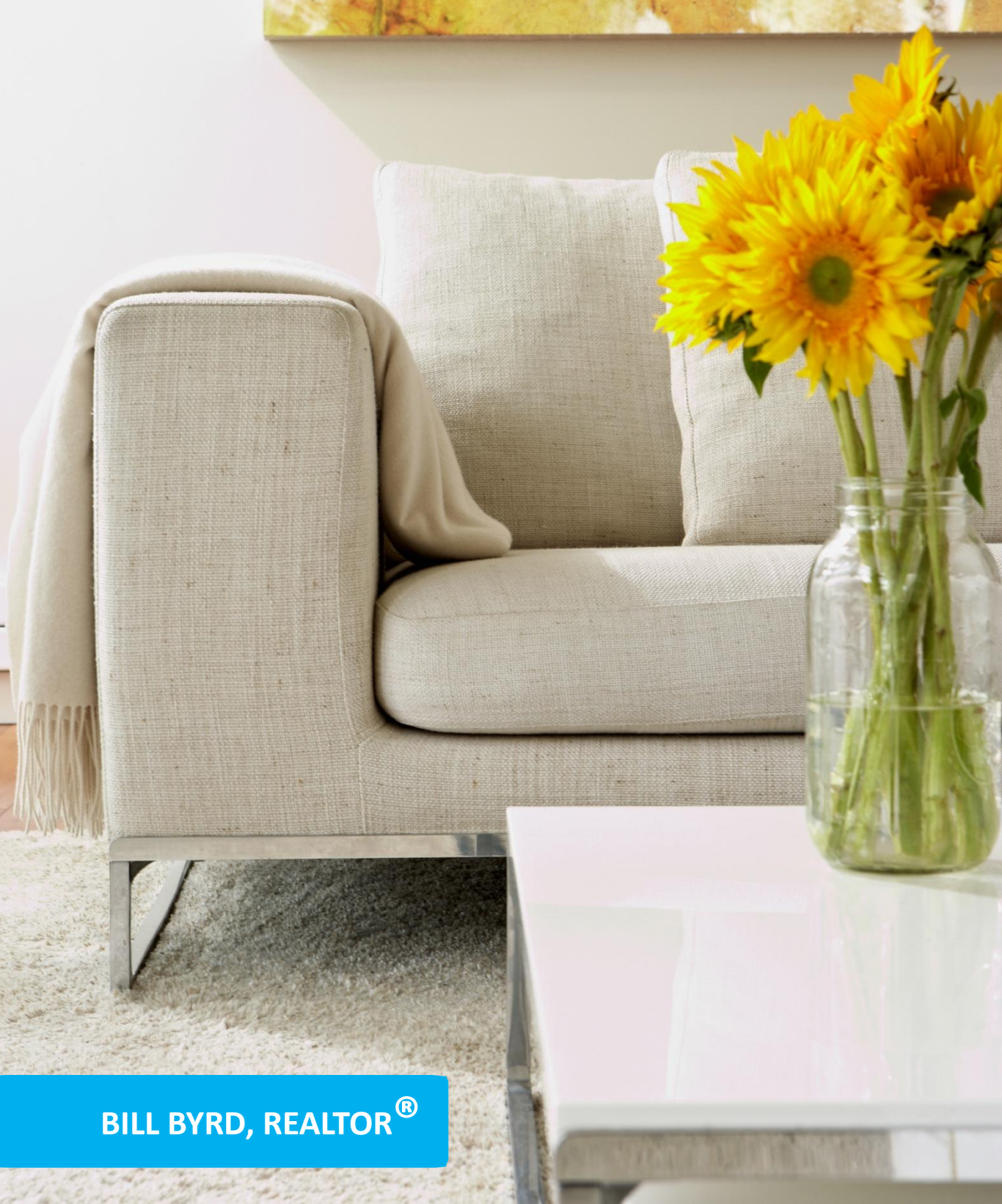


THINGS TO CONSIDER WHEN **SELLING YOUR HOUSE**



BILL BYRD, REALTOR®

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HOME IS WHERE YOU WANT TO BE

Award Winning Agent



CALL 415.559.5660

94.8%

FACT: If the ordinary agent sells your home, on average, you will only net 94.8% of the original list price.

99.6%

FACT: William Byrd sells their listings for an average of 99.6% of the original list price.



WHAT COULD YOU DO WITH AN ADDITIONAL 4.8% OF YOUR HOME'S VALUE?

45

FACT: If the ordinary agent is able to sell your home, it would take **45 days**.

25

FACT: William Byrd sells homes on average in **25 days**.



FASTER SALE = LESS HASSLE and more money in your pocket.

My Communications

The Byrd Guarantee

Fact: According to the National Association of Realtors, 70% of the public thought their agent did a poor job communicating with them. Not with William Byrd.

1. I guarantee we will provide feedback to you within 48 hours after showings (when available), either by phone or email.
2. I guarantee we will call you weekly to discuss feedback, showing traffic, market activity, and price adjustments, if necessary, with regards to positioning your home on the market.
3. I guarantee to be available by phone between 9am to 9pm Monday through Sunday.
4. I guarantee we will return all phone calls and emails expeditiously.
5. I guarantee that you will be kept informed regarding new homes that come on the market to compete with yours, as well as recent sales around you.
6. I guarantee you will visually see any brochures, websites, video, Facebook, Instagram, etc., to see how your home is being marketed.
7. I guarantee that we will hand deliver any correspondence that is of an urgent nature.
8. I guarantee we will update all Buyers in the area about your home.
9. I guarantee that your home will have take-away brochures in the home at all times.
10. I have a proven system! From my attention to detail to my commitment and follow through, I will have covered every step of the way.
11. Lastly, my unparalleled communication and aggressiveness to get you the top offers for your house and to help you reach your goals is why I am the best person for the job!
12. I guarantee that you are my priority.

My commitment to you — William Byrd

Inspiration

“Believe you can and you’re halfway there.”

Theodore Roosevelt

 **INTEGRITY,
TRANSPARENCY,
COMPASSION**



Testimonials

What People Are Saying To Bill

Bill is very knowledgeable with the markets I work in. He has impressive skills negotiating a deal and follows through with all the details. We did 11 transactions together in purchase and sale last year with ease through all of them. — *Eric*

Great realtor! Great experience. Bill took extra steps along the way to protect our interests and make sure we were comfortable with the process. He was down to Earth and didn't "sell" us on something, but instead spoke to us as friends. I would highly recommend him to anyone. — *Dominique Jacques*

Bill is a native of Marin county and very knowledgeable. He is an excellent listener and directed our property search based on what we told him (which continued to evolve as we learned the area). Bill knows all of the red flags and was able to guide us on potential issues with certain properties. Besides being an excellent real estate agent, Bill is a really nice guy. I would recommend Bill to anyone looking for property in Marin. — *Igonis*

Great agent! Easy to work with and naturally takes the extra steps to protect his clients. He did everything we could have wanted to make sure we were happy with the purchase process and felt comfortable. He knew his stuff and was down turn earth about it. As someone generally in the business and having worked with various agents in the past, he was a rare gem whom we enjoyed talking to and trust. — *Niki P.*

Bill was a great agent to work with! He understood our needs and only showed us property that was fit for our family. He is a hard worker, honest and dependable. I would recommend him to anyone looking for an agent that is really going to work to get the job done for them. — *Lisa M Nicholson*

I first contacted Bill while looking at a north bay property. We both agreed that it was not the best investment. Bill, however, thoughtfully suggested that we look at another property. With what Bill described about that property ,we ended up seeing it on Sunday and put in the offer on Sunday night. Ever since that day Bill has gone above and beyond, bent over backwards etc. to do everything that he could to make this house buying process as painless as possible. There were numerous occasions that he adjusted his family schedule to fit our family schedule and made personal visits to our apartment so we could get the paperwork done .

As I write this now I'm going to meet up with Bill tomorrow not to discuss anything about the house we purchased but **only to have dinner with him to thank him for all his extraordinary effort** . Bill, in my opinion, is not so much a realtor (even though he knows everything about the process) but an individual who wants to help families grow and realize their first house. Bills personality is straightforward, honest, kind, and funny . I would recommend Bill Byrd to any new house buyers, he was and still is always a pleasure to deal with. — *A. Agostini*

During Tough Times

What People Are Writing To Bill

Dear Bill,

I wanted to write you to express my deepest thank you for being a solution during a very hard time and handling my father's estate needs. I think it is amazing how you handled mastering all the reports, organized all the people needed through the process and kept your word in accomplishing everything that was needed to be done.

You completely exceeded our expectations and in the end you managed to achieve \$312,000 more on the listing price!

You're marketing expertise was incredible and your knowledge came to second to none. Thank you for making the process easy and smooth, my family and I enjoyed working with you.

Thank you again.

— *Don & Linda Donalaya*

Inspiration

“Home is a shelter from storms
– all sorts of storms.”

William J. Bennett

😊
**61% OF
BUYERS
EXPERIENCE
STRESS**



Easy Exit Listing

You Are In Control

What is one of your biggest fears when you list your home? It's simple. You worry about being locked into a lengthy listing agreement with a less than competent real estate agent, costing your home valuable time and exposure on the market.

Worry no more. William takes the risk out of listing your home through an Easy Exit Listing Agreement. William Byrd is the only local agent offering this truly unique guarantee.

1. You can cancel your listing at any time.*
2. You can relax, knowing that you will not be locked into a lengthy contract.
3. If for any reason you are not 100% satisfied with my real estate services, if everything is not done exactly the way I promise it will be done, simply call us to let us know and we will cancel the listing.

What could be a better and safer assurance than that?

Buyer _____ Agent : *William P. Byrd*

Print Name _____ Date _____

**Restrictions apply*

😊 MY
COMMITMENT
TO YOU



Flexible Fee Structure

Fair Is Fair

Did you know that most brokers will charge you the same fee, no matter how your home sells - even if you find the buyer?

With our system, you have complete flexibility - after all, why pay for something you may not get?

7% **You want to sell your home, but you don't want to deal with getting your property ready to get the best value.** My concierge service includes the standard 6% full service along with team management of my network of painters, remodelers, carpenters, movers, etc. Concierge plus full service, full MLS. **Total fee 6%**

Bill provides extras: 1) pay for a yard tune up, 2) exterior power wash, if needed, 3) home deep cleaning, 4) home detailing, 5) secure a stager to consult on de-cluttering home, 6) provide free staging estimate., and 7) pay for all Video, Photography, Aerial, Matterport, and diagram.

6% Your property sells through the MLS and the commission is shared equally with the other broker. Full service, full MLS. **Total fee 6%**

5% We find the buyer, write the contract and take care of the closing process. There is no other broker involved. Full service, full MLS. **Total fee 5%**

4% You find the buyer, we write the contract and we take care of closing process. There is no other broker involved. Full service, Full MLS. **Total fee 4%**

\$1,500 Flat You find the buyer, you write the contract and we take care of the closing \$1500 process. There is no other broker involved. (Limited service, no MLS listing.)
Flat Fee: \$1,500

 **MY
COMMITMENT
TO YOU**



My Network



William P. Byrd

Agent and Advisor



The Byrd Team

From All Walks of Life
Appraisers, Contractors,
Lenders, Title Companies,
Distressed Specialists, Legal
Support, and much more.



RE/Max Gold

47 Years & 90,000 agents
and over 500 employees

We Know How to Leverage The Pulse of The Markets

Buyer's Market

Demand is Lower
Inventory is Higher
Longer Listing Time
Fewer Offers
Lower Price Offerings
Price Reductions

Impact on Seller:

May have to accept lower than asking price, pay buyer concessions, and/or make repairs / staging in order to sell.



Seller's Market

Demand is Higher
Inventory is Lower
Shorter Listing Time
Multiple Offers
Home Selling Above
List Price Holds

Impact on Seller:

May receive multiple offers at higher than selling price with minimal or no repairs / staging in order to sell.

A Bit More Inspiration

“Home is the starting place of love, hope and dreams.”

William P. Byrd

RE/Max vs. The Industry

NATIONAL, FULL-SERVICE BROKERAGE BRANDS

	TRANSACTION SIDES PER AGENT (LARGE BROKERAGES ONLY) ¹	U.S. TRANSACTION SIDES ²	BRAND AWARENESS (UNAIDED) ³	COUNTRIES & TERRITORIES	OFFICES WORLDWIDE	AGENTS WORLDWIDE
RE/MAX	17.0	1,036,000	30.2%	100+	7,841	119,041
	11.1	Not Released	0.4%	11	500	8,000
	9.4	Not Released	4.5%	1	1,400	45,000
	8.8	133,225	1.3%	32	2,300	39,900
	8.2	731,486	15.0%	47	3,200	94,300
	7.8	417,337	21.0%	80	8,000	118,600
	6.8	72,424	0.8%	3	350	11,500
	6.6	122,475	2.1%	69	950	21,900
	6.6	1,041,948	8.0%	30	930	177,000
	5.2	10,543	0.1%	1	45	2,043
	3.9	50,000	0.1%	1	127	14,500
	3.8	24,655	0.1%	2	46	6,417

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TAN Member Agents Get Powerful Benefits

The **exclusive benefits** – gained only by working with a TAN agent – allow home buyers and sellers to be more confident of their decisions as they proceed through the demanding process of buying or selling a home.

Where verified top producers collaborate and prosper, Top Agent Network information is exclusive.

Visit www.TopAgentNetwork.com for more information.



BUYERS

- Access to homes not in MLS
- Announce your specific buying objectives to home sellers – even those who have not yet officially decided to sell.
- Access to community of proven agents whose collective experience allows deals to happen quickly, reliably and often privately.
- Referrals to proven best service providers in your area.
- Instant answers to your unique real estate questions – with a level of expertise and commitment not usually found outside **the best of the best.**



SELLERS

- Ability to test market your home and price with less hassle and without it becoming stale on the MLS.
- Access to pre-qualified and highly motivated buyers.
- Access to community of agents whose collective experience allows deals to happen quickly, reliably, and often privately.
- Referrals to the proven best service providers in your area.
- Instant answers to your unique real estate questions – with a level of expertise and commitment not usually found outside **the best of the best.**



TOP AGENT NETWORK
VERIFIED MEMBER



Courtesy of
William Byrd
bill@byrdre.com

The Byrd Advantage

The Pre & Non-MLS information shared on Top Agent Network gives you exclusive advantages in today's real estate marketplace.

Top Agent Network (TAN) is a private, membership-based, online communications system that allows the top-producing real estate agents in local markets to share exclusive, non-MLS information. This privileged information can be crucial to your success as a buyer or seller of a home. Member agents post and share information about private listings, motivated buyers, local resources, even the latest industry trends. This ongoing exchange allows TAN agents to be “dialed in” to local real estate as few agents are.

Only one real estate agent in ten qualifies for membership.



Certificate



Accolades

A Bit Of Bragging

35 years of Real Estate experience

Pride in giving back to the community

Long Time Contributor to Make A Wish Foundation

RE/Max Gold Platinum Awards 2015-2020 & Hall of Fame RE/Max Gold 2017

Commercial and Residential Sales

Sold/Represented 356 Homes in the past 4 years

Top Producer, Century 21 North Bay Alliance 2013

#1 Producer in Novato 2012

Caldwell Banker's 2011 Rookie of the Year

Centurion and Double Centurion

Century 21 Quality Service with Excellence Award

Performed over 4616 Price Opinions/Selling Strategies for investors, lenders,

REO companies, developers and estates

Distressed Property Acquisition & Sales

Property Management

Development, Financing and Distressed Sellers Services


Risk-free Listing Agreement

Communication Guarantee

A flexible fee program to fit all sellers

Will be your Realtor for life...



 **BEST OF ZILLOW**



Accreditation

Specialties and Education

Real Estate Practices

REO – Agent-ORDMS- REO Training Solutions

RE Appraisal

Certified Probate Expert

Real Estate Principle & Marketing

Income Property Evaluation

Real Estate ECO, Agency

Real Estate Contract Management

Real Estate Negotiating

Certified Commercial Investment Member candidate

CCIM 101 and CCIM 102

Code of Ethics, Accredited Buyer Representative/ABR

Specialties: RELO, MIL, LUX, DL, INT, RA, OTHR, HP, HSP, VINE, BB, LP,

AUC, SS, INV, FP, NEW, CON, FL

Distressed Property Acquisition & Sales Certifications : BPOR 2010

(Broker Price Opinion Realtor), SFR (Short Sale & Foreclosure Realtor)

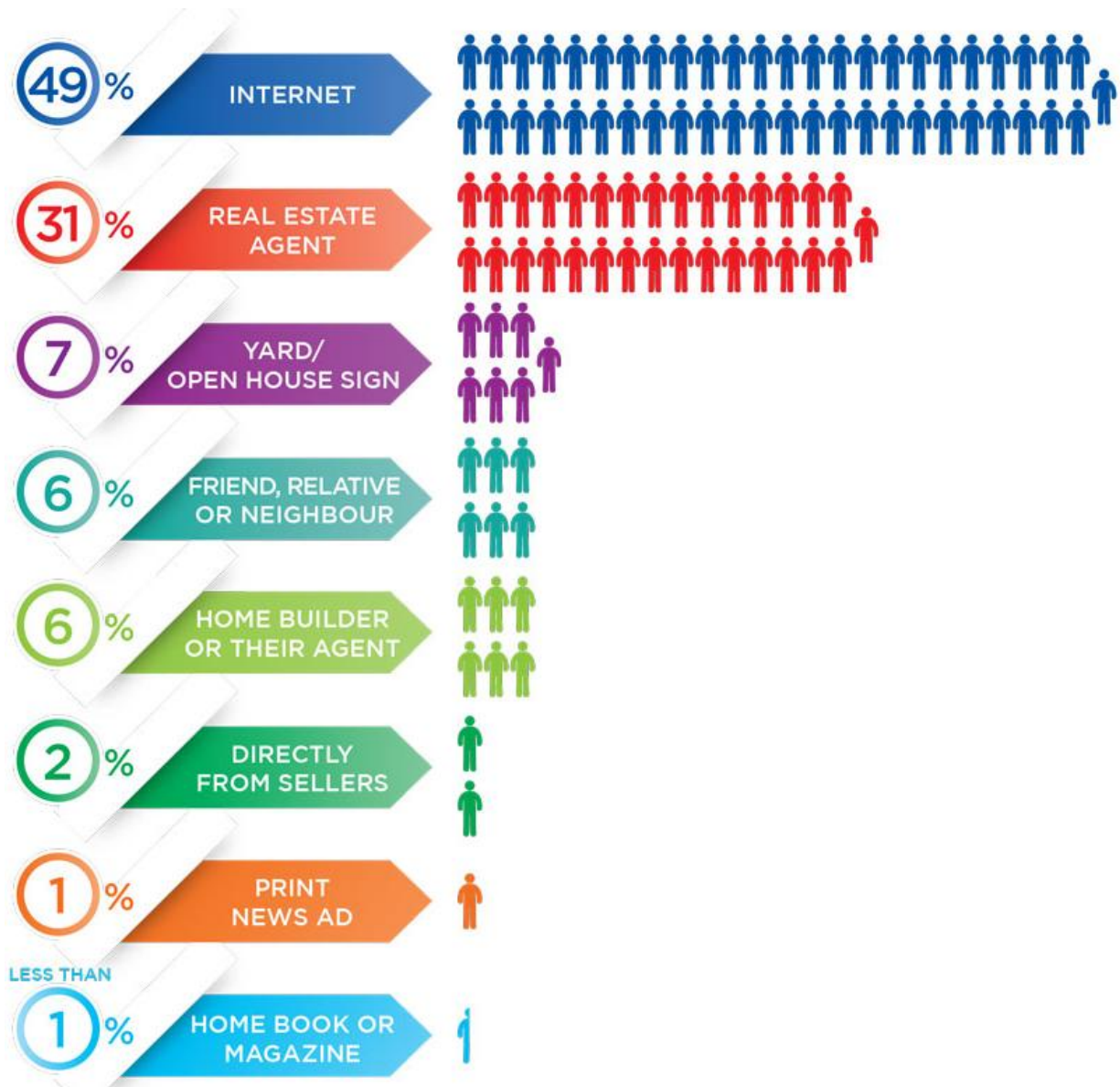
2011, Corelogic 2011

Harris Real Estate University Graduate

Tom Perry #1 Real Estate Coach "Ongoing" Student

Will be your Advocate for life...

Where Buyers Come From



I LIKE TO
😊
LISTEN



2020 Homeowner Wish List

In a recent study by realtor.com, homeowners noted some of the top things they would change about their space to make it more livable while staying at home.



More Space

More Natural Light

Home Gym

Add a Bathroom

Updated Kitchen

Larger Yard or Patio

How Technology is Helping Buyers Navigate the Home Search Process

A recent realtor.com survey revealed that buyers are still considering moving forward with the home buying process, even if they can't see the home in-person.

While they still prefer to physically see a home, here are the tech specs buyers think are most helpful in today's home search process.

61%

Virtual tour of the home



58%

Accurate and detailed listing information



53%

Accurate and detailed neighborhood information



51%

High-quality listing photos



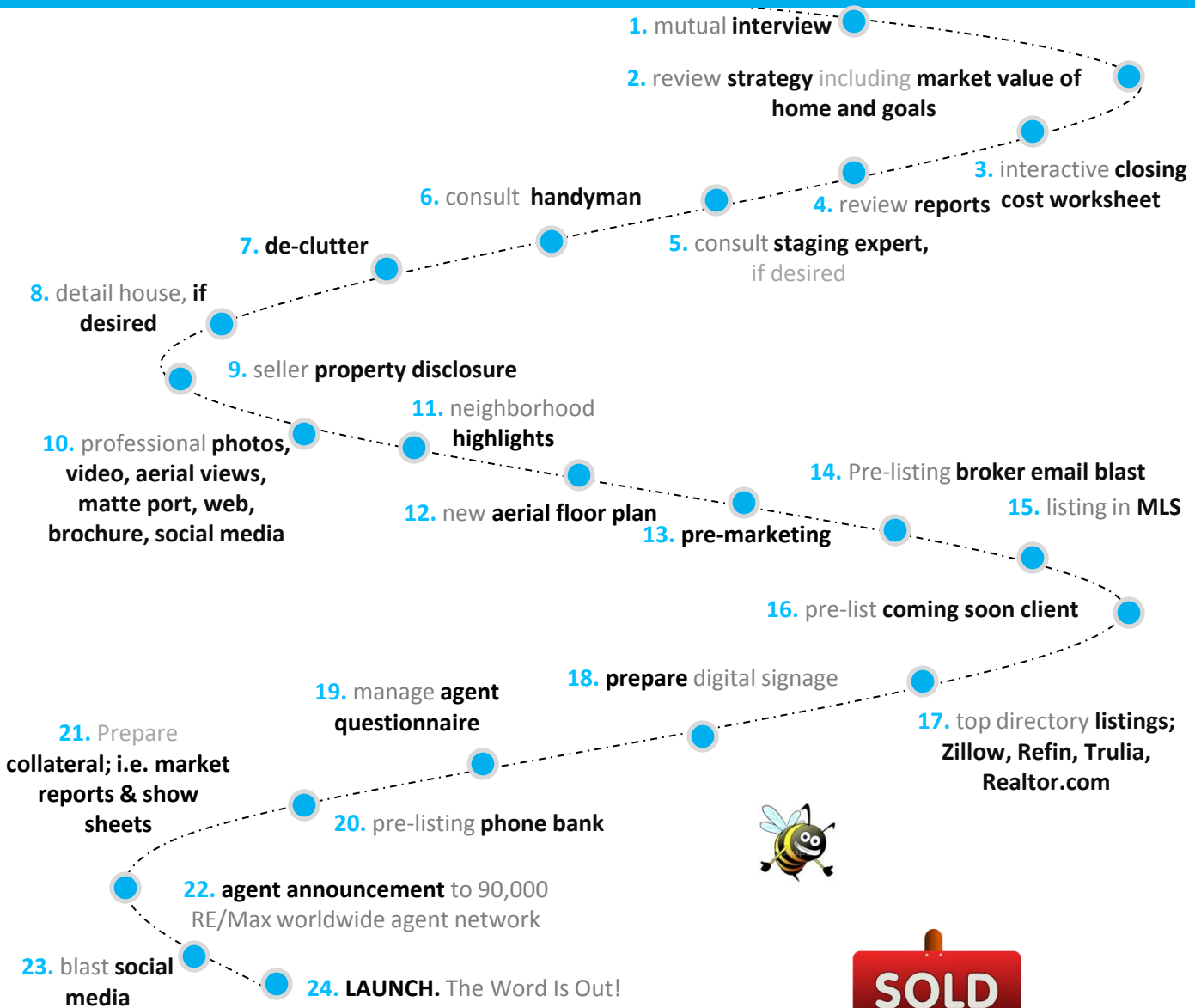
39%

Video chat walk-through with agent or landlord



24 Steps to Promoting Your Home

from 1 to 24

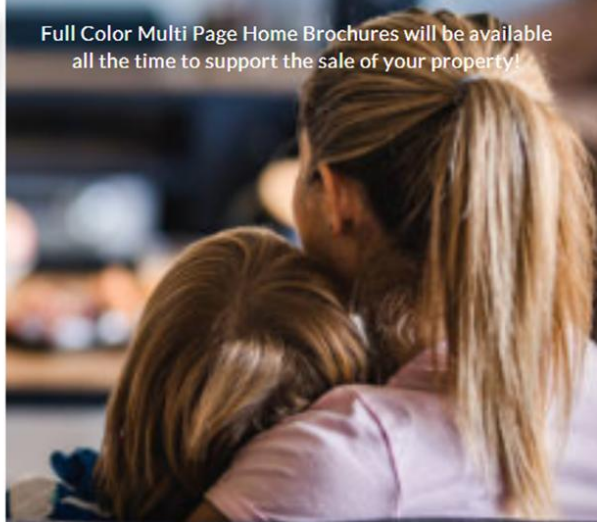


Congrats!



Customized

Full Color Multi Page Home Brochures will be available all the time to support the sale of your property!



BILL BYRD, REALTOR® | 2020



The Power behind the brand of RE/MAX Gold and an Award Winning agent, should do the trick.

"Bill, Thank you for an amazing partnership over the last 2 months. We really loved working with you." – The Bridles, July 2, 2020



THE BEST VALUE



My Successes

ON A ROLL

DAYS ON MARKET

LOCATION



03

Price Sold: \$603,000
21594 Starrett Hill Drive
Monte Rio, CA 95462
Video: www.starrethilldr.com



30

Price Sold: \$745,000
1192 Castelletto Place
Windsor CA 95492
Video: www.1192castellettopl.com



21

Price Sold: \$1,469,500
46 Cavalla Cay
Novato, CA 94949
Video: www.46cavallacay.com



06

Price sold: \$829,000
8 Nova Lane
Novato, CA 94945
Video:
listings.aerialcanvas.com/8novaln



06

Price Sold: \$1,571,000
575 Woodbine Drive
San Rafael, CA 94903
Video:
listings.aerialcanvas.com/575woodbi
nedr

Showcase Sample Video Delight! Went Live in 48 Hours.

<http://www.46cavallacay.com/>

EVALUATION.

- ☐ Market Analysis.
- ☐ Review Value Analysis.
- ☐ Discuss client goals, needs, and desires.
- ☐ Consultation to discuss your goals, needs, dreams, and desires to ensure your goals, including market price and strategy are obtainable.

PREPARATION.

- ☐ Execute listing Agreement.
- ☐ Detail plan to prepare home for market.
- ☐ City Inspections (if applicable).
- ☐ Sewer Lateral (if applicable).
- ☐ Discuss and outline termite, home, and roof inspections.
- ☐ Pre-picture.
- ☐ Pre-market. A) Coming soon, B) Social media, and C) Instagram.
- ☐ Aerial canvas video of A) Floor plan, B) Video tour, C) Aerial view, D) Matte port, E) Website, F) Story, G) Neighborhood picture, and H) Downtown.

COMING TO MARKET.

- ☐ Pre-marketing
 - ☐ Video release (Zillow, Trulia, Youtube)
 - ☐ Mailer
 - ☐ Instagram
 - ☐ Linked In
 - ☐ Facebook
 - ☐ Email to 10% of Top agents in San Francisco, Marin, Sonoma, and Napa

ON MARKET.

- ☐ MLS release.
- ☐ Social Media release
- ☐ MHINT release.
- ☐ Communication and evaluation of A) Cull - ?, B) Reports, and C) Feedback.

OFFER.

- ☐ Negotiate.
- ☐ Accept.
- ☐ Find solutions. – Line to Close.
- ☐ Assist in moving.

PRE-CLOSING.

- ☐ Assist in inspections.
- ☐ Assist with appraisal.
- ☐ Assist in price re-negotiations pending inspections.
- ☐ Final sale closing.

CLOSING.

- ☐ Move out.
- ☐ Clean.
- ☐ Share on utility information with Buyer.
- ☐ De-activate utilities / garbage / water as required.
- ☐ Cancel insurance.
- ☐ Turn keys over to Agent (Buyer).
- ☐ Ensure all Seller goals and commitments have been met.

POST CLOSING.

- ☐ Funds to be directed to account provided.
- ☐ Funds may go into an exchange account for 1031 exchange. Byrd will assist you with process.

CHANGE CAN
😊 BE FUN



Home Selling Process



HOME SELLER

Choose Realtor Sign Listing Agreement Analyse & Determine Strategy Prepare Home For Sale Implement Marketing Strategy Introduce Property to The Market Receive & Negotiate Offers



OPEN ESCROW

Accepted Purchase Agreement Escrow & Title Open Deposit Earnest Money Seller's Transfer Disclosure Statement Title Search Preliminary Report Buyers Inspection Period Request For Repairs



CLOSE ESCROW

Contingencies Removed Prepare Home for Move Sign Closing Documents Buyers Loan Funding Record Documents Escrow Closed!

About Bill

My Story

LIVING THE HIGH LIFE

We were living the high life – a gorgeous home, five cars, two boats, and several incredible vacations as a family. If only I had known that our dream life was going to vanish before our very own eyes in what felt like days. I wish I could have saved our family from the suffering we endured next.

I got into the lending business early in my career and it profited us well. It wasn't too long before I became a mortgage broker, was running a successful company, and reaping the rewards of it all. I gave my family everything they (or I) could've dreamed of. We lived on a gorgeous five-acre lot in a beautiful home. We had seven different rental properties throughout Sacramento. We even owned 16 horses, five cars, and two boats. Every weekend was spent on the lake or soaking up the sun on incredible family vacations. We had it made.

To top it all off, I had an even bigger ego to go with all of that "stuff". In other words, I was about as self-absorbed as they come. I only ever cared about me, myself, and I. Looking back, I seldom worried about how a decision or transaction would affect the lives of others around me – if it worked out favorably for me and my family, I was happy.

THE FALL

When the economic crash of 2007-2008 hit, everyone was impacted. The

market crashed and businesses were crumbling – mine included. Things quickly deteriorated and my \$750,000 a year income plummeted to poverty level. No matter how hard I worked, I couldn't make ends meet. My company closed and the luxuries I had long enjoyed in my life were disappearing.

Soon, the bank started showing up at our house to repossess our cars and boats. We were receiving non-stop subpoenas about credit debt we owed. The IRS viciously sank its teeth in, and we had nowhere to turn. We tried everything to keep our tenants in our rentals and maintain a steady income, but tenants were moving out at a rapid rate. Eventually, PG&E came to shut off our power and only because of a true miracle were we able to keep the lights on for just a little while longer.

Finally, I made the incredibly painful decision to declare bankruptcy in one last effort to save our family from being on the streets. We lost our home and income in the same year and still had two children to feed – I felt like a complete failure.

We worked hard to find odd jobs and make any amount of money. My wife scrubbed toilets and offered to be a chauffeur for minimal pay. At night, I was fortunate to occasionally find work as a security guard. I spent most mornings going from one construction site to the next, offering to clean it for just \$20 pay. We barely made enough to keep the lights on and food on the table.



THANKFUL

Never again will I take this life for granted. The parts of myself that I lost along the way were the parts that only held me back. Now, I do my best to focus on all the blessings and helping others.

It is that same sense of gratitude and service that has brought me so much happiness as a REALTOR®. I would love nothing more than to have an opportunity to serve you and your family as you embark on your next real estate journey. I know just how stressful and important this process is. I promise that I will put all my energy, experience, and heart into finding you your dream home or helping you sell for maximum value.

And for those who are experiencing some of what I went through, I have build of team of professionals to guide those in need through this unspeakable journey that I wish on noone.

Thank you for taking time to learn more about my story to becoming the man I am today. I hope to continue to improve and be a better version of myself each day; all while helping you and your family.

With gratitude,
William Byrd, REALTOR®
Husband to a Wonderful Wife and father of three adorable children:
Savannah, William and Gianna

For months, all we could afford to buy was milk, cheerios, bread, and bologna. My wife and I often skipped meals in order to ensure there was enough food for our growing kids. My sweet daughter, just five years old at the time, would wake up early in the morning and cut out cardboard to line the inside of her shoes so that the holes wouldn't hurt her feet. My heart broke as I watched my family endure our poverty.

BOUNCING BACK

I wanted to give up. I had failed them and I didn't know how we were ever going to get out of that place. It was during that dark, depressing time that I decided to take a leap of faith and turn my heart and hope to God. I had nothing to be proud of anymore, so I stopped focusing on me and chose to look outward. It was difficult and unnatural at first, but it set me free.

Free from pain and anguish, free from pride and egotistical mindsets, I felt enabled and empowered to try again and fight for my family's livelihood. In 2011, I started down an unknown path into the real estate industry. With nothing left to lose, I decided to become a licensed REALTOR®.

Slowly but surely, we rebuilt our lives from the ground up. Except this time, I was going to leave my pride and ego behind. We lived within our means and cherished everything we had. Life felt richer, sweeter, and fuller than it ever did before. Today, I have a career that brings me joy and helps others find joy in their own lives. My family is happy, healthy, and my wife and I now have three beautiful children. We truly have it made.

LET'S SUCCEED TOGETHER
THANK YOU



CONTACT ME, ANYTIME

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ADDRESS

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Mill Valley, CA 94941

WEBSITES

Byrdre.com | Byrd4u.com

BILL BYRD, REALTOR®