

FROM LISTED TO SOLD





CORNERSTONE TEAM

Our goal is to provide our clients with a real estate experience that we describe as "a professional service with a personal touch." We have assisted hundreds of buyers and sellers in the North Texas real estate market and have become their only real estate source as well as their trusted friend. We have been leaders in the Keller Williams firm for over 3 decades combined, serving on the Agent Leadership Council, and being valued mentors for new agents. For many years, Marilyn served on the board of Habitat for Humanity as President, and actively worked to improve housing in the community for everyone. We are committed to serving the needs of our clients, even after the sale.



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CORNERSTONE
PROPERTY GROUP
KNOWLEDGE • TRUST • EXPERIENCE



ABOUT CORNERSTONE

The real estate transaction is complex, and navigating you through every step of the sale is our expertise.

Who you work with can make the difference in whether or not you have a smooth transaction or one that goes off the rails. Every transaction can have its challenges, and our experience and knowledge will help smooth any rough spots we encounter.

About Marilyn - Owner & Team Lead

I have lived in the Denton community for over 40 years, and my knowledge of the area is extensive. I can provide information not only on the real estate market, but also the local community including organizations, parks, churches, and schools.

Sometimes people ask, "Why should I choose you to represent me?" Good question, so let me address it.

I have been a top producer in the area for 25+ years, so I have a solid track record. My clients are my top priority, so we do everything possible (and sometimes impossible!) to make sure your transaction runs smoothly and closes with you feeling we have served your best interests. Along with that comes integrity - always doing the right thing, even if it comes at a personal cost. My office staff works as hard as I do to make sure your transaction is handled correctly. Last, but certainly not least, I simply love what I do! I do not consider this a "job" but a way to assist you in reaching your goal of buying or selling your home, and along the way, provide you with a great experience and lasting relationship.

I look forward to assisting you and your family in making this important move.

About Shane - Lead Agent

I have lived in the DFW area since 1996 with an extensive knowledge of the area. I've served both buyers and sellers across the North Texas area, from the Red River to south of I-20 and all areas in between. My background is in Finance, so I understand a home isn't just a home, but also the largest investment most people will ever have. Being in real estate since 2017 and with over 27 years of business experience, my philosophy is simple: clients come first. I pledge to be in constant communication with my clients, keeping them fully informed throughout the entire buying or selling process. I believe that if you're not left with an amazing experience, I haven't done my job. I don't measure success through achievements or awards, but through the satisfaction of my clients.



ABOUT CORNERSTONE

About Keri - Associate Agent

I am a passionate real estate professional with a unique blend of skills and experiences. With a background in software development, I bring a unique perspective to real estate, leveraging technology to streamline the buying and selling process. My degree in Marketing enhances my ability to showcase homes and maximize their appeal. Real estate isn't just a job for me; it's my passion. I find joy in exploring different architectural styles and understanding what makes each home special. Being an active part of my community is also incredibly important to me, and I believe in giving back whenever possible. Beyond my professional expertise, I have a heart full of compassion for both people and animals. This drives my commitment to helping clients find their perfect home and supporting local animal welfare initiatives. Whether buying or selling, I am dedicated to guiding clients through every step of the process with dedication, empathy, and a wealth of knowledge. I am committed to making real estate dreams a reality.

About James - Associate Agent

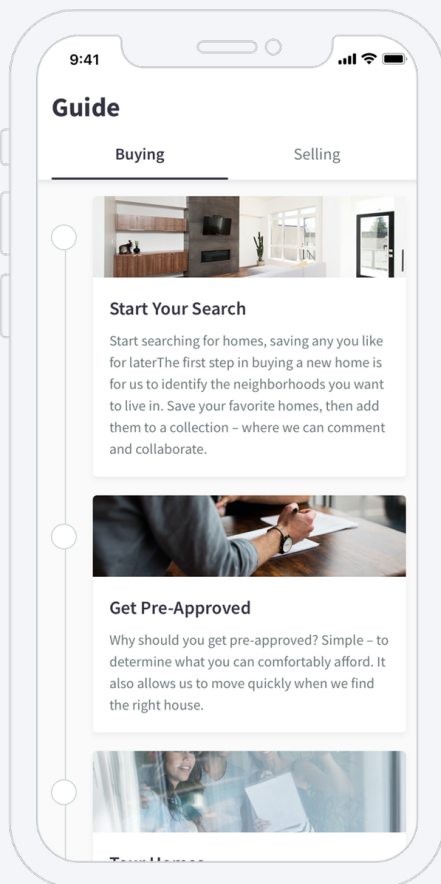
I am a dynamic and accomplished executive transitioning into the real estate industry, bringing a wealth of experience and a proven track record of success. With a 20-year history of achievements in strategic national sales operations, I am well-equipped to excel as an advocate for my clients. My comprehensive understanding of business dynamics, combined with my commitment to customer service, makes me a valued member of the Cornerstone team.

I have a personable and energetic approach, combined with my dedication to serving others, ensures a positive and rewarding experience for my real estate clients. I am known for my exceptional communication skills, passion, and ability to connect with people, making me a trusted advisor in the real estate process.

Whether you are looking to buy, sell, or invest in real estate, I am ready to guide you through the process. My extensive business acumen, coupled with a genuine commitment to client satisfaction, makes me the ideal partner for all your real estate needs.

MY APP: THE SEAMLESS WAY TO SELL

Now, selling your property and keeping in sync with me has never been simpler. My app makes achieving your real estate goals more accessible than ever before. Get to know my favorite features before you take it for a spin.



Guide

When middle-of-the-night questions come up and you want real-time information about the status of your transaction, Guide is your go-to. Guide informs you on the action plan for every step of the selling process. Paired with my expertise, you'll know where we're at, what to do and what's ahead.

Neighborhoods

Get real-time stats on your neighborhood and understand at a glance which nearby homes are selling and for how much. Then, take a peek at any neighborhood across the country to view lifestyle and market trends, local restaurants and more.

Feed

Even after closing, keep tabs on all things real estate with Feed - your source for neighborhood updates, emerging market trends and more. And, when you're ready to buy or sell in the future, I'll be ready to help.



Ready to download my app?

Head to app.kw.com/KW13F0DN for Marilyn
Head to app.kw.com/KW13M09Q for Shane
Head to app.kw.com/KW8Z9CYRVSK for James
Head to app.kw.com/KWJMCCVOCKB for Keri



YOUR NEEDS COME FIRST



**Visualize your
dream scenario
for selling
your home.**

What's the one thing
that has to happen to make
that dream scenario a reality?

How can I make that happen
for you?

If we could add just one more
thing to make this process even
better, what would it be?

Why is that important
to you?



THE PROCESS

Each real estate transaction is different, but our proven process will make the complex simple and as stress-free as possible.

- | | |
|---|--|
| <input type="checkbox"/> Initial meeting, walk-through and needs analysis | <input type="checkbox"/> Receive and present offers |
| <input type="checkbox"/> Sign listing agreement | <input type="checkbox"/> Negotiate contract |
| <input type="checkbox"/> Prepare your property for sale: staging, photography, etc. | <input type="checkbox"/> Execute contract |
| <input type="checkbox"/> Launch “coming soon” marketing campaign | <input type="checkbox"/> Facilitate inspection process |
| <input type="checkbox"/> Establish a competitive price | <input type="checkbox"/> Negotiate any issues |
| <input type="checkbox"/> Officially list your property | <input type="checkbox"/> Monitor appraisal process |
| <input type="checkbox"/> Open Title review | <input type="checkbox"/> Coordinate and prepare for further inspections, if needed |
| <input type="checkbox"/> Launch “just listed” marketing campaign | <input type="checkbox"/> Final walk-through |
| <input type="checkbox"/> Start showing your house and hold open house | <input type="checkbox"/> CLOSE!!! |



PREPARING YOUR HOME FOR SALE

We offer a free consultation with a home stager who will work with you and offer suggestions on how to best present your home. First impressions are what count! Here are some simple tips to give you a head start to create the competitive edge that may help sell your home more quickly.

Curb Appeal

- Determines how your house will look in photos and draw in potential buyers.
- Trim trees and shrubs, clean out flower beds, invest in a few flats of seasonal flowers, paint the front door, make sure doorbell is working properly, wash the mailbox, keep the porch swept and purchase an attractive welcoming mat.

Absolute Basics

- Air out your home. Odors such as dogs, cats, and cigarettes need to be eliminated for a good impression.
- Wash windows inside and out.
- If it has been over a year since the carpets have been cleaned, now is the time to have them cleaned.
- Replace light bulbs with bright bulbs. Buyers like bright and cheery.
- Clean out closets, cabinets, and drawers. Closets should appear roomy, where they can store additional items. Remove items off the floor and declutter shelves.
- Rooms should not appear overcrowded with furniture. Select pieces that look best, store the rest.
- Keep the kitchen sparkling. Appliances should always be clean, floors gleaming, and cupboards decluttered. If you have limited counter space in the kitchen, keep unnecessary items put away.
- Bathtubs, showers, and sinks should be freshly caulked, grout should be clean and in good condition.
- Keep children's toys out of the front yard, sidewalks and front porch.
- Clean the ashes out of the fireplace.
- Make sure that the pull-down attic staircase is working correctly and there is a light in the attic.
- The pool needs to be sparkling and free of leaves.

For those who are willing to go the extra mile

- If you think your house is a bit dated, changing out wallpaper in the entry, kitchen or bathrooms and replacing outdated light fixtures adds desirability.
- Fresh paint on interior and/or exterior where needed.
- New appliances in the kitchen can be an exciting feature that can make the difference in a buyer choosing your home over another.

Showing your home

- When leaving the house at any time, leave it as if you know it is going to be shown.
- Keep wall plug-ins in major rooms with a welcoming fragrance such as vanilla or cinnamon/apple.
- Make sure the lights are left on in the entrance, kitchen and hallway and window treatments left open.
- Turn off the television.
- Keep pets in a specific area – preferably outdoors if weather permits. Many people are uncomfortable around some animals and may even be allergic to them.
- Leave your premises; take a short break while your home is being shown. Buyers are intimidated when sellers are present and tend to hurry through the house. Let the buyer be at ease, and let the agents do their job.



PREPARING YOUR HOME FOR SALE

Photoshoot

Shoot2Sell is a professional company that will be taking interior and exterior photos of your home that will appear on the MLS (Multiple Listing Service).

Photographers and stagers have the same objective – to make the home look its absolute best.

Great staging makes a world of difference in both photography and showings, and there is a about a 90% overlap on effective marketing techniques. However, the other 10% is where photography requires a completely different strategy.

Stagers make the home look attractive to the human eye during live showings, but those staging “add-ons” (that would normally make the home look warm and inviting) may come across as clutter with the photograph. The human eye sees different things when viewing a property in person versus the photography.

Although professional photography attracts more viewers through the door, the focus needs to be on the property itself, not on the things you have (décor, brand name appliances, plants, etc.) which do not come with the house and are not selling points of the home.

PLEASE FOLLOW THE PHOTO CHECKLIST ON THE NEXT PAGE AS CLOSELY AS POSSIBLE BEFORE YOUR SCHEDULED APPOINTMENT.

The photographers will NOT be able to move furniture, clean countertops, or assist in moving personal property due to insurance limitations.



PREPARING YOUR HOME FOR SALE

Lights, Camera, Action!

- Turn on all lights in the house, including small lamps.
- Replace broken and/or mismatching color light bulbs (blue or yellow tones).
- Turn off all TVs, computer screens, and projectors and open all window treatments.

Camera Shutters Do Not Like Clutter

- All items on kitchen countertops and islands such as small kitchen appliances, towels, cooking utensils should be removed. It is best to leave clutter-free countertops. Trash cans, dog bowls, fridge magnets, etc. should also be removed from the kitchen.
- Photo frames, faux plants, clocks, and other small items should be removed from table surfaces, mantles, dressers, desks, etc.
- Toiletries, appliances, tissue boxes, bathroom mats, etc. should be removed from bathroom counters, tubs, showers, and floors.
- Small throw rugs, including doormats should be removed. It will make the room look more spacious and will not distract the viewer.

Still Life Photography

- Keep pets in the garage, kennel, or offsite during the photoshoot.
- Ceiling fans throughout the home need to be turned off.

Curb Appeal

- Vehicles need to be moved to the street, not in driveway.
- Trash cans, recycle bins, water hoses and miscellaneous items should be out of sight.

Lawn and Landscaping Should Be Maintained

- Clean lawn of leaves and debris. Sweep/remove leaves and other items in patio area.
- Remove lawn signs (For Sale, home security, school, décor, etc.).

Backyard Bliss

- Clean pool and remove tools.
- Arrange outdoor furniture as you would like it photographed. If there is a patio umbrella, please open it.

In a Nutshell

- Make your home look like the in-laws are coming to visit.
- Do not just tidy up. Thoroughly clean!
- Hide and put away miscellaneous items inside places that will not be photographed (closets, cabinets, drawers, garage, powder room, etc.).
- Less = more. Way less = way more.
- Your kitchen and primary bedroom should be your biggest focus on preparing it to absolute perfection.



YOUR CUSTOM MARKETING PLAN



Digital Marketing That Drives Results

With 95% of buyers looking online at some point in their home search, mastering the digital space is a must. My award-winning suite of technology marketing tools in combination with my market expertise will deliver optimized search, social media and email campaigns to ensure your listing shines online. It is my goal to provide innovative digital marketing strategies to ensure the right buyers find your property and take action.

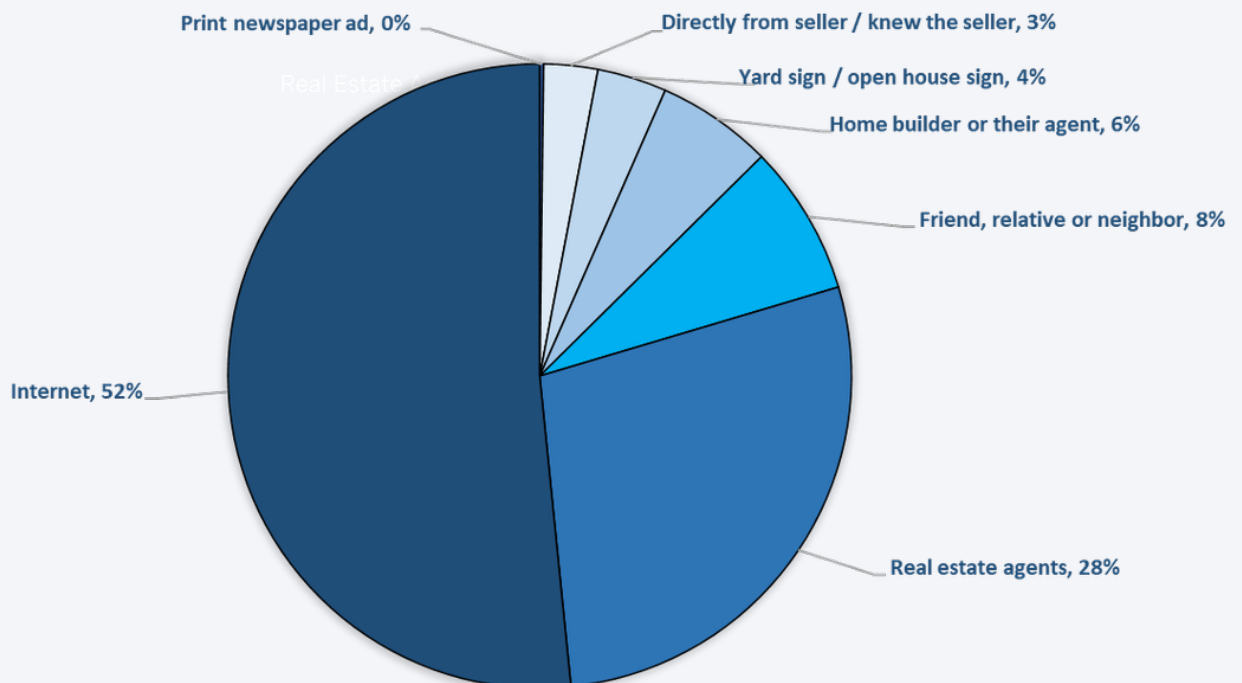


FINDING YOUR BUYER

The savviest marketing plan is one that targets the channels buyers are already using to find homes. From optimized internet exposure to networking with local agents, I'll work diligently to find your buyer as fast and efficiently as possible.

HOW HOME BUYERS FIND THEIR HOME

National Association of REALTORS®
Profile of Home Buyers and Sellers
2023





BEST-IN-CLASS PROMOTIONAL ASSETS



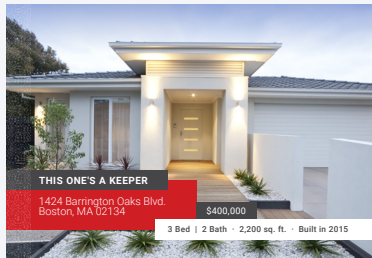
Smart, Targeted Networking

From dynamic fliers, to lead-optimized landing pages, to beautiful postcards, to custom lookbooks, we'll determine what professionally printed or digital marketing pieces will move the needle to maximize the sale of your property.

As an active member in the real estate community and our community at large, I will market your listing to top agents and buyer specialists in the area, generating excitement and ensuring maximum exposure.

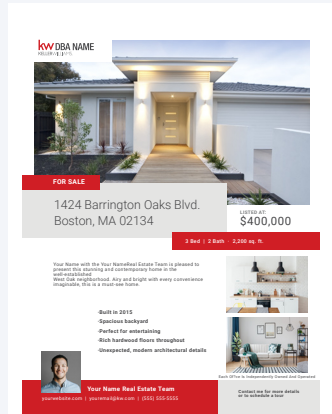


YOUR MEDIA PLAN



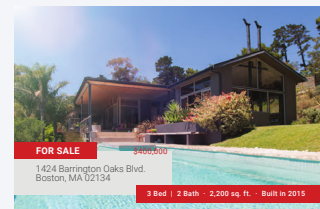
Property Brochure

Develop a property brochure to be distributed during property showings



Just-Listed Flier

Produce a just-listed flier to feature during property showings



Just-Listed Postcard

Send a direct mail just-listed postcard to the surrounding area, and similar neighborhoods

Coming Soon and Just-Listed Email

Send a targeted announcement to my personal database, as well as fellow agents with potential buyers

Open House Invitation Email

Send targeted emails to surrounding communities and prospective buyers

Custom Property Website

Create a dedicated website for your property to support highly targeted marketing efforts

Agent Website Property Feature

Showcase your property on my professional website

Facebook and Instagram Posts

Leverage Facebook and Instagram posts to highlight coming soon, just listed, property features, and upcoming open houses

Instagram Story

Leverage Instagram to capture the most compelling features of your home, from architectural photos to property walk-through videos

Paid, Boosted Facebook Ads

Leverage boosted ads to reach nearby active and passive buyers



STRATEGIC PROMOTION

Coming-soon campaign

- Walk-through and needs analysis
- Professional photography and videography
- Professional yard signage
- “Coming soon” email blast to database
- “Coming soon” social media touch on X (Twitter) and Facebook
- “Coming soon” callout campaign to highly qualified buyers

Just-listed campaign

- Launch listing on KWLS, MLS and other syndication websites
 - Professional yard signage
 - “Just listed” email blast to database
 - Custom landing webpage and funnel campaign promoting open house
 - “Just listed” social media video on X (Twitter) and Facebook
 - “Just listed” callout campaign to highly qualified buyers
 - Open house the first or second weekend after listing
-



OPEN HOUSE STRATEGY

Whether or not an open house is where your buyer comes from, they serve a strategic purpose - aggregating interested buyers in a specific geographic area. By showcasing your property with an open house, or simply leveraging the leads generated at another nearby open house, we will create and target a highly qualified, localized group of buyers.

- ❑ Placing a yard sign and directional signs on key corners, all with balloons and riders
- ❑ Getting on the phone the morning of the open house to remind everyone about attending
- ❑ Scheduling other open houses in the area in various price ranges to attract the maximum number of interested buyers
- ❑ Distributing fliers, dynamic emails, and a lead-optimized landing page to actively drive buyers to your open house
- ❑ Personally knocking on your neighbors' doors to invite them to attend and tell their friends



Captivating Staging

Staging is what creates a “wow factor” when a buyer walks through the door of your property. It’s what creates an emotional response and can often influence whether or not an offer is made.



IT'S IN THE DETAILS

Eye-catching Yard Signs

Coming soon. For sale. Just sold. You have certainly seen these signs throughout your neighborhood - and their purpose is clear: to create excitement and interest around a listing. While much emphasis is placed on online advertisement these days, many buyers still look for their next home the old-fashioned way - by simply driving around their desired neighborhood. Professionally designed signage and property fliers will market your home 24/7 and capture attention from highly qualified buyers looking specifically in your area.

Your Listing, Amplified

When you list with me, we'll have access to the Keller Williams Listing System, or KWLS. This proprietary, exclusive system ensures your property is marketed online 24/7 through hundreds of the most popular search sites.

Door-Knocking

While online marketing is critical in today's business environment, sometimes nothing beats grabbing a pair of comfortable shoes, some fliers, and pounding the pavement. You can rest assured that if selling your property quickly and for the best price possible requires knocking on a hundred doors, I'll do it.

High-quality Professional Photography

Crisp, clear photos will make your property pop online and maximize visual appeal. I work with highly qualified, professionally trained real estate photographers who specialize in making your house look its absolute best.

Mass Mobile Marketing

When you choose to work with me, your home will be listed on my mobile app and will be put in the hands of millions of buyers!

CREDENTIALS & AWARDS



- 2013 KW becomes the largest real estate franchise in North America
- 2014 KW tops 100,000 in associate count
- 2015 KW named world's largest real estate franchise by agent count
- 2017 KW Labs, the innovation hub of KW, launches
- 2018 KW releases Kelle, a proprietary AI-based personal assistant for agents
- 2019 KW releases Command, a CRM-plus solution with a suite of apps hosted on the Keller Cloud
- 2019 Named #1 Most Innovative Real Estate Company by Fast Company



LEADING THE INDUSTRY



- WIN-WIN** or no deal
 - INTEGRITY** do the right thing
 - CUSTOMERS** always come first
 - COMMITMENT** in all things
 - COMMUNICATION** seek first to understand
 - CREATIVITY** ideas before results
 - TEAMWORK** together everyone achieves more
 - TRUST** starts with honesty
 - EQUITY** opportunities for all
 - SUCCESS** results through people
-

When you work with me, you work with a trained agent that has the backing of the world's largest real estate company, consisting of 180,000+ associates around the globe. That puts your listing within the largest real estate network with the furthest reach.

And, by choosing to partner with me and the Keller Williams family, you gain access to a suite of technology that keeps you informed and engaged in what's happening in your neighborhood.

Keller Williams was built on a simple-yet-revolutionary principle: people are what matter most. To help cement this understanding, we've formalized a belief system that guides how we treat each other and how we do business.



"I found my dream home thanks to Marilyn and her team. Everything went very smooth. Her and her team took lots of time explaining to me what going to happen and why."

"Marilyn and James were amazing. They listened and understood exactly what I wanted and then were diligent in finding just that. Never been happier with a realtor group. It was a great experience and I highly recommend them to anyone looking for a house"

"She took care of everything and gently and patiently showed us what we needed to do. She was professional and always on top of things. She was wonderful to work with. We felt Marilyn truly cared about our desires and needs!"

"I had a wonderful experience working with this company. Shane did an amazing job as my realtor. I was under a lot of stress with selling and building a house at the same time. I really do appreciate how they work with me. Calmed me down when I wanted to pull my hair out and understood the details of what I was looking for in a home I give them 10 out of 10 only because of the great professionalism that they shared but also a constant reminder that, everything is just gonna be OK."

"Shane Knutson went out of his way to save us money, provided timely advice, and be our advocate for a wonderful experience!"

"Marilyn Newland has the highest professional standards in every aspect of her work. With the passing of our Mom in December it left us kids with the responsibility of the sale of the home plus everything inside. When you inherit ownership of a property it becomes an eye opening experience. I couldn't imagine using anyone but Marilyn to circumvent things that came up about our parents property. She has a wide variety of creditable attorneys, contractors, estate companies all with high standards. I can see why when Marilyn calls they are all ready to help and that helped me. Her knowledge of what I was personally handling was priceless and I'm so grateful."

"(Shane is a) Great Realtor and even better person to have as your realtor and friend."

"Our experience with Shane and Marilyn was outstanding! They walked us through the entire home buying process to make sure we understood everything and were comfortable with our home purchase. We follow Dave Ramsey and they are part of the Dave Ramsey's Dream team which helped us ensure we made a smart financial decision. Shane has a background in financial consulting and very knowledgeable in real estate. He took his time in gathering our requirements and created a search specific to our search criteria. He also helped in preparing very detailed information of each home we saw. This was our first time buying a home and we did not expect to find a home within our search criteria so soon as we were very picky with the schools and certain house features. He never rushed us during our home searching journey and was always available for questions and flexible in scheduling for viewings. Once we found our dream home, we were put in an offer and closed within 30 days! Shane provided exceptional service! He was very friendly and kind with our 3yr old. Look no further, we highly recommend to work with Shane & Marilyn to help you find your next dream home."

"Shane worked with my daughter and son-in-law when they bought their first home so I reached out to him when I relocated to the DFW area from out of state. And I'm so glad I did! Shane is personable, professional, knowledgeable, and takes you step-by-step through the home-buying process. You can tell that Shane loves what he does and really cares about his clients. I highly recommend you reach out to Shane if you're looking for your next home."



"This was the smoothest most pain free move and house purchase. Not only did Marilyn find me a great place, but her contacts in the community helped smooth my transition. Her knowledge of the area and interpersonal skills are outstanding."

"Marilyn Newland was an absolute pleasure to work with! Her professionalism and knowledge are unsurpassed. We recently spent 6 months looking for the perfect new home and can honestly say that we never would have found it without her. She found us exactly what we needed, at exactly the right time, and under the budget to boot. She was incredibly helpful and always made time for our questions, providing the service I would expect if I were buying a million-dollar property, even on our \$120K budget. She made the process so pleasureable, it's almost a shame we found our dream house so fast."

"Shane is a straightforward, helpful and impactful agent. He helped us purchase a tract of land and plan to list our old home when our new one is ready! Thanks Shane!"

"She took care of everything and gently and patiently showed us what we needed to do. She was professional and always on top of things. She was wonderful to work with. We felt Marilyn truly cared about our desires and needs!"

"We had the greatest experience searching for our first home. Shane was very patient, knowledgeable and guided us along the way. I will definitely have Shane help us with our next house."



A PROMISE



- To serve the community as a leader in the real estate industry and as a friend and neighbor.
- To always do the right thing, even if it isn't what is easiest.
- To take care of your needs at the highest level through unparalleled professionalism and attention to detail. No request is too small.
- To serve as a trusted local expert and adviser by your side.
- To consistently and clearly communicate with you in the manner and frequency that you prefer.
- To treat you and your family with straightforwardness, integrity, and respect at all times.
- To answer your questions, ease your concerns, reduce your stress, and expertly handle the entire real estate transaction from listing to closing and beyond.
- To hold myself accountable to selling your home for top dollar - after all, that is what my business is built on.

REPRESENTING YOUR HOME

THE BOTTOM LINE

Real estate is complicated.

That's where I come in.

At the closing table, my goal is for you to feel that the experience of selling your home exceeded all your expectations, so throughout all of our interactions - from listing to closing - I will work hard to achieve that goal.

When you choose me as your partner, you are not just getting a trusted, respected agent - you are getting a local expert who is passionate about serving our community and those who call it home.

Let's get started.



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Here's how you can get in touch with us

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