DEWAYNE YATES

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Welcome Home

WHAT TO KNOW BEFORE WORKING WITH US

INTRODUCTION



My name is Dewayne Yates, team lead for the 614RLTR Group. Real Estate is my passion and helping my clients through all steps of the process of both buying and selling a home is something I pride myself on. I have been in the business since 2018 and since then have achieved a Top Producer status in just a few years, with multiple awards I have also been featured on HGTV for House Hunters. If your goal is to find your next home here in the Columbus and surrounding areas, or ready to sell your home, myself and my team are the perfect resource for that. Mortgage Lenders, Inspectors, Title Companies, whatever you need we have someone for it! Contact us today and allow us to answer all of your Real Estate questions.

Our knowledge of the market and our research techniques have proven that we price to optimize sales by getting much more for your house. A house that looks amazing at the right price means a sale! This knowledge translates to awesome negotiation skills for our buyers and leads to the best price for their biggest investment!

agent on fire

DEWAYNE YATES

By Heather Lofy
Images by Kristen Nester Photography



COLDWELL BANKER REALTY

Perseverance has been a common theme in Dewayne Yates' life. Growing up in Kentucky, Dewayne's family was affected by addiction. He was also figuring out how to be his true self in a small town.



Dewayne with his husband, Dan Purkeypyle.

"I almost didn't graduate high school," Dewayne says. "I was a little bit rebellious, not because of my attitude or disrespect, but because I felt like I didn't have anyone in my corner. People there weren't familiar with the LGBTQ community. My first stretch of coming out of my shell was trying out for cheerleading during my senior year of high school. That confidence boost helped get me where I am today. And although my family had their challenges, they have always rallied behind me."

After high school, Dewayne decided to move to Ohio and call Columbus home. Here he persevered again - this time to star on a reality television show. Being on reality TV was something Dewayne always wanted to do and since he was living in a small studio apartment and serving in restaurants part-time, he knew a cash prize could help. So when he couldn't figure out the online application for a "Survivor"-like show, he called the casting group directly. That paid off, as he eventually had conversations with producers and was cast on a TNT show called "72 Hours."

"I remember freaking out," Dewayne recalls. "I had to last 72 hours in the wilderness of the Rocky Mountains with basically nothing. We were put in three teams of three and I ended up winning the entire TV show. The money was split three ways. There were so many times I wanted to give up, but I knew I wouldn't have this opportunity again. When we won the producers shook the others' hand, but they gave me a hug. They said, 'We thought you wouldn't last but you were the one who inspired everyone.'"

Post-show, Dewayne dabbled in several industries. He spent time as a flight attendant and traveled the world, then went back to serving in and managing restaurants. Dewayne quickly decided he wanted a different career.

"I was working all the time," he says. "I felt like my personality and my life was way too big to just do that. I thought back to high school when I thought being a REALTOR® would be cool. I remember thinking to myself, 'I am going to get my real estate license.'"

So he did just that, becoming a licensed REALTOR® in 2018 thanks to the support of his now-husband Dan Purkeypyle and mentor Dr. John Lucas. He also cites his grandfather as being one of his biggest supporters over the years. Dewayne is an agent with Coldwell Banker Realty and the team lead and owner of the 614RLTR Group.

"I thrive on competition and I thrive on a challenge," Dewayne says. "When COVID hit, a lot of people in real estate got scared but I thrived. It's the same thing with the interest rates in the last year. I am all about making connections and finding a way to get my clients what they need. I find it very important to make connections and ask lots of questions. It's important to expand your circle at any time to expand your knowledge in the industry."



Dewayne loves being involved in every step of the process with his clients and is very involved with lending, too. He works closely with his transaction coordinator Emily Powell to ensure clients have what they need. Dewayne also travels all over the state to help his clients find the perfect home or area.

"I think some people in the industry forget we are licensed in the whole state of Ohio," he says. "I am absolutely going to help someone if they want me to travel elsewhere throughout the state. I love that my clients continue to trust me and refer me to people."



Along with his day-to-day work as a REALTOR®, Dewayne is very involved in the LGBTQ community. He participates in several sports leagues and serves many clients in the community, too, noting how important it is for him to be a safe space for them. And "72 Hours" isn't the only reality show in which Dewayne has appeared. He also was on HGTV's "House Hunters" during a Columbus episode.

Dewayne credits his upbringing for really shaping the person and REALTOR® he is today. He's grateful for the family and friends who have taken him under their wing when he needed it the most.

"I wouldn't be where I am today without everyone who has helped me from high school to now," Dewayne says. "And my husband always lifts me up when I'm down and keeps me on the right track."



Dewayne's perseverance and his past experiences allow him to relate to everyone he encounters.

"Growing up how I did and getting me to where I am now is important to my story," he says. "At a young age, I learned how to be accepting of anyone, no matter their condition or background. That's important in the real estate industry. Everyone has a story and everyone is different. It's important to be a good human. I can do real estate every day but if I am not a good human, what is it all for? I want to be someone who can always help somebody and help them know they are worth it. I always want to help people."

MEET THE TEAM



DEWAYNE YATES

OWNER/LEAD

Est. 2018

614 RLTR

GROUP



ELIZABETH HARTINGS
JUNIOR TRANSACTION
COORDINATOR



EMILY POWELL
TRANSACTION
COORDINATOR

Buying Your Home



How It Works



TIMELINE

THE OFFER PROCESS

FIRST OFFER SUBMITTED

- ACCEPT THE OFFER
- DECLINE THE OFFER

This happens if the seller thinks your offer isn't close enough to their expectations to further negotiate.

COUNTER

A counter-offer is when the seller offers you different terms. If this happens, you can:

- ACCEPT THE OFFER
- DECLINE THE OFFER

REPEAT

You can negotiate back and forth as many times as needed until you reach an agreement or someone chooses to walk away.

ACCEPTED

Once all parties agree on all the terms, you are officially under contract! CONGRATS!

THE GOAL: UNDER CONTRACT

NEXT STEPS

Order the inspections

During the inspection period, you will need to schedule a inspection with a reputable home inspector to do a thorough investigation of the home. (I can give you some client recommendations from other clients) Once this is complete, the inspector will provide the buyer with a list of findings, and we will decide which next steps to take if anything concerning comes up!!

Negotiate final offer

Issues could arise after the home inspection, and those issues tend to result in another round of negotiations for credits or fixes.

1. The buyer could ask for credit for the work that needs to be done.

2. Think “big picture” and don’t sweat the small stuff. A tile that needs some caulking or a leaky faucet can easily be fixed. We want you to be comfortable with the condition and listen to your concerns, but we don’t want to lose the deal over things that may seem small to you. We have a list of licensed professionals that we can put you in contact with for pricing or quotes to help with repairs.

Order the appraisal

Being the buyer, your lender will arrange for a appraiser to provide an independent estimate of the value of the house. The appraisal lets you as the buyer know what the value of the home is, according to the appraiser, and if it comes in short, (below what we agreed to on price) we will let the sellers of the home know and decide the next steps, (this isn’t common). When that is complete the loan file then moves on to the mortgage underwriter. Then we continue with the timeline.

SCHEDULING YOUR MOVE

AFTER SIGNING

- Declutter! Sort through every drawer, closet, cupboard & shelf, removing items you no longer need or like.
- Donate or sell items that are in good condition.
- Get copies of medical records and store them with your other important documents
- Create an inventory of anything valuable that you plan to move
- Get estimates from moving companies



4 WEEKS TO MOVE

- Schedule movers/moving truck
- Buy/find packing materials
- START PACKING



2 WEEKS TO MOVE

- Contact utility companies (water, electric, cable)
- Change address: mailing, subscriptions, etc.
- Minimize grocery shopping
- Keep on packing



1 WEEK TO MOVE

-Buyer will complete their final walkthrough
-Finish packing
-Clean
-Pack essentials for a few nights in new home
-Confirm delivery date with the moving company. Write directions to the new home, along with your cell phone number

CLOSING DAY

CLOSING DAY

Closing day is the final step in selling your home. It's when you sign the paperwork, finalize details, and officially transfer ownership. The closing process typically takes three to four weeks. Being the buyer, your purchase funds are held in escrow (the title company) to ensure a smooth transaction.

FINAL WALKTHROUGH

Buyers will do a final walk of the home typically within 72-24 hours of closing to check the property's condition. This final walk through could take up to 30 minutes or more depending on the size of the home and or items that may have been agreed to be fixed prior to closing. They will make sure any repair work that you agreed to do has been done.

CLOSING TABLE

Who will be there:
Your agent (ME)
• You
• Closing Officer

BRING TO CLOSING

• Government-issued photo ID and additional form in case they need another form. (Something with your name on it.

CONGRATULATIONS

Once everything is signed and the paperwork is complete, you'll get the keys (unless possession is given and agreed to in the contract).

Take the fun SOLD photo.

Now it's time to look forward to your next chapter.

WHY YOU SHOULD HIRE US

1 COMMUNICATION

Communication is the key to positive relationships. To that end, we have a multi-faceted communication program with our Seller which HOLDS US ACCOUNTABLE to what we tell you we are going to do. All Sellers in the Custom Listing and Service Plan receive weekly updates on marketing, showing activity and feedback on their property via email.

2 MARKET PREPARATION

Feedback buyers often give of homes that don't sell is that they couldn't envision themselves living in it given the current owner's choice of furnishings and any clutter or imperfections. We help to make sure this doesn't happen to you by utilizing our resources and trusted partners to complete any task deemed necessary.

3 INNOVATIVE AND CREATIVE MARKETING

We are consistently sharpening our marketing sword by taking the latest and greatest marketing courses and attending seminars that show you soon-to-be-released software/ products.

4 TARGET MARKETING

We have been utilizing target marketing on the internet for over the past 5 years. (Youtube, Facebook, Instagram, Google) by doing so your home is seen and shown more.

ready to get going?

I WANT TO KNOW WHAT YOU'RE LOOKING FOR!



YOUR INFORMATION

TELL ME ABOUT YOU!

Name:

Address: _____

Phone: _____ Email: _____

Do you: OWN RENT If rent, when is the lease up? _____

Do you have to sell before buying? YES NO

TELL ME ABOUT YOUR LOAN:

Lender/Bank: _____

Loan Officer Name: _____

Type of Loan: _____

Time Frame to Buy: *30 Days or Less 30-60 Days 60 Days-1 year 1 Year +*

HOW DO YOU LIKE TO COMMUNICATE?

PHONE CALLS TEXT MESSAGES EMAIL MESSENGER

WHY DO YOU WANT TO OWN A HOME?

- [ ] My dream is to own a home
- [ ] Because I'm getting married
- [ ] Tired of paying rent
- [ ] Need more space
- [ ] To have a place to raise a family
- [ ] To be in a specific school district
- [ ] To have an investment property
- [ ] Other, please specify

TELL ME ABOUT THE HOME YOU WANT!

What price range would you consider?

No less than $_____ but no more than $_____

Are schools a factor and, if so, what do you need to take into consideration (e.g., want specific school system, want kids to be able to walk to school, etc.)?

Do you want an older home or a newer home (less than 5 years old)? ___yes ___no

How much renovation would you be willing to do?
___A lot ___A little ___None!

What kind of houses would you be willing to see?
___One story ___2 story
___split level ___bi-level
___townhouse ___condo
___New construction ___Ranch

What style house appeals to you most?
___contemporary ___traditional
____tudor ____colonial
____modern ____no preference

Do you have any physical needs that must be met, such as wheelchair access?
___yes ___no

THE LOT

	NEED	WANT
Large yard (1 acre or more)	_____	_____
Small yard (less than 1 acre)	_____	_____
Fenced yard	_____	_____
1 Car Garage	_____	_____
2 Car Garage	_____	_____
3 Car Garage	_____	_____
4+ Car Garage	_____	_____
Extra parking	_____	_____
Patio/deck	_____	_____
Pool	_____	_____
Outdoor spa	_____	_____
Outdoor Kitchen	_____	_____
Other buildings	_____	_____
Special view Of what?	_____	_____

THE INTERIOR

How many bedrooms must you have? ____ would you like to have? ____

How many bathrooms do you want? ____

How big would you like your house to be (square feet)?
No less than ____ But no more than ____

What features do you want to have in your house?

	NEED	WANT
Carpet	_____	_____
Ceramic tile	_____	_____
Hardwood floors	_____	_____
Eat-in kitchen	_____	_____
Separate dining room	_____	_____
Formal living room	_____	_____
Family room	_____	_____
Basement	_____	_____
Separate laundry room	_____	_____
Fireplace	_____	_____
Master on the main	_____	_____

Listing Your Home



4 STAGES OF

HOME SELLING

PRELISTING

1/

- schedule anappointment
- meetwith StagingConsultant
- discussthebest strategy forselling
- property evaluation
- complete market analysis
- establish sales price
- executed listing agreement



2/

PREP FOR MARKET

- marketing campaign started
- professional photography taken
- signs installed
- submitted to MLS
- showing times selected
- property brochure delivered
- direct mail campaign launched
- e-mail campaigns started
- open house scheduled



3/

ACTIVE ON MARKET

- showings started
- curb appeal kept up
- house is kept ready to show
- showing feedback shared
- open House held



4/

OFFER & CLOSING

- offer(s) received
- offer(s) negotiated
- offer accepted
- back-up offer(s) accepted
- inspections & disclosures completed
- appraisal completed
- contingencies removed
- property closes
- refer friends to us!

MY COMMITMENT TO YOU

I COMMIT TO TELL YOU THE TRUTH ABOUT YOUR PROPERTY.

I commit to always provide you with honest and accurate information about the condition and value of your property. You can rely on me to thoroughly assess every aspect, from the structural integrity to the aesthetic appeal, ensuring that you have a comprehensive understanding of your property's true worth.

I COMMIT TO RESPECT YOUR CONFIDENCE

I commit to respect your confidence and keep any information you share with me completely confidential. Your trust is of utmost importance to me, and I will always ensure that your privacy is protected. Rest assured that any conversations we have will remain in strict confidence, fostering a safe and secure environment for open communication.

My Commitment to Consistent Communication

I wholeheartedly dedicate myself to maintaining effective and consistent communication. This ensures that everyone involved stays informed and updated throughout the entire process. By prioritizing open and transparent communication, I aim to foster strong connections, build trust, and achieve successful outcomes.

I COMMIT TO BEING YOUR #1 ADVOCATE

As your dedicated home-selling real estate agent, I commit to being your #1 Advocate throughout the entire process. With my expertise, I will go above and beyond to ensure your needs are met and provide you with a seamless and stress-free experience in selling your home.

I COMMIT THAT YOU WILL UNDERSTAND WHAT YOU'RE SIGNING.

Rest assured ,I commit to ensuring that you will have a clear and comprehensive understanding of what you're signing. You can trust that no information will be overlooked, and any potential confusion will be cleared up, allowing you to make informed decisions with confidence.

I COMMIT TO BEING A PROBLEM SOLVER

I am wholeheartedly committed to being a proactive problem solver, consistently seeking out innovative and creative solutions. With unwavering determination and resourcefulness, I am dedicated to overcoming challenges that come my way.

PRICING TO SELL FAST

& for more money

You may have heard about a slight slowdown in the market right now, but that isn't necessarily true especially in our market, that should not be something to scare you, but either way, that's why it's more important now more than ever to have the best Realtor and Real estate professional working for you!
Even in today's hot market, there are still homes that sit, waiting for an offer for months and months. This time spent on MLS means that you're still making your mortgage payments, and you're still not getting equity out of your home.

Even worse is what buyers and buyer agents think about homes stale homes that have been on the market for too long.
Remember how important first impressions are? The first impression a buyer gets about a home that has been on the market longer than average is this:



That thought will scare away many buyers, and it will prompt the ones who remain interested in attempting to lowball you.

But why are those homes still on the market in the first place? It's because they are often priced "out of the market." Keeping a good price is everything!

PREPARING YOUR HOME

FIRST

Just as first impressions are important when meeting people, they can also make or break a home sale. When potential buyers walk into your house, they will start to evaluate everything they see. Their impression will ultimately determine how much they're willing to offer on the property...or even if they'll be interested in buying it at all.

CLEANLINESS

You wouldn't want your mother to come over when your house was dirty, would you? And you're not even trying to get her to shell out thousands of dollars for the place!

Buyers are easily distracted, and they will tend to focus on the negatives instead of the positives of each home they tour. Each dish left in the sink or dust bunny in the corner is going to detract from the perceived value of your home, which means a lower offer amount and more time on the market for you.

REPAIRS

There are several reasons to complete repairs on your home before you put it on the market. Ultimately, buyers will pay more for a home to avoid the work of fixing it, and they will pay faster.

Moreover, any money you invest into repairs before you list — when you have time to price-shop and to use a little bit of elbow grease — will be far less than the quote from the home inspector or the concessions the buyers will want.

The good news is that most repairs are merely cosmetic and relatively inexpensive. Think of the things on your to-do list: that leaky faucet and the cracked bathroom tile were bothering you when you lived in the house, and they're going to bother the new owners too.



PREPARING YOUR HOME

We advise on decluttering, making repairs/alterations that will help you gain financially. As well as show the home in its best possible form. Remember... First Impressions Last a Lifetime Spacious: Rooms should appear spacious. Store any unnecessary pieces of furniture to allow for easy movement around the room and throughout the house.

Interior

- Wash all windows and mirrors
- Remove all pet-related items and food
- Take personal items off the walls
- All laundry is either put away or hidden
- Take all trash out
- Move all sensitive paperwork and medication to a secure area

Exterior

- Wash all windows and clean screens
- Touch up paint
- Move any extra vehicles from the DRIVEWAY
- Display seasonal flowers and landscaping
- Weed any flower beds
- Clean front porch and secure any loose handrails



STAGING YOUR HOME

Staging makes your house look and feel like a model home. It's the process of simplifying, rearranging, adding decorative elements, and depersonalizing a home to maximize its appeal to buyers. The whole point of staging your house is to make it easy for prospective home buyers to envision themselves living in your home. To be successful, there are a few characteristics of a house that are universally appealing to homebuyers that you need to understand about.

PROS OF STAGING

Staging makes the listing photos look phenomenal, attracting more buyers into the home

+ Staging allows buyers to envision themselves living in your home

+ Staging has been proven to get a higher price in a shorter time

CONS OF STAGING

- Staging can take time to set up and take down after selling

- Staging can be costly when hiring a professional stager company

-If done poorly, staging may not be in the buyers' taste

83%

OF BUYERS' AGENTS SAID STAGING A HOME MADE IT EASIER FOR A BUYER TO VISUALIZE THE PROPERTY AS A FUTURE HOME.

67%

OF TOP AGENTS SAY THAT HOME STAGING HELPS A SELLER FETCH MORE MONEY FOR THEIR HOUSE AT RESALE.

40%

OF BUYERS' AGENTS CITED THAT HOME STAGING HAD AN EFFECT ON MOST BUYERS' VIEW OF THE HOME.

PROFESSIONAL PHOTOGRAPHY

Over 95% of home buyers start their search online, so professional photography is imperative to selling a home! We hire a professional to come to take the best pictures and they are all completely edited to make sure your home is shown perfectly!





PROFESSIONAL PHOTOGRAPHY...

HOMES WITH

RECEIVE AN AVERAGE OF 87% MORE VIEWS THAN THEIR PEERS ACROSS ALL PRICE TIERS.

A HOME WITH ONE PHOTO SPENDS AN AVERAGE 70 DAYS ON THE MARKET, BUT A HOME WITH 20 PHOTOS SPENDS 32 DAYS ON THE MARKET.

HAVE A 47% HIGHER ASKING PRICE PER SQUARE FOOT.

OPEN HOUSES

A lot of buyers like to look at a home without any pressure. This is what we call the "two step" buyer. Most the time they start the process by going to the open house first then follow up with a tour by their real estate agent.



STEPS WE TAKE TO PREPARE

- Posted on all major websites including Zillow, Trulia, and the local MLS
- Several signs strategically placed around your neighborhood
- Postcards/letters mailed to area
- Posted on our social media accounts
- Social Media Ads
- Weekly Newsletter Blast
- Door Knock Neighborhood

The Benefits of Offering a Buyer's Agent Commission

Offeringabuyer's agentcommissioncan beagame-changer for yourhomesale.Here's why:

Broaden Your Buyer Pool:
When you offer a commission, more agents are motivated to show your property, expanding its visibility to a wider audience of serious, qualified buyers.

Attract Serious Buyers:
Agents typically work with pre-approved buyers who are ready to purchase. By offering a commission, you're more likely to attract these motivated buyers and receive solid offers.

Speed Up the Sale:
Homes that offer a commission typically attract more attention, resulting in quicker sales. With increased visibility, your property will spend less time on the market.

Boost Your Marketing Reach:
Agents leverage their networks, social media, and email campaigns to promote homes. Offering a commission means your property gets maximum exposure through these powerful channels.

Increase Showings:
A commission incentivizes agents to schedule more showings, giving your home more opportunities to impress potential buyers.

The Benefits of Offering a Buyer's Agent Commission

Reduce Buyer Barriers:
By offering a commission,you remove afinancial hurdle for buyers who may not be able to afford their agent's fee. This makes your home more appealing and accessible to a wider range of buyers.

Strengthen Your Negotiating Power:
Increased interestoftenmeansmultipleoffers.This competition gives you leverage to negotiate a higher sale price and better terms.

Minimize Deal Failures:
Buyers represented byagentstendtobemore committed, which reduces the chances of deals falling through and ensures a smoother transaction.

Maximize Your Sale Value:
More competition,seriousbuyers,and strongoffers often lead to a higher final sale price and better contract terms, helping you get the most out of your home sale.

Offering a buyer's agent commission isn't just about covering a fee—it's a strategic move to unlock the full potential of your home sale!

CLOSING DAY

CLOSING DAY

Closing day is the final step in selling your home. It's when you sign the paperwork,finalizedetails, and officially transfer ownership. The closing process typically takes four to six weeks, and during this time, the buyer's purchase funds are held in escrow to ensure a smooth transaction

FINAL WALKTHROUGH

Buyers will do a final walk of the home within 24 hours of closing to check the property's condition. This final inspection takes about an hour. They will make sure any repair work that you agreed to do has been done.

They will be sure to:

- Make sure all appliances are working properly
- Run the water in all the faucets and check for any possible leaks
- Open and close garage doors with an opener
- Flush toilets
- Run the garbage disposal and exhaust fans

CLOSING TABLE

Who will be there:
Your agent (ME)
• You
• Closing Officer

BRING TO CLOSING

• Government-issued photo ID
• Copy of the sales contract

CONGRATULATIONS

Once everything is signed and the paperwork is complete, you'll hand over the keys and officially close the deal.. Now it's time to look forward to your next chapter.

WHY YOU SHOULD HIRE US

1 COMMUNICATION

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Follow Us On Social Media



TESTIMONIES



