



KEN HATFIELD HOMES

A REALTOR FOR ALL YOUR NEEDS

*Selling Your
Home*

(612) 387-4284

KEN@KENHATFIELDHOMES.COM

KENHATFIELDHOMES.COM

ABOUT ME

Ken has been in real estate since 2014 and has fiercely honed his skills as a buying and selling agent. Before working in real estate, Ken was an HVAC tech, which helps him bring an extra level of valuable knowledge to the table. The motivating reason behind the start of Ken's career was the frustration he felt dealing with the sale of his own home. Now, as a graduated realtor, he prides himself on being there for his clients, keeping them involved and informed every step of the way because he has been in those same shoes.

Whether you are buying, selling, or renting, Ken works tirelessly to promote your best interests and is there for his clients long after the final handshake at the closing table.

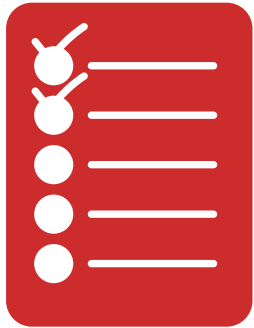
Ken understands that buying and selling real estate can be stressful. As a full-time Realtor, he will work hard to lower your stress level and make your experience as pleasurable as possible. He will accomplish this through constant communication and by being accessible whenever you need him.

Ken sold 64 homes in 2018, 59 homes in 2019 and 72 homes in 2020. Ken also finished number one with Re-MAX Professionals in 2020 and is top 1% of the state.

Realtors rarely catch a moment of free time, but when he does, Ken enjoys spending time with his wife and two boys relaxing and fishing on the local lakes. Another passion is helping the community. Ken volunteers regularly with YouthLink, a homeless shelter for kids 13-20.



SERVICE THAT SETS ME APART



PRELISTING

I use every tool at my disposal to promote listings, do research, contact buyer agents, and stay one step ahead of the process. My clients are never in the dark.



BEFORE

I call before every showing and make sure the agent knows the main features of the home and the area. This includes parks, shopping, walking areas and schools.



AFTER

I call after every showing to answer questions. This dialogue creates the best possible chance of an offer. This is something that over 90% of the agents do not do.

Many realtors will put a 'For Sale' sign in the front yard and call it a day, but it takes more than that to earn a client top-dollar for their home. Ken prides himself on going the extra mile for each and every person he works with.

He takes an active approach to selling homes. This involves constant communication, feedback, and promotion.

MARKETING PLAN

1. PRELISTING

Ken will do a full walk through from a buyer's perspective for several reasons:



1

Get to know the unique selling features of your home in order to proactively sell certain features to buyers and their agents.

2

Provide staging tips and maintenance advice to overcome common buyer objections.

3

Strategize to help you obtain top dollar on your investment.

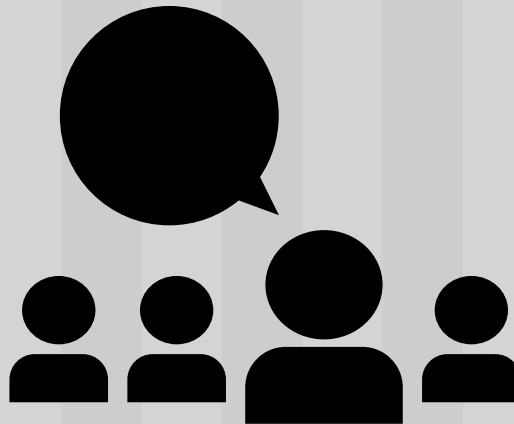
Ken uses every tool at his disposal to research, analyze the competition and determine the appropriate entry price for your home. He will provide you with a complete Comparative Market Analysis (CMA) based on this data.

Ken will strategize a unique marketing plan for your home.

2. MARKETING PACKAGE PREPARATION

Professional team assembled:

- Hire Professional Photographer
 - Hire Professional Stager
 - Any maintenance referrals required to get home ready
-



MARKETING PLAN

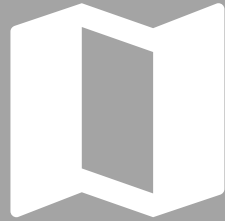
MARKETING PLAN



3. WE'RE LIVE ON THE MARKET



FOR SALE sign is put up in front yard



Property Information brochures in your home



Promote your listing globally and translate to over 40 languages and currencies on global.remax.com



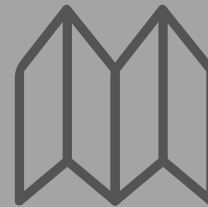
Market your property via Listing Syndication



Feature your listing on Ken.Hatfield.Homes.com and Facebook.



Utilize RE/MAX Professionals' networking system to promote listing



Distribute 'Just Listed' flyers to all agents in your area



Hold a Broker Open for other Realtors to tour your home



MARKETING PLAN

4. ONGOING COMMUNICATION

Outreach to showing agents (90% of agents do not do):

PRIOR to Each Showing:



Ken calls the agent to communicate the main features of your home and educate them on your community.

AFTER Each Showing:



Ken will call to answer any questions. This dialogue creates the best possible chance of an offer.

INCLUDING:

- Weekly Market Update on your competition
- Weekly Reverse Prospecting Reports (showings occurring in your Zip Code)
- Bi-weekly update on marketing & feedback received

5. NEGOTIATIONS

- Walk you through the terms of each offer
 - Respond to all offers
 - Negotiate the best possible price and terms
 - Provide guidance on inspection, mortgage, title and closing procedures
-



6. MOVING & CLOSING

- Assist with interim financing if necessary
- Take advantage of Updater, (our Concierge Service) to save time and money in the moving process
- If you're moving to a new home: Look for home insurance quotes from our in-house insurance provider, Insurance Professionals
- Coordinate with closer, loan officers, and buyers agents to ensure a smooth, on-time closing
- Personally attend closing with you

MARKETING PLAN



LISTINGS SOLD

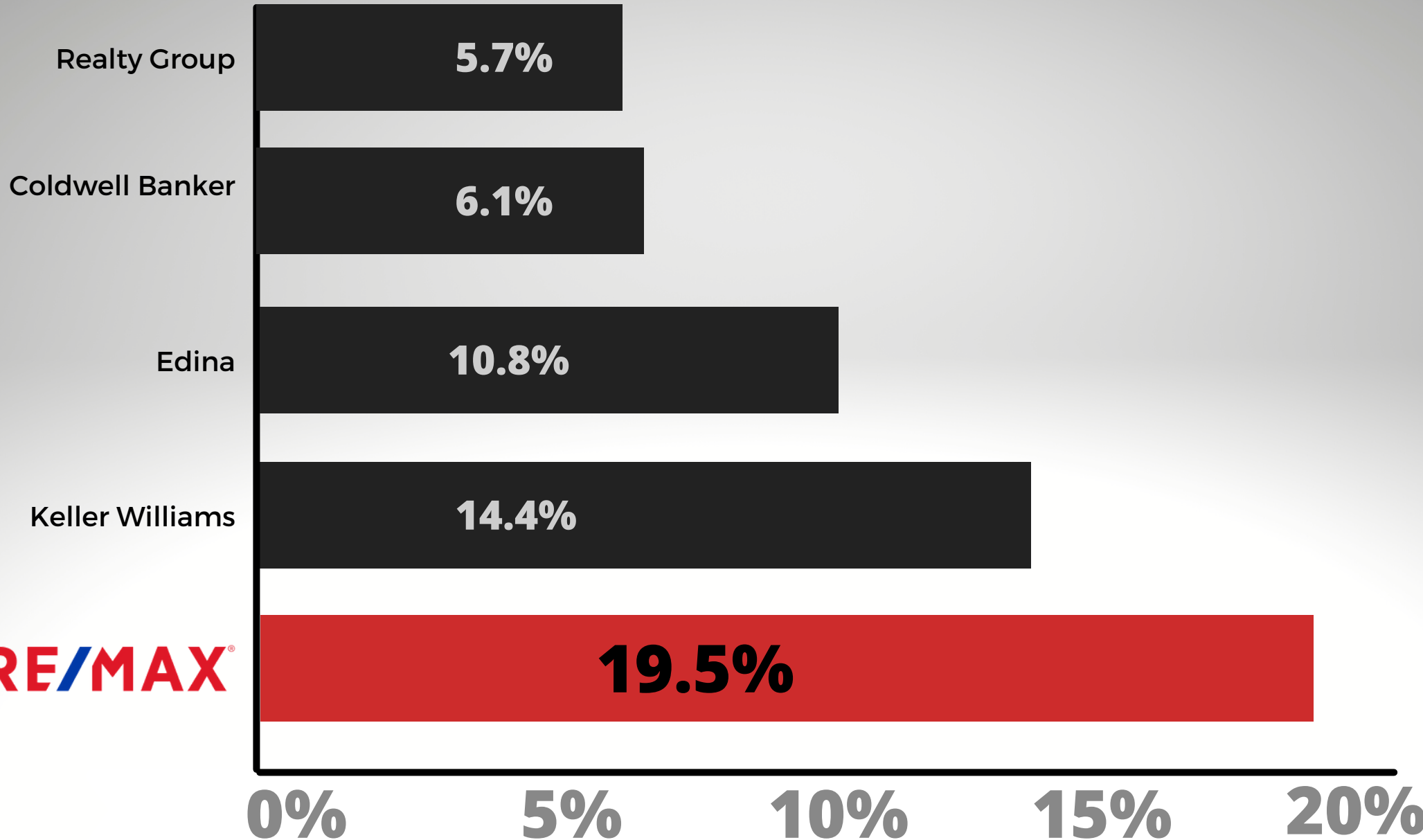
2061 Roth Place
15656 Emerald Drive N #2
861 Orange Street
1368 Furness Parkway
1020 Ivy Avenue E
8900 Peony Court
3230 Lake Lane
6940 Upper 35th Street N
5606 Humboldt Avenue N
327 Lawson Avenue E
4671 Jackstone Point
18963 Lowell Street NW
139 Canterbury Road
24 White Pine Road
512 Deer Ridge Lane S
1638 Hamilton Lane
4922 Emerson Avenue N
45 Albert Street S #3
20690 Viking Boulevard NE
1260 County Road C E
2181 Burr Street
1216 Little Fox Lane
371 Jessamine Avenue E
674 Edmund Avenue
2011 Silver Street
2359 Cedar Avenue
1260 County Road C E

2181 Burr Street
1216 Little Fox Lane
371 Jessamine Avenue E
1195 Ohio Street
37488 Falcon Avenue
4852 Clinton Avenue
3325 Hillsboro Avenue S
1016 Hall Avenue
1917 Charlton Street
763 22nd Avenue N
3440 Owasso Street
8524 Haeg Drive
2191 Beam Avenue
5890 Hobe Lane
750 Geranium Avenue E
1993 County Road D W
4355 Cottage Park Road
5256 Long Lake Road
432 Birchwood Court
1646 Chadum Lane
7757 Van Buren Street NE
2325 Laport Drive
750 Geranium Avenue E
947 Bellows Street
421 Dayton Road
4854 Kent Drive
1085 Bush Avenue

7101 Snow Owl Lane
11676 84th Avenue N #305
4416 Stinson Boulevard
1100 Hyacinth Avenue E
7212 Allen Court
11713 Emery Village Drive N
31403 Genesis Avenue
9224 Andrea Drive
900 105th Avenue NW
4351 Cottage Park Road
3568 Garden Boulevard N
2471 Wimbledon Bay
10525 Redwood Street NW
519 Olive Street W
4804 Wood Avenue
9235 80th Street S
675 Dorland Road S
10965 Mississippi Drive N
1662 Village Trail E #3
986 Euclid Street
1740 Montana Avenue E
1222-1224 7th Street W
230 Richmond Street W
1201 Bay Cove
5939 Egg Lake Road N
7320 Homestead Avenue S
6325 Hampshire Place N

11267 Beechwood Lane
1463 Oakdale Avenue
4544 161st Avenue NE
1253 Benton Street
2181 Burr Street
612 Hillwood Court
120 Bernard Street W
1832 Grant Road
1150 108th Avenue NE
6481 Hodgson Road
1507 Winnetka Avenue N
276 County Road J W
2344 Mayfair Avenue
783 Como Avenue
12185 Vermillion Street NE #B
1607 Huron Street
11201 Xerxes Avenue S
1131 Dunbar Way
1542 Wilson Avenue
4115 Oakland Avenue
2250 11th Street
961 Connor Avenue E
And more...

Twin Cities Market Share



Note: this bar graph contains the total sides closed for all office locations and independent offices of each multi-office or franchise organization identified, which listings were sold by such organization itself, or with the aid of a cooperating broker, according to data maintained by the Local Board or Multiple Listing Service for the geographic area indicated. The bar graph compares all those Single Family Residential sides that were closed by each organization during the period of 1/01/18 - 12/31/18 reported as of 4/2019. This representation is based in whole or in part on data supplied by the RMLS of MN Neither the Association nor its MLS guarantee or is in any way responsible for accuracy. Data maintained by the association may not reflect all real estate activity in a market. Each RE/MAX office is independently owned and operated.

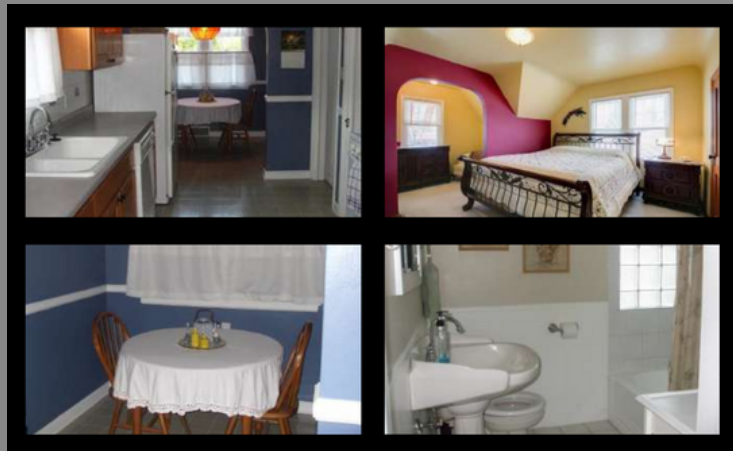


LISTING SYNDICATION

Your property will be listed on over 900 major national real estate search websites including REALTOR.com, Zillow, Trulia, and Homes.com. Your listing will also appear on all local websites belonging to real estate companies participating in broker reciprocity.

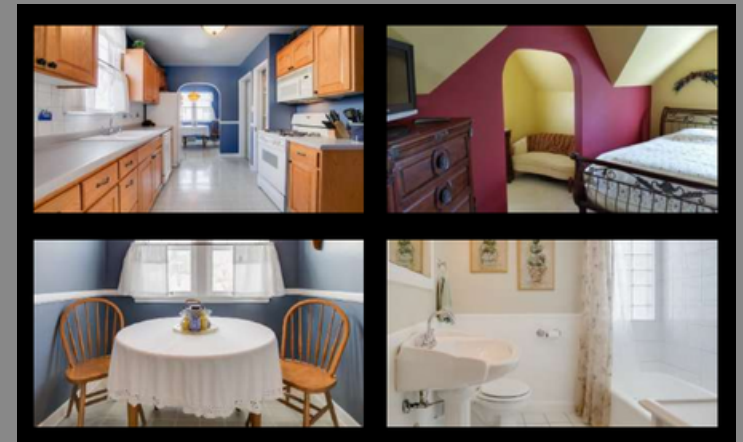


A PROFESSIONAL TOUCH



1016 HALL AVENUE, SAINT PAUL
WITH ANOTHER AGENT
174 Days On Market; \$229,000

THE IMPORTANCE OF QUALITY PHOTOS



1016 HALL AVENUE, SAINT PAUL
WITH KEN HATFIELD
26 Days On Market; \$229,000

A PROFESSIONAL TOUCH



BEFORE KEN



2662 STILLWATER STREET, WHITE
BEAR TWP WITH ANOTHER
AGENT
119 Days On Market; \$295,000

THE IMPORTANCE OF QUALITY PHOTOS



SOLD



2662 STILLWATER STREET, WHITE
BEAR TWP WITH KEN HATFIELD
19 Days On Market; \$291,000

A PROFESSIONAL TOUCH

THE IMPORTANCE OF QUALITY PHOTOS



6481 HODGSON ROAD, LINO LAKES WITH ANOTHER AGENT
131 Days On Market; \$289,000

6481 HODGSON ROAD, LINO LAKES WITH KEN HATFIELD
11 Days On Market; \$285,000

BEFORE AND AFTER KEN

BEFORE



AFTER



1463 OAKDALE AVENUE, WEST
SAINT PAUL WITH ANOTHER
AGENT

Expired ; \$265,000

1463 OAKDALE AVENUE, WEST
SAINT PAUL WITH KEN HATFIELD

Sold ; \$259,000

BEFORE AND AFTER KEN

BEFORE



**3230 LAKE LANE, ARDEN HILLS
WITH ANOTHER AGENT
Expired ; \$399,000**

AFTER



**3230 LAKE LANE, ARDEN HILLS
WITH KEN HATFIELD
Sold; \$420,000**

BEFORE AND AFTER KEN

BEFORE



11145 BRANCHING HORN, EDEN
PRAIRIE WITH ANOTHER AGENT
Expired ; \$484,900

AFTER



11145 BRANCHING HORN, EDEN
PRAIRIE WITH KEN HATFIELD
Sold ; \$484,900

BEFORE AND AFTER KEN

BEFORE



**8804 FLESHER CIRCLE, EDEN
PRAIRIE WITH ANOTHER AGENT
Expired ; \$575,000**

AFTER



**8804 FLESHER CIRCLE, EDEN
PRAIRIE WITH KEN HATFIELD
Sold ; \$575,000**

BEFORE AND AFTER KEN

BEFORE



24 WHITE PINE ROAD, NORTH
OAKS WITH ANOTHER AGENT
Cancelled ; \$699,900

AFTER



24 WHITE PINE ROAD, NORTH
OAKS WITH KEN HATFIELD
Sold ; \$715,000

GOING, GOING...GONE!



952 SUMMIT AVENUE, SAINT PAUL, MN

**This property was on the market for
600 days. I had it sold within 30 days.**

GOING, GOING...GONE!



2409 PILLSBURY AVENUE S, MN

This property was on and off the market since 2017. I sold it within the first 3 days of being on the market.

Originally listed at \$999,000. I listed it and sold the property for \$1,025,000!

Questions?

ASK ANYTHING ABOUT SELLING YOUR HOUSE, WORKING WITH A REALTOR, OR THE PROCESS IN GENERAL!

CLIENT TESTIMONIALS

SEE WHAT PEOPLE ARE SAYING

WE HAD AN ABSOLUTELY FANTASTIC EXPERIENCE WORKING WITH KEN! KEN HELPED US SELL OUR HOUSE IN 3 DAYS AND NEGOTIATED FAVORABLE TERMS ON THE PURCHASE OF A NEW HOUSE. WE WERE A PICKY SET OF BUYERS TO SAY THE LEAST THAT WOULD NOT PUT OUR OWN HOUSE ON THE MARKET UNLESS WE FOUND A HOUSE WE WERE WILLING TO BUY. KEN WAS ALWAYS WILLING TO JUMP TO GO LOOK AT A HOUSE WE WERE INTERESTED IN. IT WAS CLEAR TO ME THAT KEN REALLY CARED FOR HIS CLIENTS AND HAD TONS OF KNOWLEDGE, DRIVE, AND PASSION FOR REAL ESTATE. KEN WAS ALWAYS WILLING TO HELP. I NEVER THOUGHT WE WOULD FIND A HOME THAT IS ABSOLUTELY PERFECT FOR OUR FAMILY. I CAN'T THANK KEN ENOUGH FOR MAKING OUR DREAMS COME TRUE. I HIGHLY RECOMMEND WORKING WITH KEN FOR YOUR NEXT HOME TRANSACTION! YOU WILL NOT BE DISAPPOINTED!!

- Brandon and Maureen H.

IF YOU ARE LOOKING FOR A REALTOR THEN CHECK OUT KEN. NOT ONLY DOES HE KNOW THE REAL ESTATE MARKET, HE IS ALSO VERY PROFESSIONAL, KNOWLEDGEABLE AND HIS EXPERTISE GOES BEYOND MY WORDS. HE IS A HARD WORKER, BUT HE IS ALSO FRIENDLY TO WORK WITH AND GOES WAY BEYOND THE LIMITS TO GET THE JOB DONE. HE WAS TOTALLY RESPONSIVE IN RETURNING MY CALLS AND KEPT ME WELL INFORMED DURING THE ENTIRE HOUSE-SELLING PROCESS. SO, IF YOU ARE IN THE MARKET TO SELL YOUR HOME, REST ASSURED KEN WILL GET THE JOB DONE!

- Rob R.

MY WIFE AND I USED KEN FOR BUYING A HOME TOGETHER. WE WERE UPGRADES AND HAD SOME SPECIFIC THINGS WE WERE LOOKING FOR IN OUR NEW HOUSE. KEN WAS GREAT IN FINDING US SEVERAL OPTIONS, QUICKLY SCHEDULING SHOWINGS FOR US WHEN A HOUSE CAME ON THE MARKET THAT WE LIKED AND COACHED US ON HOW TO PUT IN THE BEST OFFER POSSIBLE. WHEN IT CAME DOWN TO IT, KEN WAS QUICK IN COMMUNICATING AND PUSHED AND NEGOTIATED ON OUR BEHALF TO FINALLY GET US OUR DREAM HOME. KEN IS A GREAT GUY TO WORK WITH AND WE WOULD HIGHLY RECOMMEND HIM TO FRIENDS AND FAMILY.

- Reese and Jessica

KEN WAS VERY HELPFUL! HE WAS HONEST AND DIRECT WITH US. HE HELPED US SELL AND BUY A HOME. KEN IS THE GUY THAT TAKES ALL THE STRESS OF BUYING A HOUSE FOR YOU AND MAKES THE EXPERIENCE FUN!!

- John K.

I TRIED TO SELL MY HOUSE BEFORE, WITH ANOTHER AGENT, BUT COULDN'T GIVE IT AWAY SO I PULLED THE LISTING OFF THE MARKET. AFTER IT GOT PULLED, KEN CALLED ME ASKING IF I NEEDED HELP AND I RESPECTFULLY DECLINED. KEN WAS PERSISTENT (BUT RESPECTFUL, NOT ANNOYING) IN STAYING IN TOUCH OVER THE NEXT YEAR. I DECIDED TO GIVE HIM A CHANCE AND HAD HIM RE-LIST MY HOUSE. HE ACTIVELY MARKETED MY LISTING EVEN BEFORE IT HIT THE MLS. HE SOLD IT IN A MATTER OF DAYS FOR HIGHER THAN ASKING PRICE WITH A 10 DAY CLOSE! I LIVE OUT OF STATE NOW SO I WAS A BIT ANXIOUS ABOUT THE PROCESS. KEN HANDLED EVERYTHING. I GAVE HIM POWER OF ATTORNEY OVER THE TRANSACTION AND HE LITERALLY DID IT ALL! WHAT HAD PLAGUED ME FOR OVER A YEAR WAS JOYFULLY RESOLVED WITH NO PAIN WHATSOEVER. I DON'T THINK YOU CAN GO WRONG WITH KEN.

- Jennifer D.

KEN WAS SUCH AN AMAZING HELP TO MY WIFE AND I FINDING A HOME. HE WENT ABOVE AND BEYOND AND FOUND US THE PERFECT HOME. WE NEVER EXPECTED TO HAVE THE HELP AND CARE THAT HE AND HIS ASSISTANT GAVE US AND WE COULDN'T BE MORE GRATEFUL!!

- Elizabeth & Chelsea B.

KEN WENT ABOVE AND BEYOND MY EXPECTATIONS! I HAD PREVIOUSLY HAD MY HOUSE ON THE MARKET FOR 6 MONTHS WITH ANOTHER AGENT, WHO WAS UNABLE TO MAKE A DEAL. KEN CAME IN WITH ENERGY, VAST KNOWLEDGE ABOUT THE AREA, LISTENED CLOSELY TO MY SITUATION, AND PROVIDED ASSURANCE THAT HE WILL FIND A BUYER. HE TOUCHED BASE EVERYDAY LEADING UP TO LISTING MY PROPERTY, WORKED WITH HIS STRONG NETWORK OF DIFFERENT CONTRACTORS FOR FEEDBACK, MADE NUMEROUS CALLS TO OTHER AGENTS, DEVELOPED HIS STRATEGY, UPPED THE ASKING PRICE, AND BOOM - THE FIRST DAY ON THE MARKET I HAD 6 SHOWINGS AND AN EXCELLENT OFFER THAT I ACCEPTED. NOT ONLY DID HE SHINE AS AN AGENT, HE EVEN LET MY DOG OUT IN BETWEEN SHOWINGS! KEN MADE THIS HAPPEN BECAUSE HE WORKED HARD, HAS STRONG STRATEGIC MINDSET, AND HAS THE ADVANCED MARKETING AND REAL ESTATE EXPERTISE TO BE SUCCESSFUL. ROCK ON, KEN - THANK YOU FOR ALL YOU DO!

- Elaine E.



MY HUSBAND AND I WORKED WITH KEN TO SELL OUR FIRST HOME AND TO BUY OUR CURRENT HOME. HE HELPED US UNDERSTAND THE PROCESS AND MADE IT AS STRESS FREE AS POSSIBLE. HE WENT ABOVE AND BEYOND, GUIDING US THROUGH A RENOVATION TO SELL OUR HOUSE AND MADE SURE EVERYTHING WAS COMPLETED ON TIME FOR A SMOOTH CLOSING. GREAT COMMUNICATION. WE ARE INCREDIBLY HAPPY WITH OUR NEW HOME AND WOULD RECOMMEND KEN TO ANYONE!

- Chris & Jenna T.

WE STUMBLED UPON KEN AT A RANDOM OPEN HOUSE WHILE WE WERE CASUALLY HOUSE SHOPPING AND INSTANTLY GOT A GREAT IMPRESSION OF HIM! WE DECIDED TO WORK WITH HIM ON SELLING OUR OWN HOME AND WE COULD NOT BE HAPPIER WITH OUR DECISION. WE ENDED UP IN A TIGHT DEADLINE TO SELL BUT KEN PULLED THROUGH AND WE WERE ABLE TO RECEIVE AND ACCEPT AN OFFER WITHIN 4 DAYS, THIS WAS ALL WHILE KEN WAS WORKING OUT OF STATE FOR A FEW DAYS! HE MADE SURE THERE WAS A BACKUP REALTOR AVAILABLE JUST IN CASE, ORGANIZED SEVERAL SHOWINGS FROM AFAR, AND WAS STILL PROMPTLY COMMUNICATING WITH US. WE NEEDED TO COMPLETE A FEW REPAIRS ON THE HOUSE AND KEN CONNECTED US WITH SOME PHENOMENAL CONTRACTORS. FINALLY, KEN EVEN REACHED OUT TO HELP OUR BUYERS, JUST SO WE COULD HAVE THE BEST EXPERIENCE ON SELLING OUR HOME. KEN IS EXTREMELY DOWN TO EARTH AND HAS MADE A USUALLY STRESSFUL PROCESS BE ENJOYABLE!

- Jess S.

KEN IS A HIGHLY MOTIVATED AND KNOWLEDGEABLE AGENT. HE ASSISTED GREATLY WITH DEALING WITH THE QUIRKS OF THE SELLER. KEN MADE SURE THE ENTIRE BUYING PROCESS WENT AS SMOOTH AS IT POSSIBLY COULD. HE WAS GREAT THROUGHOUT THE ENTIRE PROCESS.

- Steve

KEN WAS GREAT TO WORK WITH. ALWAYS RESPONSIVE, PROVIDED GREAT ADVICE TO IMPROVE THE SHOWING OF MY HOME, AND PHOTOGRAPHY AND DRONE VIDEO MADE A BIG DIFFERENCE IN ONLINE PRESENCE.

- Jerry

GETTING YOU THE RIGHT PRICE



PRICING RIGHT FROM THE BEGINNING RESULTS IN

- Higher offers
- Less inconvenience
- A more timely sale



BUYERS ARE LOOKING FOR MAXIMUM VALUE

- Current Market Conditions
- Competition
- Location
- Size
- Amenities
- Condition



COMPARATIVE MARKET ANALYSIS

Comparative Market Analysis (CMA) compares your home to properties that are similar in the marketplace. This will allow me to sell your home at a competitive price.



MAXIMIZING VALUE

- Price
- Condition
- Marketing for maximum exposure

LET'S CONNECT



RE/MAX Professionals
350 Main Street N, #104
Stillwater, MN 55082
(612) 387-4284
ken.professionals.net



 [kenhatfieldhomes](https://www.facebook.com/kenhatfieldhomes)