

real

**Real Strategies
Real Results**



**“Home is the
nicest word
there is.”**

— Laura Ingalls Wilder



real

One Culture. One Network. One Real.



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Your Agent

I'm Amanda Shepherd,

your real estate best friend. With over a decade of service in the real estate field, a decorated career of industry recognition, track record of outstanding service and performance, and unrivaled tenacity and passion for achieving my clients' goals, I'm determined to help you win in in any market.

My approach is simple; I don't sell homes, I provide solutions. Creating strategies to facilitate both immediate and long-term wins for my friends is what I do best, and I'm here to help you achieve your real estate goals for a lifetime. With a consistent record of achievements and a proactive, not reactive approach, you are guaranteed to have the care, attention, innovation and guidance needed to meet and exceed your real estate needs

Thank you for the opportunity to assist you with your real estate services. I look forward to learning more about your unique journey and how I can help you.





Experience

2020-Current
Real Estate Broker

2014-2021
Senior Portfolio Manager
Property Management

Awards

2024 Rising Star
Award
Five Star Professional

2022 Rookie of the
Year Tacoma-Pierce
County Association of
Realtors

2022 Featured on
King5 Evening News

2021 Rookie of the
Month

2021 Top 25% in the
Nation Award

Certifications

Luxury Home Certified
Residential Counsel of
Real Estate

Affiliations

NWMLS Tacoma-Pierce
County Association of
Realtors

National Association of
Realtors

Tacoma-Pierce County
Chamber of Commerce

Young Professionals
Network

Board of Directors,
Primetime

Community Engagement

Tacoma Rescue Mission

Rebuilding Together,
South Sound

Press

THE WALL STREET JOURNAL

MANSTON GLOBAL

THE NEWS TRIBUNE



Testimonials

“Partnering with Amanda was the best decision we made when buying and selling our homes this year. She sold our home in record time above list price! Our neighbors told us there was actually a line to see our home during the open house. She immediately took away all the stress, we can’t thank her enough for everything! Our new home went up \$70k in value one month after purchasing. Amanda is a true expert when buying and selling a home!”

BANASICK Family
Buyer/Seller





J. KALISH
Buyer/Seller

Amanda is awesome! Very high energy, enthusiastic and has a real love for her job. A pleasure to deal with, very responsive and communicative. She is a prime example of an excellent realtor and you'd be lucky to have her on your real estate team! Thanks Amanda for all your hard work!

TEMPLIN FAMILY
Buyer/Seller

I would highly recommend working with Amanda. Not only is she extremely professional but she treats her clients like long time friends.

C. ALLICK
Seller

Simply put, Amanda is a rockstar. I felt at ease the whole time, and she crushed it. Who says selling your home can't be fun?

SALVADOR FAMILY
Client

We had an opportunity to work with Amanda and I must say she made the experience effortless. We were moving out of state and was on a time crunch. We left our house in total disarray, I felt so bad to be leaving it for someone else to do, but Amanda walked in with her crew, cleaned, set up the house, and made it look pretty. After my house was staged, I didn't know it could look so pretty.

My Strategy

Preparation

When it comes to preparing your home for the market, I take an aggressive and highly strategic approach. From analyzing local market data to identify trends and pricing strategies, to developing a customized plan that maximizes your home's appeal, every detail is meticulously planned. Together, we'll ensure your home is market-ready, leaving no stone unturned to attract the right buyers fast.

Presentation

Presenting your home to buyers in its best light is key to capturing attention and maximizing offers. My approach combines expert staging, professional photography, and data-driven marketing strategies to highlight your home's unique features. By focusing on the details that matter most to buyers, we ensure your property stands out and commands top value in the market.



You deserve an agent that's proactive, not reactive.

Positioning

Positioning your home effectively in the market is essential for driving interest and competition. By analyzing buyer trends and local data, I tailor a comprehensive marketing plan that reaches potential buyers through multiple channels—online listings, social media, email campaigns, and direct outreach. This omnichannel approach ensures your home gains maximum exposure across the platforms where buyers are most active, creating a sense of urgency and attracting competitive offers.

Price

I've developed a system for record sales that rarely fails. My process is tailored to your individual home, your microeconomic market, data, buyer sentimentality, and more. We may be underpricing to elicit multiple offers; we could over-price and implement a series of aggressive price drops to reach a target price or record sale; we could deploy a series of cancel and re-lists. I specialize in triggering a buyer's sense of urgency, and getting as many eyes on your property as possible, to bring you exceptional results.





Phase One.

Defining A Win

- Outlining your objectives - What is your motivation? - What is your ideal moving date? - Where are you moving? - What is most important to you?

Knowing The Market

- Market Dynamics: Macro v. Micro
- Market Forces: Supply v. Demand
- The Numbers: Where is the market going?
- Analysis of actives, pendings, solds

The Strategic Plan

- Outline features and benefits
- Determining your key differentiators
- Establish the target market and buyer profile
- Our buyer attraction strategy

Phase Two.

Listing Details

- Complete documentation & agreements
- Discuss property improvements
- Our staging strategy
- Photography and media
- Working backwards from launch

Preparing For Launch

- Property launch materials
- Traditional advertising
- Our digital plan
- Social media strategy
- The Real advantage
- Open house strategy
- Direct mail and community approach





Phase Three.

Introducing The Property

- Launching the marketing plan
- Identifying your potential buyer
- Showing the property
- Monitor interest and feedback
- Weekly reports, updates, & strategy
- Adapting to changes in the market place

The Negotiation Process

- Collect written offers
- Deep offer analysis
- Strategically respond to offers
- Negotiate to optimize price and terms
- Our multiple offer process
- Back up strategies

Phase Four.

The Closing Process

- Execute the contracts
- Complete disclosures
- The contingency periods
- Fulfill duties & responsibilities

Closing

- Transitioning from the property
- Final documentation
- The final 10 days
- Closing and celebration

Working Together Again

- Following up & keeping in touch
- Second homes & investment properties
- Providing resources
- Feedback, testimonials, & referrals
- Our raving fan process



Lead

The plan.

The Real Advantage

Contracts & Power Players

Buyer Universe

Proprietary Listing Launch

Integrated Marketing

Systematic Implementation

The New Frontier

Pricing Strategy

Market Dynamics

Negotiation & Execution

We sell a
home every
9 minutes.



#1

Fastest Growing

Real is the fastest growing, publicly traded real estate brokerage in North America.

50k+

Annual Transactions

We represent over 50,000 buyer, seller, and investor transactions annually and sell a home every 9 minutes.

22k+

Agent Network

Our continuously growing agent platform brings together some of the most collaborative and well-respected agents in North America.

REAX

Stability & Innovation

As a publicly traded company on the Nasdaq, Real pairs its award-winning technology platform with the trusted guidance of agents to deliver the best for its client.

The three major agreements that govern a real estate transaction



Buyer + Buyer Agent

Buyer Agreement



Seller + Listing Agent

Listing Agreement



Seller + Buyer

Purchase Agreement

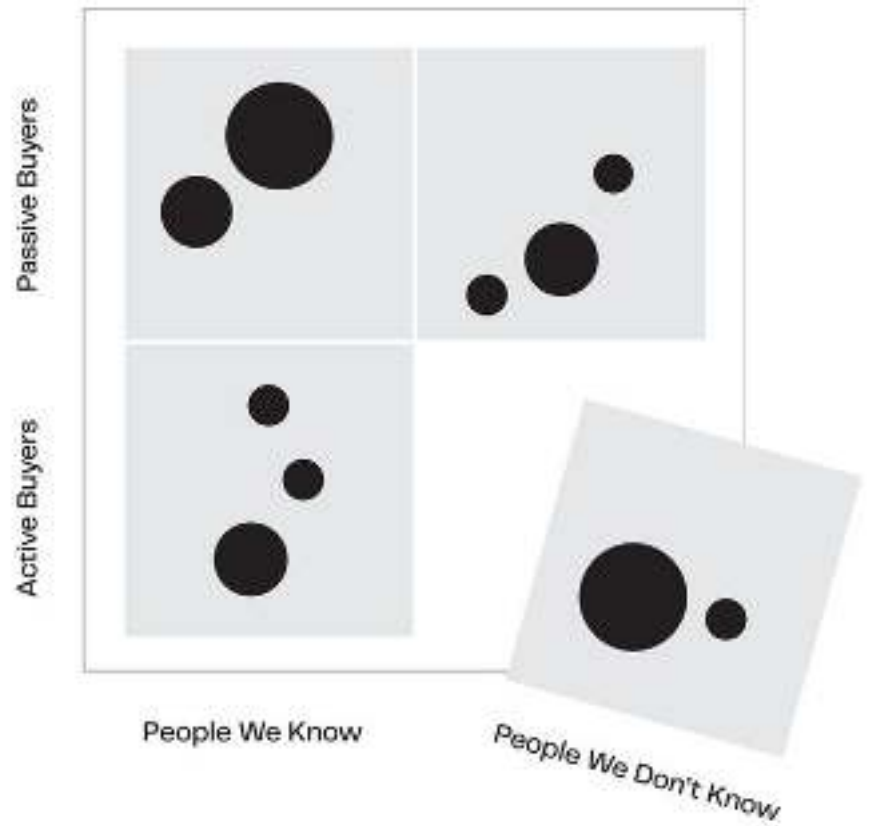
Contracts & Power Players





Buyer Universe

We break down the entire universe of buyers into four categories so that we can understand their core motivations and strategically create a targeted activation plan for each group.



Proprietary Listing Launch

Pre-Launch

Step One

We systematically prepare the home for sale with careful attention to professional photography, property descriptions, neighborhood amenities, and community benefits all while building out a phased launch schedule.



Targeted Outreach

Step Two

We utilize "reverse prospecting" methodology to determine who the ideal buyers would be and then execute a targeted campaign warning them up for the launch.



Buzz Creation

Step Three

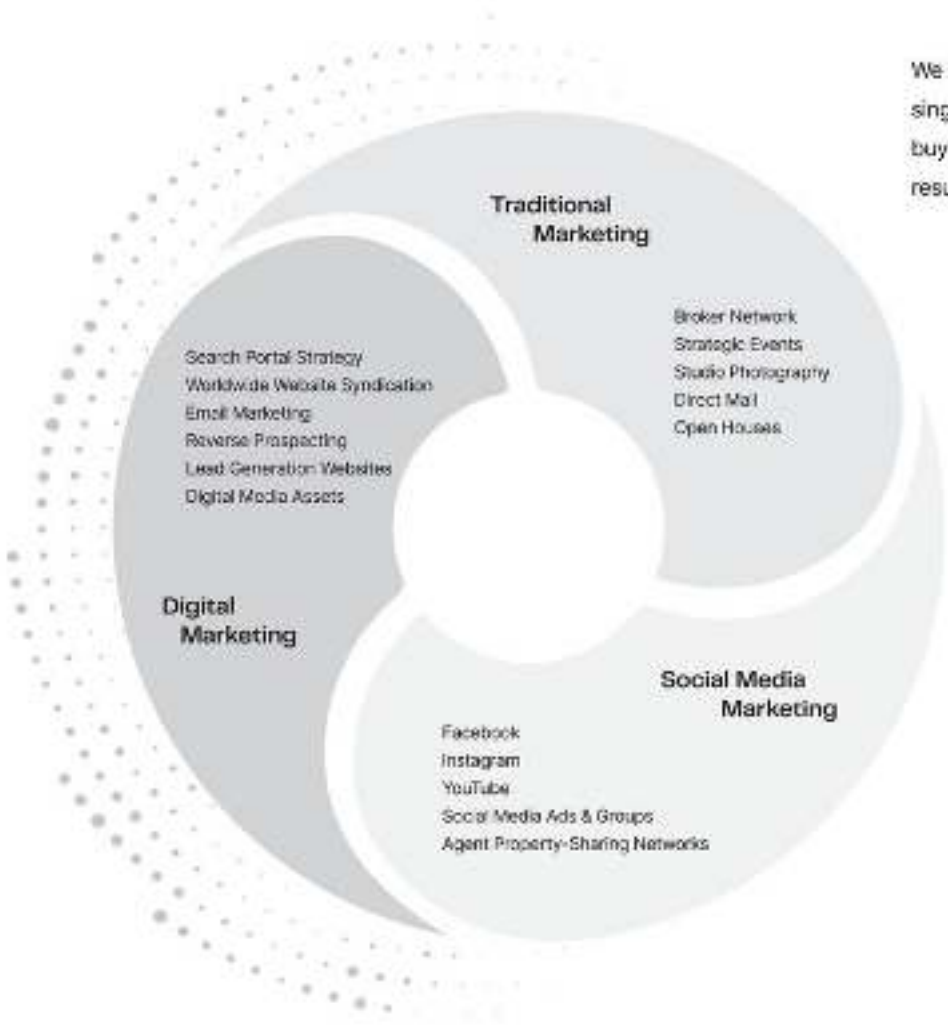
We create buzz for the upcoming launch of the home with our curated buyer database, neighborhood awareness campaigns, and broker network outreach.



Full Court Press

Step Four

We "turn on" a fully integrated marketing campaign on our "go live" period directing massive awareness towards the home, both online and offline, to reach targeted buyers.



We create a personalized marketing plan for every single home by pairing the avatar of the ideal buyer with proven strategies that are generating results in the current market conditions.

Integrated Marketing



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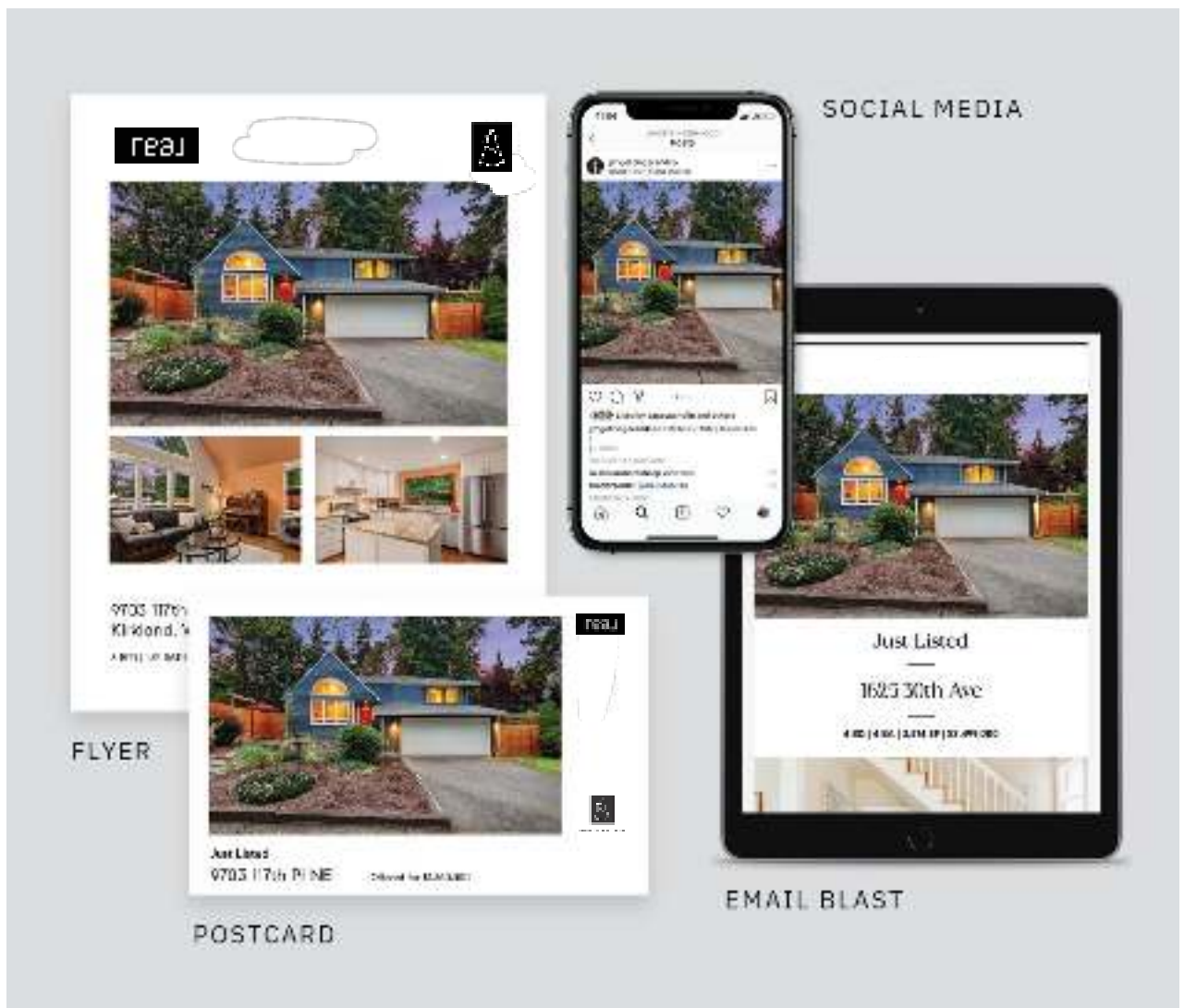
The Power of Photography

Beautiful photography is one of the most powerful tools for selling your home. I use best-in-class photographers to show your home in its best light make a positive first impression, and attract more buyers.



A Multi-Channel Marketing Approach, Designed to **Stand Out**

From brochures and postcards to social media and emails, my marketing collateral effectively communicates your home's story and attracts more potential buyers.





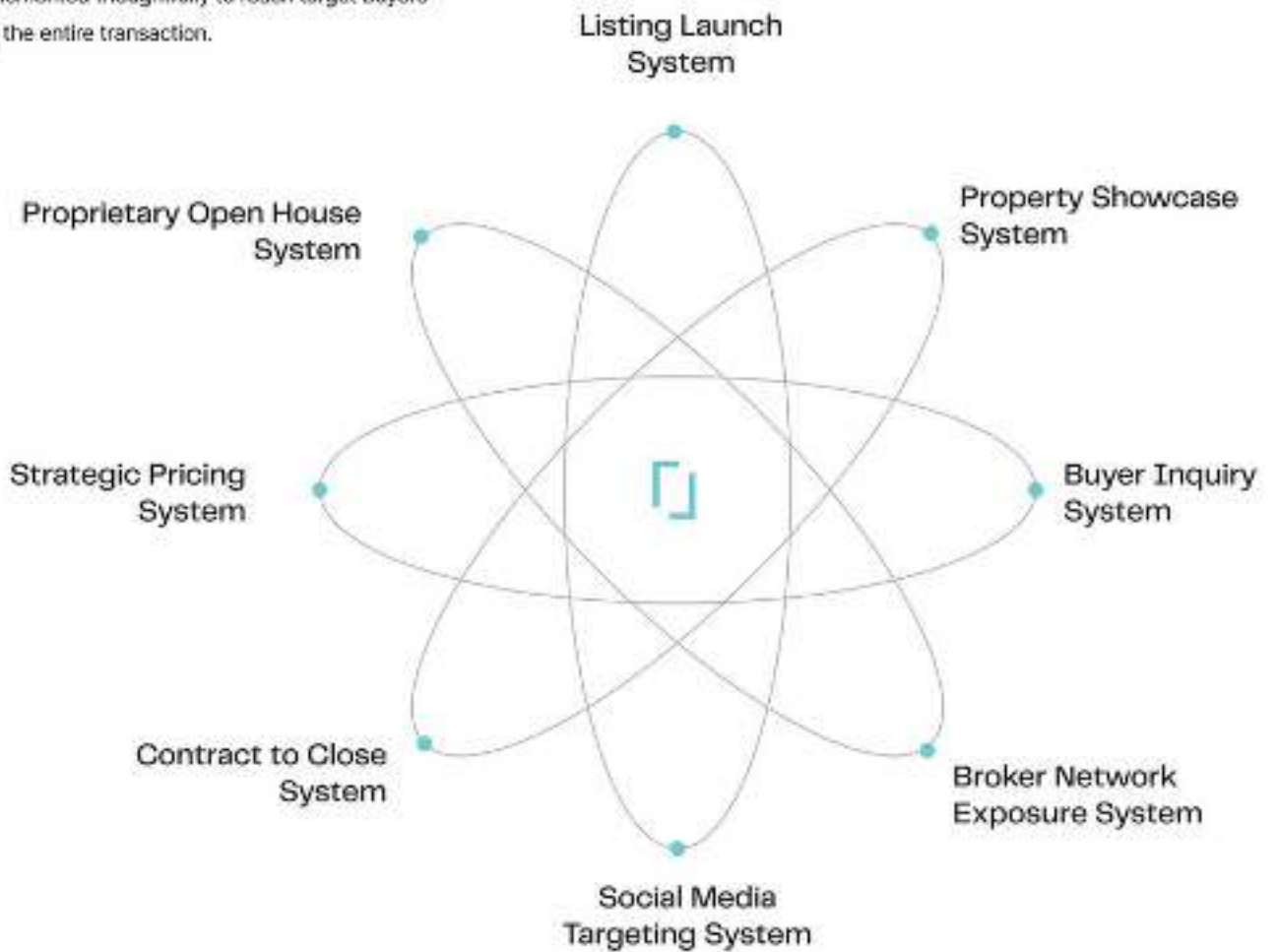
Systematic Implementation



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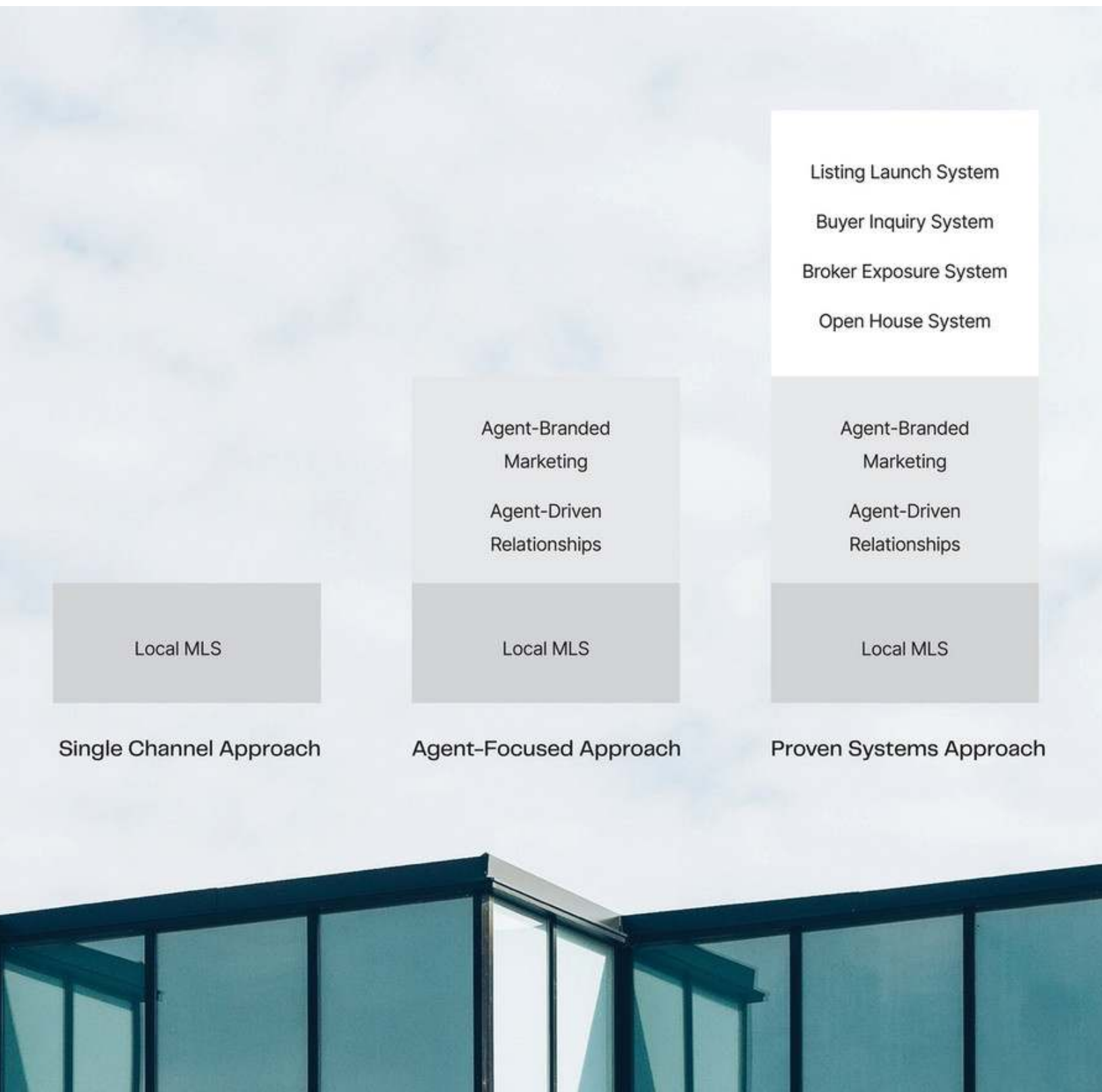
Amanda
Shepherd

We utilize a systems-based approach for all parts of the listing management process. This allows for our strategic plans to be implemented thoughtfully to reach target buyers and to manage the entire transaction.



The New Frontier

We are focused on the “New Frontier” for one major reason: to harness the power of the “tried and true” strategies from the “Old World” tools and to combine them with the sophistication of the “New World” consumer behaviors.



Single Channel Approach



Agent-Focused Approach



Proven Systems Approach

We utilize pricing as a strategic positioning tool and consider the list price to be an invitation.

Positioning

Invitation

Event Pricing

When we price a little below relevant properties to stand out, and to create an auction-like environment that generates offers and momentum, we can then aim to win with a negotiation advantage as opposed to a pricing disadvantage

Perceived Market Value Pricing

When we price in-line with the relevant comparables, especially in parity with those that are currently under contract

Aspirational Pricing

A traditional strategy when we list higher than the relevant properties while leaving room for negotiation

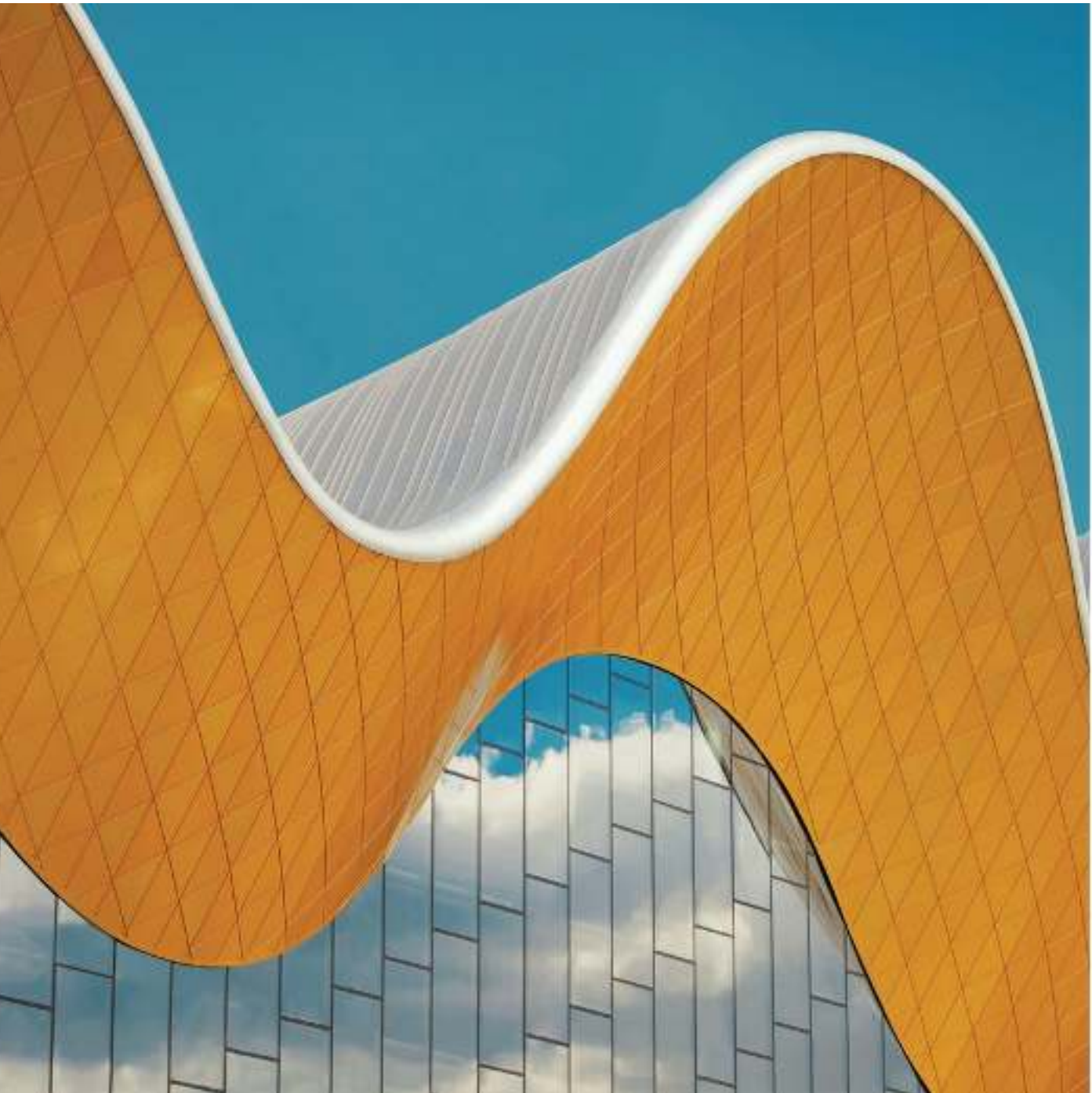
Pricing Strategy



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Market Dynamics



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Pricing is directly influenced by global events, national economics, and most importantly, local market conditions. Local market dynamics dramatically influence the price and positioning of a property because real estate tends to work in micro-markets.



Negotiation & Execution

Offer Strategy

Negotiation strategies are more relevant and complex than ever in this dynamic real estate market. This is where preparation meets success.

Contract Management

Timelines & Disclosures

Contract Period

Contract Period

Contingency
Periods

Phased
Negotiation



Closing Process

The contract period is where all things are tested and where the successful outcome is determined. This is best achieved through systems, compliance, monitoring, and transaction management oversight.



Thank you!

Thank you for taking the time to consider me as your partner in this important journey. With over a decade of dedicated service and a proven history of achievement in the real estate industry, I'm here to ensure your home-selling experience is seamless and successful. My passion for real estate is matched by my commitment to precision and strategy—blending the art of showcasing your home with data-driven decisions to maximize its value. I believe that selling your home is more than just a transaction; it's a significant milestone that deserves personalized attention and expertise.

Choosing the right agent can make all the difference, and I'm confident that my experience and dedication set me apart. From our initial consultation to the final closing, I'll be by your side, leveraging my extensive knowledge, trusted partnerships with high-quality vendors, and a tailored marketing approach to achieve your goals. Let's work together to make your real estate dreams a reality. I'm excited about the opportunity to support you every step of the way!

A handwritten signature in black ink, appearing to be 'Dana G.' with a stylized flourish at the end.

LeaJ

My promise is a simplified experience for life's most complex transaction.