

Keller Williams Realty – Greater Cleveland Southwest

Experience

- Ruth & Steve Mather have, since 1983, been affiliated with Cleveland-area Century 21, Coldwell Banker and RE/MAX franchises, Russell Real Estate Services and, as of November 2006, with the Strongsville office of Keller Williams Realty. We're fortunate to have worked with several real estate companies over the years, as we've incorporated 'what worked well for those companies' into our current personal real estate business and eliminated 'what doesn't work.'
- Keller Williams Realty is the U.S.'s 3rd-largest Real Estate Franchise by Agent Count with over 600 offices and 72,000 real estate agents. We joined Keller Williams because it is a progressive real estate company that promotes honesty, integrity, openness, and a *Win-Win* atmosphere between buyers, sellers, real estate agents, and Keller Williams management.
- Ruth has been trained and coached by the nation's leading real estate trainer. And, has attended his out-of-state seminars once or twice yearly to learn how thousands of the most successful agents in North America are getting homes sold. We also have an opportunity there to network and learn from agents who are far more successful than any we know locally. It's the best way to stay abreast of successful real estate practices.

The Mather Team, Inc

Ruth Mather

- Full-time licensed REALTOR® in the State of Ohio since 1983. Member of the Cleveland Area Board of REALTORS, the Northern Ohio Regional Multiple Listing Service (NORMLS) and an associate member of the Akron-Canton Multiple Listing Service (CRIS)
- Bachelor's Degree from Hanover College. Master's Degree in mathematics from Indiana University. Junior high school mathematics teacher from 1966-1973
- Certified Residential Specialist designation – Awarded to fewer than 5% of all National Association of REALTORS members, this designation signifies high levels of education, knowledge and production in the field of real estate sales. Also an Accredited Buyer Representative.
- Many annual awards from the Cleveland Area Board of REALTORS and Ohio Association of REALTORS for high annual real estate sales production
- Consistently one of the Top-5 Agents for listing and sales production in each real estate office she has worked in over the past 25 years.

Ruth's responsibilities

- List your home at a fair & competitive price. Effectively market and promote your home to get it sold
- Actively prospect for buyers and sellers
- Show real estate to potential buyers
- Assist our administrative assistant in tracking and coordinating our real estate transactions and closings
- Communicate with her sellers about marketing, showings, the current market situation, offers, and closings

Résumé for Ruth Mather & The Mather Team, Inc

Steve Mather

- Full-time licensed REALTOR® in the State of Ohio since 1992. Member of the Cleveland Area Board of REALTORS and the Northern Ohio Regional Multiple Listing Service (NORMLS)
- Bachelor's Degree from Hanover College
- Business-to-business sales & marketing of capital equipment from 1968-1990. Positions included sales trainer, regional sales manager and national/international sales & marketing manager
- Owned & operated a computer-cut vinyl lettering sign business from 1990-1992

Steve's responsibilities

- Computer-generate Competitive Market Analysis (CMA) for listing presentations
- Take multiple, quality photos of Mather Team listings and enhance the images in Photoshop. Search and download Internet parcel maps, ortho photos, topographical maps, aerial photos, and applicable hyperlinks. Create virtual tours of our listings and post on real estate Websites.
- Effectively market Mather Team listings on NEOHREX (the 16-county, combined database of the Cleveland and Akron-Canton MLS systems), on Websites at RuthMather.com (personal), KellerWilliams.com (both regional and national sites), and REALTOR.com (the world's most trafficed real estate site). The Keller Williams and REALTOR.com sites also syndicate our listing to several other Websites, who in turn syndicate to other Websites.
- Prospect for buyers and sellers. Show real estate to prospective buyers

Paul Mather

- Full-time licensed REALTOR® in the State of Ohio since 2001. Member of the Cleveland Area Board of REALTORS and the Northern Ohio Regional Multiple Listing Service (NORMLS)
- Bachelor's Degree in Electrical Engineering Technology from the University of Cincinnati
- Previously a UNIX and Visual Basic programmer for a manufacturer and two software companies. Author of RuthMather.com and our company's *Seller's Net Sheet* software program

Paul's responsibilities

- Show prospective buyers Mather Team listings and other listings. He's been in more homes recently than any other team member.
- Place prospective buyers on the MLS auto-notification system. An e-mail will be sent to buyers on the day new listings matching their requirements come on the market
- Write and negotiate buyer offers
- Accompany buyers through home inspections
- Paul's buyer real estate transactions are tracked and coordinated by the Mather Team's administrative assistant
- Buyers tell us they appreciate Paul's intelligence, analytical ability, knowledge, and easy-going, helpful manner. Try him – You'll like him!

Résumé for Ruth Mather & The Mather Team, Inc

Functions assigned to Ruth, Steve or our administrative assistant, Mary Thornton

- Complete and submit, in a timely fashion, all required paperwork for our real estate transactions
- Perform computer searches and input/change listings in the NEOHREX MLS system.
- Upload and maintain your showing information to Centralized Showing Service – a 3rd party company that sets, tracks and provides feed back on showings of your home much more efficiently than we can
- Organize, track and coordinate all of The Mather Team transactions. Buying or selling a home is almost always easier than keeping the transaction together and having it close on time

**We've spent a *huge* amount of our own money
to enable us to market and get your home sold!**

- Multiple phone lines, 24-hr voice mail, cellular phones, and networked (courtesy of Paul) computers linked to a fax machine, copier and several printers enable us to work efficiently from our home
- Nikon digital SLR camera with wide-angle lens & flash, Photoshop, desktop publishing software, a slide show/virtual tour program, and a color laser printer to produce high-quality advertising of your home
- Many computer programs to increase our efficiency and professionalism. This is in addition to the excellent facilities, personnel and equipment provided at our Keller Williams Realty office.
- Advertising on multiple Internet Websites – 80% of all buyers & sellers begin their real estate search on the Internet. Because the Internet has become *the* most important advertising media, we pay a hefty annual fee to have multiple photos & additional info hosted on REALTOR.com (4.5-million national listings and the most heavily trafficked real estate Website in the world), KW.com (Keller Williams Realty's Cleveland-area and national Website), RuthMather.com (Ruth's personal real estate Website), and NEOHREX, the 16-county, combined MLS system for northeast Ohio.
- We have a Monday-to-Friday personal assistant to handle paperwork and free us to prospect and find a buyer for your home.

The Mather Team Mission

- To constantly look for the best possible methods of exposing your property to the potential buyers in today's market
- To get as many qualified buyers as possible into your house until it is Sold
- To communicate the results of our activities to you
- To assist you in getting the best price obtainable for your property, in the shortest time possible and with the least inconvenience to you
- To track your transaction – resolving as many conflicts and problems as we possibly can – through escrow and close

We sell 40-60 homes a year and would like for your home to be next!