

# Welcome to Sky-High Home Sales

Accelerate, elevate and captivate.

**Beverly-Hanks**  
REALTORS

  
**TEAM BILLY TAYLOR**

## Dear Potential Home Seller,

On behalf of myself and our team, thank you for considering Team Billy Taylor REALTORS® to assist with the sale of your home. We understand that as you embark on this part of your real estate journey, who you select for your listing needs is a very important decision. As real estate professionals, we wear many hats - from negotiating, to navigating the transaction details, to even helping you coordinate movers, improvements or staging. Throughout it all, we are most - mindful of your needs, privacy and importantly, the trust you've put in us and our team.

We hope the following information will help you understand our process and our commitment to you. We invite you to sit down with us and ask questions so we can guide you through this chapter with care, speed, efficiency and most of all, securing the value your home deserves.



Billy Taylor

# PROVEN PERFORMANCE

Raise Your Standards. Reach Your Earning Potential.

Broaden your vision with Team Billy Taylor, REALTORS®

Seven Chairman Circle Awards for generating an average of \$30 million in yearly revenue and assisting over 660 buyers achieve their real estate goals.



## A Winning Atmosphere

High praise for Asheville's top team

Team Billy Taylor, REALTORS® is the turnkey real estate agency for home sellers in the greater Asheville and Western North Carolina area. Our highly-trained strategists and residential sales experts strive to identify, establish and tactically engage with your ideal buyer, right out of the gate.

# PRECISION TOOLS

Introducing: Our Custom Built Team Billy Taylor Blue Sky Buyer Dashboard

The golden key to unlocking buyer insights.

At Team Billy Taylor, REALTORS® we pride ourselves on challenging the status quo and leveraging today's tech tools to connect with key prospects.

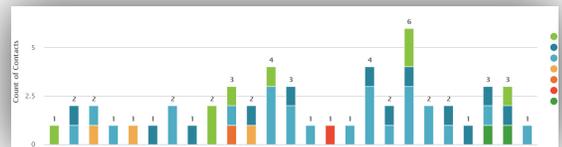
That's why we developed the Team Billy Taylor Blue Sky Buyers Dashboard—a one-of-a-kind Customer Relationship Management (CRM) system, allowing us to tap into additional prospects.

In our ever-evolving housing market, master real estate agents never depend on meet-and-greets, swag bags and phone tag alone to move the needle for their clients.

Our Data Insights. Your Dream Buyer.

Expand your potential buyer base with our powerful national reach and our niche buyer base.

Tap into our powerful, customized sales and marketing automation process that boosts conversions and delivers results.





## 300+ Boosted Monthly New Leads

When you combine Team Billy Taylor Blue Sky Buyer Dashboard leads with the Beverly-Hanks Network Leads, you have a Powerful Lead Database.

### Smilin' and Dialin' Just Won't Get It Done.

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Discover how the specially-designed Team Billy Taylor Blue Sky Buyer Dashboard supercharges your real estate efforts. Stand out above the noise and connect with motivated parties looking for you.

We are able to cross-promote listings within our powerful Team Billy Taylor Blue Sky Buyer Dashboard Leads.



## Lead Custom Inbox

The Team Billy Taylor Blue Sky Buyer Dashboard receive targeted email communications spotlighting our real estate developments, regional information, and industry insights.

### Connecting with Your "Buy-Now" Crowd

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Stay top of mind with our source of prospective buyers by continuously staying engaged and informed as they interact with our communications.

## Hot Buyers vs. Cold Leads

Recognizing your serious prospects and differentiating from those just looking around is key to achieving sales.



### Insights to Know the Difference

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Our Team Billy Taylor Blue Sky Buyer Dashboard provides insights and analytics to hone in on serious buyers, separating those who are shopping around vs. those with serious intentions.

# PROCESS-DRIVEN

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## The For-Sale Framework

Developing a strategic vision to sell your home. Timing is everything.

By aligning with us beforehand, we provide access to our ready-made tactical promotion plan and process.

### Roundtable Discussions

**Pull up a chair: our strategy session starts now.**

Whether you're selling a homestead or a turnkey property, buyer rapport is the goal. Structured negotiation tactics are key to establishing and maintaining ongoing, forward-moving dialogue.

### The Finish Line

**The Art of the Closing**

We combine our years of experience and negotiation training to do everything we can to ensure the needs of both parties are met, working diligently to get to the finish line.

### Investing In Ourselves



Team Billy Taylor, REALTORS® invests in additional marketing and advertising strategies to combine them with corporate Beverly-Hanks branding.

**We invest in ourselves to invest in YOU.**

By financially investing in ourselves and in our business, we demonstrate our commitment to tactical marketing initiatives, advertising campaigns and staff education as key factors in our company's values, growth and prosperity.

These dedicated resources include:

- Additional Office Road Electronic Signage plus Team Billy Taylor, REALTORS® Office on highly visible Hendersonville Hwy (28,000 daily traffic count/views)
- Additional Asheville Regional Airport Advertising in High Traffic Visitor Areas
- Team Billy Taylor, REALTORS® Custom Website
- Team Billy Taylor, REALTORS® active social posting, engagement across Facebook, Instagram, LinkedIn, Google My Business and more
- Additional Social Media and Pay-Per-Click Digital Advertising for our listed properties



# OUR PLEDGE

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## Bringing It All Home

### Aim high with Team Billy Taylor, REALTORS®

We leverage the powerful network brand visibility and resources of Beverly-Hanks, REALTORS®. Our additional commitment and assurance to our listing clients is demonstrated by our additional investment in a dedicated staff, targeted advertising and visibility in strategic locations. We top all of that with our investment in our customized Team Billy Taylor Blue Sky Buyer Dashboard Platform to provide strategic insights and analytics to our team. This provides the competitive edge they need to get to the finish line and close the deal.

## Rolling Out the Red Carpet

### Relationship building is the core of our business.

At Team Billy Taylor, REALTORS®, we strive to always embody a service-first philosophy—providing our clients and prospects with the attention, respect and award winning service they deserve. We understand this part of the home journey can be stressful and, we work hard to ease the burden while quickly working toward your goal: achieving the value you deserve.

## Checking Our References

Our client referrals, testimonials and letters of commendations mean more than even the most prestigious awards and accolades in our industry.

# TESTIMONIALS

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"Billy and his team did a phenomenal job with our home sale. It was a super smooth transaction, and he never made us feel pressured to do anything that we didn't want to. We really appreciate his hard work and would highly recommend him to be your Realtor. His Team was very involved with us to the point of hand delivering documents necessary! A Realtor team that you can talk to day or night! If you are considering selling/buying a house or land, you should give his team a chance. Billy is a super-qualified, professional who knows the market! One of the most polite, energetic REALTORS® that I've ever met."

- Jeff Hensley, Asheville NC



"Billy Taylor's knowledge of the local Asheville market is impressive. He knows areas/subdivisions well and has a firm grasp on the value of properties and land. We would recommend him to anyone."

- John Judd Sr., Judd Builders, Asheville NC



"The day after we agreed to list with Billy, we had photographers at our house and a drone flying overhead to get great pictures for a marketing campaign."

- Wayne & Nancy Clark, Asheville NC

# A Visionary in the Industry

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## Level up with the legendary Billy Taylor.

Billy Taylor is an actual, true-to-life Asheville local and dutifully devoted to the area. He's a fourth generation North Carolinian, whose fondness for real estate and responsible land development run in the family. Billy first learned land grading from his father, a cattle rancher. Billy even bought his first property at 18 years old. Today, he's the proud founder and developer of The Farm at Mills River (founder), The Farm at Cane Creek (co-founder), and Cedar Cliff Village (co-founder).

Billy has:

- 15+ years of construction, development and real estate experience  
North and South Carolina Real Estate licenses
- Since 2015, Billy has been part of the Beverly-Hanks Chairman Sales Circle (over \$10 million in sales)
- In 2018 he was the #1 individual agent, selling 60 total properties with sold volume of \$28+ million
- He continues in the Chairman Sales Circle through 2020.

And, as of 2020, Billy assembled a dream team of top-rated real estate agents who achieved \$40 Million in real estate billings in spite of the COVID-19 shutdowns.



## Team Billy Taylor, REALTORS® Makes Moves

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### Compelling marketing. Meaningful conversations.

Comprised of top-tier communication real estate strategists and kitchen-table closers, Team Billy Taylor, REALTORS® was designed to equip clients, like you, with concrete strategies and premier conceptual planning tactics.

Get in touch with us today and you'll gain ready access to the core insights, cutting-edge technologies and 1:1 seller solutions you need to spark conversation and drive consideration amongst your target buyers.



# Follow-Up Questions? Let's Address Those.

Simply give our team a call. We'd love to chat!

We always prefer to consult with our clients in person and provide you the answers to your questions.

Office: 4005 Hendersonville Road, Fletcher, NC 28748 | Phone: 828-484-3130



**Beverly-Hanks**  
REALTORS®

**TEAM BILLY TAYLOR**

*Leading* REAL ESTATE COMPANIES OF THE WORLD®



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