

ELITE

RETREAT

20 25



**Are you telling the
STORY of the sold?**

Are you guilty of
sending the
boring
“Just Sold”
postcard?



Do you post “Just Sold” on social media without telling the story of the sale?

JUST *Sold*

\$1,100,000



707 GATESTONE ST
GAITHERSBURG, MD 20878

It's Time to Get Better at Marketing

ELITE RETREAT 2025

Great Marketing

Tells a compelling story

1

Allows the audience to identify within themselves the need for your product or service

2

Allows the audience to see what they aspire to be or do through the use of your product or service

3

Creates a desire to avoid an unwanted outcome through the use of your product or service

What is a case study?

A **CASE STUDY** is a great story that helps the audience identify themselves with the need for your services using emotion and logic

Why case studies work

Three key reasons

1. Create an emotional connection

2. Help the audience see the logic of making a decision (if... then...)

3. Help the audience see the direct need for your services to solve the problem they need solved

Tell the Story of the Sold

- Share an outcome that other sellers want
- Show what you did to achieve that outcome

Compelling storytelling connects with the audience emotionally and then helps them make a decision using logic.

Marketing Tools

- Social media
- Postcards
- Batch emails
- Door hangers
- Ads

In Person Tools

- Seminar slides
- Listing presentation slides
- Listing presentation case study cards

The Case Study Toolkit

1. Marketing Tools

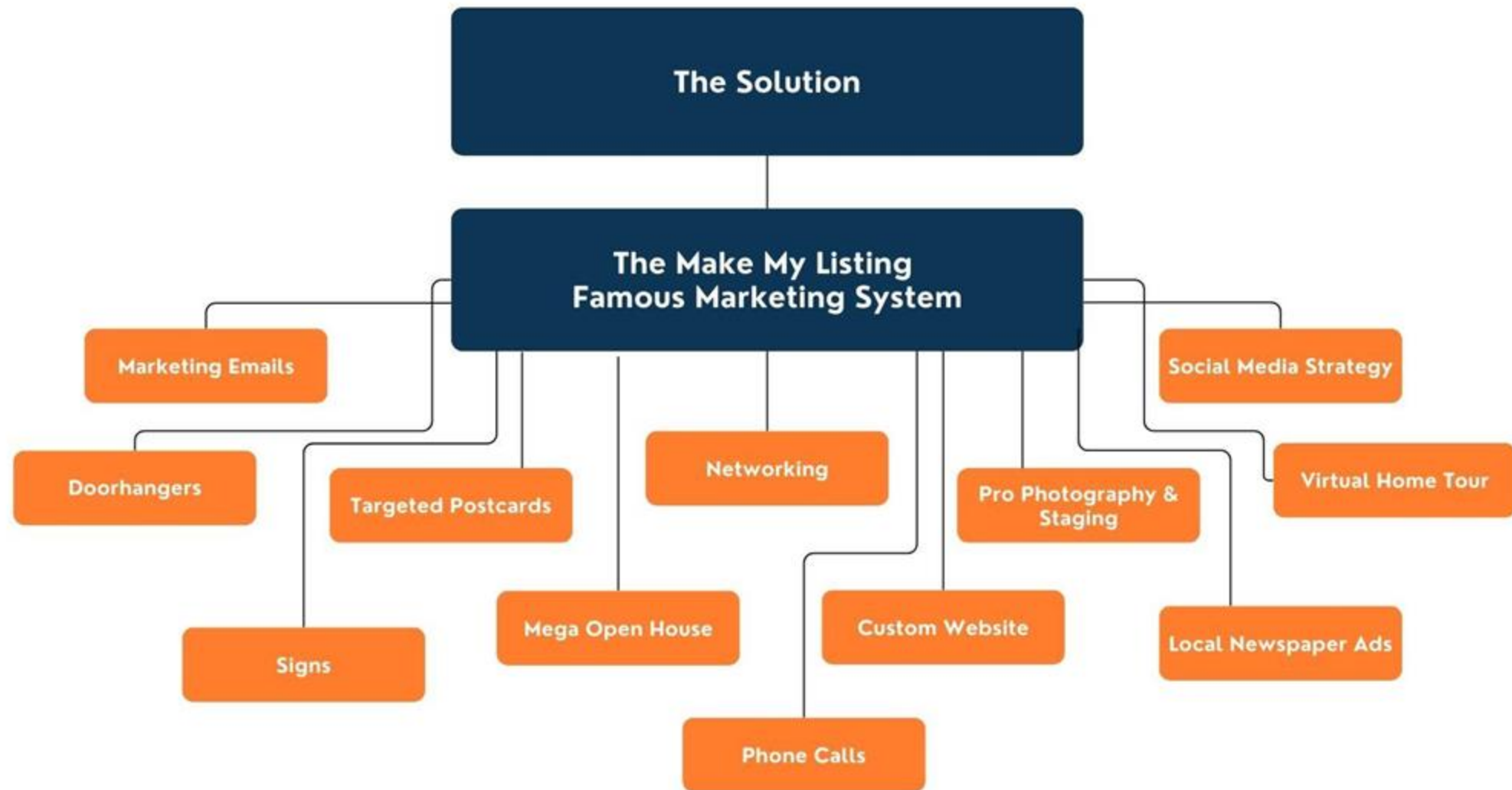
The Story: 319 Inspiration Lane

The Problem

- Sellers with an uncertain move timeframe
- Sellers with health issues making showing difficult
- Sellers who wanted the highest possible proceeds and the most flexible terms possible...oh - and the cleanest contract



319 Inspiration Lane



319 Inspiration Lane

The Outcome

- 2 days on market
- Sold for \$100,100 over asking price
- Multiple offers
- Bidding war
- Post-settlement occupancy
- Cash buyer
- Risk-free contract



How We Told The Story: Social Media



meredithfoglethelistrealty 🏡 319 Inspiration Lane:
SOLD for \$100,000 Over Asking! Curious how we can
achieve results like this for your home? Let's talk!

When it comes to delivering results, we let our
strategies do the talking. Our Make My Listing Famous
system was the key to this incredible sale.

Here's how we did it:

- ✦ Professional photography and a custom video showcased the home's unique features.
- ✦ A curated social media campaign and property-specific website reached thousands of targeted buyers.
- ✦ Neighborhood door hangers and mega open house invitations created buzz before the home even hit the market.
- ✦ Strategic print marketing—Just Listed postcards and property brochures—ensured no buyer missed out.

The result? Multiple offers and a final sale \$100,000 over asking!

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#TheListRealty #MeredithFogleTeam #Kentlands
#Lakelands #Gaithersburg
#montgomerycountymaryland #northpotomac #moco
#montgomerycountymd #newlisting #319Inspiration
#KentlandsLuxuryLiving
#GaithersburgMarylandRealEstate
#LuxuryHomesMaryland #KentlandsRealEstate

How We Told the Story: Postcards



JUST Sold
\$1,025,000

319 Inspiration Lane

Kentlands

.....

319 Inspiration Lane just sold for **\$100,100 OVER** the asking price!

Thanks to our strategic pre-marketing approach, buyers were lined up and ready to pounce on this opportunity the day this home went on the market, resulting in multiple offers and a bidding war. The sellers are **thrilled** with the sale price and that the final offer was **all-cash**.

Curious to hear how the sale of 319 Inspiration Lane affects the value of **your** home? Call, email, or text me today to find out!

Why do more neighborhood sellers choose to list with Meredith?

Because She Makes Her Listings

FAMOUS

From mega open houses to social media posts, Meredith does **MORE**, which means the best results when you sell your home.



For the full story of your neighbor's sale, scan the QR code below



R **H**
REALTOR REALTOR

C. 301-602-3904 O. 301-926-0999 | MEREDITH@THELISTREALTY.COM
MEREDITHFOGLE.COM | THE LIST REALTY

If your property is currently listed with a broker this is not intended as a solicitation of that listing.

How We Told The Story: Door Hangers

Delivered to 100 houses surrounding the listing

ELITE RETREAT 2025

Did You Hear About Your Neighbor?



319 Inspiration Lane just sold for \$1,025,000--
\$100,100 OVER the asking price!

Thanks to our strategic pre-marketing approach, buyers were lined up and ready to pounce on this opportunity the day this home went on the market, resulting in multiple offers and a bidding war. The sellers are thrilled with the sale price and that the final offer was all-cash.

Curious to hear how the sale of 319 Inspiration Lane affects the value of your home? Call, email, or text me today to find out!



Meredith Fogle

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meredith@meredithfogle.com



How We Told the Story: Batch Emails

Subject: 🏡 Have you heard?

Exciting news is buzzing in the neighborhood—319 Inspiration Lane has just sold, and what a sale it was!

319 Inspiration Lane was listed at \$924,900.

It just sold for \$1,025,000.

That's \$100,100 over the asking price!

Thanks to our strategic premarketing approach, buyers were lined up and ready to pounce on this opportunity the day this home went on the market, resulting in multiple offers and a bidding war.

The sellers are thrilled— not only with the final sale price, but with the other terms of the offer. The offer was all-cash, and the buyers were willing to let them stay in their home as long as they needed post-settlement to help them make their move as seamless and stress-free as possible.

Even as the seasons change, the market in the Kentlands and Lakelands continues to remain extremely strong.

Curious about what this sale means for your home's value? Reply with your address, and I'll create a personalized home value report—completely free and customized just for you.

Looking forward to hearing from you!

Sincerely,
Meredith Fogle

The background of the slide features a repeating pattern of stylized, light-colored leaves on a beige background. The leaves are detailed with fine lines representing veins. A dark blue rounded rectangle is centered on the slide, containing white text.

What if you DON'T have a
stellar result?

**There's always a story
to tell!**

737 Chestertown Street

The Problem

- Sellers selling after less than 2 years in the house
- And...want a full return on their investment
- Oh and...
- Original contract fell through
- 31 DOM
- Sold for under asking price



737 Chestertown Street



737 Chestertown Street

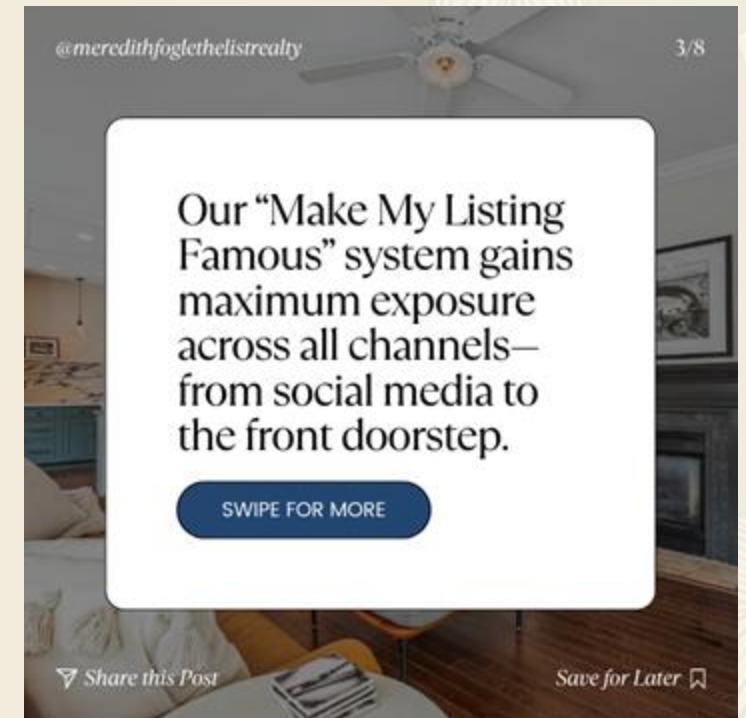
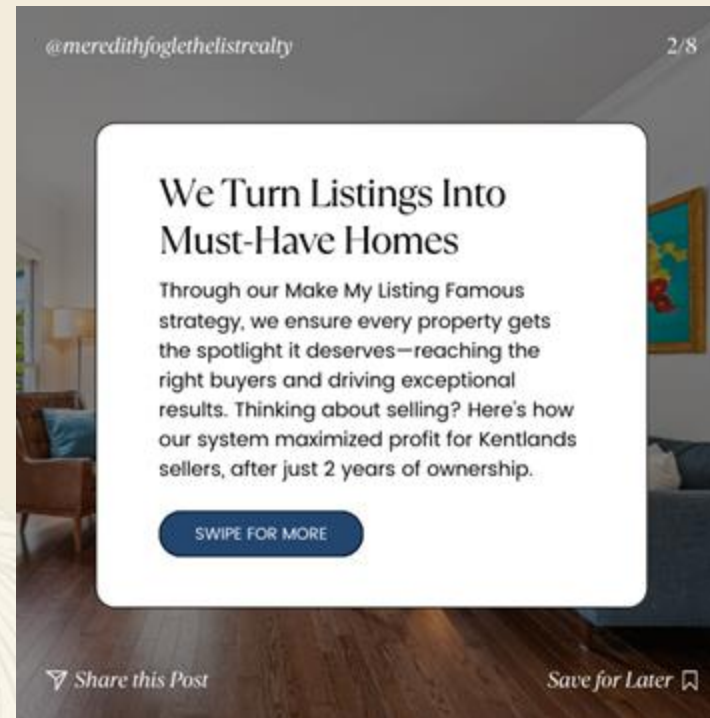
The Outcome

- High return on investment
- Sellers achieved a \$55,000 ROI in just two years



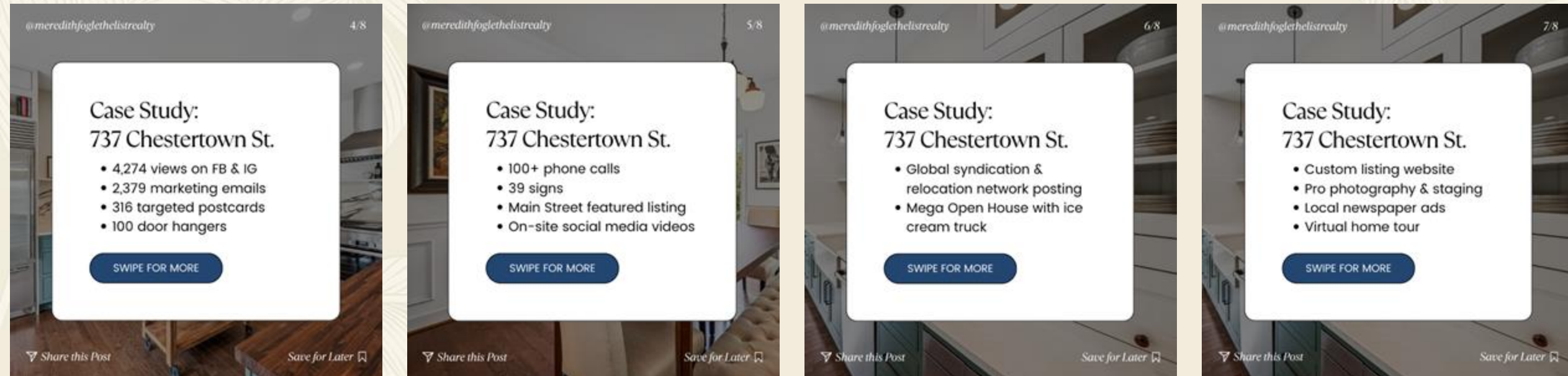
How We Told The Story: Social Media

1. The hook - how we helped sellers maximize ROI



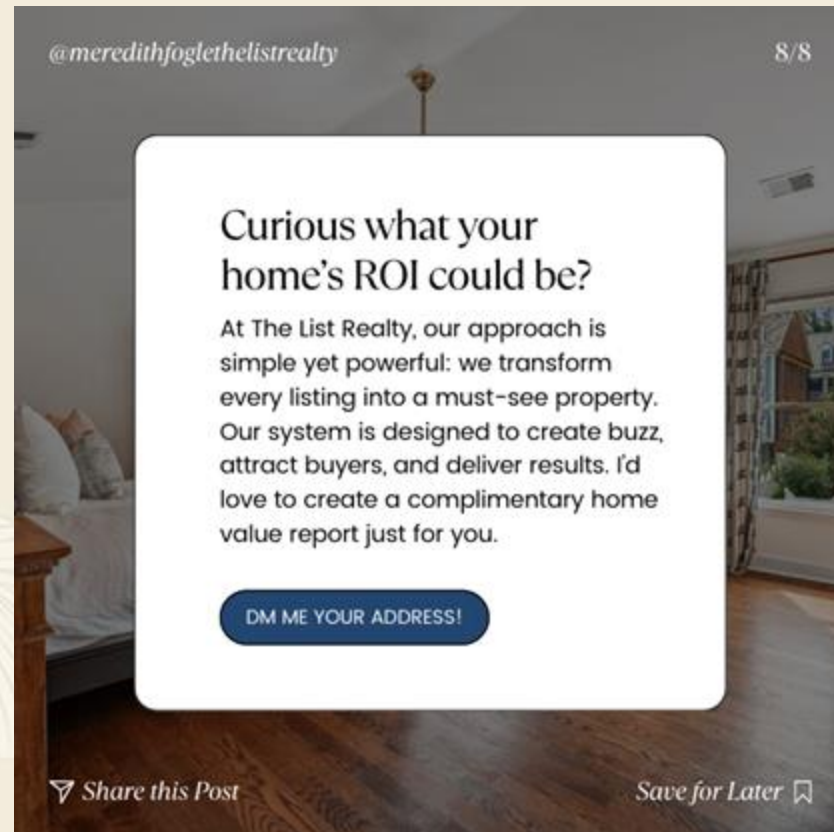
Social Media

2. The story - what we did to help sellers maximize ROI



Social Media

3. The call to action



How We Told the Story: Postcards



JUST Sold
737 Chestertown Street
KENTLANDS
\$1,305,000

Many homeowners often wonder if they'll see a return on investment after owning their home for a short time, especially if they've invested in improvements.

These sellers purchased their home in 2022 for \$1,250,000 and achieved a phenomenal return on their investment in just two years.

Curious about what your home might be worth in today's market? Call, email, or text me today!

Why do more neighborhood sellers choose to list with Meredith?

Because She Makes Her Listings

FAMOUS

From mega open houses to social media posts, Meredith does MORE, which means the best results when you sell your home.



For the full story of your neighbor's sale, scan the QR code below



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How We Told The Story: Door Hangers

Delivered to 100 houses surrounding the listing

Did You Hear About Your Neighbor?



737 Chestertown Street just sold for \$1,305,000!

These sellers purchased their home in 2022 for \$1,250,000 and achieved a phenomenal return on their investment in just two years.

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How We Told the Story: Batch Emails

Subject: 🏠 Did you hear?

Did you hear that 737 Chestertown Street in the Kentlands just sold for \$1,305,000?

Many homeowners often wonder if they'll see a return on investment after owning their home for a short time, especially if they've invested in improvements. In this case, the sellers purchased the home in 2022 for \$1,250,000 and achieved a return on their investment in just two years.

The local market is still thriving, with high buyer demand and homes in the Kentlands and Lakelands selling quickly—and at premium prices.

Curious about what your home might be worth in today's market? Simply reply to this email with your address, and I'll prepare a complimentary, professional home value report tailored just for you.

Looking forward to hearing from you!

Sincerely,
Meredith Fogle

Subject: Off-Market Success

The Story of an Off-MLS sale: 209 Hart Road

A few days ago, I emailed you about our newest listing at 209 Hart Road.

I wanted to circle back to give you a quick update:

The home was listed as an “office exclusive”.

The home was shown for less than one week.

We found the perfect buyer match, and the buyers and sellers couldn't be happier!

How did we achieve such a great outcome for our clients?

We don't just list our homes, we launch them- and strategically utilize our extensive agent network to achieve seller results, even off market.

When it comes to selling your home, not all agents are created equal. The connections the agent you list with bring can make or break your sale. It's one of the many ways we make our listings famous.

If you missed out on 209 Hart Road, don't worry! I'll keep you posted with updates on new homes hitting the market.

Thank you,
Meredith Fogle



A neighbor replied to our email and we scheduled a listing appointment...giving us another sold story to tell

The background of the slide features a repeating pattern of stylized, light green leaves with fine, parallel lines representing veins. The leaves are scattered across a solid light beige background, creating a subtle, organic texture.

2. In Person

Demonstrate Your Skill
Differentiate Your Service

Using Case Studies During Seller Seminars

The Story Frame: "Three ways to sell your home"

As is



523 Chestertown Street

Furniture arranged

Prepped & staged



15210 Gravenstein Way

Painted & staged

Renovated



33 Timber Rock Road

Renovated & staged

Case Study: 302 Little Quarry Road

- Out of state sellers
- Tenant occupied property
- ROI with least possible hassle was seller's top concern





PROPERTY PREP & ESTIMATED ROI

Prep	Priority	Approx Cost	Approx ROI %	Suggested Price without Work	Suggested Price with Work	Approx Time to Complete	Estimated On Market Date
Paint/repair exterior (fence and trim)	High	\$2000-\$2500	110%	N/A - will be required by HOA	\$799,900	7-14 days	Aug 31-Sept 7
Repair wall and trim to right of primary shower, paint stair risers and bannister lopper, paint small areas of interior trim, repair & paint exterior deck railings	High	\$1500-\$2000	120%	\$799,900	\$824,900	14-21 days	Sept 7-15
Paint all interior walls to a neutral color, paint interior trim as needed, repair chipped exterior siding paint, paint second upper level bath cabinets (white) and replace hardware, light landscaping	Medium	\$6000-\$7000	120%	\$824,900 (with all other work listed above completed)	\$849,900	14-21 days	Sept 7-15
Update second upstairs hall bath, replace washer/dryer and/or fit to space and replace laundry closet doors, update all lighting not yet updated, refinish floors	Low	\$12,500-\$15,000	80-90%	\$874,900 (with all other work listed above completed)	\$899,900	30-60 days	Sept 21-Oct 19



Before



After

- Repainted
- Updated lighting
- Updated flooring
- Professional staging



Before



After



- Repainted
- Updated lighting
- Updated flooring
- Professional staging



302 Little Quarry Road - The Result

- 3 days on market
- List price: \$849,900
- Sold price: \$850,000
- Selected offer: non-contingent w/ quick settlement

Investment: \$11,700

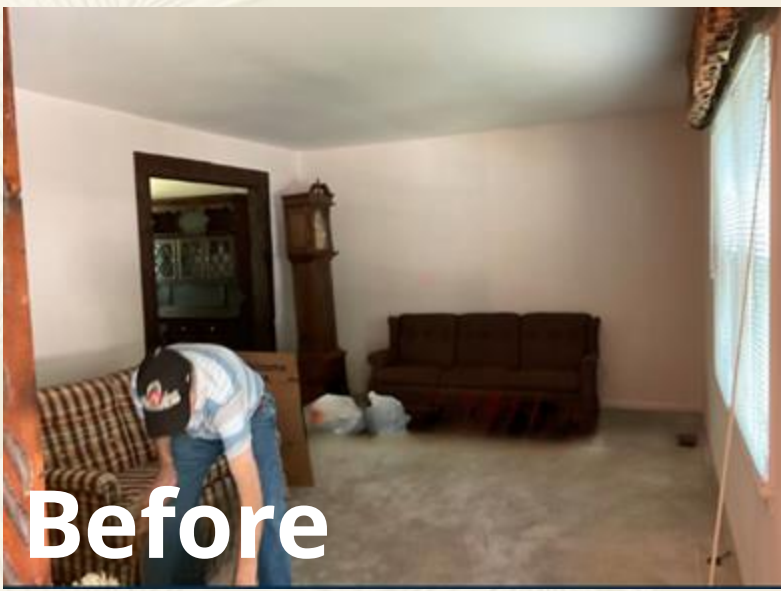
Net profit: \$38,400



Case Study: 24 Cullinan Drive

- Estate sale
- Minimum work with maximum ROI
- As-is sale with light makeover





- Hardwood reveal
- Professional staging
- Cleaning
- Decluttering
- Lighting



24 Cullinan Drive: The Result

- 5 days on market
- List price: \$549,900
- Sold price: \$612,000
- Selected offer: non-contingent w/ quick settlement

Investment: \$2,263

Net profit: \$59,837



Case Study: 707 Gatestone Street

- Began as a FSBO
- Didn't want to lose time on the market
- Updated and remarketed while on the market





- Decluttering
- Professional staging
- Updated lighting
- Repainted
- Professional photos



Primary Bedroom "Makeover"



Before



Before



After

The MAGIC of Staging!

707 Gatestone Street - The Result

"From the beginning, Meredith came prepared and sat down with us and provided us with a "straight-forward" analysis of our home with recommendations. Thereafter, she ensured the home was ready for showings by coordinating for our home to be staged and advertising in every real estate social network possible for increased exposure. Maintaining constant communication is what Meredith promised and she delivered. She was able to make an already stressful process into a manageable and pleasant experience. Thank you Meredith!!!!!"

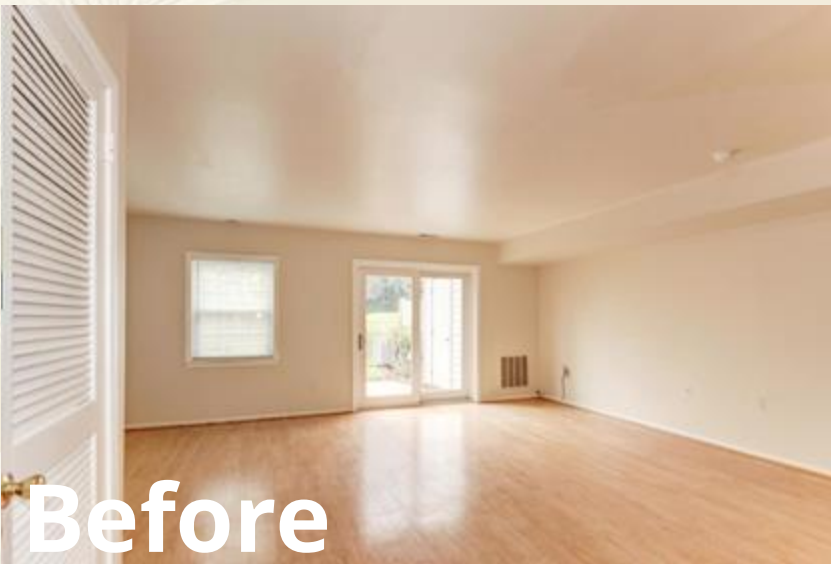
- Sellers



Case Study: 518 Azalea Drive

- Previously listed with another agent & did not sell
- Vacant





- Professional staging
- Professional photography
- Strategic marketing plan



518 Azalea Drive - The Result

- 3 days on market
- List price: \$399,900
- Sold price: \$420,000
- On market for 40 days with prior brokerage & did not sell

Investment: \$0

Net profit: \$20,100



Case Study: 1371 Main Street

- Example of what makes a house sell for more than others of the same model
- Preparation & marketing





- Decluttered
- Repainted
- Updated lighting
- Professional staging & photography





Before



After

- Decluttered
- Repainted
- Updated lighting
- Professional staging & photography



Before



After

1371 Main Street - Three Most Recent Sales of the Same Model



**1219 Main Street
\$965,000**



**628 Linslade Street
\$1,099,000**



**462 Market Street E
\$985,000**

1371 Main Street - The Result



1371 Main Street
\$1,150,000
\$150,000 more than the other most recent sales

Using Case Studies During Listing Presentations

- Digital folder of case studies
- Pull up or print out to illustrate the story



The background of the slide features a light beige rectangular area with a subtle pattern of tropical leaves, including palm fronds and banana leaves, rendered in a light grey or off-white color. This central area is framed by a solid orange border.

**What is Your
Sold Story?**



How To Use AI to Help You Tell a Compelling Story

Building Your Case Study Toolkit

1. Who is the AUDIENCE you are appealing to?
2. What is the PROBLEM they need help solving?
3. How are you uniquely able to SOLVE that problem?
4. What STORY can you tell about similar problems you've solved for other clients?
5. How can you TELL that story?

The AI Prompt

I recently sold a house at 737 Chestertown Street in my geographic farm. It fell out of contract once, was on the market longer than most other houses, and sold for below asking. How can I tell a compelling story I can use on social media and in print and other marketing about this sold property given the circumstances? Please ask me any questions you need to ask to help create the story of this sold listing

Great job on selling the house at 737 Chestertown Street! To craft a compelling story, we can focus on the journey of the listing and the lessons learned. Here are a few questions to help shape your narrative:

1. **What were the key challenges you faced during the listing process?** This could include the reasons it fell out of contract or why it was on the market longer than expected.
2. **What strategies did you implement to overcome these challenges?** Highlight any marketing tactics, open houses, or community engagement efforts that helped turn things around.
3. **What feedback did you receive from potential buyers?** Understanding buyer perceptions can add depth to your story.
4. **What ultimately led to the successful sale?** Was there a specific moment or strategy that made a difference?
5. **How did this experience enhance your skills or knowledge as an agent?** Sharing personal growth can resonate with your audience.
6. **What can other sellers learn from this experience?** Offering insights can position you as a knowledgeable resource in your community.

Once you provide some details, we can weave them into a narrative that showcases your expertise and resilience!

AI Creates the Story

Thanks for sharing those insights! Here's a compelling narrative you can use for your social media and marketing materials:

🌟 Success Story: 737 Chestertown Street 🌟

Every property has its unique journey, and the sale of 737 Chestertown Street was no exception. Initially, we faced a challenge when the first buyer, eager to secure the home, made a high impulsive offer but ultimately got cold feet. The sellers, who had only owned the home for two years, were understandably focused on getting a return on their investment.

To turn things around, we implemented the **Make My Listing Famous Marketing system**, ensuring the property was front and center for potential buyers and agents alike. Our strategy included multiple open houses and leveraging our extensive agent network to keep the listing visible.

Despite the home's stunning features, feedback indicated that it was priced higher than comparable recent sales. However, through effective marketing, skillful communication, and strong negotiation tactics, we navigated the sellers' concerns and worked closely with the buyers' agent to secure a successful sale.

This experience taught me the importance of nuanced communication with stressed sellers in a fluctuating market. It's a reminder that the expertise of a skilled agent is invaluable, especially when selling a home after a short period.

For other sellers, this journey highlights that with the right guidance, a return on investment is not just a possibility—it's achievable!

Feel free to adjust any part of this narrative to better fit your voice or style! How does this sound to you?



AI Suggests Social Media Content

How would you suggest capturing this as a social media post (specifically for Instagram, Facebook, and LinkedIn)?

Here's how you can capture the story of 737 Chestertown Street for each platform:

Instagram Post:

- **Visuals:** Use a carousel of images showcasing the home, including a stunning exterior shot, key interior features, and a behind-the-scenes photo of you during the open house.

- **Caption:**

"🌟 Just sold! 🌟 The journey of 737 Chestertown Street was a testament to resilience and strategy. After an initial high offer fell through, we leveraged the **Make My Listing Famous Marketing system** to attract the right buyers. With effective communication and strong negotiation, we turned challenges into success! 🏡💪 Remember, a skilled agent makes all the difference. #RealEstateSuccess #HomeSold #YourAgent"

Facebook Post:

- **Visuals:** Share a video recap of the property, including highlights from the open houses and testimonials from the sellers.

- **Caption:**

"Every home has a story, and 737 Chestertown Street is no different! After navigating some challenges, including a buyer who got cold feet, we implemented a robust marketing strategy that showcased this beautiful home to the right audience. With effective communication and negotiation, we achieved a successful sale! If you're thinking of selling, remember that having a skilled agent by your side is essential. Let's chat! #RealEstateJourney #HomeSold"

Remember 319 Inspiration Lane?

- 2 days on market
- Sold for \$100,100 over asking price
- Multiple offers
- Bidding war
- Post-settlement occupancy

A homeowner replied to our email story & we took an off-market listing that sold for \$950,000...and sold that seller a house for \$1,275,000!



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@thelistrealty



@fogle_team

