

Choosing a Realtor

What the Purcell Team Can Do for You



Original
THE PURCELL TEAM
OUTSELLING ATHENS SINCE 1982

kw
KELLERWILLIAMS.
REALTY

The Purcell Team
Keller Williams Greater Athens
1361 Jennings Mill Road
Suite 101
Watkinsville, GA 30677

Joe Cell (706) 254-0044
Linda Cell .. (706) 254-7979
Office (706) 316-2900
joe@outsellingathens.com
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Our Philosophy

Our business philosophy for selling your home is simple...

“We get our clients the top dollar for their home in the fastest time, with no hassle.”

This Outselling Athens team endeavors to always put your needs first and to practice the **“Golden Rule”** in their business dealings. We offer advice based on our honest beliefs and treat your sale or purchase as if it were our own.

Because of this, we'll work hard to **help you in any way we can**. From staging your home to signing the sale, we're always right beside you.

We care about our clients, and you can be sure that we are always **only a phone call away**. We're available 24 hours a day, 7 days a week by cell phone, office phone, or email.

In the unlikely event that anything should go wrong, we guarantee an **easy-exit listing agreement**, which allows you to cancel at any time, for any reason.

Why Choose Us?

- Honest, Trustworthy, and Reputable
- Knowledgeable in local markets and trends
- Experienced: We've been Outselling Athens for 37 years, since 1982
- Strong relationships with real estate attorneys, lenders, and fellow agents
- Highly Trained: We are always continuing our education and keeping up to date in our field
- Top-Producing team in sales in an office of 75+ agents
- Not afraid of hard work
- Backed by the world-class resources of Keller-Williams International
- Leveraging effective advertising strategies to get your home sold
- A team of two Top Realtors and a photographer for the price of one!

Meet Our Team: Joe Purcell

“Real estate is more than a business transaction. It is all about building a working relationship.”

Joe, a native Athenian, is a graduate of Athens Academy and the University of Georgia with a BA in Economics.



After working as a store manager for Champs Sports Inc., Joe returned to Athens and earned his real estate license in 1995. He then joined his mother, Linda, in the family business of real estate.

Joe is active in the local Board of Realtors, and served on his Keller Williams office's Agent Leadership Council. He has achieved the Athens Association of Realtors Million Dollar club award and the 20-year service award. Joe is a member of the Touchdown Club of Athens, a supporter of the Northeast Georgia Boy Scouts, and a past president of the Kiwanis Club of Athens.

Joe enjoys the traveling and great outdoors and is an avid Georgia Bulldog fanatic.

Meet Our Team: Linda Purcell

“It has been a blessing to assist so many clients.”

A fixture in Athens real estate since 1982, Linda has shown that determination, hard work, and dedication lead to results.

She advocates for her clients, holding all parties accountable in the complicated home buying process.

Linda's work ethic has resulted in numerous awards and accolades in the real estate industry, such as #1 ERA agent in Georgia, Top 25 ERA agent in the US, New Re/Max Sales Associate of the Year in Georgia, Re/Max Hall of Fame, Athens Area Association of Realtors Silver Phoenix Award, and top office agent in numerous companies.

Linda is a graduate of Piedmont College with a Bachelor of Arts degree, and holds a M. Ed. and Ed. S from the University of Georgia. She serves in her church as a pianist and a member of the Board of Trustees.



Backed by Keller Williams

- #1 in the world in sales
- Closed transactions totaled 1,027,000 units
- Sales volume was \$336.5 Billion
- #1 in the world by agent count
- More than 177,600 agents
- *Training Magazine* named KW as the #1 training organization across all industries in the world
- Offices in 35 Countries
- Invested \$41.1 million in agent technology
- Zillow and Trulia list our phone numbers on listings allowing us to personally accept your calls
- Profit share distributions totaled \$170.5 million
- KW has a hand in 33% of all listings in the U.S.
- KW customers rate their agents at 4.7 out of 5

1 WE ARE
KW

Getting the Word Out

- We use industry-leading marketing techniques
- Cutting-Edge Technology
 - Mobile phone application
 - Social media
 - Email blasts
 - Frequently updated website
- Reliable Advertising Methods
 - Professional photography of your property
 - “Just Listed” and “Just Sold” flyers

Your home will be
placed on more
than

**350 Search
Engines and
76,000
Websites**



Real Estate Photography

- We provide photography services for your property when you list with us
- This eye-catching work is done at no cost to you



U.S. Market Statistics

- 5.2 million homes sold annually
- Seller's market – very limited inventory – only 4 month's supply on average
- Shortage of entry level/starter homes
- \$259,100 median price – highest ever
- 5% median appreciation in homes annually
- 4.5% average interest rate presently
- Highest prices – historically low mortgage rates
- Interest rates predicted to increase to 5% by 2020
- 95% of buyers use a website first and 87% then use a real estate agent
- 91% sold through an agent
- 9% sold by owner
- 18% of owners who sold their own home said the most difficult task was getting the right price
- Average home owner's net worth is 35 times that of a renter's

These statistics are from housing market research conducted by the National Association of Realtors.

Testimonials

“For anyone requiring the services of a realtor in the Athens, GA area, I hope you will consider Joe and Linda Purcell. The process of selling and then buying a replacement home is never without the unexpected problem, but the Purcell Team was quick to deal with any issue that came up. They were professional in their dealings with my husband and me, as well as any other persons that were brought into the process. All calls/emails were returned promptly.

Our home sold in record time, and the preparation that the Purcell Team did was a big part of this. Need a realtor? Call the Purcell Team!”

~ Bern & Loretta Amiot

“Linda and Joe were very good about returning every phone call and calling before a showing. We did not have any problems or conflicts. Advertising was great and very professional. I feel a great deal of respect and warmth toward Linda and Joe, especially Linda. She was truly like a friend and consistently positive during the whole process.

~ G.A.

Testimonials

“If you would like to sell your house quickly and have a smooth closing, Joe and Linda Purcell are a wonderful pair. Our house sold faster than we could have possibly anticipated, and without hesitation they worked together to help us find the perfect house. Linda took note of all of the things we were hoping to find in a new home, and she worked tirelessly to find the best fit.

This was my first time buying and selling a house at the same time, and the kind confidence offered throughout the process helped me to rest easy. We always received prompt responses to any questions that we had.

The Purcells will handle your buying and selling with the utmost integrity and professionalism.”

~ Chris and Mysti Scheuer

“Linda and Joe far exceeded our expectations. They were friendly, professional, patient and sincerely concerned about all parties involved. Quite atypical in today’s ‘Gain the dough and go’ environment. Thanks to you both for your steady, calm demeanors. God bless.”

~ C.D.

Summary

- **Ethical, Honest, Knowledgeable, and Reputable**
 - No sale is worth losing our reputation
- **Two Experienced Realtors for the Price of One**
 - 61 years combined experience; Over 1,000 homes sold
- **We practice the Golden Rule**
 - We'll treat your home like it was our own
 - We're not afraid to work hard to get it sold
- **Leveraging Cutting-Edge Technology**
 - Latest technology available and a paperless office
 - Listing your home on over 350 Search Engines and 76,000 Websites
- **Personalized service from Linda and Joe**
 - No two home-sales are the same
 - We are always a phone call away
- **Dedicated to getting your home **SOLD** for the **Top Dollar**, in the **Fastest Time**, with **No Hassle****

Connect with Us

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Social Media:



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