING TOOLS

## **Advertising Opportunities**

- Unique and professional custom property brochures
- National and international online exposure
- Direct marketing
- Private showings
- Private broker receptions
- Multiple Listing Service
- Professional peer networking

Consumer advertising in prestigious publications:\*

- duPont REGISTRY
- Robb Report
- The Wall Street Journal
- Unique Homes
- Prestige

From compelling, targeted print ads to fine-tuned digital Strategies, we'll work diligently to ensure your property is Showcased to the most exclusive audience.

\*Publications subject to change.



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# MAXIMIZING THE APPEAL OF YOUR HOME

The current condition of your home and the first impression it makes on prospective buyers carry enormous financial weight in the marketing of a luxury property. Since affluent home buyers are often influenced by family members, friends and the professionals who represent them, your property is likely to be previewed by astute eyes before it is ever presented directly to qualified, prospective buyers.

To ensure you receive the most value out of your property, we work closely with the finest professionals to stage your home so that it always shows to its maximum potential. From catered parties to exclusive preview events, we pride ourselves on delivering qualified buyers directly to your door.

Homes of distinction must be maintained in show condition through the sales transaction. Please notify me immediately should there be a change in your property's condition after it is introduced to the market, as this information may need to be disclosed to potential buyers.



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# STAGING ACCENTUATES THE POSITIVES

In light of the exacting standards of today's more discerning, affluent homebuyer, our strategy includes collaborations with professional stagers to enhance the overall appeal of your property. Even relatively minor cosmetic changes could add significant eye appeal that may result in increased interest in your home. Examples of notable cosmetic changes might include:

- A lighter color palette or rearrangement of furniture to provide a more spacious appearance to key rooms.
- Removal of objects d'art and personal photographs to focus prospective buyer attention on appreciating your home instead of your prized collections.
- The addition of flowers and plants to make walkways and landscaping appear more welcoming.



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# OTHER MARKETING CONSIDERATIONS

## **Discretion, Timing and Communication**

As an experienced and highly-trained luxury home marketing professional, it is exceptionally important that I represent you to all interested parties. In addition to confirming that prospective buyers are qualified to purchase your home, I can ensure that all information communicated about it, and its sale requirements (including any timing constraints due to relocation), are correctly and discreetly managed.

This process will greatly reduce the likelihood of encountering surprises from prospective buyers when the time comes for me to negotiate offers of sale.

For this reason, I respectfully request that clients refrain from showing their own properties or communicating directly with prospective buyers or buyer representatives.



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# OTHER MARKETING CONSIDERATIONS

## **Private Receptions and Select Showings**

Most of the luxury home transactions in the Lake of the Ozarks area involve cooperation between brokers through the Multiple Listing Service. Therefore, it is extremely important that we consider private brokerage receptions to showcase your home to select real estate professionals who specialize in working with clients of wealth. We may also consider hosting a private showing for select professionals and opinion leaders including interior designers and art gallery owners. These would occur in addition to scheduled private showings for qualified, prospective purchasers.

As we will be working closely to manage the scheduling of private receptions and select showings to qualified buyers and their representatives, please inform me of any dates and times that you anticipate your home will not be available.



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# OTHER MARKETING CONSIDERATIONS

## **Helping Buyers Emotionally Connect**

Prospective buyers must get a feel for any home they are considering for purchase. This means they must make an emotional connection by envisioning your property as they would live in it.

To enhance prospective buyers' ability to form this emotional connection, they must feel relaxed and comfortable when visiting your home. For this reason, I always ask that homeowners and their family members (including pets) vacate the property at least twenty minutes prior to each showing, and not return until after the showing is complete. I will provide you with the prospective buyers' feedback, as well as my professional observations.



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# OTHER MARKETING CONSIDERATIONS

## **Property Brochure**

An eye-catching, professionally designed brochure can be one of our most effective tools to illustrate the distinctive qualities of your property.

Brochures will be distributed exclusively to leading luxury real estate professionals and targeted buyer databases. We will also maintain a supply of these marketing materials at your property and at select Berkshire Hathaway HomeServices Real Estate Network member offices.

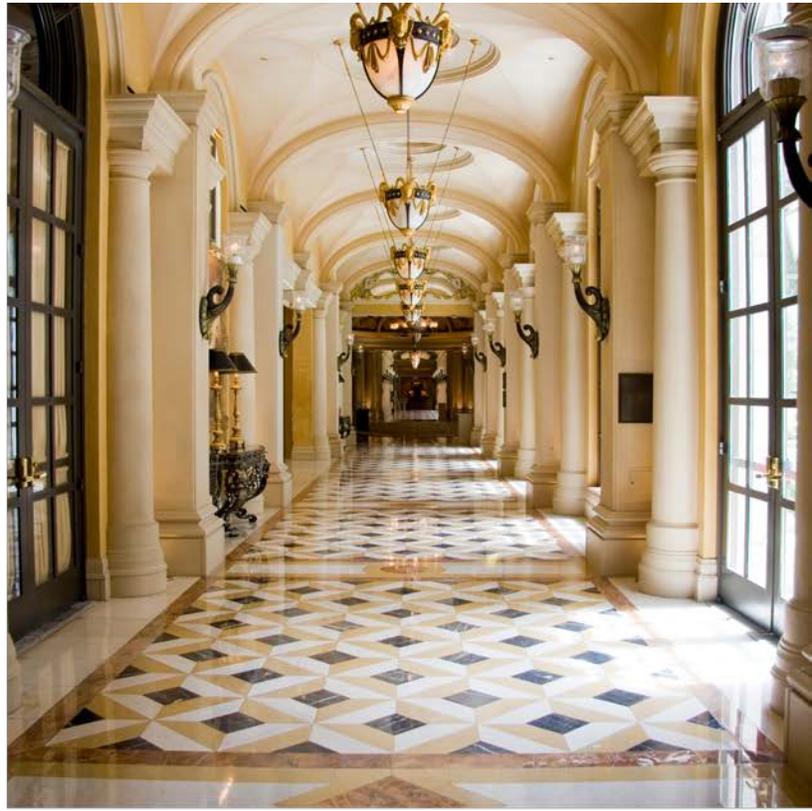
Your brochure will be provided directly to select groups with proven track records of finding buyers for luxury properties of comparable value. These include:

- Affluent residents of our community and the surrounding counties.
- Business professionals, community leaders and cooperating brokers who represent prospective buyers of means.
- Past clients – a valuable source of qualified referrals and repeat buyers.
- Select Berkshire Hathaway HomeServices Luxury Collection<sup>SM</sup> Specialists and cooperating brokers.



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# ESTABLISHING A PRICING STRATEGY



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# THE IMPACT OF PRICING

Along with an effective marketing plan, pricing dramatically impacts the attraction of acceptable offers from qualified buyers. The price should be high enough to ensure that you receive a maximum return on your investment, yet enticing enough to pique the interest of informed buyers with access to comparable sales information. The existing pool of prospective buyers, along with the following conditions, determine the value of a high-end property:

- The property's location, design, amenities and condition.
- The availability of competing existing properties.
- The availability of competing new properties.
- Economic conditions relevant to upper-tier real property transactions.
- Your timeline for selling your home.



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# THE BEST GUIDE TO A PROPERTY'S MARKET VALUE

An impartial evaluation of market activity is the most effective way to estimate a luxury property's potential selling price. A Comparative Market Analysis considers similar properties that:

- Have sold in the recent past.
- Are currently on the market (in competition with your property for buyers).
- Are competitive but are within a slightly lower price range.
- Failed to attract a qualified buyer.

Our thorough, research-driven process will identify the true value of your house.

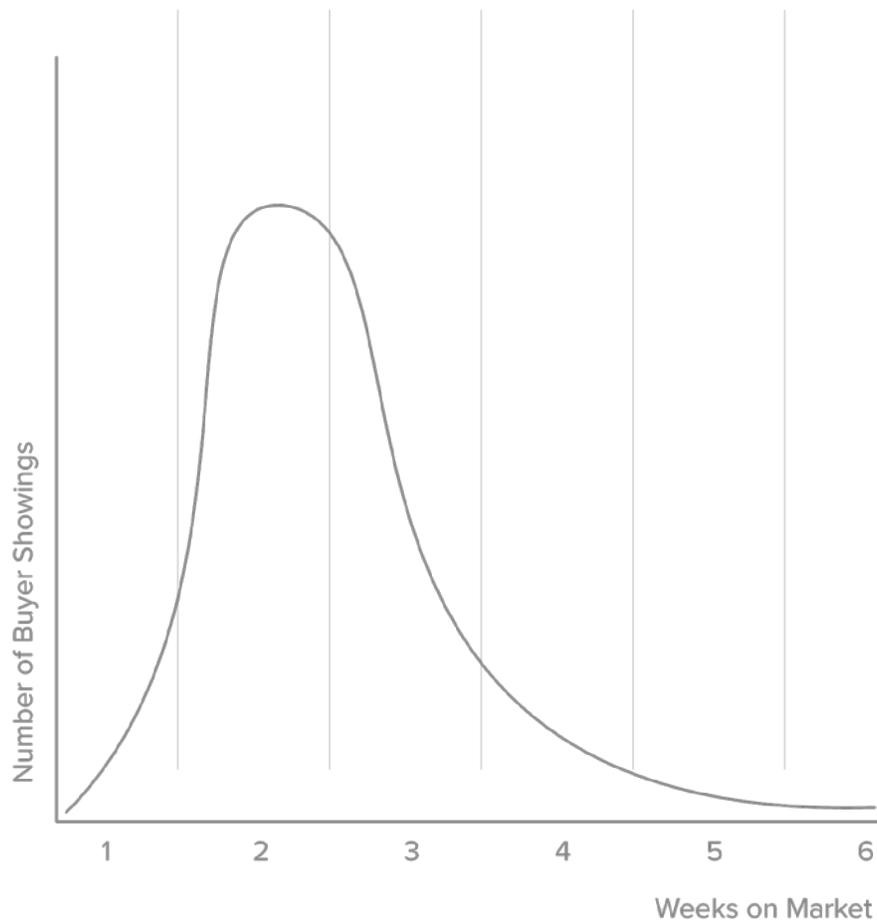


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# THE RISKS OF OVERPRICING

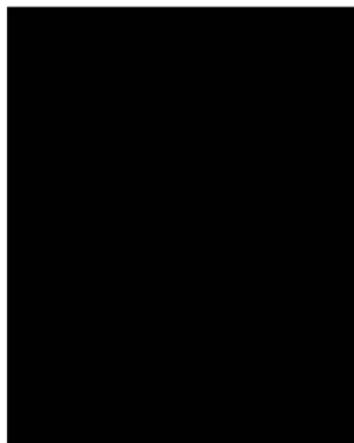
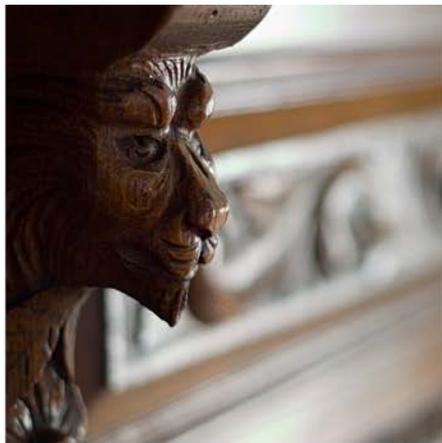
Overpricing can damage the chances for a successful home sale. It may:

- Prolong the time a property is on the market.
- Diminish the impact of the marketing plan.
- Reduce the pool of prospective buyers.
- Result in a lower sales price.



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# THE SERVICES WE PROVIDE



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# A HIGHER CALIBER OF SERVICE

As an experienced and highly trained Berkshire Hathaway HomeServices Luxury Collection Specialist, I possess the specialized knowledge, expert skills and luxury home sales experience that you seek and deserve. With over 15 years as a real estate sales professional, I have successfully marketed many of the finest homes in the Lake of the Ozarks.

## **Professional Achievements and Certifications**

- Realtor since 2003
- Member and Graduate of the Institute for Luxury Home Marketing
- 2013 Bagnell Dam Board of Realty “Realtor of the Year”
- Bagnell Dam Association of Realtor 2015 President
- Berkshire Hathaway HomeServices Chairman Circle Award Recipient (2016 Platinum, 2017 Diamond) (The top echelon of sales achievement within the Berkshire Hathaway HomeServices Real Estate Network.)
- Berkshire Hathaway HomeServices Luxury Collection Specialist
- RRAC Major Donor
- State Director
- Leadership Academy Graduate
- 2016-2018 Board Realtor of the Lake Area Chamber of Commerce
- Chair of the Economic Development Council
- As of December 2017, Matt has served 855 families by selling home at the Lake of the Ozarks demonstrating consistently and providing results.



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# BUSINESS PHILOSOPHY

**Where integrity, persistence and creativity unite, great things can happen.**

I am 100% committed to providing clients with my best in terms of professional knowledge, experience, connections and skills. I am determined to provide a level of service so exceptional that they will not only consider hiring me in the future but also refer me to their friends, family and colleagues.

I love a good challenge! So I spend much of my time studying real estate at Lake of the Ozarks. Even though I was born and raised here, I want to blend the best of what I know makes the lake unique with the data that you, the buyer and seller needs to know to make a good decision.

My customers expect me to excel in knowing about this real estate market in the Lake of the Ozarks area and each transaction. I work hard and take pride in being a REALTOR. My goal is a customer who I can help the first time, and know for a lifetime.



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# WORKING WITH BERKSHIRE HATHAWAY HOMESERVICES

With an unparalleled combination of superior customer service, expert sales professionals, leading-edge technology and the power of our world-class brand, Berkshire Hathaway HomeServices Lake Ozark Realty is the informed choice for sellers of fine homes in the Lake of the Ozarks.

## **The Strength of the Brand**

Berkshire Hathaway Inc. is a worldwide holding company based in Omaha, NE. Its chairman and CEO, Warren Buffett, ranks among the world's most influential people according to Time magazine. And Berkshire Hathaway consistently ranks near the top of Barron's ranking of the world's 100 most respected companies; Fortune magazine's 50 Most Admired Companies survey; and Harris Interactive's reputation study of the 60 Most Visible Companies.

The storied Berkshire Hathaway name represents strength, integrity and trust, and is universally respected. Berkshire Hathaway HomeServices brings together that world-class brand name with the proven operational excellence of HomeServices of America, leveraging the company's talent, experience, assets and relationships in the process of becoming the world's most valued real estate franchise system.

“I would want to be associated with somebody where the financial strength was unquestioned and where the name stood for integrity. What other quality would you want that Berkshire Hathaway HomeServices does not have? I don't think you could find one.”

-Warren Buffett  
Chairman and CEO, Berkshire Hathaway Inc.



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# A CONNECTION TO THE COMMUNITY

## **A Connection to the Community**

Berkshire Hathaway HomeServices Lake Ozark Realty is proud to support several local non-profit organizations through our BHHS Community Foundation. With each closing, a portion of the agent's commission check is added to the Foundation to do work in our local community.

## **Our Business Philosophy**

Strength, integrity and trust are the pillars upon which Berkshire Hathaway was founded, and we pride ourselves on adhering to the highest standard of professional and personal ethics. Our clients can act with confidence, knowing that their luxury real estate needs will be handled in a discrete, professional and highly efficient manner. The goal of our organization is to provide world-class client service that consistently outperforms even the highest expectations.



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# WORKING WITH BERKSHIRE HATHAWAY HOMESERVICES LUXURY COLLECTION

## **Recognized for quality.**

No other real estate competitor can match the wealth of resources and marketing advantages of Berkshire Hathaway HomeServices Luxury Collection.<sup>SM</sup>

Our company proudly offers:

Worldwide brand recognition

Exclusive benefits and tools of Online Seller Advantage.<sup>®</sup>

Unparalleled expertise and service of a Berkshire Hathaway HomeServices Luxury Collection<sup>SM</sup> Specialist.

The Brand's association with premium quality is among its most important assets. This is why only select companies that meet the most demanding of criteria are invited to join the Berkshire Hathaway HomeServices Luxury Collection<sup>SM</sup> Network. Berkshire Hathaway Lake Ozark Realty has been affiliated with the Network since 2014. In addition, only sales professionals who meet our Brand's exacting professional standards for luxury home marketing and sales experience, negotiation skills and market knowledge may earn the prestigious Berkshire Hathaway HomeServices Luxury Collection<sup>SM</sup> Specialist designation.

In today's real estate market, it is crucial that you work with a proven company that has professionals you can not only trust, but who are guaranteed to go above and beyond to deliver you the best possible real estate experience. This is why you should hire Matthew Schimpf of Berkshire Hathaway HomeServices Lake Ozark Realty.



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THANK YOU FOR YOUR TIME.  
We look forward to working with you in the future.



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