

# STEVE NORKUS

LISTING SPECIALIST



6990 McCarron Boulevard | Reno, NV 89509  
110 Country Club Drive | Incline Village, NV 89451  
150 E. Main Street | Fernley, NV 89408

Midtown Office | 1039 S. Virginia Street | Reno, NV 89502  
Fallon Office | 941 W. Williams Street | Reno, NV 89406  
Tahoe Reno New Home Center | 440 USA Parkway | McCarran, NV 89434





## 4 GOALS & MISSION

- 1 To assist in establishing a fair and competitive listing price based on an exhaustive analysis of current market conditions.
- 2 To communicate to you weekly the results of our activities.
- 3 To channel as many qualified buyers as possible into your home until it is sold.
- 4 To assist in negotiating the highest dollar value between you and the buyer.

“I had my house listed for in 2018 and my agent never sold it.

Steve called me in February and told me that he would like to meet and show me his sales and marketing plan to sell my house.

He listed my house on March 30th and had it under contract in 5 days! His Marketing techniques really worked.”

- SATYA NAIDU



# STEVE NORKUS

— GETS MORE HOMES SOLD —

More Homes Sold In  
The First 4 Months Of  
2019 Than The Average  
Realtor In A Year!

## 2019 RESULTS

**STEVE  
NORKUS**



Average  
Agent

### MORE HOMES SOLD

**6** Homes Sold in 1st  
4 Months of 2019

vs

**4** Homes  
Sold

### SOLD HOMES FASTER

**22** Days on  
the Market

vs

**65** Days on  
the Market

### SOLD FOR MORE MONEY

**98.7%** Asking Price  
on Average

vs

**90%** Asking Price

### HIGHER SUCCESS RATE

**100%** of Listed  
Homes Sold

vs

**65%** of Listed  
Homes Sold

# References

## HAVE EASE OF MIND

★★★★★ Highly likely to recommend

Local knowledge: ★★★★★  
Process expertise: ★★★★★  
Responsiveness: ★★★★★  
Negotiation skills: ★★★★★

We have recently had the pleasure of working with Steve Norkus on a recent home purchase. New to Reno, we lacked the network and experience within Reno to navigate the nuances of the local market independently but inquired about an online listing that piqued our family's interest. Luck landed Steve on the other end of our inquiry. Steve was not only knowledgeable about the local market, but a skilled advisor as well. He was clearly focused on our interests and long-term confidence in our home purchase as he leveled his representation and negotiation skills on our behalf. And, while we did not close on the first home we made an offer on, our confidence in Steve throughout the process provided a strong foundation for continued partnership as we searched for a place to sink roots in Reno.

Steve's diligence searching for our perfect home, and his consistent follow-through with sellers and mortgage lenders resulted in the purchase of our new home in South Reno. Like our partnership with Steve, it's a great fit, and we're thrilled to be part of a new community. If you're looking for a true partner in your real estate adventures, be sure Steve is on the other end of the line!

MATT & KRISTIN ELLIS

★★★★★ Highly likely to recommend

Local knowledge: ★★★★★  
Process expertise: ★★★★★  
Responsiveness: ★★★★★  
Negotiation skills: ★★★★★

Dear Steve, I would like to thank you again for the referral you made for me when I was selling my house in Seattle. I appreciate your careful and thoughtful vetting of the realtors. The process turned out very well. Throughout the entire process, I was well aware of your looking out for my best interests. You consistently demonstrated the highest ethical and professional standards. I am grateful.

SINCERELY, SHEILA JOHANSEN  
[sheilajohansen47@gmail.com](mailto:sheilajohansen47@gmail.com)

Steve was tireless, upbeat and true professional. He is a "can do" guy who gets things done and made our purchase possible with his extraordinarily diligence. The house that I was buying needed a couple roofing tiles replaced before we could go to closing. The seller's agent didn't know who to call to get the roof repaired, Steve actually took the bull by the horn and scheduled the roof repair himself even though the seller is responsible for finding someone.

I was a real estate appraiser for many years and I've encountered many realtors. Steve is the best agent I've ever had the pleasure of working with.

NATALIE CRAWFORD, MD  
[natrides@gmail.com](mailto:natrides@gmail.com)

★★★★★ Highly likely to recommend

Local knowledge: ★★★★★  
Process expertise: ★★★★★  
Responsiveness: ★★★★★  
Negotiation skills: ★★★★★

After using another real estate agency, Steve Norkus, with his drive and ambition, actually found us! He put everything into place for us, making us feel at ease. Selling a home can be difficult at times for the sellers, but with Steve by our side he made everything very clear and was extremely patient. He went through everything step by step, and when we didn't understand he would take the time to make sure we understood. He was always available to us no matter what he was doing or what time of day it was, he even answers at night! He is very professional and always puts his clients first. You can count on him, and he is very trustworthy. I know if I ever need a realtor again, Steve Norkus is our guy. Thanks again Steve for everything!

THE CONWAYS  
[clconway1@yahoo.com](mailto:clconway1@yahoo.com)

NUMBERS AVAILABLE UPON REQUEST





- 1** Price your home competitively by going over a Comparative Market Analysis.
- 2** Submit your home into our local Multiple Listing Service
- 3** Provide you with an estimate of your proceeds by completing a net sheet.
- 4** Promote your home through 500+ websites including realtor.com and Zillow.
- 5** Suggest and advise to you any changes to your property that will ensure your home is more desirable.
- 6** Share with you the advantages of an AHS home warranty. This benefits you and is a buyer incentive.
- 7** Utilize professional photography and editing to quickly grab buyers' attention.
- 8** I provide a professional staging service at no extra cost. This staging company will help with getting your home ready to show at it's best!
- 9** Make "Just Listed" calls. I use PowerDialer to contact all of your neighbors within a one mile radius via phone; asking them if they know of anyone looking to move into the neighborhood.

## STEP PLAN OF ACTION

- 10** Within a few days of listing, the house will be available on the internet at my personal website at SteveNorkus.com
- 11** Place a "For Sale" sign in the yard and directional signs if needed. Sale signs account for a large percentage of leads. (Innovative technology allows your sign to be seen 24 hrs. a day when car lights shine on it; just like a traffic sign.)
- 12** Contact a minimum of 10 agents who were involved in the last 5 successful sales of similar properties in the neighborhood. Or 10 agents who have showed similar homes listed with my office. This has been a great vehicle to "get the word out".
- 13** Establish an agreeable showing procedure to allow the agent community to show your house to prospective buyers and allow you to maintain your right to privacy.
- 14** Remain in contact with my buyer leads, centers of influence and past clients looking for a motivated buyer for your property.
- 15** Follow up with every agent that shows your home for their feedback. Their critiques will be shared with you to help improve the salability of your property.
- 16** Guaranteed weekly updates regarding your home and the marketplace.
- 17** Represent you on all offer presentations and assist you in negotiating the best possible price and terms.
- 18** Assist you with negotiating any home inspection repair items that may need to be addressed.
- 19** Handle all the follow-up once a contract is accepted, i.e. mortgage, title and closing procedures.
- 20** Preview your Final Settlement Statement prior to closing, to ensure accuracy.
- 21** Deliver your proceeds check or arrange to have it deposited into your account.

### ONCE WE RECEIVE AN OFFER I WILL...

### ONCE WE HAVE AN ACCEPTED CONTRACT ON YOUR HOME I WILL...

# STEVE'S PROACTIVE SCHEDULE

**8:00 - 9:00 a.m.** Prepare phone numbers and leads to contact buyers and sellers.  
Brainstorm with my morning focus group to go over prospecting ideas.

**9:00 - 11:30 a.m.** Contact people who are looking to buy and/or sell Real Estate on the phone  
Go knocking around your neighborhood to see if we can find buyers who are interested in moving into your area.

**11:30 a.m. - 12:30 p.m.** Follow up on e-mails, phone calls, showings and contracts.  
Call all agents that have shown our listings and see how we can put a deal together.  
Call sellers to update them on the market and what is going on with their listing.

**12:30 - 1:00 p.m.** Lunch

**1:00 - 3:00 p.m.** Prepare CMA for any listing and preview the competition for any listing appointments scheduled for the day.  
Research market and pull up statistics to keep up with market trends.

**3:00 - 7:00 p.m.** Go on listing appointments.  
Show homes to qualified buyers.  
Negotiate contracts for my clients.

As you can see, I work hard and do whatever it takes to make sure your home gets sold and that you get what you want in the time you want it. I am so excited for the opportunity to earn your business!

# Frequently Asked Questions

- 1 LET'S LIST HIGH, WE CAN ALWAYS COME DOWN LATER.**  
I understand you want to list high to leave room for negotiating, and have you considered the problem it creates for you? Most people won't even bother looking at properties that are priced too high. Would you rather have a bidding war on your home or not have an opportunity to negotiate any offers at all?
- 2 ANOTHER AGENT SAID THEY COULD GET ME MORE MONEY.**  
I am glad you brought this up. An agent that will list your property over market value is often afraid to tell you the truth up front or just wants a listing to cultivate other leads. Buyers are the ones that tell us what they are willing to pay for a house like yours, not the agent.
- 3 I HAVE A FRIEND IN THE BUSINESS.**  
I can appreciate that, and almost everyone does. So the important question is, do you absolutely have to sell this home, or are you looking to do your friend a favor? Obviously, you set an appointment with Oscar Castañeda for a reason, right?
- 4 DOES IT EVEN MATTER WHERE WE PRICE OUR HOME? WON'T THE BUYERS JUST MAKE LOWER OFFERS?**  
This is a great question and we will go over, very specifically, the average list price to sales price ratio for homes in your area that have actually sold. Let's look at the statistics together!
- 5 HOW LONG IS YOUR LISTING AGREEMENT?**  
6 months, 9 months or 12 months. Depends on your listing price.
- 6 WE ARE CONSIDERING ANOTHER COMPANY...**  
I can understand your concern to list with another company and I think you realize a company doesn't sell a home, it is the individual agent's activities that sell a home. As you can see from my schedule I take a proactive approach to selling your home in a timely manner.



# SELLER'S GUIDE

## LET YOUR HOME "SMILE" A WELCOME

**FIRST IMPRESSIONS ARE LASTING:** The front door greets the prospective buyer. Make sure it is fresh and clean. Replace door mats if needed. Keep lawn and lawn edges trimmed and remove debris from the yard each day. Make sure that the first impression from the exterior of your home is a great one.

**DECORATE FOR A QUICK SALE:** Faded walls and woodwork reduce appeal. Why try to tell the prospect how your home could look when you can show them by redecorating? The result: A quicker sale at a higher price. You can't find a better investment when you're selling a house than a few cans of paint to brighten up the interior.

**LET THE SUN SHINE IN:** Open draperies and blinds and let the prospect see how cheerful your home can be. Dark rooms do not have appeal.

**FIX THAT FAUCET:** Dripping water may discolor sinks and suggest faulty plumbing.

**REPAIRS CAN MAKE A DIFFERENCE:** Make sure appliances are in good working order. Loose knobs, sticking and squeaking doors and windows, warped cabinet drawers, holes in window screens and other minor flaws detract from home value. Have them all fixed. Don't let minor repairs be a buyer's objection. For every problem seen, buyers believe that there will be ten more.

**FROM TOP TO BOTTOM:** Display the full value of your home from the attic to the basement to your utility space and garage by removing all unnecessary items. Make sure storage areas are as neat and clean as they should be. Organize items in cabinets and remove items to enhance spaciousness.

**SAFETY FIRST:** Keep stairways clear. Avoid cluttered appearances and possible hazards.

**MAKE CLOSETS LOOK BIGGER:** Neat, well-ordered closets show that there is ample space. Remove unnecessary clothes and other items to maximize appearance.

**BATHROOMS HELP SELL HOMES:** Check and repair caulking in bathtubs and showers. Store as many items as possible to keep counters clutter-free. Make this room sparkle!

**ARRANGE BEDROOMS NEATLY:** Remove excess furniture. Use attractive bed coverings. Minimize personal items, including photographs.

**HARMONIZE THE ELEMENTS:** All lights on, day or night. Drapes and blinds open in the daytime, closed at night as appropriate. If it's hot, A/C on; if it's cold heater on.

**YOU CAN SELL PRIDE OF OWNERSHIP** faster and for more money: It's called cleanliness, and cleanliness has more buyers than used dirt. Put sparkle in your bedrooms and kitchen and you'll take lots more silver out.

## WHEN AN AGENT SHOWS YOUR HOME

**NEVER STAY IN YOUR HOME WITH HOUSE HUNTERS:** Avoid being present in your home when it is shown. The seller's presence tends to unnerve possible buyers and can sometimes prevent a sale because the potential buyer will feel like an intruder and will hurry through the house. Let the agent handle it. Remember that agent has worked many hours with the prospect, knows what they're looking for and how to work with them. Let him or her do their job without interference. You may feel that an agent won't show the important features of your home to the prospect, however, the agent knows people aren't sold by details until they've become emotionally involved with the big picture of your home. Don't put this obstacle in your path – leave your home when buyers are coming.

**MUSIC IS MELLOW:** Turn off the blaring radio or television. Background soft playing music is okay but should not interfere with the agent and buyer being able to freely converse.

**PETS UNDERFOOT:** Keep pets out of the way....preferably out of the house. Many people are actually uncomfortable around some animals.

**WHY PUT THE CART BEFORE THE HORSE?** Trying to dispose of furniture and furnishings to a potential buyer before he has purchased the home often loses a sale.





# CUSTOMER CARE TEAM



## **DARRELL PLUMMER** Broker / Owner

Darrell is the Broker and Owner of Sierra Nevada Properties. A fourth generation Nevadan, Darrell received his Bachelor of Science degree in business administration with a special emphasis in finance and a minor in economics from the University of Nevada, Reno (UNR). He holds several real estate designations including CRB, e-Pro and GRI. He was the Dean of the Leadership program for the Nevada Association of REALTORS and the founding member of the Board of Trustees program. He is very involved in the community and serves on many boards. Darrell is the 2019 Board Chair of the Reno+Sparks Chamber of Commerce and also a 2017 recipient of the University of Nevada, Reno Alumni Association Professional Achievement Award for having an outstanding record of distinguished career accomplishments and contributions to his profession.

[darrell@snphomes.com](mailto:darrell@snphomes.com)



## **JEREMY LYNNES** Director of Marketing & Technology

Jeremy started with SNP in 2003 and is your go-to all around Tech guru! Some of the things that he handles are setting up agents with SNP email addresses, Facebook pages and websites, troubleshooting computer / iPhone / Tablet / website issues, ordering customized agent signage, conducting new agent training for Instant, Cloud CMA, MLS / Paragon, Top Producer, Listing Presentations, Prospecting Action Plan, and holding weekly Tech Tuesday training, among other things!

[jeremy@snphomes.com](mailto:jeremy@snphomes.com)



## **JEN GARZA** Client Care specialist

Jen is the first person to greet you when you walk into our Reno office. Jen can direct you to whoever you need for assistance! She handles all the office coordination. A few of the specific things she does for agents are entering all MLS listings, reserve moving trucks for your clients, adds listings to Craigslist / Facebook and e-blasts new listings, puts listings in Centralized Showing, assists with Open House tools / announcements and signage, creates the training calendars, organizes company events and gives welcome packets to all new agents.

[jen@snphomes.com](mailto:jen@snphomes.com)



## **KELLY MATTESON** Marketing Coordinator

Kelly works with Jeremy on all things marketing! Her background is in graphic design, marketing and social media. Some of the things she handles are all print advertising of listings in publications, creating ads for agents, ordering business cards for agents and creating e-signatures, updating content to the agent and company websites, creating social media and other email campaigns, posting to the SNP Facebook and Twitter pages, press releases and other detailed marketing reports.

[kelly@snphomes.com](mailto:kelly@snphomes.com)



## **TIFFANY de la CRUZ** Transaction Coordinator & Fallon Client Care Specialist

Tiffany is the person agents will work with when they have their first real estate transaction! She works with Lisa inputting listings in the MLS as well as receiving Listing / Pending / Closing docs and cancelled / rejected / expired offers. She audits files to make sure SNP, MLS and Division documents are complete and updates the MLS. She is also the person to greet you at our Fallon office and handles office coordination for that location.

[tiffany@snphomes.com](mailto:tiffany@snphomes.com) OR [transactions@snphomes.com](mailto:transactions@snphomes.com)



## **LISA PLUMMER** Accounting Manager & Transactions

Lisa is our Accounting Manager and works with Darrell and Mark in keeping the office running smoothly! She handles all accounts receivable and payable, agent commissions and office billing, staff payroll and benefits, all company banking functions, taxes, and accounting / operations for our Property Management Division. She also assists Tiffany with real estate transactions and paperwork.

[accounting@snphomes.com](mailto:accounting@snphomes.com)



## **MARK PANKO** Controller

Mark is our Controller and involved in all things finance! He works closely with Darrell and Lisa on all financial issues including monthly and annual financial statements. He handles all agent billing and related issues. He is also Lisa's back-up for closings and agent commission payments when she is not available.

[mark@snphomes.com](mailto:mark@snphomes.com)