

ELITE
RETREAT

20
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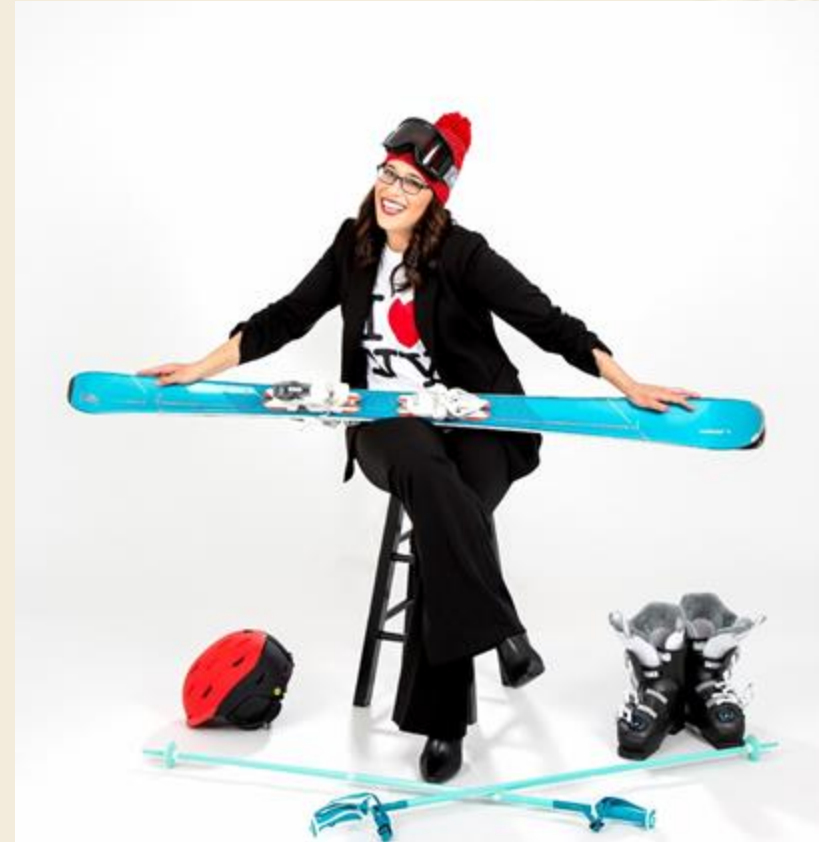
LEVERAGING NEXTDOOR AND SYSTEMS FOR SUCCESS

ELITE RETREAT 2025

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Agenda

1

The Spark

How one post lit the fire
(and how you can find yours)

2

The Framework

A framework to build
your winning system

3

The Glow-Up

Turning a list into a
loyal fanbase (and
becoming the
go-to pro)

1.The Spark

Recognizing the opportunity by highlighting a hyper-local problem.



Karen Stone

Bear Hollow · 27 Jul 23 · Edited ·



I just got my tax bill- according to the county my property went up nearly 100% since 2020 (I wish this was true). As a full-time, local Park City Realtor, I ran comps and found that only 2 homes sold in my immediate area in 2022, both of which are in my exact same complex and are the same floorplan, and both of which sold for under the proposed "market value." I will be appealing. If you want me to pull comps for you I would be happy to assist. The more information you have, the more power you have!

Add a comment...



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Karen Stone

Bear Hollow · 20 Jul · 🌐



PROPERTY TAX NOTICES ARE ENROUTE! I've heard from a few people who have reviewed their valuation reports and have asked for a free comp analysis to confirm the valuation proposed by Summit or Wasatch counties. What's most surprising (and this is just anecdotal) is the differences between 2022 and 2024 values. For those who appealed, and won, they will likely see a greater adjustment this year. For those who didn't, you may be in a position to win an appeal. Either way, it's important to follow your home value in the same way you follow your investment funds. So, my offer, as I did for 330 residents last year, is to provide a complimentary comp report to anyone in Summit or Wasatch counties. NOTE- Utah is a nondisclosure state, which means the recorded prices are not shared with sites like Zillow and Redfin! So what your Zestimate suggests is largely inaccurate. I can provide accurate closed sales prices!

Add a comment...



24



139



Karen Stone

Bear Hollow · 13 Aug 23 · 🌐



TAX APPEAL UPDATE- I just ran over 50 home comparable value reports for our Park City community. Here's what I found-

- 1) Many of you actually have a higher value than you think!
- 2) Some of you need to appeal simply because of discrepancies between what the county has listed and what you actually have (bedroom/bathroom count, square footage, etc)
- 3) After running comps, many of you have several hundred thousand dollars to appeal!
- 4) I'm one person and this task took me many days to complete. Imagine having to do thousands of these!

If you'd like a comparable value report done for your market value appeal please DM me and I'll follow up! You have until Sept 15th to file and I'm pretty much caught up on my comps (and I've followed up with many of you to get more information)

Add a comment...



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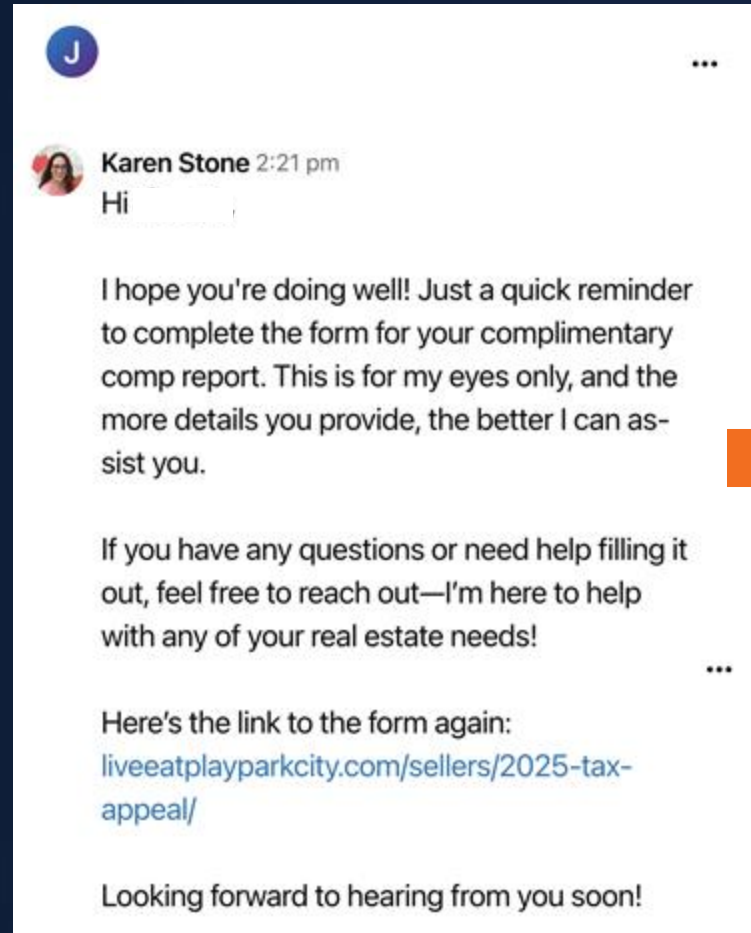
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Consistency is key

Give status updates, learnings, and continue to share success stories.

The Solution in Motion - Google Form



A screenshot of a Google Form titled "2025 Home Valuation - Your Current Home". The form is from the website liveeatplayparkcity.com/sellers/2025-tax-appeal/. The form includes a header with the website logo and navigation links (Search, About, Neighborhoods, Blog, Buyers, Sellers, American Dream TV). The form content includes a title, a description, a user profile (kjstone1@gmail.com), a note about required questions, and input fields for First Name, Last Name, and Phone number.

liveeatplayparkcity.com/sellers/2025-tax-appeal/

live eat play
REAL ESTATE

Search About Neighborhoods Blog Buyers Sellers American Dream TV

Home > Sellers > 2025 Tax Appeal

2025 Home Valuation - Your Current Home

On this form we will gather information about your property. The more accurate, the better! Please note all information below. Comps will be sent based on the value as of 1/1/25. NOTE- ALL RESPONSES ARE PRIVATE AND WILL NOT BE SOLD OR DISTRIBUTED.

kjstone1@gmail.com [Switch account](#)

Not shared

* Indicates required question

First Name *

Your answer

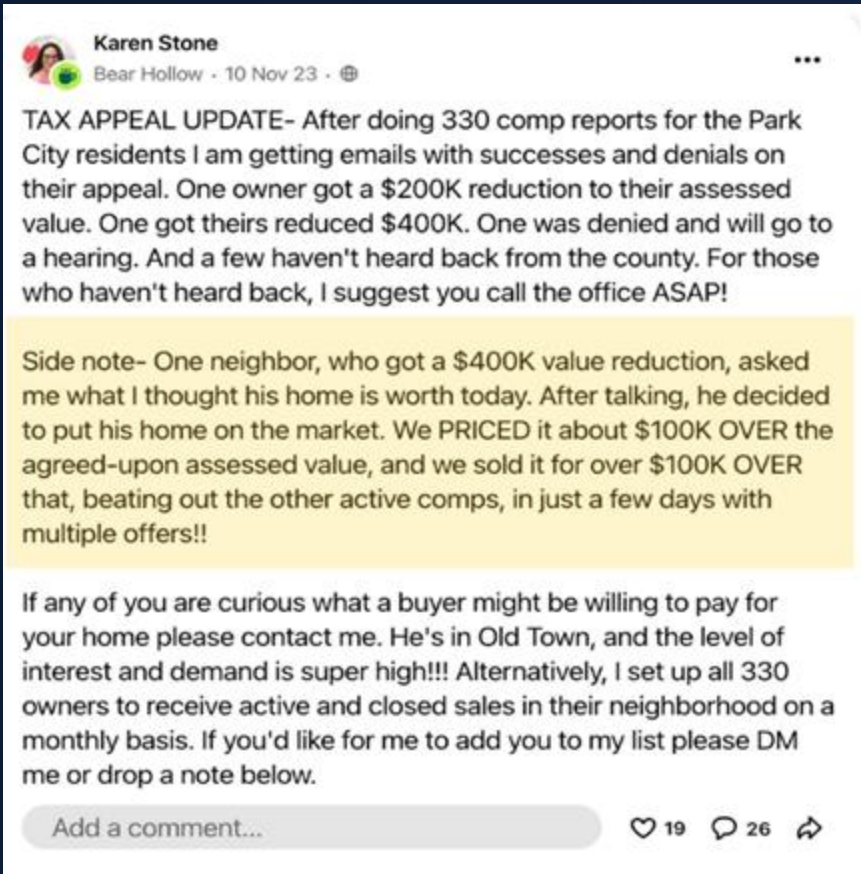
Last Name *

Your answer

Phone number

Share Results and Get Reviews

1 Sales Success



Karen Stone
Bear Hollow · 10 Nov 23 · 🌐

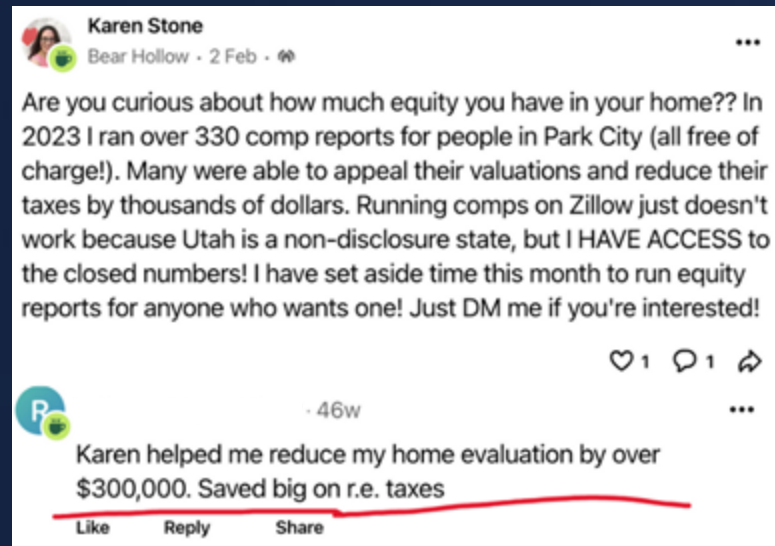
TAX APPEAL UPDATE- After doing 330 comp reports for the Park City residents I am getting emails with successes and denials on their appeal. One owner got a \$200K reduction to their assessed value. One got theirs reduced \$400K. One was denied and will go to a hearing. And a few haven't heard back from the county. For those who haven't heard back, I suggest you call the office ASAP!

Side note- One neighbor, who got a \$400K value reduction, asked me what I thought his home is worth today. After talking, he decided to put his home on the market. We PRICED it about \$100K OVER the agreed-upon assessed value, and we sold it for over \$100K OVER that, beating out the other active comps, in just a few days with multiple offers!!

If any of you are curious what a buyer might be willing to pay for your home please contact me. He's in Old Town, and the level of interest and demand is super high!!! Alternatively, I set up all 330 owners to receive active and closed sales in their neighborhood on a monthly basis. If you'd like for me to add you to my list please DM me or drop a note below.

Add a comment... 19 26

2 Raving Fans



Karen Stone
Bear Hollow · 2 Feb · 🌐

Are you curious about how much equity you have in your home?? In 2023 I ran over 330 comp reports for people in Park City (all free of charge!). Many were able to appeal their valuations and reduce their taxes by thousands of dollars. Running comps on Zillow just doesn't work because Utah is a non-disclosure state, but I HAVE ACCESS to the closed numbers! I have set aside time this month to run equity reports for anyone who wants one! Just DM me if you're interested!

1 1

· 46w

Karen helped me reduce my home evaluation by over \$300,000. Saved big on r.e. taxes

Like Reply Share

3 Google Reviews



Local Guide · 31 reviews · 11 photos

★★★★★ 7 weeks ago

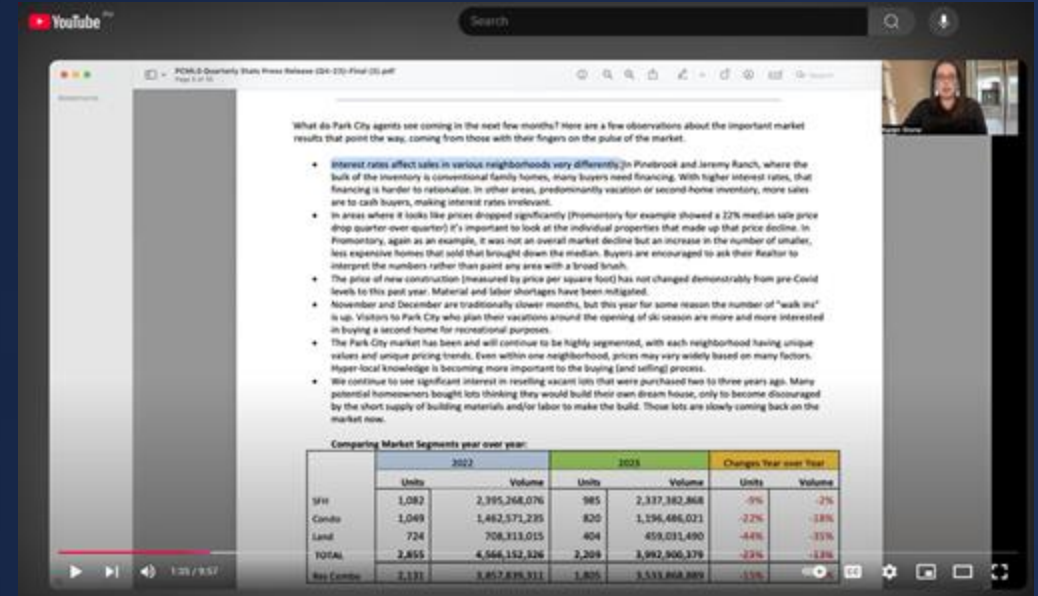
Karen really cares about her community. Karen is a top realtor in the Park City, Utah area. Additionally, she has helped countless people with comps and other local real estate information that has allowed residents to save tens of thousands of dollars in property taxes that were raised beyond market value by Summit County. Karen has provided this service for free to help homeowners even though they are not clients of hers or have indicated they will soon be buyers or sellers of real estate. Karen has demonstrated the highest integrity and should be trusted if you need her services.

Layering Tools BombBomb and YouTube



BombBomb Video

Put a face with a name/service by answering FAQs, giving updates, etc.



YouTube Tutorial

Break down complicated stats, market reports, etc in an easy tutorial

A decorative background for the text area featuring a light green, stylized pattern of tropical leaves and fronds, possibly palm or banana leaves, arranged in a symmetrical, overlapping fashion.

**Each CMA took
~5-10 minutes**

SUCCESS IN NUMBERS

The goal was to provide value—and the result was success in sales and becoming a trusted authority.

\$100K

2 Homeowners decided to list their home resulting in \$100K GCI

\$3mil

Over \$3,000,000 in volume is in the pipeline

65

65 Google Reviews

OUTSOURCE AND USE ARTIFICIAL INTELLIGENCE

ELITE RETREAT 2025

Streamline the process with a VA



Proactive email to all homeowners




VA communication on NextDoor



Research mailing address, additional properties and birthdays using PropertyRadar

AI Assistance

- 
- ☒ Write catchy messages on Nextdoor
 - ☒ Write emails to homeowners
 - ☒ Write the request for Google reviews
 - ☒ Dissect the data

The Money is in the Follow-Up

Integration

Integrate homeowners into your farm with consistent follow up

Invite

Treat each homeowner as a VIP by inviting them to see you in action with client/customer events, open houses, etc.

Interact

Invite the homeowner for 1-1 meetings over coffee or drinks to discuss real estate, their goals, etc.

2. The Framework

Determine YOUR version of the NextDoor Strategy

IMPACT

I – Identify: What's missing in your market? Ask the public, seek common questions, use AI to determine hyper-local needs.

M – Market: How do you offer value and attract attention? What is the lead magnet that will gather contact info?

P – Personalize: Why does customization matter? CMAs are personal, but not all offers need to be personal.

A – Automate: What tools and who can save you time? AI, Virtual Assistants, and custom GPTs

C – Cultivate: How do you build lasting relationships? What is your “next offer”

T – Track: How do you measure success? Google reviews? Closed sales?

3. The Glow Up

Long-term growth and differentiation

01. Leverage Trends

Use AI and data to identify market needs and opportunities.

02. Become the Mayor

Build authority with your farm through:

- Monthly Master Classes
- Free gifts (e.g., snow removal tips, Airbnb resources).
- VIP perks (early CMA access, appeal assistance, local discounts).

03. Streamline with a VA

Delegate tasks to focus on this lead pillar, then scale by expanding your tools and list.

Q&A

THANK YOU!



@thekarenstone

