

Shein Team



COMPLIMENTS OF

Max & Nara Shein

mshein@kw.com

<https://kwri.app.link/KW2CIQG9G>

(215) 989-6900



Each Keller Williams Realty Office Is Independently Owned and Operated

MEET OUR TEAM



MAX SHEIN

LISTING AGENT



NARA SHEIN

BUYER AGENT



KRISTIAN KHRYSTENKO

SHOWING AGENT



STEPHANIE DAL

ADMINISTRATOR

THE PROCESS

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

- | | |
|---|---|
| <input type="checkbox"/> Initial meeting, walk-through and needs analysis | <input type="checkbox"/> Receive and present offers |
| <input type="checkbox"/> Establish a competitive price | <input type="checkbox"/> Negotiate contract |
| <input type="checkbox"/> Sign listing agreement | <input type="checkbox"/> Go under contract |
| <input type="checkbox"/> Prepare your property for sale: Order professional photography, 3D-tour and virtual staging and email it to database | <input type="checkbox"/> Facilitate inspection process |
| <input type="checkbox"/> Launch "coming soon" marketing campaign | <input type="checkbox"/> Negotiate any issues |
| <input type="checkbox"/> Officially list your property | <input type="checkbox"/> Oversee appraisal |
| <input type="checkbox"/> Launch "just listed" marketing campaign | <input type="checkbox"/> Coordinate and prepare for further inspections |
| <input type="checkbox"/> Start showing your house and hold open house | <input type="checkbox"/> Final walk-through |
| | <input type="checkbox"/> Close! |

HOME STAGING

Home staging is the real estate strategy of decorating your home to be as marketable as possible to your target demographic. Home staging is done by interior decorators and other design pros hired by the homeowner or realtor, prior to putting a house on the market.





YOUR CUSTOM MARKETING PLAN

DIGITAL MARKETING THAT DRIVES RESULTS

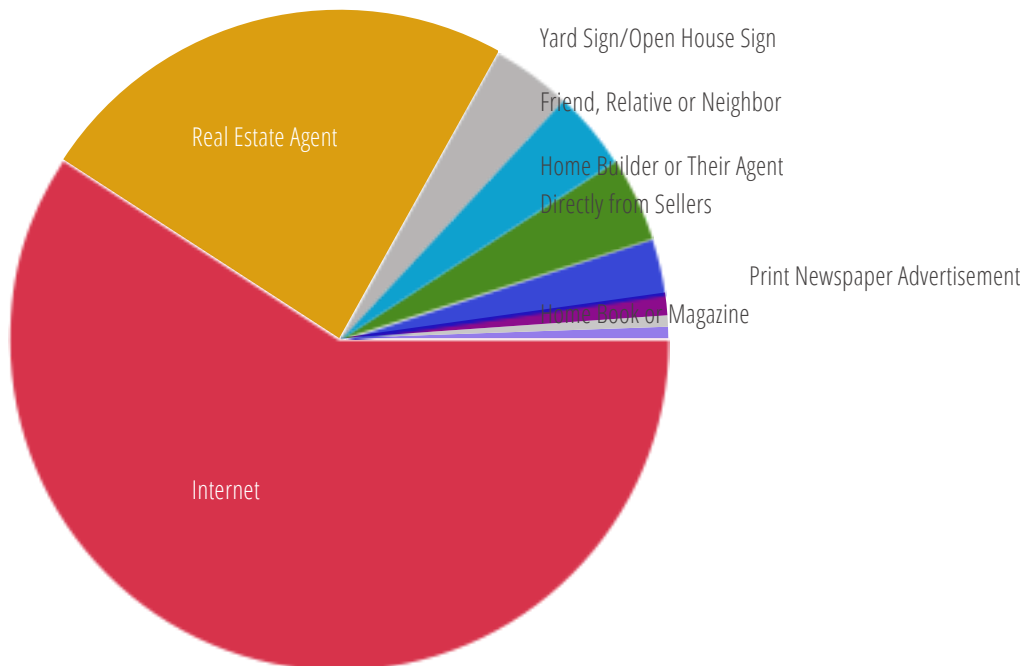
With 95% of buyers looking online at some point in their home search, mastering the digital space is a must. My award-winning suite of technology marketing tools in combination with my market expertise will deliver optimized search, social media and email campaigns to ensure your listing shines online.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

HOME BUYERS FIND THEIR HOME

National Association of REALTORS®
Profile of Home Buyers and Sellers 2018



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



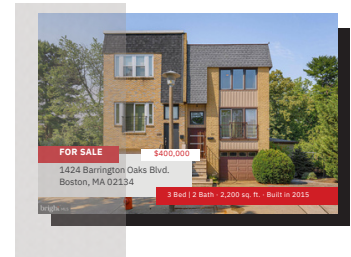
Property Brochure

Develop a property brochure to be distributed during property showings



Just-Listed Stories & Reels

Produce a just-listed story and reel to feature and promote on social media



Just-Listed Email

Send a "just-listed" email blast to our database

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

Open House Social Media Shutout

Create a dedicated post for your property to advertise an Open House

Social Media Advertisement

Showcase your property on my social media pages with detailed description

Facebook and Instagram Posts

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

Instagram and Facebook Stories

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

Paid, Boosted Ads

Leverage boosted ads on Facebook, Instagram and Google 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 Google, TikTok, Instagram, and Facebook
- ☐ "Coming soon" callout campaign to highly qualified buyers

JUST-LISTED CAMPAIGN

- ☐ Launch listing on KW, MLS, and other syndication websites
- ☐ Professional yard signage and takeaway fliers
- ☐ "Just listed" email blast to database
- ☐ Custom social media post and funnel campaign promoting open house
- ☐ "Just listed" social media video on Google, TikTok, Instagram, and Facebook
- ☐ "Just listed" callout campaign to highly qualified buyers
- ☐ Open house three days 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 amount of interested buyers
- ☐ Distributing 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.

3D TOURS & VIRTUAL STAGING

You can rest assured that if selling your property quickly and for the best price possible requires visualization. Our experienced and speedy team embraces modern technologies with virtual staging, 3D-tours, contests, and only professional photography!

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.

ENGAGING VIDEOGRAPHY

Video is at the heart of an effective digital marketing campaign and can provide a distinct advantage in a competitive market.

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!

REAL EXPERIENCE



We are the Shein Team with Keller Williams. Within a year our team has sold over 50 homes for our clients. Because of our very successful track record, we have become a trusted name in Real Estate. We are also bilingual speaking both English and Russian. We are excited to offer our services to anyone looking to buy or sell their home!

Shein Team

MAX SHEIN has many years of experience in sales. He graduated from Wilmington University with an MBA in finance and a bachelor's degree in engineering. "What new things have you learned recently?" - is his favorite question to each team member. From his very first year at Keller Williams, he taught other agents and keeps doing it today. As a true leader, he boldly faces all the challenges of real estate transactions. Addicted to perfection, he does everything to get the best service for his clients.

NARA SHEIN "What can I give people around me today?" - this is a question she asks herself every day. She knows how to make real estate life fun and bright with endless contests, giveaways, and parties. Nara is a former journalist, MC, and teacher who has a Masters's Degree in Russian Philology and great experience in marketing.

50+
HOUSES SOLD
LAST YEAR

33%

REPEAT CLIENTS

90

5-STAR GOOGLE
REVIEWS

CREDENTIALS

MBA Finance | Wilmington University (Max)
Master's Degree in Philology (Nara)
Leadership Award 2019 | Keller Williams Real Estate
Tech teacher 2019 | Keller Williams Real Estate
Double Gold 2020 | Keller Williams Real Estate
Tripple Gold 2021 | Keller Williams Real Estate
BOLD Graduate | KW MAPS Coaching
Top Agent Award Winner 2022 - Top 5%



CREDENTIALS & AWARDS

2013 K i W becomes the largest real estate franchise
n North America

2014 K
W tops 100,000 in associate count

2015 K
f W named world's largest real estate
ranchise by agent count

2017 K
W Labs, the innovation hub of KW, launches

2018 K
pW releases Kelle, a proprietary AI-based
ersonal assistant for agents

2019 K
wW releases Command, a CRM-plus solution
ith a suite of apps hosted on the Keller Cloud

2019 N
bamed #1 Most Innovative Real Estate Company
y Fast Company



LEADING THE INDUSTRY

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 in 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.

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

A PORTFOLIO OF EXCELLENCE



3253 Dale Road
3 Bed, 2.5 Bath, 1,353 Sq. Ft.
List Price \$359,900

Sold for \$401,000
in 5 days **OVER ASKING PRICE**



3209 Chesterton Ct
2 Bed, 2.5 Bath, 1,400 Sq. Ft.
List Price \$329,900

Sold for \$360,000
in 5 days **OVER ASKING PRICE**



1306 Buck Road
3 Bed, 2.5 Bath, 1,890 Sq. Ft.
List Price \$489,900

Sold for \$502,000
OVER ASKING PRICE



1268 Caledonia Drive
4 Bed, 3 Bath, 1,650 Sq. Ft.
List Price \$459,900

Sold for \$480,000
in 3 days **OVER ASKING PRICE**



550 Rockhouse Lane
5 Bed, 4 Bath, 3,730 Sq. Ft.
List Price \$649,900

Sold for \$689,000
in 4 days **OVER ASKING PRICE**



7 Vermont Lane
4 Bed, 2 Bath, 1,600 Sq. Ft.
List Price \$419,900

Sold for \$425,000
in 4 days **OVER ASKING PRICE**

"

"Max and his team took great care of me through the sale of two houses in one year. He is very professional, very accessible, and totally transparent about all the steps of the process.

He also knew all the right people to refer me to, when I needed help with other elements of the houses which was very useful.

On a personal note, Max is very personable and friendly, and I really liked working with him! He even threw a 'client appreciation party' which was super fun and did make me feel very appreciated. I would absolutely work with he and the team again if I had a chance. Definitely recommend."

MARNIE

"

"Max is a true professional who makes the experience of buying or selling a wonderful experience. Max worked thru some tough issues to make it all happen and at the same time he will do it with a smile that makes you feel as if you have nothing to worry about. I will recommend Max from Keller Williams to everyone I know who is buying or selling. It was truly a great time selling my home, which Max made it happen after just a few days on the market. This was my second time dealing with Keller Williams and strongly advise anyone and everyone to give them a try and ask for Max you won't be disappointed."

JOE

"

f Max and Nara did an exceptional job in helping my
t amily and I find the perfect home. They really guided us
s hrough the whole process and took a lot of the
h tress/pressure off which naturally comes with the
ome-buying process."

CHRISTOPHER



REPRESENTING YOUR HOME

“

"The best real estate company!!! Highly

r

e c o m m e n d !

I w o r k e d w i t h M a x S h e i n - a n e x c e l l e n t a g e n t ! ! !

H e w a s a l w a y s a v a i l a b l e t o a n s w e r m y q u e s t i o n s

a n d s h o w u s t h e h o u s e a n y t i m e w e a s k e d f o r .

V e r y p r o f e s s i o n a l , k n o w l e d g e a b l e , a n d n i c e

p e r s o n ! . T h a n k y o u s o m u c h f o r y o u r h e l p "

A n n a C L I E N T S I N C E 2 0 2 1

"Max Shein was great to work with! I was so

happy he took the matter into his hands. He is

very professional and responsive. He solved all

upcoming nuances and challenges as they came

up, and always answered the phone when I had

any questions. He puts his heart and soul into

his work and I would definitely recommend Max

to anyone who needs to sell/buy their home. Will

be working with Max again."

Valeria C L I E N T S I N C E 2 0 2 0

"It was a real pleasure to work with Max Shein's

team of professionals from day one. Real

knowledge of the market and no fear to expand

the boundaries. Very e f f e c t i v e marketing and

open house brought us 3 full price o f f e r s even

though our house was priced way above others

in the same zip code. The same day house was

under agreement. Was sold in a month after

agreement was signed. Great help from every

team member during this month with all the

documentations. Thank you guys! Would

recommend to everyone."

Jamie C L I E N T S I N C E 2 0 1 9



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

SELLING SAFELY

As committed as I am to getting you the best possible offers on your home, I'm even more dedicated to keeping you and your property safe in the process. Below are some of the precautions I am taking to maximize the safety of your living space.



These safety measures are standard for all transactions, but I am more than happy to honor any additional precautions you have in mind.

VIRTUAL SHOWINGS

During the initial phase of the listing process, I will minimize the number of people entering your property by hosting virtual open houses via either a live streaming service or a prerecorded video uploaded to my website and social media pages. If you choose to hold a more traditional open house, we can work together on specifics to make it as safe as possible.

SOCIALLY DISTANT TOURS

Serious potential buyers who show proof of prequalification and agree to follow safety guidelines can schedule an in-person tour. The safety guidelines include:

- Maximum of four people per appointment (five including myself)
- General symptoms assessment upon arrival (including temperature check)
- Masks to be worn over the nose and mouth at all times while on property
- Disposable shoe coverings to be worn at all times while inside the house
- Appointments will last no more than an hour
- Majority of discussion will take place in well-ventilated areas
- High-touch surfaces will be disinfected after showing
- All follow-up paperwork will be conducted digitally

CONTACTLESS TRANSACTIONS

All showing requests, offers, and as much of the closing process as possible will be handled digitally. Any necessary in-person interactions will take place in well-ventilated areas following social distancing guidelines.



REPRESENTING YOUR HOME

THE BOTTOM LINE

Real estate is complicated.

That's where we come in.

At the closing table, our 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 - We will work hard to achieve that goal.

When you choose us 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.

kw

MY APP: THE SEAMLESS WAY TO SELL

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

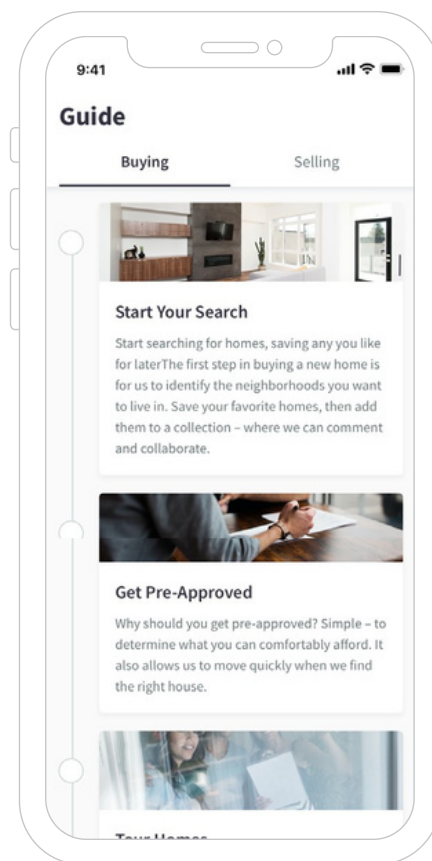
Get real-time stats on your neighborhood and understand at a glance which nearby homes are selling and for how much. Then, take a peek at any neighborhood across the country to view lifestyle and market trends, local restaurants and more.

FEED

Even after close, 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.

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.



READY TO DOWNLOAD MY APP?

Head to
<https://kwri.app.link/KW2CIQG9G>

HERE'S HOW YOU CAN GET IN TOUCH WITH US

2400 Bristol Rd, Bensalem, PA 19020

(215) 989-6900 (Cell)

(215) 638-3830 (Office)

mshein@kw.com

SheinTeam.com

My app: <https://kwri.app.link/KW2CIQG9G>

