# 2022 REALTOR SPOTLIGHT

Selling a home by owner is tempting with websites such as Zillow to help with information acquisition. Some do not realize, however, how much time and money a Realtor can actually save a homeowner. Realtors bring their knowledge of the housing market and experience to the table to provide a potentially cost-saving experience to buyers and sellers.

## 10 REASONS TO UTILIZE A REALTOR



#### PRICE.

Homeowners who sell their homes on their own typically generate less than homeowners who work with a Realtor.

#### ACCESS TO BUYERS.

Through the Multiple Listing Service, professional contacts and their own database of prospects, Realtors can help you reach the widest range of customers.

#### **MARKETING** EXPERTISE.

Realtors know the best ways to advertise to attract buyers, plus they can use the marketing muscle of their brokerage to promote your home.



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## TIME.

Realtors have the time and expertise to handle open houses, showings, inspections and the dozens of other tasks that would take you away from your work and regular routine.



Buying or selling a home involves reams of paperwork that can be hard to understand. Realtors thrive in this world.



#### SALES SKILLS.

Realtors can evaluate your home and suggest improvements to get you maximum value, and they're skilled at handling showings to generate a positive response.

#### NEGOTIATION SKILLS.

With bargaining experience and expert understanding of the market, Realtors can help you close the deal at the price and terms you want.



## **KNOWLEDGE OF NEIGHBORHOODS.**

Realtors know local communities and can help you find a home in the neighborhood that works best for you.

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## ADVICE AFTER CLOSING.

An experienced Realtor will continue to support you as questions pop up after the deal is done.

#### **KNOWLEDGE OF** SERVICE PROVIDERS.

Realtors can refer you to their network of top-quality lenders, lawyers, inspectors and repair people to make sure you get the best result in every stage of your deal.













## Real Estate Service from the brand that <u>never</u> goes out of style.



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# **LAUREN CALLAWAY**

## **HOW I DEFINE SUCCESS...**

Success to me is simply being happy. I have a very strong drive to be the best I can be, so I work extremely hard every day towards that in my real estate and design careers. Working hard makes me happy, so therefore, I feel very successful.

**Hometown** Texarkana

First Thing You Do At The Office Turn music on Good Read Do You Believe by Paul David Tripp

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# **KRISTI CRANE**

## WHAT KEEPS ME COMING BACK TO MY JOB EVERY DAY..

I have always had the desire to help others! I enjoy talking to people about houses, what's going on in their lives, and helping them figure out the best deal and house for them. Everyday is a challenge, and who would not want to shop and see all these amazing and different homes.

Favorite Food Steak

**Binge Watch** Alone on The History Channel **Favorite Sports Team** Kansas City Chiefs



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# **VIRGINIA ANN PRAZAK**

## **BEST CAREER MOMENT SO FAR...**

Winning Realtor of the Year in 2020 was a big moment. They have each Realtor's name listed on the trophy. Having my name in print 45 years after my grandmother received the honor in 1975 and 33 years after my dad in 1987 was special.

**Hometown** Texarkana

Favorite Food Sonic Diet Coke, easy Ice

Binge Watch Dateline



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# **DARLA WILF**

## **BEST CAREER MOMENT SO FAR...**

Celebrating five years in real estate this year! It's like a badge of honor to make it five years and be successful at it. I feel blessed! Five years has flown by and I've loved every minute of it! I'm a people person and I love all the awesome people I get to meet and work with in this profession: my sellers and buyers, other agents, the title companies' employees, inspectors, lenders, appraisers, handymen, electricians, roofers, plumbers, etc. It takes having a good working relationship with all these people to get a real estate transaction from an offer made to closing.

First Thing You Do At The Office Read all my e-mails Favorite Food Mexican **Hobby** Tennis



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# OPPORTUNITY IS KNOCKING LET ME OPEN THE DOOR

As a RE/MAX® agent, I'm dedicated to helping my clients find the home of their dreams. Whether you are buying or selling a home or just curious about the local market, I would love to offer my support and services. I know the local community—both as an agent and a neighbor—and can help guide you through the nuances of our local market. With access to top listings, a worldwide network, exceptional marketing strategies and cutting-edge technology, I work hard to make your real estate experience as stress free as possible.

I look forward to the opportunity to work with you. Please don't hesitate to contact me today!

# Amy C. Warren

Realtor

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30 YEARS REAL ESTATE EXPERIENCE
OVER \$200 MILLION IN SALES



