

TOWNSEND
REALTY GROUP

kw PARTNERS
KELLERWILLIAMS. REALTY

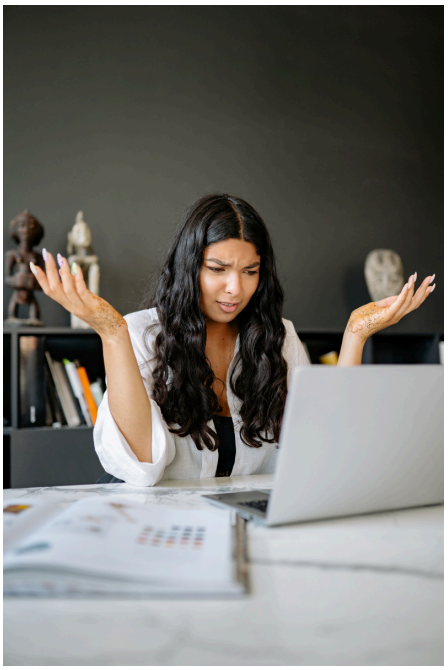
The Guided Sale System™ Your Roadmap to Selling Fast, Smart and for Top Dollar

Call: 770-280-4560 | townrg.com

You’ve worked years to build equity in your home. The last thing you need is an agent who “wings it.”

Most homeowners don’t know if their agent actually has a marketing plan until something goes wrong. By then, deadlines are missed, buyers walk away, and your equity is left on the negotiating table.
You shouldn’t have to stress about the market, guess your home’s actual value, or manage endless logistics on your own.

You deserve a predictable, step-by-step system that protects your hard-earned equity and respects your timeline.



A Specialized Team Built to Protect Your Investment

We believe selling your property shouldn't consume your personal life or cause financial stress. That is why we don't rely on a single "jack-of-all-trades" agent. Instead, you get a full team of dedicated specialists ensuring no detail falls through the cracks.



TOM TOWNSEND | *Founder & Lead Realtor*

- 20+ years in real estate
- Certified General Appraiser holding Georgia's highest appraisal credential to guarantee exact market pricing

BETH TOWNSEND | *Operations*

- Realtor©
- Dedicated to managing your transaction with absolute care and precision





JANE TOWNSEND | *Buyer Specialist*

- Realtor©
- Social Media Strategist
- Digital Marketing Specialist ensuring maximum daily exposure for your property

BRODY | *Office Mascot & Guard Dog*

- Bringing loyalty, energy, and smiles to our clients and team every day



The Strength in Numbers Advantage:
Over 1,500+ North Metro Atlanta families served with appraiser-backed pricing and zero loose ends.



The Guided Sale System™

We manage a comprehensive 66-point marketing, underwriting, and closing checklist behind the scenes. To keep your experience completely stress-free, we break that entire process down into three simple, manageable phases:

01



Price and Prep

We utilize appraiser-backed market data to pinpoint your home's exact value before listing. Then we execute our custom staging and preparation strategy to make your property stand out.

02



Targeted Launch

We deploy high-end professional photography and blast your listing across Zillow, Realtor.com, social media, and over 750 top search sites to build massive buyer excitement.

03



Smart Closing

We aggressively negotiate multiple offers on your behalf, track the buyer's loan processing weekly to prevent delays, and ensure a smooth closing with zero surprises.

First Impressions Dictate Your Net Proceeds

Average Agent's Photos







Our Photos







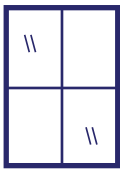
Over **95% of home buyers start their search online.** Before they ever step foot through your front door, they have already judged your property based on digital photos.

- **The Cost of Average Photos:** Dark, distorted smartphone pictures cause buyers to scroll past, increase your days on market, and invite low-ball offers.
- **The TRG Advantage:** We partner exclusively with premier architectural photographers. Crisp Lighting, correct angles, and high-definition details drive immediate clicks, more physical showings, and stronger offers.

Simple Steps to Make Your Home Unforgettable

Turn on all lights:

Bright homes automatically feel larger, cleaner, and more welcoming.



Crack open the blinds:

Maximize natural Georgia sunlight and highlight exterior views.



Leave interior doors ajar:

Creates an organic, stress-free flow from room to room.



Clear the clutter:

Put away toys, shoes, pet bowls, and mail out of immediate sight.



Clear the driveway:

Keep all vehicles parked away from the home so the front view shines.



Lock up personal items:

Keep valuables, prescriptions, and sensitive paperwork completely secure.

What's at Stake?

When you list your home, you choose between two completely different real estate experiences:

The "Wing-It" Approach ❌	The Guided Sale System™
Your home lingers on the market	Your home sells quickly
Accepting lower, discounted offers	Maximum equity in your pocket
Stressful, expensive inspection surprises	A completely predictable process
Endless loose ends at closing	A smooth closing on your timeline

Ready to Move Forward?

Stop searching for “someday” and start living it.

Your home equity represents years of hard work. Don’t leave it to chance. Take complete control of your next chapter today with a team that protects your timeline and your bottom line.

Three Simple Ways to Start:

1. **Call Our Office:** 770-280-4560 to speak directly to Tom.
2. **Claim Your Home Value:** Visit townrg.com for a custom valuation.
3. **Scan to Schedule:**

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770-280-4560 | townrg.com | Tom@townrg.com

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