

# A KW Southwest Experience



by Amy Sharp

## Justin Russell's Story

Justin Russell wanted to sell his home several years ago. "I was working with a real estate agent I had found through a friend," says Justin. "But just as we were getting started, my dad got sick. I didn't have the time, so I pulled the plug on selling my home."

After Justin's dad passed away in 2019, he reached out to that same agent to sell his father's home. "She was no longer in the business," explains Justin. "So she recommended I reach out to Keller Williams Southwest (KWSW) agent Liz Guevara. Liz and I hit it off right off the bat. She's very personable, and asked good business questions. Liz was very interested in getting to know me and my background...my story. My dad had lived in that house since 1995. It was very important to us that we sell it to someone who would be good with the neighbors."

"To prepare dad's home for sale, Liz gave good recommendations on paint colors and what to do with the yard and the pool. She has a lot of experience in administering real estate

transactions. Liz was very strategic in setting a price point that made sense for the area. The house was not on the market long. During negotiations, Liz never said, 'No.' She always came back with alternatives that kept the process moving forward. When it was time to close, Liz recommended a title company, and all of the pre-work she did made the closing quick and easy for us."

The experience selling his dad's home made it simple for Justin to choose Liz again to sell his own home. "Once again, Liz strategically set the price point. In three days, my house was shown to 70 people, and I had 20 offers on it. I sold for 11% above the price point. I had found a townhome I wanted to buy, and I showed it to Liz. She liked the layout, the location, and the price...and I love it! Liz makes both buying and selling a good experience...one that's enjoyable for all parties involved. I absolutely recommend Liz. In fact, I have already recommended her to several friends!"



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