



Be Smart. Stress Less

BEFORE WE MEET

What you need to know (and what most People Miss)





LAURA STILWELL

Real Estate Advisor

Trusted Buyer and Seller Representation
Since 2019

*"I believe all my clients deserve clarity, honesty,
and an advocate who stays calm when things
feel overwhelming. You will never feel rushed or
uninformed working with me"*



Lets Start Here

Because this is where most people get it wrong.

Buying or selling a home isn't just:

- Opening doors
- Putting a sign in the yard
- Scrolling Zillow at midnight
- Hoping for the best

That's the surface-level version.

What actually determines your outcome?

- The decisions you make early
- How you're positioned in the market
- The strategy behind every move

And here's the truth most people don't realize until later:

The clients who feel confident, in control, and successful... are the ones who understand the process before they step into it.

So no, this isn't just a meeting.

This is where we start building your game plan.

THE STUFF NO ONE TELLS YOU

A Strategic Approach to Selling Well

The Mistakes That Quietly Cost People Time, Money, and Sanity

No one walks into this thinking they're going to mess it up.

But here's what I see happen all the time:

- Overpaying (and not realizing it until later)
- Losing homes and not understanding why
- Hiring someone who feels "nice"... but doesn't actually lead
- Listing a home without a real launch strategy
- Pricing based on emotion instead of data + positioning
- Making reactive decisions instead of strategic ones

And the tricky part?

Most of these don't feel like mistakes in the moment.

They feel like:

"I think this is right..."

"Let's just try it..."

"It'll probably work out..."

Until it doesn't.

My job is to make sure you don't learn these lessons the hard way.



HOW I DO THIS DIFFERENTLY

My Role Isn't to Open Doors or Put Up Signs

There are a lot of ways to "do real estate."

This is mine

I'm not here to just show you homes or list your property.

I operate as:

- Your strategist
- Your advisor
- Your negotiator
- Your calm in the chaos

Which means:

I help you:

- Make decisions before they become problems
- Understand what actually matters (and what doesn't)
- Avoid the situations that cause stress, regret, or lost money

Because here's the deal:

You don't need more information.

You need someone who knows how to guide you through it.



WHAT WORKING WITH ME FEELS LIKE

(Spoiler: It's Not Stressful and Confusing)

*If we work together, here's
what you can expect:*

- Clear communication
You won't be wondering what's happening or what comes next
- Honest guidance



I'll tell you the truth, even when it's not the easiest answer

- You can expect a plan

Not just "let's see what happens" energy

- A little humor...Because this process doesn't need to feel overwhelming 24/7
- Someone who stays engaged

**I don't disappear once we get started. I lead all the way through
You'll feel informed, supported, and most importantly...
like you're not doing this alone.**

WHAT I EXPECT FROM YOU

(YES, THIS MATTERS) The Clients Who Get the Best Results Do This

This is a partnership, not a one sided thing.

And the best outcomes happen when we're aligned.

Here's what I ask from you:

- Be open to strategy
Even if it's not what you expected coming in
- Communicate: Questions, concerns, thoughts
bring them
- Be ready to make decisions
Not rushed... but not stuck either
- Trust the process we build together
- Show up prepared
(You're already doing that by reading this 🙌)

**Because the magic doesn't come from
guessing.
It comes from alignment.**



HOW WE ACTUALLY WIN

(Hint: It's Not Just About Price)

Most people think success in real estate comes down to one thing:

Price

But the real game is this:

Timing

When you act and when you wait

Positioning

How you show up in the market compared to everyone else

Execution

The details, follow through, and strategy behind every step

This is where most people lose leverage.

And leverage is everything.

When we get these three right?

That's when things feel smooth, confident, and successful.



BEFORE WE MEET

A Few Things to Think About (No Homework, Promise)

You don't need to have all the answers
that's what I'm here for.

But if you've thought about a few of these, it
helps us hit the ground running:

- What does success look like for you?
- What are you most excited about?
- What are you a little unsure or nervous about?
- Have you done this before and how did it go?
- What would make you feel confident moving forward?

We'll go through all of this together.
This just helps us skip the surface-level
conversation
and get straight to what actually matters.



WHAT HAPPENS NEXT

Here's How This Goes From "Thinking About It" to "Let's Do This"

WE MEET

We talk through your goals, your situation, and what you want this to look like.

I'll walk you through exactly how I'd approach it.

We adjust the plan to fit you, not some generic version.

And then? We move forward with intention.

Not guessing.
Not hoping.
Not winging it.

Just a clear plan and the right steps.



You don't need to have it all figured
out before we meet.
That's what I'm here for.

"I GUARANTEE TO PROVIDE
UNWAVERING DEDICATION AND
EFFORT IN FINDING YOU THE
PERFECT HOME THAT MEETS
YOUR NEEDS AND PREFERENCES.

YOUR SATISFACTION AND BEST
INTERESTS WILL ALWAYS BE MY
TOP PRIORITY THROUGHOUT THE
HOME BUYING AND SELLING
PROCESS"

Laura Stilwell



GET IN CONTACT

LAURA STILWELL

REAL ESTATE AGENT

License # SL3448226

 www.instagram.com/sellingwithlaurastilwell/

 realtorstilwell@gmail.com

 352-874-8865

