



The Desert Bowtie REALTOR® taking the (k)nots out of Real Estate.



STEPHEN BURCHARD

Real Estate



Resimercial Broker, REALTOR®

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Meet Stephen Burchard

Stephen Burchard doesn't see barriers, he sees opportunities and acts on them. He began his career in Real Estate in 2001. When the debris of the "dot. bomb" tech bubble burst destroying the high tech field, Stephen didn't sit around and mope, he got excited about helping people buy and sell properties and as a result built his business and an exciting new career.

Now with years of experience under his belt, Stephen has fortified his enthusiasm with a wealth of local market expertise and a large referral network of professionals at the tops of their fields. Stephen utilizes these advantageous resources to help his clients navigate safely around costly mistakes and straight to the smart choices that fit their unique needs. With his extensive contributions in business and industry leadership, Stephen continually expands both his contacts and his expert knowledge of people, market, and service, all with his clients' needs in mind.

Stephen doesn't enact transactions, he builds relationships. He is available and accessible to each and every one of his clients and stakeholders, returning calls promptly to keep communications flowing and fruitful. Stephen loves working with HomeSmart Professionals as it allows him the freedom and independence to bring his distinctive personal touch and exceptional service to each and every one of his clients.

"Stephen is by far the hardest working Realtor I've ever met in the desert - and I used to be a Realtor. We are looking for a rental but Stephen showed us how we could buy instead, and now we have our dream home at a price WAY under what we thought it would cost us to find what we want. I wholeheartedly recommend Stephen R. Burchard to anyone looking to rent, buy, or sell a home in the Coachella Valley."

-K.P. & R.S., Cathedral City

CORE SKILLS

Residential Sales & Listings
Commercial Sales, Listings & Leasing
Market Analysis
Marketing Strategy
Social Media Marketing
Digital Marketing
Video Content

RESIMERCIAL BROKER, REALTOR®, HOMESMART, PALM SPRINGS, CA 01/2015 TO PRESENT

- Provides business, client and property management consultation and sales for commercial and residential real estate activities.
- Manages and expands a thriving real estate practice through relationship nurturing and business referral networks.
- Spearheaded and facilitated BNI Chapter creation, including communication with stakeholders and motivation.
- Leverages skills and time by employing and supervising transaction agents, business managers and real estate assistants.
- Involved in local Community, Real Estate Industry and business leadership
- Supplies Client & agent education and empowerment
- Social Media content engagement expert



SYSTEMWIDE BENEFITS:

1. On Average, We Sell a Home Every 9 Minutes
2. Nearly 20,000 Agents Nationwide
3. Ranked One of the Best Companies in America by Inc. 5000
4. Fastest Growing Real Estate Franchise in the U.S.
5. Multiple Brokerages listed in RISMedia Power Broker Report and Real Trends 500
6. On Average, an Agent Joins Us Every 90 Minutes
7. We've Grown \$20.5+ Billion in Sales Each Year Over the Last 19 Years!
8. Ranked in Entrepreneur Magazine's Franchise 500®



GET INFORMED, GET LISTED, GET SOLD:

Selling Your Home

Selling a home is one of the most important decisions you make in life. I realize the importance of this decision and the impact it has on you and your family. I am the right expert to help ensure you achieve your real estate goals. Using the following 6 step process.

1. I start by **learning your needs** and the qualities of your home.
2. I empower you with **powerful market data** and intelligence.
3. I put my **knowledge, proven marketing process, company and network** to work for you.
4. I deploy automated **marketing**, robust **technology and tools** for you.
5. I will **guide you through the process** of selling your home.
6. I introduce you to our vast **network of partners and support services.**



MARKETING APPROACH

Finding Buyers for Your Home

Over 1/3 of home buyers look online at properties for sale as their first step in the home buying process. When buyers were asked where they first learned about the home they purchased, 40% said the Internet, 35% from a real estate agent, 11% a yard sign or open house, 6% from a friend, neighbor or relative, 5% home builders, 2% a print or newspaper ad, 2% directly from the seller and less than 1% from a home book or magazine.



Source: National Association of REALTORS® 2011



DEPLOYING AUTOMATED MARKETING, TECHNOLOGY & TOOLS FOR YOU

Exclusive Seller and Buyer Tools

Here are a few of the many unique marketing tools that are available to HomeSmart agents only:



SmartGallery

Listing Website

SmartGallery provides each HomeSmart listing with a personalized, custom website. Each site contains property details, a photo gallery, and a contact page to reach me.



SmartListing

Mobile Lead Capture System

Customized yard signs direct potential buyers to text, call or click for listing details and photos - and their contact info is captured in my agent dashboard.



SmartFlyers

Automated Listing Flyers

Print-ready flyers are automatically produced for each of your MLS listings.



SmartTube

A YouTube Video of Each Home

SmartTube creates a video set to music from the MLS listing you create and submits it to YouTube.



SmartSearch

Buyer Home Searches Made Easy

SmartSearch is a powerful search engine. With automated and custom searches, local information, satellite photos, street level views and the ability to create routes to view the properties.



SmartTour

Custom Buyer Tours in Minutes

Creates custom website tours for individual homes in minutes. The tour appears on a custom, branded website created with information pulled directly from the Multiple Listing Service.



SmartSES

Listing Search Engine Submission

HomeSmart automatically submits MLS properties to over 1000 search engines nationwide, giving a home unsurpassed exposure.

1,000+

search engines and consumer websites nationwide.

HOME SMART
PROFESSIONALS

AOL real estate

Google maps

CLRsearch.com
The right home in the right place



myREALTY.com
Global Listing Service

PROBOT

realtor.com
YAHOO! REAL ESTATE

FreedomSoft

HomeAway Real Estate

Home of the Tube
HomeTourConnect
Connecting buyers and sellers

HomeWinks
The EASY Way to Find Homes for Sale

PROPERTY PURSUIT.com

RealtyStore.com

enormo

LandWatch

RESORTSCAPE™

Zillow.com
Your Edge in Real Estate

RealtyTrac

hotpads.com
The place to find your place

oodle
the search engine for local classifieds

SHOWING SUITE

tweetlistar

USHUD.com
America's Real Estate Network

RELOCATION.COM

Vast

eRealInvestor™

Property Shark.com

trulia
real estate search

HomeFinder.com

FRONTDOOR
POWERED BY KESTV

openhouse

cyberhomes
by Realty National Information Services

DataSphere

overstock.com
real estate

HOMES.COM

A NATIONALLY RECOGNIZED BRAND

**INSTANT
PRESTIGE**

Inc. 500
5000



ENTREPRENEUR
FRANCHISE 500®



REAL ESTATE
EXECUTIVE



RIS MEDIA
POWER BROKER

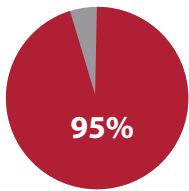
THE
REALTRENDS
FIVE HUNDRED



Pricing & Property Appeal

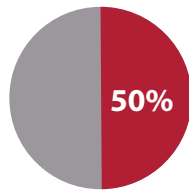
Fair market value pricing will enable you to reach **95% of the buyers** searching in your home's criteria. Just 15% above fair market value will decrease your buyer pool to 20%.

FAIR
Market Value



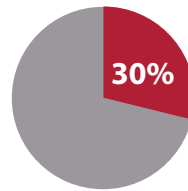
Appeals to
95% of Buyers

5% Over
Market Value



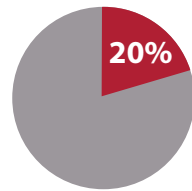
Appeals to
50% of Buyers

10% Over
Market Value



Appeals to
30% of Buyers

15% Over
Market Value



Appeals to
20% of Buyers

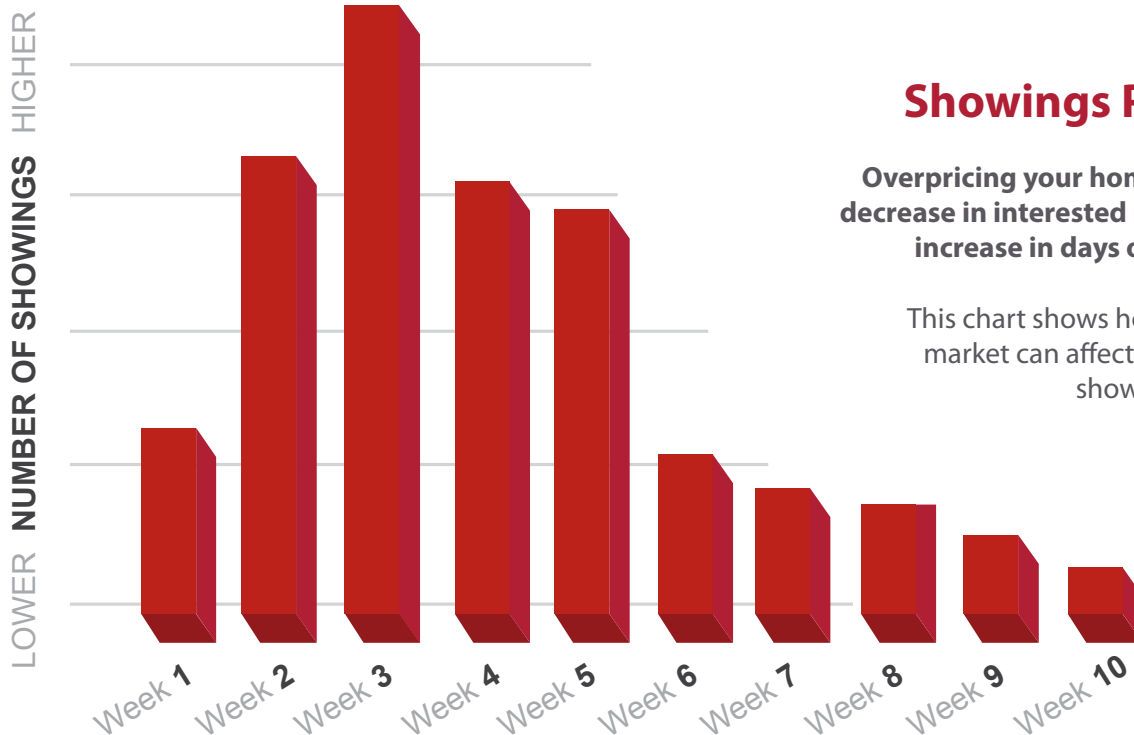


EFFECTS OF OVERPRICING

Showings Per Week

Overpricing your home can mean a decrease in interested buyers and an increase in days on the market.

This chart shows how time on the market can affect the number of showings per week.





Stephen recently helped me to purchase my first house. The way he embraces technology makes communication a breeze. It allowed me to see the house come on the market, in real time and make an offer before the seller was inundated with offers they surely would have received at the price my house went for.

S.H., Palm Springs

Stephen helped David and I purchase a home in Cathedral City. We had a lot of desires and he was able to help us satisfy our requirements. Stephen as also of great assistance in obtaining a mortgage. Stephen was exemplary from house showing to home closing. I would recommend anyone who is looking for new home to him.

D.N. & J.R., Cathedral City



INDUSTRY INVOLVEMENT

Palm Springs Regional Association of REALTORS®

- Director, 2017-2020
- Professional Standards

California Desert Association of REALTORS®

- Housing Affordability Committee, Chair
- MLS Committee
- Commercial Real Estate Committee
- Professional Standards
- Young Professionals Network

California Association of REALTORS®

- Director, 2018-2019
- Housing Affordability Fund Committee, 2019-2021
- Young Professionals Network
- MLS Compliance Committee
- Business Technology Forum

Business Network International

- Charter President
- Leadership mentor

Women's Council of REALTORS® Greater Palm Springs

- Membership Director

Greater Coachella Valley Chamber of Commerce

- Director, Cathedral City
- Director, Desert AdFed
- Ambassador

The LGBT Center of the Desert

- Volunteer Group Facilitator
- Community Leader



A CLOSING NOTE

Thank You.

I am dedicated to providing the highest quality service to YOU. Whether selling or buying your home, it's a full-time job and I am always available to discuss your specific real estate needs. Only real estate licensees who are members of the National Association of REALTORS® are properly called REALTORS®. They proudly display the REALTOR® logo on their business card or other marketing and sales literature. REALTORS® are committed to treating all parties to a transaction honestly, subscribe to a strict code of ethics and are expected to maintain a higher level of knowledge of the process of buying and selling real estate. As a HomeSmart agent, I am proud to be amongst the highest leading industry experts in real estate today.



Put my **Experience**,

Knowledge, SERVICE

and **Professionalism**

to ***WORK FOR YOU.***



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YouTube

