

# Tawana Bourne

Licensed and Practicing Real Estate Agent  
Berkshire Hathaway Home Services NEP

# SELLER'S

## Marketing Guide

Proven Strategies That I Use to Get Your Property *Sold!*



**\*\*\*You can ONLY get results with an aggressive agent backed by an aggressive action marketing plan!\*\*\***

**The Agent You Hire Makes a Difference!**

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I will do my best to respond to you in a timely manner. Normally, I will return all messages within 24 business hours. Typically, you’ll receive a same-day response. I can be reached at either of the following methods:

[www.RealtorTawanaBourne.com](http://www.RealtorTawanaBourne.com)  
[RealtorTawanaBourne@gmail.com](mailto:RealtorTawanaBourne@gmail.com)  
860-834-1220

My business hours are:  
Monday – Friday: 8:00AM-8:00PM  
Saturday – Sunday: By Appointment Only

# ABOUT ME

## RELEVANT WORK EXPERIENCE

**Licensed Real Estate Salesperson/Investor**

April 2008- Present

### **Sellers**

I will integrate proven strategies to get your property SOLD. I am knowledgeable of the local and statewide market and have an effective marketing plan to reach buyers who are not only interested in your home but are also qualified to buy it!

### **Buyers**

I incorporate hard work, dedication, passion, integrity and creativity into every detail of your real estate transaction to ensure that your needs and desires are met. I pay attention to detail and will be there to advocate for you as a buyer. I won't stop until she finds your DREAM HOME!

### **Tenants**

Depending on your financial & credit situation and preferred style of living, you may consider renting. There are many advantages to renting: Renting a home can be less expensive than buying a home. Your total monthly payments may be lower than a comparable house payment. Additionally, your rent may cover utility costs and other expenses, saving you money! I am available to help you find a rental unit that fits your budget and lifestyle!

### **Landlords**

I will effectively market your property to potential tenants to ensure that your property is occupied with the most qualified tenant!

### **Investors**

I am an investor-friendly real estate agent who understands the unique needs of the real estate investor; I am committed to helping meet those needs. I have found that working with real estate investors is one of the most exciting parts of my real estate career. I am opened and willing to maintaining a win/win relationship with my real estate investors so that in the end, everyone involved in the investment deal has a lucrative benefit!

## EDUCATION

**Bachelor of Science, Applied Behavioral Science - Psychology Focus**, August 2009- June 2012, Charter Oak State College, New Britain, CT

**Associates in Science in Human Services**, June 2007, Middlesex Community College, Middletown, CT

## PROFESSIONAL AFFILIATIONS

Member: GHAR Community Involvement Committee 2018-Present

Member: GHAR Government Affairs Committee 2018- Present

GHAR (Government Affairs Committee) 2018- Present

GHAR- (Community Involvement Committee) 2018- Present

Greater Hartford Association of Realtors- April 2015- Present

CT Realtors- April 2015- Present

National Association of Realtors- April 2015- Present

Mold Remediation and Removal- April 2015- Present

Asbestos Abatement and Removal- April 2015-Present

Lead Remediation and Removal- April 2015-Present

OSHA 10 – April 2015-Present

OSHA 30 – April 2015-Present

## PROFESSIONAL DESIGNATIONS

Short Sales and Foreclosures Specialist \* Seller Representative Specialist \* Certified Staging Specialist

Marketing plan subject to change without notice based on the specific individual needs of the seller and property.

# MISSION STATEMENT

I'm in the business of providing my clients the very best available, professional and comprehensive real estate services by adhering to my beliefs and guiding values. I pride myself with the ability to ethically and professionally do what I must do to get things done.

I provide the most qualified, informative, loyal, transparent and dedicated service in the industry. The best interests of my clients will always come first, and we will place the clients' concerns ahead of my own in each and every transaction, as I am dedicated to the development of long-term client relationships! My philosophy ensures your needs are important to me and I ensure you that I will do my utmost best to serve YOU!

I incorporate hard work, passion, integrity and creativity into every detail of your real estate transaction to ensure that your needs and desires are met. I hold two academic degrees; one in Human Services and the other in Psychology. My inborn desire and zeal to help others will be evident at the onset and throughout my relationship with you. I am devoted to God, my family and my community; I will do my utmost best to sell your home or help you find the house of your dreams- you make it your home!

## What you can expect from me:

- To make the buying and selling of real estate as cost effective as possible while maintaining the highest level of service.
- To provide accurate and up-to-date information, skilled analysis and sound real estate advice.
- To continually explore new ideas and technology, to make the selling and/or buying process faster, less costly, and easier.
- To constantly go above and beyond YOUR expectations providing the *Wow Factor* in everything I do to get you the results you are looking for.

## My Core Guiding Values:

- **Honesty:** Honesty is not just "the best policy", but my only policy, in all of my dealings and with all parties.
- **Diligence:** I provide diligent and prompt service to all of my customers and clients.
- **Excellence and Quality:** Every task or service will be performed in a spirit of excellence with an eye toward the highest possible quality.
- **Professionalism:** All of my customers and clients (including friends and family) will be served in a professional manner.
- **Knowledge & Expertise:** I will always seek to provide the highest degree of professional expertise in all services rendered.
- **Authenticity:** I'm committed to useful and constructive honesty and candor.
- **Service:** I will do my best to meeting customer needs.
- **Relationships:** I will provide a cohesive and supportive working environment.
- **Empowerment:** I will use my skills to positively influence others.
- **Growth:** I'm always in pursuit of new skills and knowledge.
- **Compassion:** I'm always promoting and supporting the needs of others.

Marketing plan subject to change without notice based on the specific individual needs of the seller and property.

# MY PLAN TO SELL YOUR HOME

## My Promise to YOU!

1. **I promise to tell you the truth about your property.** I will give you my honest assessment of what your home is worth. I won't mislead you about its value in order to get your listing or make you feel good.
2. **I promise to disclose all my relationships in the transaction.** If I am representing both the buyer and the seller in our transaction, I am obligated to tell you. However, there are other kinds of relationships that may influence our business together, so if you're thinking of buying my brother-in-law's house, I'll tell you that too.
3. **I promise not to put my commission ahead of what's best for you.** Of course, I earn more money, but your best interest is above my commission. I will respect your choice and work hard to complete any deal successfully.
4. **I promise to respect your confidences.** During the course of our working together, you may share personal, financial, and other confidential information with me. I will not disclose this information to anyone, nor will I use it to gain any kind of advantage in a transaction.
5. **I promise to show you all the available properties in your price range.** Some Realtors may try to steer you toward their own or their company's listings. If you are buying after you sell, I'll show you any property that meets your needs, regardless of who has the listing.
6. **I promise to give you good advice.** I deal with lenders, home inspectors, appraisers and countless other professionals on a regular basis. I can give you solid recommendations about these matters, if you need them, and if I think you might be making a bad choice, I'll tell you.
7. **I promise not to push you into a bidding war.** Real estate is a competitive business and there are offers and counter-offers that go on during any business deal. However, I will not encourage you to go beyond your maximum budget to buy a property. I won't tell you that other people are interested in the property or about to make offers in order to get you to make a higher offer.
8. **I promise that you will understand what you're signing.** Any real estate deal involves a mountain of paperwork. You'll be asked to sign all kinds of documents and I will explain them all and make sure you are comfortable every step of the way. I won't get you into a time crunch so that you feel you don't have time to read through the paperwork.
9. **I promise to perform in your best interest.** As my client/customer, I promise to always, giving undivided loyalty, utmost care, disclosure, obedience to lawful instruction, confidentiality, and accountability to YOU!
10. **I promise to follow through and follow up.** I don't list and leave. I'll discuss with you exactly how I work and what you can expect. I'll communicate regularly, and you'll know everything that's going on as soon as I know it. Even after we close the deal I'll keep in touch, to be sure you're still happy with the way things turned out.

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# TAWANA'S SERVICE STANDARDS

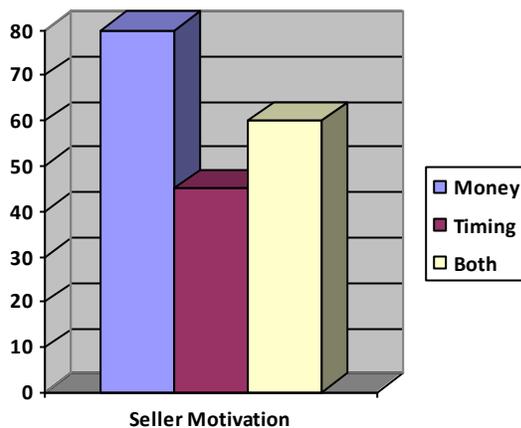
- ✓ Be available
- ✓ Remain flexible
- ✓ Respond quickly
- ✓ Be knowledgeable
- ✓ Keep commitments
- ✓ Listen to client & customer needs
- ✓ Uphold ethical & professional behavior
- ✓ Maintain a pleasant, polite and positive attitude



# MY PLAN TO SELL YOUR HOME

## It Begins With YOU!

I believe you, as the seller, play the most critical role in successfully selling your home. Therefore, I want to listen closely to determine my marketing plan that best fits your reasons for selling. Generally speaking, it's timing and/or money that are motivating you to sell your home. This simple graph illustrates the relationship between the seller's motivation and the time it takes to sell the home...



### Money

If your motivation to sell is that you want a certain amount from that sell, and you are not bound by a timeframe. Then it will simply take longer to find the buyer who is willing to pay your price.

### Timing

If you are working with a timeframe to move, then it is critical to price your home aggressively in today's market.

### Both Timing & Money

If you have to move but require a certain equity when selling, then you will need to be flexible with setting your price as we "experiment" with pricing in today's market

## Understand Why You Are Selling Your Home

Your motivation to sell is the determining factor as to how you will approach the selling process. It affects everything from what you set your asking price at to how much time, money and effort you're willing to invest in order to prepare your home for sale. For example, if your goal is for a quick sale, this would determine one approach. If you want to maximize your profit, the sales process might take longer thus determining a different approach.

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# MY PLAN TO SELL YOUR HOME

## The Power-of-Teamwork

Power-of-Teamwork combines the unique talents Real Estate industry professionals to provide Elite Real Estate Services for my clients. Instead of having one REALTOR®, you have a team of three or more, capitalizing on our individual strengths to become more efficient, productive and provide you with the best real estate strategy. Expect effective communication- we will listen carefully and talk straight. We are resourceful, negotiate rigorously and use utmost discretion when serving YOU!

Our PLEDGE to YOU:

- Our knowledge and expertise of local issues, title work, inspections, financing options; accessibility and availability to answer all of your questions!
- Our careful management of your contract transaction(s)!
- Our experience and networking with title companies, lenders, inspectors and all people involved in a successful closing!

We believe in a real estate model that is not only committed to the goals of our clients but also to the sustainability and environmental well-being of our community. It comes down to this . . . We want to know you, your dreams and plans so we can help you turn that vision into reality.

**Our goal is simple. . . to help you reach yours!!!**

# MY PLAN TO SELL YOUR HOME

## The 80/20 Rule



The right **PRICE** and the right amount of **EXPOSURE** are the two key factors to getting your home **SOLD** in today's market!

**80 % = Price**

**20% = Exposure**

### **Benefits of Pricing Your Home Right!**

1. *It may sell faster.* A well-priced home not only captures the attention of potential buyers, it also prompts interested buyers to act. The sooner they act, the more likely one of them will make an offer and get the process underway.
2. *You'll target the right buyers.* If the price is right, your home will attract the right buyers who can afford your home.
3. *Your home may sell for closer to its list price.* When a home is priced well interested buyers will see its value and may submit an offer at or close to your list price. In some areas, a well-priced home may even set off a bidding war among interested buyers!

### **Benefits of Market Exposure!**

Simply put, the greater the exposure, the greater chances of your home being **SOLD!** This is where using the right REALTOR ® really pays off. Knowing when, where, who and how to promote your property is critical. Some of the sources that I use to market your property include but are not limited to the Multiple Listing Service (MLS), home flyers, social media networking, person-to-person contact and newspaper ads.

When it comes to marketing your home, Tawana Bourne has the strongest marketing program in the Connecticut area. Home buyers and Realtors alike turn to me more than any other REALTOR ®, simply because my properties are seen more!

Marketing plan subject to change without notice based on the specific individual needs of the seller and property.

# MY PLAN TO MARKET YOUR HOME ON SOCIAL MEDIA

- I am going to **Feature** your property on my company's websites
- I am going to **Blog** about your property on my Real Estate Blog
- I am going to **Promote** your property on my Facebook Business Page and several Real Estate Groups with access to over 50k real estate professionals
- I am going to **Post** your property on LinkedIn in my activity feed
- I am going to **Tweet** about your property on Twitter
- I am going to **Endorse** your property on my Tumblr business page
- I am going to create a Video and post it on my YouTube Channel then **Share** it with ALL of my Social Media Channels!
- I am going to **Pin** your property in **Pinterest**

# MY PLAN TO SELL YOUR HOME

## Finding a Buyer

One of the greatest benefits with having me as your REALTOR® is the respect and trust that I



have among the community with other REALTORS®. My marketing strategy enables my connections to reach buyers city, state and nationwide. My local, state and national prominence position allows me to be the first choice of area agents and out-of-town REALTORS® who have buyer clients moving within the Connecticut area. My memberships with the following **national networks** are platforms in which I utilize to enhance the likelihood of finding a buyer to purchase YOUR property:

- National Association of Realtors (NAR)
- Connecticut Association of Realtors (CAR)

Our **Buyer Connect** program combines sophisticated predictive analytics with my local expertise. It delivers real-time, comprehensive data to more effectively match qualified home buyers and sellers! BuyerConnect is a unique platform that catalogues buyer data from across the country to create a powerful hub of information about buyers interested in a home just like yours!

**HomeServices Relocation** program is a full-service relocation management company that designs flexible relocation management solutions for buyers moving into the state to optimize effectiveness and efficiency.

**Network of Buyers' Agents** We are also highly regarded by other agents from neighboring brokerages and have relationships to ensure that your home will be on the radar of all local buyers' agents.

My **aggressive and creative marketing strategies** include but are not limited to the following:

- Exclusive social media networking
- Property website advertising
- Strategic networking with prospective buyers
- The Multiple Listing Service (MLS)
- REALTOR® to REALTOR® networking
- Advertisement with local newspapers and other media outlets

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# MY 22-POINT PLAN OF ACTION

## My Objectives are as Follows:

1. Provide you with a current market analysis of your home so that we can price your home accurately.
2. Suggest and advise you as to any changes you might want to make to your home to make it even more marketable to the buyer and help you obtain tip dollar for your home.
3. To assist in getting as many qualified buyers as possible into your home until it is *SOLD*.
4. Submit your home to the Connecticut Multiple Listing Service with exposure to over 20,000 agents working with potential buyers.
5. Promote your home at board meetings, staff meetings, networking groups and applicable community establishments for maximum exposure.
6. Promote your home to my personal database and sphere of over 10,000 people.
7. Submit your home to 20+ of the most popular home search websites to maximize exposure.
8. Provide additional photos, extra test, locator map, driving directions and mortgage calculator to enhance your homes exposure on the web.
9. To communicate to you, weekly, the results of our activities.
10. To assist you in negotiating the highest dollar value ... between you and the buyer.
11. Constantly update you as to any changes in the marketplace such as newly listed comparable and financing alternatives to make your home more marketable.

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12. Prospect up to 2 hours per day and talk to at least 30 people per day looking for potential buyers.
13. Contact my buyer leads, center of influence, and past clients for their referrals and prospective buyers.
14. Add additional exposure through a professional sign and lock-box.
15. Whenever possible, pre-qualify the prospective buyers.
16. Keep you aware of the various methods of buyer financing.
17. When possible, have the cooperating Broker in the area tour your home.
18. Follow-up on the salespeople who have shown your home ... for their feedback and response.
19. Assist you in arranging interim financing ... if necessary.
20. Represent you on all offer presentations ... to assist you in negotiating the best possible price and terms.
21. Handle all the follow-up upon a contract being accepted ... all mortgage, title, and other closing procedures.
22. Deliver your check at closing!



# PASSIVE VS ACTIVE MARKETING

In today's real estate market, you need a REALTOR® who will actively market your home at all times- a REALTOR® that earns the commission you pay and works hard to get your home **SOLD!** Most real estate agents participate in **Passive Marketing**: that is, listing your homes for 90 days or more and then sit around doing, for example, just entering it in the MLS, holding an occasional open house or making a flyer that just sits in the house. They put up a sign and then pray that it will sell: in other words, waiting and hoping for a buyer to call. These passive methods have proven not to work in today's real estate market.

I do **Active Marketing**. This is literally networking, searching and prospecting your potential buyer, building my referral pool. It also includes selectively advertising to drive in potential buyers. This is literally getting on the phone or door knocking every single day, personally contacting 200-400 people and asking them if they would like to buy your home or know someone who would. I feel obligated to actively try and find a buyer for my listings every day; this is what you are paying me to do! I also ask these same people if they want to sell their home- why? Because the more signs I have around town, the more buyers who will call my office, which means more buyers I can tell about your home.

**Active Marketing** takes work and planning, but practical means and methods. People sell homes, not flyers and ads. You are paying a lot for a commission; you deserve more than just a sign in front of your yard.

# PRICING GUIDELINES

## What is Your Property Worth?

When determining the price for your home, please keep in mind that:

- What you paid for your property unfortunately does not affect its value.
- The amount of money you need to get out of the sale of your property unfortunately does not affect its value.
- What you think your property is should be worth unfortunately has no effect on its value.
- What another real estate agent says your property is worth without showing solid proof certainly does not affect its value.
- What an appraiser says your home is worth doesn't affect its value.

## Benefits of Proper Pricing

**FASTER SALE:** The proper price gets a faster sale, which means you save on mortgage payments, HOA fees, real estate taxes, insurance, and other carrying costs.

**LESS INCONVENIENCE:** As you may know, it takes a lot of time and energy to prepare your home for showings. Keep the property clean, make arrangements for children and pets, and generally alter your lifestyle. Proper pricing shortens time on market.

**INCREASED SALESPERSON RESPONSE:** When salespeople are excited about a property and its price, they make special efforts to contact all their potential buyers and show the property whenever possible.

**EXPOSURE TO MORE PROSPECTS:** Pricing at market value will open your home up to the highest number of people who can afford it.

**BETTER RESPONSE FROM ADVERTISING:** Buyer inquiry calls are more readily converted into showing appointments when the price is not a deterrent.

**HIGHER OFFERS:** When a property is priced right, buyers are much less likely to make a low offer, for fear of losing out on a great value.

**MORE MONEY TO SELLERS:** When a property is priced right, the excitement of the market produces a higher sales price in less time. You NET more due to the higher sales price and lower carrying costs.

**LESSEN POTENTIAL APPRAISAL PROBLEMS:** Serious buyers will, through their agent and any other available public sources check comps. Offers will be reflective of sales the neighborhood has experienced. Buyers have to be concerned that your property will appraise.

Marketing plan subject to change without notice based on the specific individual needs of the seller and property.

## Setbacks of Overpricing

**REDUCES ACTIVITY:** Agents won't show the property if it appears to be priced too high. If they can't justify the price to the buyer...It's too high!

**LOWER ADVERTISING RESPONSE:** Buyer excitement will be with other properties that offer better value.

**LOSS OF INTERESTED BUYERS:** The property will seem inferior in amenities to other properties in the same price range that are correctly priced.

**ATTRACTS THE WRONG PROSPECTS:** Serious buyers will feel that they should be getting more for their money.

**HELPS THE COMPETITION:** Your high price makes the others look like a good deal.

**ELIMINATES OFFERS:** Since a fairly priced offer will be lower than asking price and may insult the seller, many buyers will just move on to another property.

**CAUSES APPRAISAL PROBLEMS:** Appraisers must base their value on what comparable properties have sold for not on your list price.



Proper Pricing is Essential to a Successful Sale!

# SELLER RESPONSIBILITIES

## **Please be prepared to provide the following:**

- Spare key to home for the lockbox
- Utility bills
- Current property tax bill
- Mortgage info including: 1st and 2nd mortgages, home equity loans or lines of credit.
- Any other liens on the property
- Info and dates of any updates to the property
- Current title insurance policy
- Homeowners association documents
- Condominium documents
- Covenants, conditions and restrictions

## **Copies of any recent inspections:**

- Pest and dry-rot
- Roof
- Septic and well (if applicable)
- Mold/Asbestos/Lead remediation

## **The following forms need to be completed**

- Residential property disclosures
- Lead disclosure (if property was built before 1978)
- Inclusion/Exclusion form
- Exclusive Right to Sell contract
- Others as deemed necessary

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# PREPARING YOUR HOME

## Make a Strong First Impression

There are many interior and exterior enhancements that will push all the right emotional buttons in prospective purchasers. In all rooms, certain minimum standards should be met. Please make sure the following are addressed prior to the property going active on the market:

### Tips for Preparing the Inside of Your Home

- Make sure all plumbing and electrical systems are in working order
- Repair cracks in the wall
- Paint — a fresh coat of paint throughout the house will more than pay for itself
- Remove torn and discolored wallpaper
- Replace missing molding
- Replace cracked or broken window glass
- Make sure window and door hardware match
- Install new floor coverings
- Install new light fixtures
- Make sure switch and outlet plates match from room to room
- Like paint, new carpeting should also be in a neutral shade. This will help buyers visualize their furniture in their possible new home
- Many buyers value good wood floors, so sand and refinish yours if they need to be restored
- Wash windows
- Clean fans and ventilating hoods
- Remove stains from toilets and sinks

### Tips for Preparing the Outside of Your Home

- Cut the lawn every week during the marketing period
- Edge the lawn in the driveway and along the sidewalks (both front and back) for a finished appearance
- Trim the shrubbery and remove low falling tree limbs
- Fertilize your lawn to make the grass look lush and green
- Replace downed shutters, gutters and downspouts. Remove debris from gutters and downspouts
- Paint any trim that is blistering
- Plant flowers in the front yard
- Repaint or re-stain the front door to create a pleasant first impression
- Replace torn screens front windows, front and back doors

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# SHOWING YOUR HOME

You will either receive a showing request via email, text or through an automotive call system, or I will call you to confirm all appointments; some clients prefer 24-hour notice to show. Whatever your showing criterion is, I will honor that! The following applies to all Showings and Open Houses... Please remember to:

- Turn on the lights
- Open all drapes and blinds
- Put dog outside (if applicable)
- Cool in summer/warm in winter
- Do not speak to potential purchasers
- Make sure your home has a fresh clean fragrance
- Ensure the property is neat, organized and clutter-free
- Remove personalized items (i.e. family photos) from the walls and elsewhere.
- Leave the house if possible. If not, stay out of the way and do not inhibit the showing (please stay in one room or outside)

**A PROFESSIONAL SALESPERSON DOES NOT TELL THE PROSPECTIVE BUYER ABOUT EVERYTHING ABOUT A HOME. THEY ALLOW THE PURCHASER TO DISCOVER THE HOME AND WILL NOT SAY MUCH WHEN SHOWING YOUR HOME.**

# MY THANK YOU TO YOU!

Dear Happy and Well-Appreciated Home-Seller,

If you are like most sellers, this period of time when your home is on the market is inconvenient and stressful. That is why I am fully committed to servicing you during the sales process.

I believe the most important ingredient to this successful working relationship would be communication. Consistent, honest and professional feedback is my promise to you. Also, there will never be a time, day or night that you can't get a hold of me to service your needs.

For all my efforts, I can never "create a buyer." However, with your cooperation, I can effectively find the right buyer for your home. Past performance is no guarantee of future success but what else can you judge by? That is why I am confident I can sell your home and obtain the results you desire.



I want to be your REALTOR®! In return, I promise to give you the kind of service you need to get your property **SOLD!**

Thank you for allowing me this opportunity!

Your Humble REALTOR®,

*Tawana Bourne*



BERKSHIRE | New England  
HATHAWAY | Properties  
HomeServices

“ ★★★★★ ”

She is amazing, quick to respond. She has gone above and beyond to make our home search easy. I would recommend Tawana to any one and I have.

BRENDA J. | WATERBURY, CT

”

Review for:  
**TAWANA BOURNE**

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Ms. Tawana was a pleasure to have as my real estate agent. She never left any questions unanswered and always responded promptly!! I would highly recommend her as I have received the best service any agent can provide. Thank you for everything!

NAUGATUCK, CT



Review for:

**TAWANA BOURNE**



I highly recommend Tawana Bourne to others because of these qualities:

1. Religious enthusiasm
2. Follow up promptly
3. Offer suggestions & understand your specific needs
4. Knowledge of the market
5. Research websites to find responsive agents
6. Follows through with problems that occurs during & after purchase

BETTY V. | MIDDLETOWN, CT



Review for:

**TAWANA BOURNE**

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