SOLD WITH HEART

The Kim Donahue Listing Program · Kim Donahue, REALTOR® · Medway Realty

Most money. Least time. Least hassle — with a Realtor who treats your move like her own.

Sold with Heart is a complete, named program for selling your home — built on four pillars: Preparation. Pricing. Professional Presentation. Negotiation. It brings together Kim's 100+ Point Home Marketing Plan and her full listing presentation into one clear promise, so you know exactly what you are getting before you sign anything.

Layer 1 — The Services: a marketing platform built around your home

Most agents list a home. This program builds a marketing platform around yours — 100+ marketing touchpoints across every major channel, at every stage from Coming Soon through Just Sold.

- ✓ Strategic Pricing Plan — a thorough Comparative Market Analysis of recent sales, active competition, and buyer demand. Market-driven, never emotional — positioned to capture the first 7 to 14 days, when your home gets the most attention it will ever get.
- ✓ Preparation & Presentation — staging guidance, professional photography, video tours and drone services, and property copy crafted to tell your home's story to qualified buyers.
- ✓ Everywhere Exposure — MLS entry with syndication to 600+ websites, Homes.com member marketing, and international exposure, so your home is seen wherever buyers are looking.
- ✓ Social & Paid Advertising — custom-designed posts and paid ads on Facebook and Instagram, plus organic presence on LinkedIn, Pinterest, X, and Google — different creative for each stage of your listing.
- ✓ Video Everywhere — a full-length property video on YouTube, plus short-form vertical video for Instagram Reels, TikTok, and YouTube Shorts, where motivated buyers are watching.
- ✓ Your Home's Own Website — a single-property website with a custom domain, full-screen virtual tour, QR codes on every printed piece, and a text/IVR sign rider so buyers can reach the details instantly from the yard.
- ✓ Email & Database Marketing — your home goes to Kim's buyer database, her partner network, and your own sphere of influence, with a different campaign at every listing stage.
- ✓ Neighbor & Print Marketing — targeted mailers to your neighbors (they often know your buyer), listing flyers with QR codes, and print across Sarasota, Manatee, and Charlotte Counties.
- ✓ Stage-by-Stage Campaigns — Coming Soon buzz before you are officially listed, a Just Listed launch, sustained Active marketing until an offer is accepted, continued marketing while Pending to protect your position, and Just Sold marketing that keeps working for you. Open houses planned around your goals.
- ✓ Expert Negotiation & Contract Management — firm negotiation on your net outcome, and every contract detail managed through inspection, appraisal, and contingencies to the closing table — and beyond.

Layer 2 — Included Bonuses (no extra fee)

✓ FREE Matterport 3D Tour, Floor Plan & Interior Video — through Kim's Homes.com membership, every listing receives a full Matterport virtual tour, a measured floor plan, and an interior video at no cost to you. Buyers can walk your home from anywhere in the world before they ever book a showing.

✓ Concierge Transition Support — through Kim Donahue Consulting: vetted local vendors, move coordination, and hands-on help packing, organizing, and donating. For downsizing, relocation, estate, and aging-in-place moves, you are not managing the transition alone.

✓ Every Option on the Table — before you commit, Kim walks you through all four paths: a traditional market sale, a guaranteed-offer solution, a cash or hybrid sale, or a customized exit strategy (rent-to-sell, delayed possession, creative timing). You choose the path that fits your next chapter — including the honest advice not to sell yet, when that is the right answer.

✓ Free Seller Reports — Kim's seller guides and market reports are yours free, whether or not you list with her.

Layer 3 — Guarantees & Commitments

✓ Easy-Exit Promise — if Kim is not performing, you may cancel the listing agreement. No being held hostage by a contract. (Simple written terms, reviewed together before signing.)

✓ Weekly Communication Commitment — you receive a written performance report every week: ad reach, website visits, showings, feedback, and the clear next step. You will never wonder where things stand.

✓ Honest Counsel Commitment — Kim will tell you what you need to hear, not what is easiest to say: on pricing, on showing feedback, and on market realities. If the market signals an adjustment, she brings that conversation to you clearly and promptly, with the data.

Layer 4 — Why Sellers Trust This Program

✓ 32+ years in residential real estate across Sarasota, Manatee, and Charlotte Counties — with a background in engineering and brokerage ownership that brings structure and calm to complex moves.

✓ Designations & credentials: REALTOR® · SFR · CHSA · CHBA · SRES · NAEA member · NAR member · Licensed Notary · Target Marketing Specialist. Florida License SL3352997, Medway Realty.

✓ A specialist in life transitions: downsizing and right-sizing, relocation to Florida, luxury homes ($300K–$5M), divorce, estate sales, and the loss of a spouse — including homes that did not sell the first time.

✓ What clients say, again and again: a trusted advocate and friend who goes above and beyond — helping them pack, organize, donate, and move. Patience over pressure, every time.

Your home. Your timeline. Your options.

There is no obligation from a conversation — only clarity. Call or text Kim at 941-724-2587, email kim@kimdonahue.com, or visit SarasotaDreamLifestyle.com to see the full program. To book a consultation, go to KimSellsSarasota.com.

Kim Donahue · Medway Realty · 8065 Beneva Rd Suite 7, Sarasota, FL 34238 · License SL3352997, FL. If your property is currently listed with another REALTOR® or Broker, please disregard this program overview. Information deemed reliable but not guaranteed.