

SELLING YOUR HOME



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Hello, My Name is Marcus



I am a real estate professional. I help buyers, sellers and investors meet their real estate goals. My mission is to provide excellent service through hard work, integrity, expertise, clear communication and a personal touch.



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Experience

I'm a licensed Oklahoma real estate agent with Leonard Realty. It's my mother's brokerage, and I grew up watching her help people find their place in this community. I took my own road to get here, earning a graphic design degree and running my own business in college before finding my way back to the family trade. When I'm not with clients, you'll find me in the Paseo Arts District, where I help direct JRB Art at the Elms gallery. I'm so happy to be doing work that connects people with the place they'll call home!

Expertise/Designations/Education

I am a real estate agent licensed by the Oklahoma Real Estate Commission and affiliated with Leonard Realty. I bring a design-trained eye to the business, holding a graphic design degree from Oklahoma Christian University, where I ran my own business as a student. That entrepreneurial background shapes my approach today. For me, real estate is all about family. I grew up around it, admired how my mother built her business from scratch, and learned the profession alongside her as my managing broker. Beyond real estate, I help direct JRB Art at the Elms, one of Oklahoma City's premier galleries, which keeps me grounded in the community.

Clients for Life

I will work hard to become your "Realtor for Life." My business depends on satisfied clients, both as repeat customers and referrals sources. Please refer to my online reviews to see what those who have used my services have to say about their experience. My hope is that you will be extremely satisfied and confident in referring me to your friends and family. My greatest joy is when clients become friends – and five-star reviews are the icing on the top!

Qualities/Traits

I'm accessible, determined, creative, detail oriented and multiple clients have said I am patient. While professionalism is important to me, so is having a friendly rapport with my clients.



Personal

I'm married to Martha Beliveau Leonard, and we share our home with our pup Bentley. We're active in our local community and love supporting the arts scene here in Oklahoma City. My favorite hobbies include being with friends and family, playing tennis, trying new restaurants, collecting art, painting and traveling. Creativity runs through everything I do, from collecting and design to my real estate work.

Communication

I recognize that communication is extremely important to my clients. I am accessible directly via my cell phone and email.

My Quality Commitment to You

I will work hard for your satisfaction. Please let me know if there is something I could be doing better or differently. Open communication is vital.

Why **LR** LEONARD? REALTY

Real estate agents must place their license under a broker, and I'm proud to have mine with Leonard Realty. The brokerage exists because of my mother's journey through the profession. Before founding it, she spent time with three brokerages, two national and one independent, gaining valuable experience along the way.

After earning her GRI and CRS designations, she got her broker's license in February of 2021. As that year unfolded, it became clear it was time to branch out on her own. Opening Leonard Realty meant she could run the business with the care and quality she believes in, while creating opportunities for other agents to succeed. She jokes it was her mid-life crisis, and she's having a blast. The brokerage has grown to 11 agents.

Joining the family brokerage holds a special place in my heart. My mother has always had my back and encouraged every one of my business ventures. She's my biggest coach, so I take great pride in building a business of my own under the family name. Family matters deeply to me, and working in real estate truly feels like home.



Home Selling Process



Pre-listing Agent Consultation – meet with a real estate professional to discuss your goals and expectations, how to prepare your home, the process, pricing, cost and timeline. This can be a helpful step in the early stages of preparation to sell. Some sellers may be ready to skip this step and proceed with listing their home.

Listing Your Home – we will discuss all of the information involved in selling your home:

- **Pricing** – we will review the comparable market sales and discuss a strategy to sell your home for the optimal price and least amount of time
- **Net Estimate** – we will discuss your potential closing costs and proceeds
- Listing Agreement Documents – I will prepare and we will review and sign the appropriate forms
- **Sign** – a sign will go in the yard when you are ready for showings
- **Lock box** – we will make your home accessible to other agents with our secure lock box system

Marketing Your Home – we will discuss a full marketing plan; here are the highlights:

- **Prepare your property** – first impressions count! Living in your home and selling your home are two different situations. We will discuss what should be repaired, replaced, moved or removed in order to appeal to the most buyers, for the optimal price, and for a timely sale – and I may have a stager come in to assist with this consult.
- **Photos** – most buyers will look at your home online before they look in person; it's important to have great photos so that they will want to schedule a showing.
- **MLS (Multiple Listing Service)** – your home will be made available to other agents and the public through the OKCMAR MLS; and will syndicate to many other websites, including Zillow, Trulia and Realtor.com.
- **Showings** – We will use a great tool called “Showing Time” to schedule showings. Keeping your house “show-ready” will make it easier to buyers to see your home, so when you leave for work, etc., it's best to do a quick touch up. It is important to be able to say “yes” to showing requests, because if you say “no” that buyer may never get to see your home.

Offers & Negotiation – when a buyer wants to purchase your home, they will make an offer. I will be the point of contact with the buyer's agent throughout the transaction. I will receive and present all offers to you. We will discuss the offer details (price, other offer terms, buyer qualification, earnest money, etc.) to determine next steps – acceptance, counter offer or rejection. I can help you determine the best negotiation strategies for your situation.

Contract – once both parties are in agreement and all documents are signed and delivered, we will have an executed contract.

Inspections, Appraisal, and Title Work – I'll work with the buyer's agent and title company to coordinate the inspections, appraisal and survey (as needed). If the buyer requests and/or lender requires repairs to be made on your home, I'll work with you through this phase of negotiation to move forward with the sale. In some cases and under certain terms, if an agreement is not met, the contract could be voided at this point.

Closing Coordination – It's my job to bring all of the pieces together for a successful sale. We will be coordinating with the title company, buyer's agent, lender, and any other involved parties to make sure everything is in order for closing day. We will keep you apprised of pertinent information and tasks along the way.

GOAL = CLOSING DAY = "SOLD!"

Your Goals = My Goals

My goal in working with you:

- **To sell your property at the optimum price,**
- **in the least amount of time,**
- **in as smooth a manner as possible.**

By listening to what is important to you, we can work together to devise a plan to reach your goals.

Please let me know what is important to you in this transaction!

My focus is on working hard to produce the results you desire. In fact, my goal is to do the job so well, you will want to tell your friends and associates about it. My business is built on repeat customers and referrals. Good service speaks for itself. I'm looking forward to the opportunity to earn your referrals too!

What I Deliver

Communication

Your needs always come first. You'll always be kept in the loop. From listing to closing, you'll know the status of our marketing efforts, the offers on the table and the steps leading to a successful closing once an offer is accepted. During the marketing period it is my goal to check in with you at least weekly and certainly more often as needed throughout the entire process. Once we are under contract, I'll provide a timeline to track important details and you will receive updates as we progress. I am available directly via cell phone, text or email.

Please be aware that family is important to me and late evening phone calls and texts, unless urgent, may be returned the following day. Be assured that negotiation periods are considered urgent and will be treated accordingly.

Experience and Expertise

The complexities of your real estate transaction will be handled with expert care. Smoothing the way for your listing and sale, I will capably minimize many potential challenges before they have the opportunity to appear. However, real estate transactions do sometimes bring bumps in the road. As the transaction progresses, if challenges do arise, I will be there to help problem solve and guide toward a resolution.

Marketing

Your home will get the exposure it deserves. My marketing systems maximize your property's exposure to buyers.

Pricing Strategy

Working as a team with you, your home will be priced right, adjusted as needed, and will sell as quickly as possible. We will work together to formulate a pricing and adjustment strategy that sees us through your listing period. With a keen understanding of both the big picture and the very latest local and neighborhood listing and sales data, the information you need is at my fingertips.

Staging Suggestions

We want your home to put its best foot forward. Homes sell because of correct pricing and great presentation. I know what it takes to make the terrific first impression that will get your home sold. I also have a professional stager on my team who can advise on staging if needed.

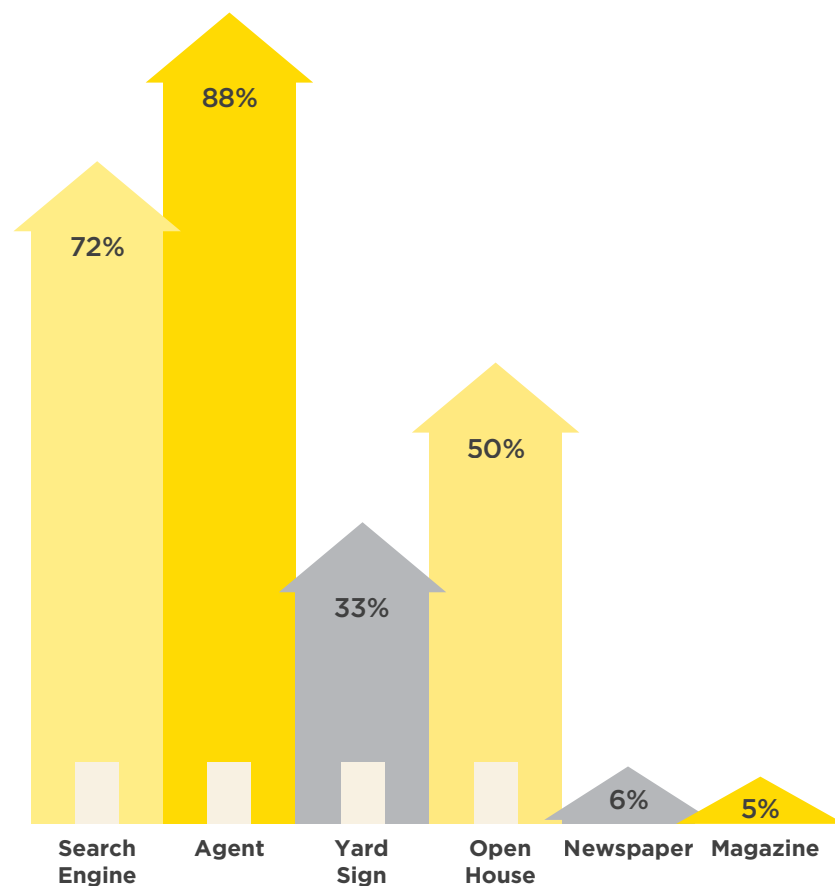
Satisfaction Guarantee

I'll guarantee your satisfaction. Our relationship is dependent on meeting and exceeding your needs. We identify those needs together, and my cancellation guarantee protects your right to end our relationship if you are disappointed with my performance.

How Buyers Find the Home They Purchase

Buyers find the home they purchase primarily by looking on the Internet and by asking real estate agents.

An excellent agent with a terrific Internet marketing program is your best path to a sale.



Marketing Your Property

My Marketing Plan

Designed to capture the maximum exposure for your home in the shortest period of time, I'll implement my proven Marketing Plan. Every listing is unique. ***Many of the strategies below will be used, but some may not. We will work together to determine which of the following to implement.***

- **Price** your home strategically so you're competitive with the current market and price trends.
- **Stage** your home to cast a positive light on the features most important to buyers: this could include decluttering rooms, closets and cabinets, rearranging furniture, removing personal items to help a buyer visualize themselves living in your home, and possibly painting and adding touches for terrific curb appeal.
- When your home is ready, we will enlist a **professional photographer**.
- Place **"for sale" sign** for drive-by prospects.
- Optimize your home's **internet presence**, including plenty of photographs and a description of your property, by posting information in the OKCMAR MLS (Multiple Listing Service), which syndicates to many websites, including Zillow, Trulia, and Realtor.com. We may include drone photography if that is helpful for your property.
- Advertise your home on **social media**.
- Create **flyers and a home book** to place inside your property.
- Promote your property to other real estate agents who are working with buyers.
- Host an **open house** by me or an agent colleague.
- **Target active buyers and investors in my database** who are looking for homes in your price range and area.
- **Provide you with feedback**, including comments from the prospective buyers and agents who have visited your home. We do not always receive feedback, though.

*****Ask me about specific strategies I'm implementing
in our unique real estate market*****

Staging Your Home

Three things to remember:

1. You don't get a second chance to make a first impression.
2. A review of more than 2,800 properties in eight cities found that staged homes, on average, sold in half the time that non-staged homes did.
3. Most buyers make decisions about the property they see within the first 15 seconds of entering the home.

What Can Staging Do?

Location	Cannot be changed
Size	Cannot be changed
Amenities	Can be changed
Condition	Can be changed

Adding cost-effective amenities and improving the general cleanliness and condition of the home is what we call "staging."

When a seller stages their home, one of two things happens:

The home becomes more valuable than other comparable properties in that price range. The home gets moved up in price and becomes the lowest priced in the next higher price bracket or category.*

*Based on the national best-seller
SHIFT: How Top Real Estate Agents Tackle Tough Times
by Gary Keller

Closing and Beyond

Coordinating Your Sale to a Successful Closing

- Potential buyers should be pre-qualified so valuable time isn't wasted; I will assist by requesting proof of qualification from the buyer's lender.
- Each offer will be presented and discussed with you.
- I will negotiate the details of your transaction on your behalf with the other agent and will be the point of communication for you.
- Once we are under contract, I'll assist through inspections and repair negotiations, the appraisal, the survey, and coordinating with the title company and lender as needed.
- Closing will be prepared, coordinated and finalized for you.

Beyond the Sale

- If you are relocating to another town, do you need a recommendation for an agent to assist you in your relocation to that area?
- Need a recommendation for a moving company?

I'm happy to refer you to great providers of other real estate-related services. I'm here to make the sale of your home as smooth and stress-free as possible.

Will you be interviewing other Agents?

If so, you may wish to ask the following; my answers are included below:

Are you a full-time or part-time agent?

I am a full-time agent. I also own my real estate brokerage. I am ALL IN.

What qualifications and training do you have?

In addition to a Business Management degree, I have a real estate BROKER license, issued by the Oklahoma Real Estate Association. A broker license is a higher level than a sales associate. Additional training and experience is required to qualify. I also hold two designations issued by the National Association of Realtors – Certified Residential Specialist and Graduate Realtor Institute. I have attended and participated in numerous training programs, including Keller Williams BOLD, Buffini Mastery Class, and Ninja Selling. I also take more than the required continuing education courses each year to keep my skills honed. My best qualification though is repeat client business and referrals – I've been blessed with wonderful clients!

Will you service our listing personally or will we be working other team members or assistants?

I will service your listing personally from beginning to end. I work as an individual agent. You will not be handed off to another member of a team. You have direct access to me via cell phone. I even attend the buyer's inspection on my listings. If for some reason I were going to be unavailable for an extended period of time due to travel, training, or an emergency, I would make arrangements for another capable associate to take care of you until I return. Even with travel and training, I normally conduct business as usual via phone and email. On rare occasions I could be asked to be at two places at once; in such cases I do occasionally call upon the assistance of other professionals on my team if needed so that clients are never left without assistance. I do my best to manage my schedule to service all client needs.

What is your accessibility?

I ask all of my clients to contact me directly on my cell phone (call or text) or by email. I do value time with my family – therefore all non-emergency calls and emails received after 7:00 p.m. may not receive a response until the following day.

What references can you provide?

Please see my page of Online Reviews – or consult my Business Facebook Page, “Marcy Leonard, Realtor”, or my Google business page. Please ask me if you would like to contact any past clients and I’ll provide contact information.

Do you offer an “easy exit” listing so that I can end our agreement if I am not satisfied?

Your satisfaction is extremely important to me. If you are unhappy with my performance at any time, our agreement may be discontinued. I would appreciate the opportunity to correct any issues before parting ways, though, so please communicate with me if there is something you would like me to be doing differently. If you are still unsatisfied, then we can end our agreement.

Are you ready to list with me?

If yes - thank you!

- We have things to discuss and papers to sign!
- The pages that follow contain other valuable information including marketing and pricing

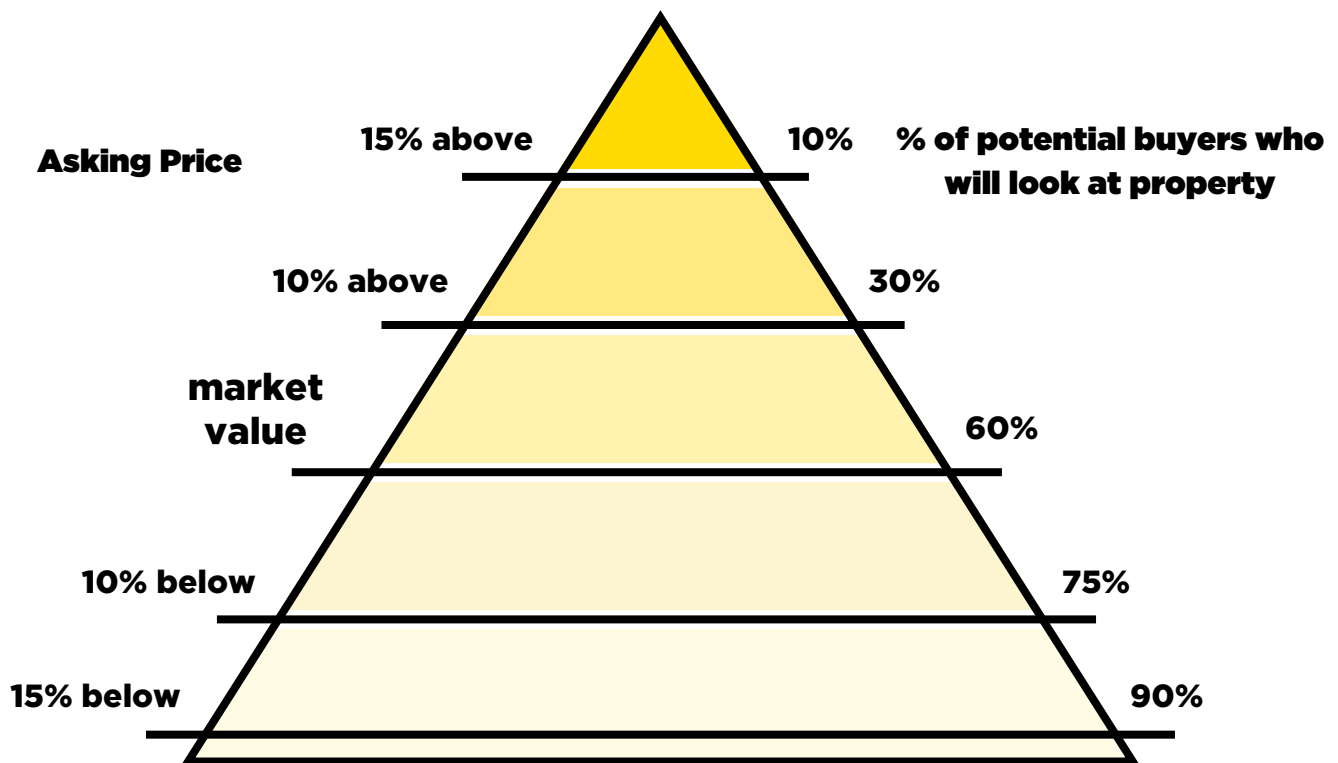
If no - may I ask why?

- Are there any questions I can answer?
- Are you interviewing other agents?
- Will you be ready at a later time?

Price Right - Attract Buyers

Pricing your property competitively will generate the most activity from agents and buyers.

Pricing your property too high may make it necessary to drop the price below market value to compete with new, well-priced listings.



Pricing Misconceptions

It is very important to price your property at competitive market value when we finalize the listing agreement.



Buyers and Sellers Determine Value

The value of your property is determined by what a buyer is willing to pay and a seller is willing to accept in today's market. Buyers make their pricing decision based on comparing your property to other properties SOLD in your area. Historically, your first offer is usually your best.

Price Ahead of the Market - Buyer's Market

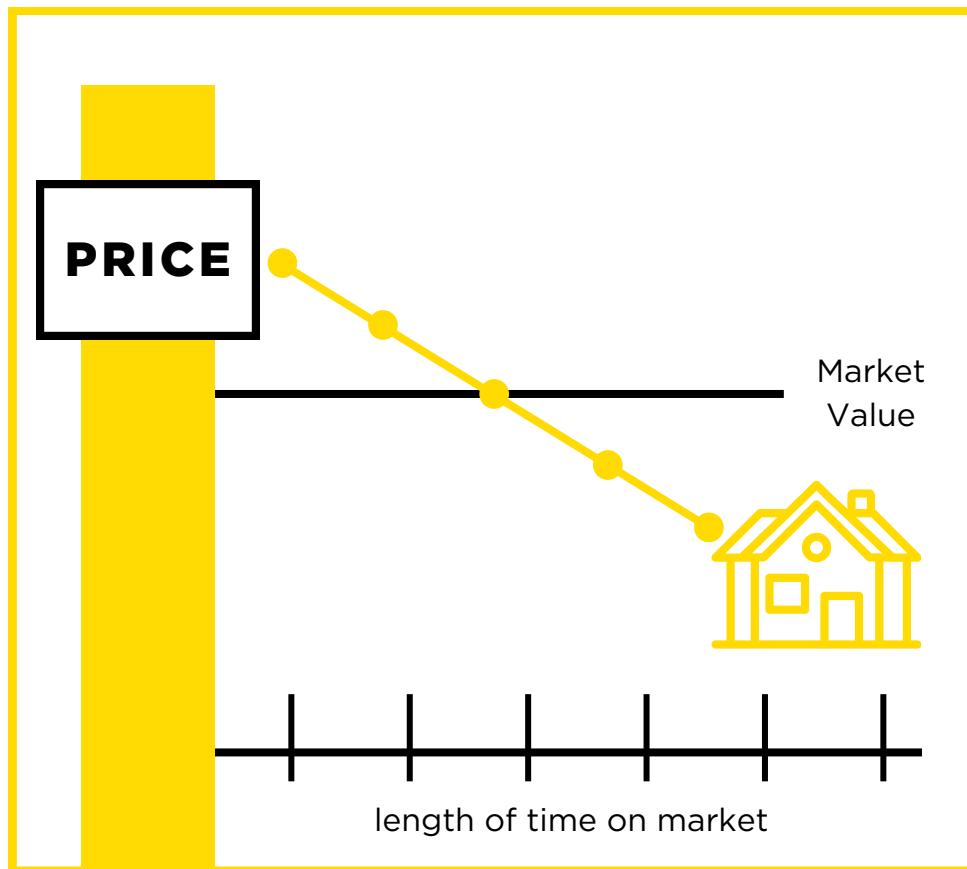
If sellers find themselves in a market with falling home values, they can end up chasing the market down, because home values are always falling faster than their price reductions.



Price Right - Time on Market Works Against You

If you want to compete, be competitive.

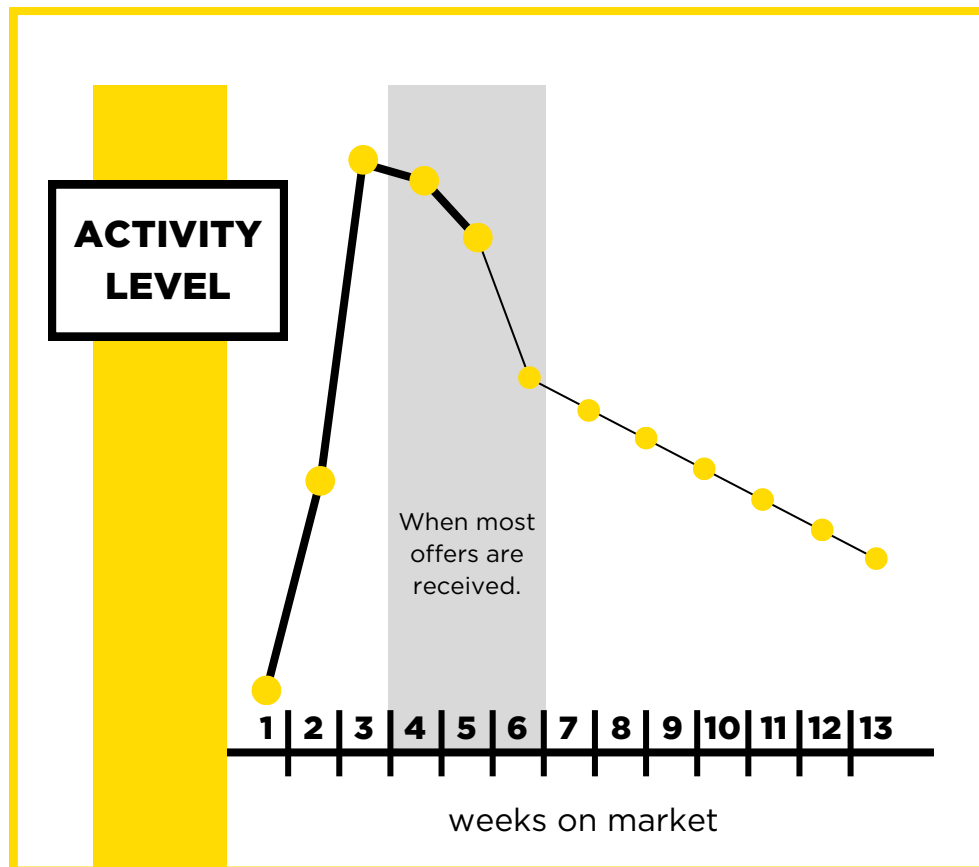
- The buying market has a short attention span.
- Pricing your home right the first time is key.
- Proper pricing attracts buyers.
- An overpriced house will not sell.
- We want to generate offers before the market moves on to newer listings.



Price Competitively - The First 30 Days Are Critical

The right price is important.

- A property generates the most interest when it first hits the market.
- The number of showings is greatest during this time if it is priced at a realistic market value.
- Starting too high and dropping the price later misses the excitement and fails to generate strong activity.
- Many homes that start high end up selling below market value.



Preparing Your Home for Sale

Did you know well-placed furniture can open up rooms and make them seem larger than they are? Or that opening drapes and blinds and turning on all lights make a room seem bright and cheery?

It's a fact: acquiring the highest market value and elevating your home above others in the same price range often comes down to first impressions.

Here are some inexpensive ways to maximize your home's appeal:

Exterior

- Keep the grass freshly cut
- Remove all yard clutter
- Paint the front door
- Weed and apply fresh mulch to garden beds
- Clean windows inside and out
- Wash or paint home's exterior (peeling paint might be flagged on appraisal)
- Tighten and clean all door handles
- Ensure gutters and downspouts are firmly attached
- Remember to give attention to fences if needed

Interior

- Remove excessive personal photos, wall hangings, furniture and knickknacks (consider a temporary storage unit if needed; otherwise neatly stack boxes/excess furnishings in garage)
- Clean or paint walls and ceilings
- Shampoo carpets
- Clean and organize cabinets and closets
- Repair all plumbing leaks, including faucets and drain traps
- Clean all light fixtures, the garage door button - and the doorbell!

For Showings

- Light it up -- turn on all the lights & open window coverings in the daytime
- Keep pets secured outdoors, in a crate, or, the best option is to take your furry friends with you during the showing; put away pet beds, bowls and litter boxes
- Play quiet background music
- Light the fireplace (if seasonally appropriate)
- Infuse home with a comforting scent like apple spice or vanilla
- Vacate the property while it is being shown
- As a precaution, please take the time to secure or remove all valuables, including jewelry, electronics, medications, firearms etc.