



Selling Your Property

WITH SUSAN, IT SELLS.

SUSAN 
LARRABEE



300+
HOMES SOLD

\$150M+
IN PRODUCTION VOLUME

18
YEARS OF EXPERIENCE

Susan Larrabee

REALTOR®

817-846-9778

Susan@SusanLarrabee.com

150 N. Nolen Dr.
Southlake, TX 76092

SusanLarrabee.com

Two Decades of Local Experience

After spending 22 years working in the telecommunications industry, Susan transitioned to real estate full-time in 2003 and hasn't looked back! She's been a Texas resident since early childhood and has always known that she wanted to continue to contribute to the community she grew up in. That contribution happens to be helping the residents of North Tarrant County find home in communities like Southlake, Trophy Club, Grapevine, Colleyville, Keller, Roanoke and Flower Mound.

Susan is a highly respected and accomplished residential Real Estate professional with 18 years of industry service. As a proven leader and top producing agent, Susan is known for her honest communication and hands-on approach with her clients. She provides reliable information and straightforward advice so that you can make informed, confident investment decisions. Clients also benefit from her knowledge of interior design and hands-on staging assistance.

Above all, Susan values establishing long-term relationships with her clients and ensures they are comfortably integrated into their communities whether they are local or new to the area.

EXPERTISE & DESIGNATIONS:

- BHHS Luxury Collection Specialist
- Certified Corporate Relocation Specialist
- Seller Representative Specialist (SRS)
- Graduate Realtor Institute (GRI)
- Military Relocation Professional (MRP)
- Fine Homes & Estates Properties
- Specializing in Staging & Interior Design

RECENT ACCOLADES:



Client Testimonials

"Susan is the most incredible REALTOR®. We had a laundry list of 'must-haves' and she was able to find us the perfect home. Not only was she patient and knowledgeable, but she was able to find flaws in some of the listings we'd never have known to look for - saving us a ton of time and needless negotiating. We would recommend Susan to anyone trying to buy or sell in the Southlake area."

- STEPHEN & TRICIA

"We can't say enough about how happy we have been with Susan Larrabee's professionalism and ability. Wow! What a great attitude and service. Our first listing agent was average. But Susan? Professional Staging; Professional Video; pictures in the paper; attractive flyers; Open Houses; Graphical reports for every web hit and showing; pushing other agents to show.... The difference was amazing. Plus, Susan found our old home a new owner that saw the value of the home and the area. We got a great price per square foot and worked with the closing committee (we have all been there) to ensure a smooth process."

- SHANNON

"Susan stands out above any other REALTOR® we've ever worked with! She is incredibly knowledgeable, professional & honest and genuinely had our best interests at heart. She has guided us through the entire house buying process with honesty and care and has made (what naturally is a very stressful process) a lot easier to navigate. I can't recommend her enough!"

- ROXANNE

"I highly recommend Susan. Through my husband's relocation, we were put in touch with Susan and she is a rare gem. We spent a lot of time looking for our next home and she was tremendous during the entire process...patient, detailed, experienced and extremely knowledgeable...not only in the details around our transaction but also in the areas we were looking. Her dedication and commitment to her clients is inspiring. She is always a few steps ahead and anticipates what needs to be done, and gets it done. She listened to our wants/needs, even as they changed, and continued fine tuning our search. She is ethical and fair while looking out for our best interests. She is motivated for all the right reasons...to help people find their next home."

- CHRIS

A Culture of Giving



The Sunshine Kids is a non-profit organization dedicated to children with cancer. Established in 1982, they are committed to providing positive group activities and emotional support for young cancer patients. The Sunshine Kids provides a variety of programs and events, free of charge, for Kids who are receiving cancer treatments in hospitals across North America.



Through our annual fundraising events, like this private screening of Elf at the Tinseltown theatre in Grapevine, we continue to raise funds for our friends at the Sunshine Kids Foundation!

In 2022, PenFed Realty ranked #9 in all of Berkshire Hathaway HomeServices with \$102K donated!

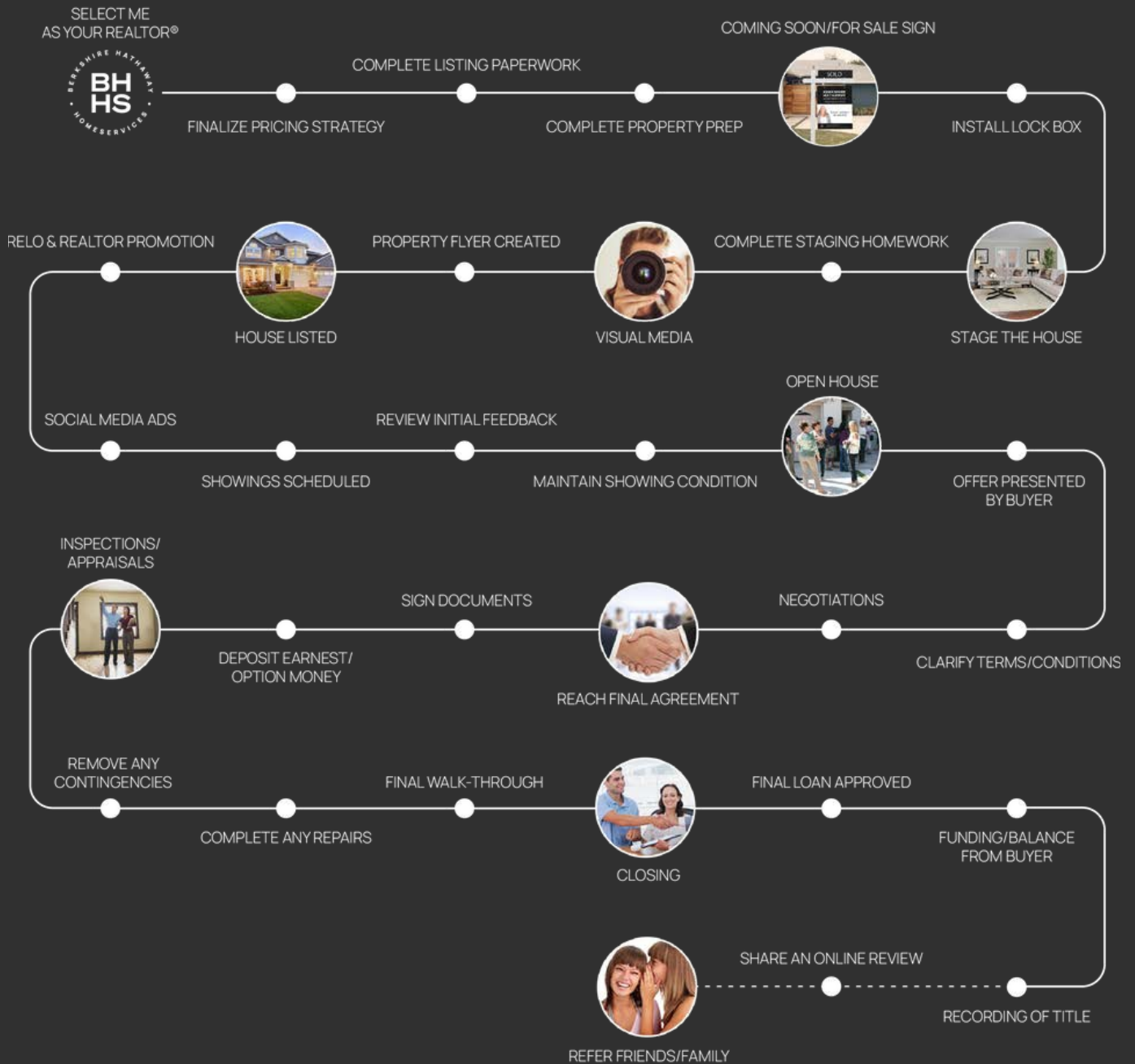


Located in Grapevine, GRACE is a non-profit relief agency serving the people of Northeast Tarrant County who need food, clothing, and other vital necessities. By partnering humanitarian efforts with local organizations, GRACE operates as one of the largest joint civic and non-denominational projects in North Texas. Volunteers play a vital part of GRACE programs and services, logging more than 50,000 hours each year in community service.

PAST ACHIEVEMENTS:

- Featured in Society Life Magazine, Women in Business
- Recognized by GRACE as Outstanding Gala Volunteer of the Year for raising over \$190K
- GRACE Board of Directions, serving two terms
- BHHS Community Spirit Award
- Shining Star recipient on behalf of GRACE, awarded by The Arts League
- Nominated by Ft. Worth Magazine for Volunteer of the Year for Northeast Tarrant County
- Awarded a grant for GRACE thru the BHHS Good Neighbor Awards Program

Selling Timeline



why

WHAT IS YOUR MOTIVATION FOR SELLING?

where

WHERE WILL YOU BE MOVING?

when

WHEN IS YOUR IDEAL SELLING TIMEFRAME?

7 STRATEGIES FOR SUCCESS

1
2
3
4
5
6
7

Staging

Photography

Social Media

Print Materials

Internet Marketing

Videos & Virtual Tours

Competitive Pricing

In Home Staging to Optimize Your Listing

My commitment is to work directly with each homeowner to ensure your home is staged to perfection. We can often work with the furnishings already in your home to achieve a welcoming, enticing atmosphere for potential home buyers. In some cases, if additional home interior items are needed we do have a small inventory available to our clients for use while the home is actively listed.

LOOK AT THE STATS:

- Staged homes sell up to 80% faster and for 20% more than non-staged homes.
- Results show that a properly staged home can increase a homes value from 1% to 5% compared to similar homes on the market that were not staged.

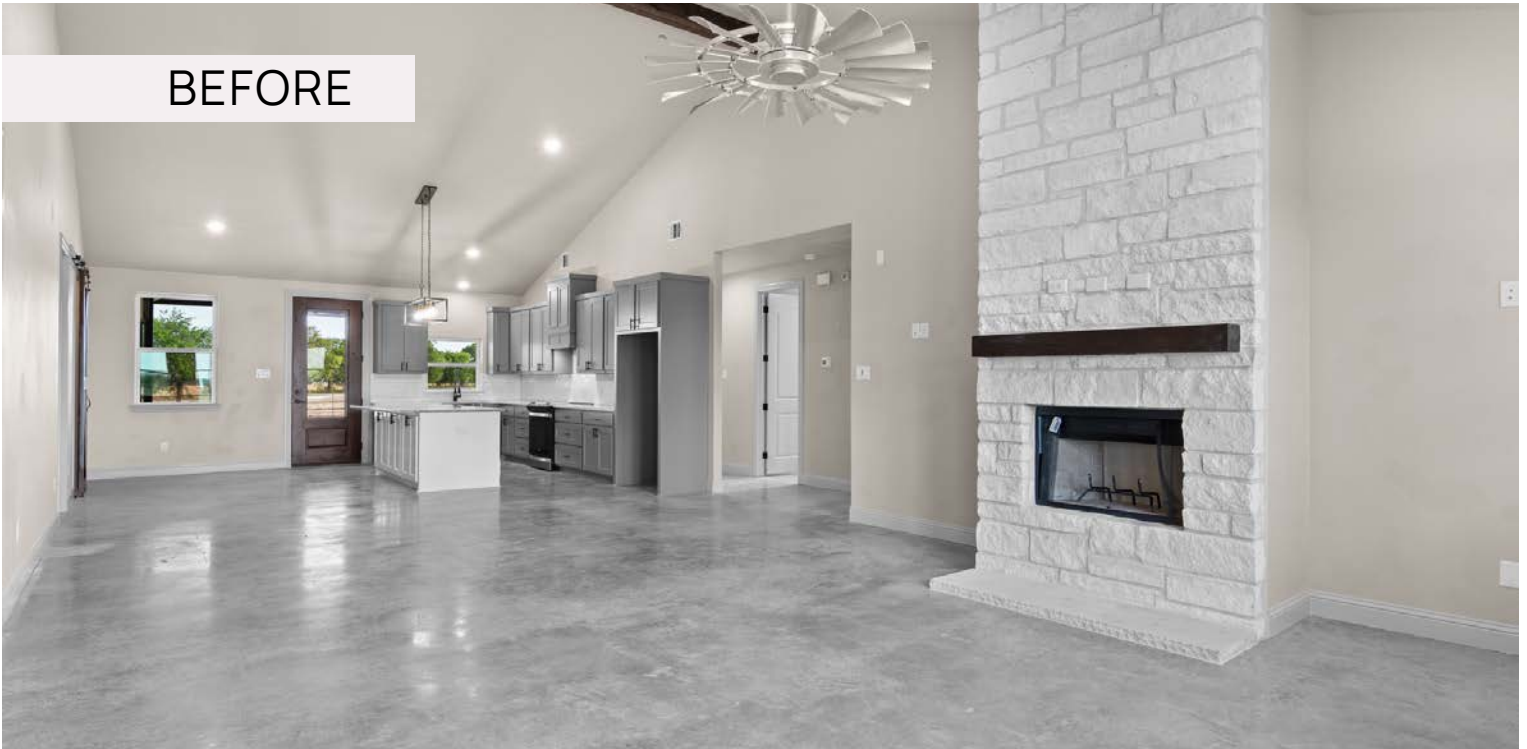


Virtual Staging

Because sometimes...
seeing is believing

It can be tough for buyers to envision themselves living in an empty space. Through the magic of Virtual Staging, we can provide them with a glimpse of room functionality & comfort.

BEFORE



AFTER





Eye-Catching Photography

You have 3 Seconds To Make A Great First Impression Online,
So We Make It Count!

You only get one chance to make a first impression and in the digital world, that directly relates to photos. The quality of your listing photography absolutely correlates to the number of potential buyers that will come to view your property.

With the expert assistance of my personal photographer, together we are dedicated and committed to capturing only the best images that will provide you the best representation possible for your home.

LOOK AT THE STATS:

- A study by the Wall Street Journal found that listings with professional photos received 61% more views than those without them.



Social Strategy

Your home will be featured on Instagram and Facebook using structured posts, videos and property updates made specifically for your home!

Follow me on Instagram and Facebook for great information, tips and newsworthy updates about all things Real Estate!



@bestlittlerealtor_in_texas



Susan Larrabee, Texas REALTOR

Sophisticated Brochures

Each Seller can expect to receive custom in-home marketing materials. We include additional items like a copy of your survey and a list of your improvements to ensure buyers and their agents are informed and knowledgeable about your home before they leave.



Exclusive Property Websites

A one-of-a-kind website dedicated to your one-of-a-kind property.

Special homes deserve a special website; that's why each of my listings receives its own individual property website.

Using your address for the URL makes your home easy to find for prospective buyers.

We can include 3D Tours, Features & Amenities, Floor Plans and more with a lead capture option.

You will also receive a Weekly Property Marketing Report that lets you know the top cities of visitors searching for your home, the amount of visitors and what platform they used to find you.





Standout Video

Every home has a story to tell, and videos allow for effective storytelling. A well crafted narrative can create an emotional connection, helping buyers relate to your home on a deeper level. By capturing the buyers attention thru movement and sound, this engagement can significantly improve a buyer's perception of your home

LOOK AT THE STATS:

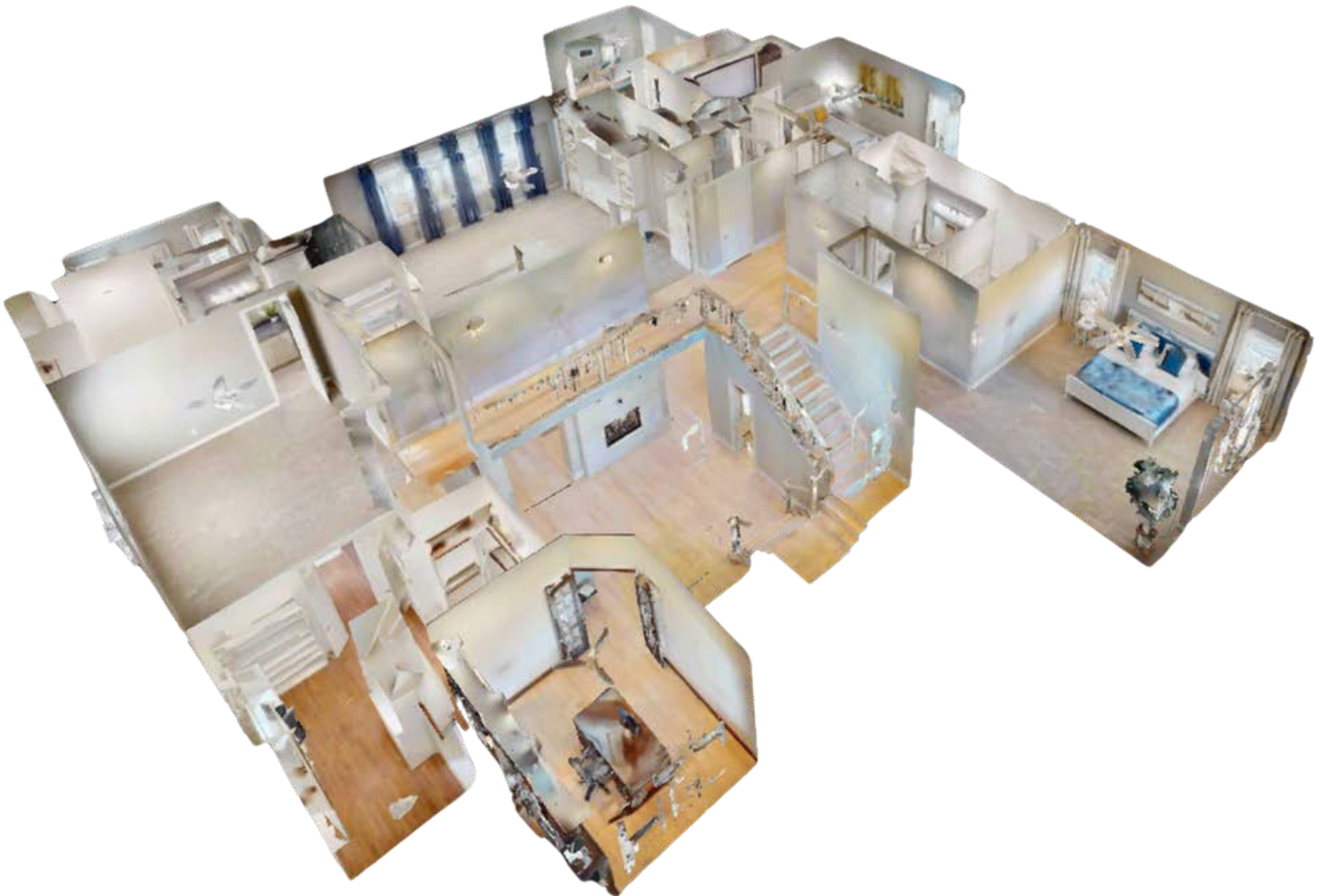
- Listings with real estate videos get 4x the inquiries regular ones do
- 95% of buyers are more likely to call about properties with video
- 50% of buyers preferred videos over photography alone when searching for homes for sale

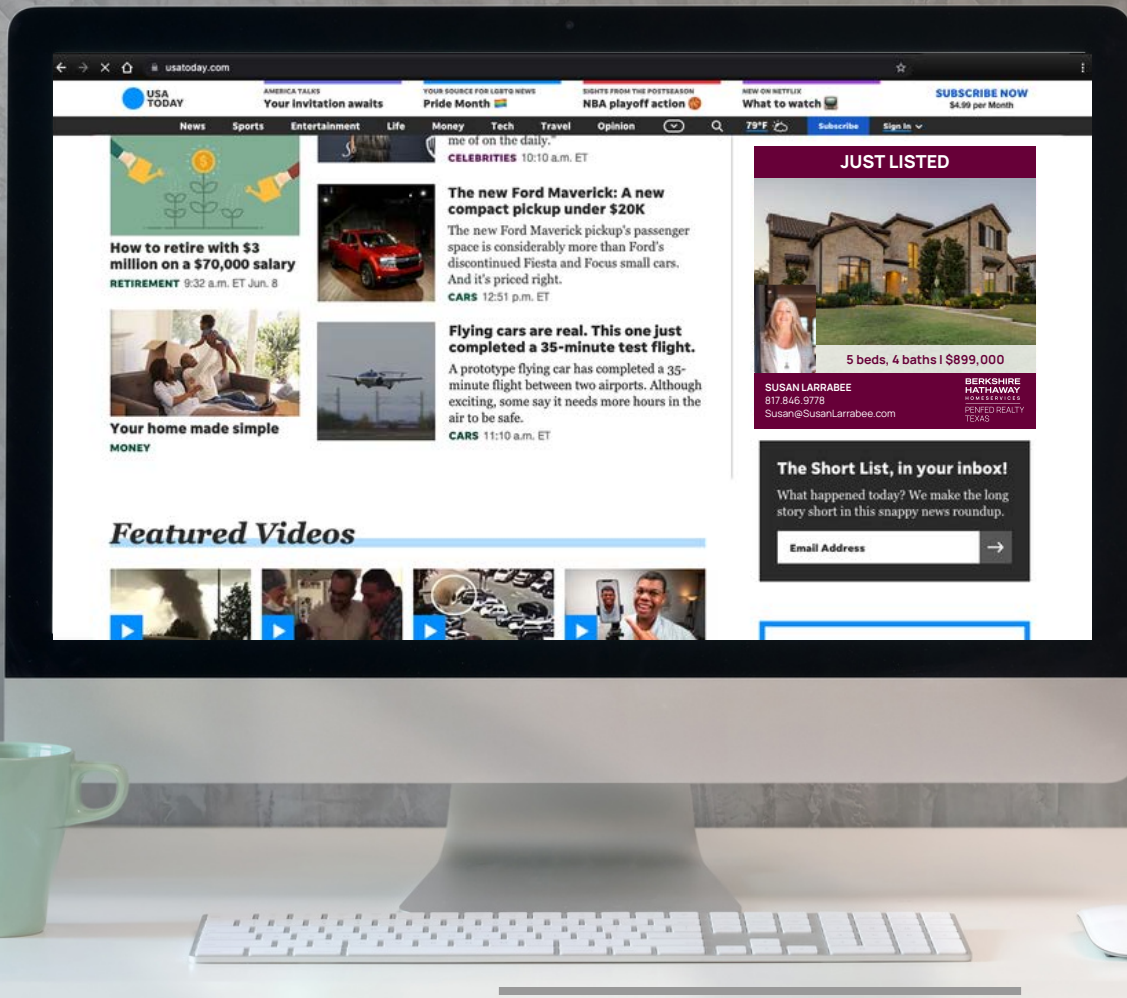
3-D Virtual Tours

A great tool to elevate your listing!

Using Matterport 3D Technology, we offer buyers a more immersive experience online. This platform helps qualified buyers visualize the layout of your home, they can even take measurements and ensure the flow of your home is right for them.

- Available for homes 4,000 SqFt or larger





YOUR HOME WILL RECEIVE A TARGETED AD WITHIN A **15 MILE** RADIUS

THE AD IS **PERSONALIZED** TO YOUR PROPERTY SPECIFICALLY

STRATEGICALLY DESIGNED AUDIENCE OF **INTERESTED BUYERS**

Powerful Digital Marketing

Our listings enter the market aggressively to give our sellers every advantage.

We run a one-week ad blitz as soon as our listings go active in the MLS. Our ads then follow potential buyers online when visiting major websites, including social media like Facebook & Instagram.

Featured on top sites such as:



Global Online Exposure

Showcasing your property on
thousands of websites globally

92% of home buyers find their properties online. So, that's where we excel. All of our listings are distributed to the World's most popular real estate search portals including Zillow, Mansion Global, Wall Street Journal Real Estate, Financial Times Real Estate, and even Juwai.com (The realtor.com of China!)

Syndicated websites include but are not limited to:

realtor.com[®]

MANSION GLOBAL
ONLY THE EXCEPTIONAL

trulia

Zillow[®]

YAHOO!
REAL ESTATE

Homes.com[®]

MANSION GLOBAL
Robb Report

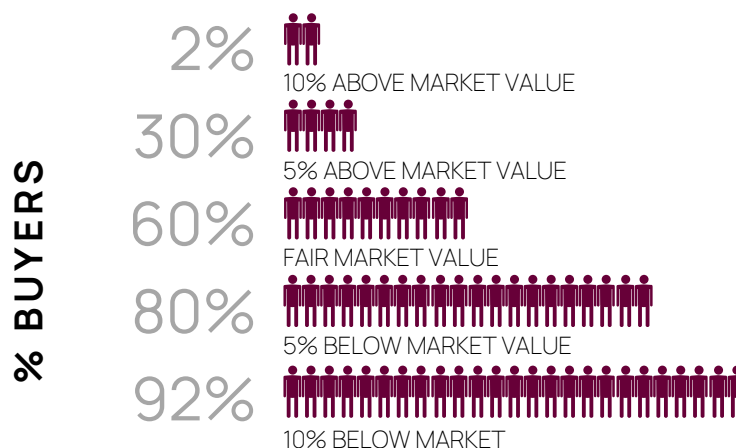
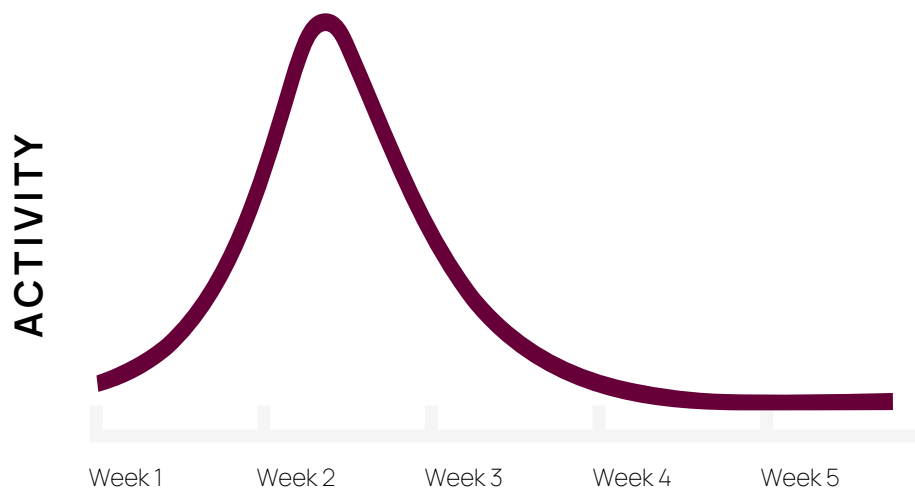
duPont
REGISTRY[™]

THE WALL STREET JOURNAL.
WSJ

The Dangers of Overpricing

An asking price that is beyond market range can adversely affect the marketing of a property.

- Marketing time is prolonged and initial marketing momentum is lost.
- Fewer buyers will be attracted and fewer offers received.
- The property attracts “lookers” and helps competing houses look better by comparison.
- If a property does sell above true market value, it may not appraise and the buyers may not be able to secure a loan.
- The property may eventually sell below market value.



About Berkshire Hathaway HomeServices

When you combine a globally recognized brand with exceptional service, it's easy to see why Berkshire Hathaway HomeServices is the fastest-growing brokerage in the world, reaching over **\$154 billion in annual sales volume in 2022**.

In that same time, our global network of Agents has grown to more than 50,000. Our unprecedented expansion is further proof that the Berkshire Hathaway HomeServices name is one people simply **trust** - and when you're dealing with one of life's biggest decisions, that matters.

Texas-based Berkshire Hathaway HomeServices PenFed Realty Texas is a full-service brokerage with a strong company culture and is proud to be a market leader in San Antonio and the entire Dallas/Fort Worth Metroplex as well as being home to some of the region's highest-producing agents.

Our team members are down-to-earth, nimble, and local experts. **When our name is on a real estate sign, it means something so much more.** It represents a promise of trust, integrity, stability, longevity, and the highest standards of work - a promise which we don't take lightly. As a client, you will see first-hand how these values are reflected in every aspect of the real estate business and transaction. Berkshire Hathaway HomeServices is the name buyers and sellers trust.

Globally, Berkshire Hathaway HomeServices represented over

\$154 Billion

worth of transactions in 2022.

Nationally, PenFed Realty represented over

\$7.5 Billion

worth of transactions in 2022.

Our marketing-centric approach means we are constantly analyzing, testing, and improving upon our advertising efforts. Understanding our target market is easy. Making sure that prospective buyers know about your property is where we separate ourselves from our peers. Our methods are always leading edge, and they work. It's as simple as that.

Unlike most brokerages, we don't just leave our agents to advertise for themselves – our tried and true program was created by our experts based on years of research. When you list with Berkshire Hathaway HomeServices, you know you're getting the same program that sets sales records month after month.

As a brand, we are uniquely positioned as a leader in both high-end luxury markets as well as suburbs and cities. We've represented the full scope of properties, from artist studio lofts to spectacular vacation homes. We are regularly up-to-date on industry trends from both a local and global position.



BERKSHIRE HATHAWAY
WORLD'S MOST
RESPECTED COMPANIES



PENFED REALTY
#2 UNITS SOLD
#3 GLOBAL BROKERAGE



BERKSHIRE HATHAWAY
WORLD'S MOST
ADMIRED COMPANIES



TORONTO | MONTRÉAL | SAN MIGUEL DE ALLENDE | CANCUN | LONDON
MILAN | SPAIN | LISBON | CASCAIS | ATHENS | DUBAI | NEW DELHI

A Global Presence

Berkshire Hathaway HomeServices broadcasts your property to more than 70 websites worldwide which are viewed by potential buyers in over 37 countries across five continents. The countries where it will be visible include:

Algeria	Dominican Republic	Monaco	Thailand
Argentina	France	Morocco	Tunisia
Belgium	French Polynesia	New Caledonia	Turkey
Brazil	Germany	Panama	United Arab Emirates
Canada	Greece	Peru	United Kingdom
Chile	India	Portugal	Uruguay
China	Israel	Qatar	Venezuela
Colombia	Italy	Romania	
Czech Republic	Luxembourg	Russia	
Denmark	Mexico	Spain	



PenFed Realty Texas

Berkshire Hathaway HomeServices PenFed Realty is a wholly-owned subsidiary of PenFed Credit Union - one of the country's strongest and most stable financial institutions. Established in 1935, PenFed is America's second-largest federal credit union, serving over 2.8 million members worldwide with \$36.6 billion in assets. We have members in all 50 states and the District of Columbia, plus military bases in U.S. territories.

PenFed Realty was established in 2006 and has since steadily increased its presence and expanded its market share across multiple states. We have almost 70 offices with over 2,000 sales professionals in Maryland, Virginia, Washington, D.C., West Virginia, Delaware, Pennsylvania, Florida, Kansas, Tennessee, and Texas offering services for residential and commercial properties. This remarkable achievement earned Berkshire Hathaway HomeServices PenFed Realty the Berkshire Elite designation, reserved only for the top companies nationwide.





LUXURY COLLECTIONSM

Because we didn't get this far by being average.

As a Luxury Collection Specialist, Susan has superior training and is equipped with the most advanced marketing tools. The 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. As experienced, service-oriented professionals we 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 community of Luxury Collection Specialists is exclusively dedicated to the marketing of luxury properties. As a Specialist, Susan has consistently earned her clients respect through her comprehensive understanding of how to effectively market to affluent buyers. It is no surprise that clients value her advice.







Relocations & Referrals

As a relocation arm of Berkshire Hathaway HomeServices, as well as PenFed Credit Union and our military members, our in-house relocation department has perfected the art of quick & easy moves. For home sellers, this means we always have a network of potential buyers.

100%

STERLING LEXICON CUSTOMER SATISFACTION

2022 AIRES CIRCLE OF EXCELLENCE AWARD
2023 GRAEBEL PREFERRED PARTNER

GRAEBEL THINK FACTORY RELOCATION PARTICIPANT
2022 BGRS SILVER AWARD FOR SERVICE

RELOCATION | REFERRALS | RESULTS



Easy Exit

My listing guarantee.

Your success is my success and I truly believe that I should earn your business everyday. That is why I am so relationship-focused & offer you the opportunity to cancel anytime if you so choose with NO termination fees.

I am confident you won't be disappointed!

Optimal results.
Unmatched experience.
First-rate customer service.

WITH SUSAN, IT SELLS.

SUSAN 
LARRABEE

**BERKSHIRE
HATHAWAY**
HOMESERVICES

PENFED REALTY
TEXAS

