

LISTING

your home



McGraw
REALTORS®

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Debbie Leifer

ABOUT ME



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**Visit me online at:
LeiferLiving.com**

Buying or selling a home is one of life's biggest moves. As a REALTOR® with McGraw Realtors in Edmond, my goal is simple: take the stress out of the real estate transaction process so you can focus on the excitement of what's next.

Serving the Oklahoma City metro area, I combine a client-first approach with deep local roots as a Guthrie native and University of Central Oklahoma graduate with a degree in finance.

Before real estate, I built a career in sales and marketing across the home improvement and food service industries. Those skills give me a sharp competitive edge in negotiating and marketing your property.

Let's make your next big move seamless.



McGraw
REALTORS®



ABOUT *McGraw*

With over 85 years in the local real estate market, McGraw REALTORS® understands that listing your home is so much more than just another transaction.

When you choose to work with McGraw, you're not just working with one of our highly experienced agents - you're gaining the support of the entire brokerage and the teams within it to make the sale of your property as smooth as possible.

Through innovation, collaboration, and dedication to offering the highest quality experience possible, we dominate our markets and assist our internal and external customers achieve their real estate goals.

**INDEPENDENT BY DESIGN.
DOMINANT BY PERFORMANCE.
MCGRAW REALTORS®.**

Being local means more than just knowing what's around. Being local means having a deep knowledge of every aspect of the communities we are a part of.

Throughout each of our markets, our agents are intimately local. Residing on school boards, acting as chair members for the local chamber of commerce, participating in community events and fundraisers, there are very few community aspects that don't include a McGraw Realtors agent.

Our philosophy at McGraw is that you can't be truly committed if you're not involved- when our agents commit to the success of a client, they go all in.

Full Involvement. Full Commitment.

BILL MCCOLLOUGH
PRESIDENT & CEO



WHY *sellers* CHOOSE TO WORK WITH MCGRAW REALTORS®

PROVEN MARKET DOMINANCE

With over \$2 billion in annual sales, McGraw Realtors® consistently outpaces the competition to remain the region's premier independent real estate firm. Our proven track record of market leadership means your home is backed by the strongest name in the business.

REAL PEOPLE BEHIND EVERY TRANSACTION

Behind every agent and every transaction, there are several internal support teams that are dedicated to selling your home. Ranging from in-house marketing teams to admin, brokers, educators, staff, and our large network of experienced agents, you can rest assured that your transaction is backed by decades of experience and market knowledge.

MCGRAW-EXCLUSIVE INTERNAL NETWORK

A McGraw-exclusive Facebook group to showcase your listing before it hits the market, network with other agents for property and market insights as well as possible buyers, and more.

IN-HOUSE MARKETING TEAM

Full-service marketing team members across Oklahoma available in person and digitally to maximize marketing opportunities for your listing.



WHAT TO EXPECT

SIGNING THE LISTING AGREEMENT

By signing the listing agreement, you gain a dedicated advocate who manages all inquiries and showings from other brokers and potential buyers so you don't have to.

INITIAL CONSULTATION & STRATEGIZING SESSION

We will develop a unique marketing strategy based on your property's specific details, a process that includes reviewing local market trends and pricing strategies to ensure your home is fully prepared to capture maximum buyer interest.

COMMUNICATION COMMITMENT

We will agree on the preferred methods of communication, ensure contact information is up to date, and discuss any timeframes where a party may be unavailable.

NEGOTIATION TACTICS

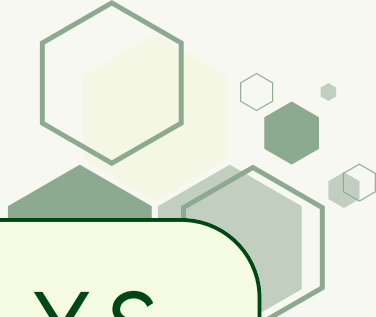
We will form a strategic plan to prepare for concessions, contingencies, and any surprises during a negotiation that may affect your desired timeline, price, or outcome.

TRANSACTION COORDINATION & SUPPORT

We provide diligent oversight from contract to close. We manage all of the essential details and regulatory milestones to keep your move on schedule.

CLOSING DAY

The sale of your home is finalized- Congratulations!



WHAT THE DATA SAYS

MCGRAW AGENTS ARE

OVER 20%

MORE PRODUCTIVE THAN THE AVERAGE MLS
AGENT.

- MCGRAW AVERAGE: \$2,346,768
- MLS AVERAGE: \$1,943,638

MCGRAW IS RANKED

137TH IN VOLUME

AND

*80TH LARGEST BROKERAGE
IN AMERICA.*

OUR AGENTS AVERAGE

12 TRANSACTIONS PER YEAR

COMPARED TO THE

MLS AVERAGE OF 4.

THE LISTING AGREEMENT



BY SIGNING THE EXCLUSIVE RIGHT TO SELL CONTRACT WITH A MCGRAW REALTORS® AGENT, YOU GAIN A DEDICATED ADVOCATE WHO MANAGES ALL INQUIRIES FROM OTHER BROKERS, BUYERS, AND TENANTS SO YOU DON'T HAVE TO. THE CONTRACT DEFINES EXPECTATIONS AND RESPONSIBILITIES.

- **List Price:** While we agree on an initial listing price today, this contract allows us to *adapt* to other prices and terms *as the market reacts*.
- **Contract Term:** The length of the listing agreement is *not 'one size fits all.'* We will tailor the duration of our partnership to *align* with your personal goals, marketing strategy, and *current market conditions*.
- **Disclosures:** The goal is to *protect your interests* through *full disclosure*. By being *upfront* about the home's details from day one, it minimizes surprises during the *inspection period* and creates a more secure path to a successful sale.
- **Compensation:** *Compensation for listing your home will be established upfront* and commission for the *buyer's broker* may be *negotiated* when presented with a purchase offer.
- **Lockbox:** While we can't guarantee that potential buyers won't have bad intentions we help *safeguard* your home by using a *secure lockbox*. We recommend *removing valuables* for safekeeping.



PRICE AND POSITIONING

Your agent will conduct a *market condition consultation* to analyze the property's *location, size, age, and specific finishes* to determine your home's value and find the *"sweet spot"*.

FACTORS IN PRICING

- INVENTORY ANALYSIS
- MOVE-IN READINESS
- LOCATION
- PROPERTY FEATURES AND FINISHES

FACTORS IN SELLING

- CORRECT PRICING
- PROPERTY CONDITION
- STRATEGY AND TIMING
- MARKETING STRATEGY
- AGENT REACH CAPABILITY
- NEGOTIATION STRATEGY
- NAVIGATING OBSTACLES

NEGOTIABLE TERMS

- SALES PRICE
- EARNEST MONEY
- SELLER CONCESSIONS
- INSPECTION REPAIR COSTS
- HOME WARRANTY
- CLOSING COSTS
- CLOSING DATE

A *successful closing* requires more than a signed offer. We guide you through all the *logistics* of the transaction, providing guidance on *terms, timeline management, and proactive solutions* for navigating *concessions* or *appraisal gaps*.

PREPARING YOUR HOME



- **Boost Curb Appeal:**
 - *Clear the Sidewalk* of Any Debris
 - *Organize* the Porch
- **Clean, Clean, Clean!:** A *clean* and *well-maintained* property shows buyers that you have loved and taken care of the home. *Pay special attention to:*
 - Interior & Exterior Windows
 - Baseboards
 - Ceiling Fans
 - Organization of Closets & Pantries
 - Clear Clutter
 - Remove Personal Items
- **Create a Welcoming Environment:**
 - Bring in *Natural Daylight*
 - Keep Your Home at a *Comfortable Temperature*
 - Burn *Gentle, Neutral Candles* to Diminish Any Odors
- **Define Each Room and Consider Staging:** Each room should have a *defined purpose*. *Professionally staging the home* is recommended to elevate each room and show how to *maximize the square footage* of each space.



NAVIGATING DISCLOSURES

WHAT IS THE PURPOSE OF A DISCLOSURE?

DISCLOSURES SHOW POTENTIAL BUYERS THAT YOU'VE MAINTAINED THE PROPERTY AND TAKEN CARE OF ANY KNOWN DEFECTS (IF APPLICABLE.)

WHY IS IT IMPORTANT TO COMPLETE THEM?

IT'S IMPORTANT ALL DISCLOSURES ARE COMPLETED FULLY. DISCLOSURE REQUIREMENTS ARE DETERMINED BY THE OKLAHOMA PROPERTY DISCLOSURE ACT.

KEY DISCLOSURE QUESTIONS:

- ***During your ownership***, have you replaced or significantly repaired any major systems, and do you have transferable warranties or receipts for that work?
- ***Are you aware of any defects or repairs*** that were disclosed to you by the previous owner when you purchased the home which have not been subsequently repaired or resolved?
- ***Have any insurance claims*** been filed for property damage (fire, flood, or theft) during your period of ownership?

STRATEGIC MARKETING

MAXIMUM EXPOSURE FOR YOUR HOME

McGraw Realtors® employs a multi-channel strategy including professional photography, listing videos, social media content, and the Power of the Green Sign®. You will authorize me to use the Internet and any electronic imagery to show your property to its best advantage, and we will also utilize the MLS to syndicate your home to a number of public websites.

- Internal and external networking
- Professional photography and videography
- Social media advertising (Listings, Open Houses, etc.)
- Online analytics and statistics
- Email marketing
- Social media content (Graphics)
- Website syndication
- Listing flyers and direct mail postcards
- Yard signage



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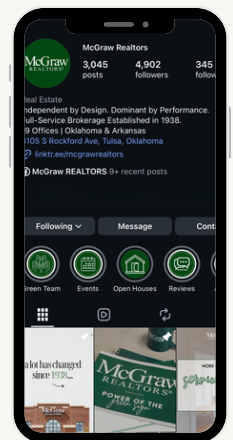
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CONTRACT NEGOTIATION



Real estate negotiation is a strategic balancing act where your real estate agent acts as both an advisor and a protective buffer. Instead of just relaying offers, they use thorough market analysis to build leverage and craft counteroffers that protect your financial interests. By maintaining emotional detachment during high-pressure moments, your real estate agent helps prevent impulsive decisions and expertly navigates complex contingencies to secure a high-value, low-risk agreement.

POINTS OF NEGOTIATION

- Sales Price
- Close Date
- Earnest Money
- Inclusions and Exclusions
- Seller Concessions
- Home Service Agreements
- Financing
- Contingencies
- Inspection Repairs
- Low Appraisals
- Surveys
- Appraisal Requirements
- Title Requirements

NAVIGATING CONTRACT TO CLOSE

Your closing team will coordinate closing details with the title company, update title work, and review the settlement statement for accuracy. They will ensure the title is marketable and that all ad valorem taxes and interest are prorated through the date of closing to avoid any last minute surprises.

- 1 CONVERT AN OFFER INTO A CONTRACT
- 2 SET UP WITH TITLE COMPANY
- 3 LENDER PAYOFF WILL BE ORDERED**
- 4 INSPECTIONS
- 5 COMPLETE TRR**
- 6 RESIDENTIAL SERVICE AGREEMENT**
- 7 APPRAISAL
- 8 FINAL WALK-THRU / REINSPECTION
- 9 CLOSING

** IF APPLICABLE

WHAT MY CLIENTS *have to say*



Debbie is an amazing agent. She is incredibly knowledgeable and went above and beyond by providing extra tips and guidance in our search for a new home. We would not have been able to find our new dream home without her and the rest of Tempe's team and all the work they did.

- Amy DeShong Abercrombie



Debbie is a very conscientious and knowledgeable Realtor. She is always willing to take that extra step to find the home that fits her clients needs.

- Leona Westbrook



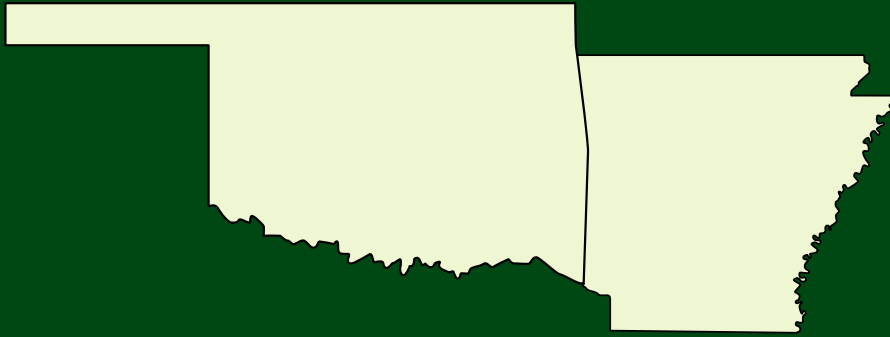
Working with Debbie was an absolute pleasure. She was very communicative throughout the entire process and made the home selling process very easy. If you're looking for a hard working realtor I would highly recommend her!

- Ethan Wilson



Debbie is hands down the greatest most kind Realtor! She made every step of the process easy and seamless. I highly recommend Debbie for your real estate needs.

- Walker Reed



*Independent by Design.
Dominant by Performance.*



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