



# Your Guide to a Successful Home Sale

## *From Listed to Sold*

PRESTIGE. EXPERTISE. POSSIBILITY.

SKYWARD REALTY • YOUR DREAM HOME SPECIALISTS® • MULTI-STATE REACH • LUXURY EXPERTISE

SKYWARD REALTY, LLC  
YOUR DREAM HOME SPECIALIST®

# Our Meeting Today

## DISCUSSIONS AND POSSIBLE OUTCOMES

Selling your home is one of life's most important decisions. Today, we'll explore your priorities, review market insights, and outline the best path to achieve your goals with confidence.

*Here's what we will cover:*

YOUR VISION

MARKET INSIGHTS

PRICING STRATEGIES

MARKETING STRATEGIES

THE HOME SELLING PROCESS

YOUR OPTIONS

### FROM THERE, WE HAVE A FEW PATHS WE CAN TAKE:

#### WE'RE A GREAT FIT:

We decide to partner together, sign the agreement, and I'll create a tailored plan to market and sell your home successfully — and for the best possible price.

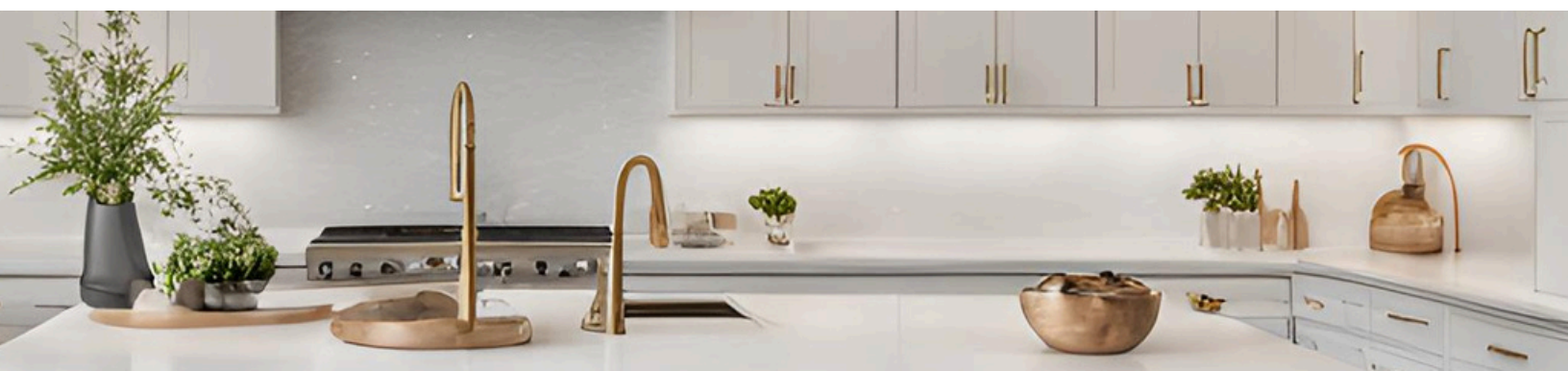
#### I'M NOT THE RIGHT FIT:

If my approach isn't the perfect match, that's okay. I'll gladly provide resources or referrals to help you move forward confidently.

#### I MAY CHOOSE NOT TO LIST:

If I believe another solution better serves your needs, I'll be transparent and guide you toward the best option for your success.

At ***Skyward Realty, LLC***, I'm here as your trusted resource – whether you choose to work with me or not.



# The Skyward Difference

PRESTIGE. EXPERTISE. POSSIBILITY

## Why Choose Skyward Realty?

At Skyward Realty, selling a home is more than a transaction — it's a partnership. Our role is to manage every detail with precision, so you can focus on your next chapter with confidence.

We're proud to serve clients across Illinois, Indiana, and Florida, with expansion into Wisconsin coming soon. This multi-state reach gives us a unique edge when marketing your property, connecting it with buyers moving between markets.

When you work with us, you can expect:

- Luxury marketing that makes your home shine
- Professional photos, video tours, and staging guidance
- Maximum online exposure across MLS systems and top real estate websites
- A personalized plan designed around your goals

*Our promise: We don't just list homes. We elevate them.*

## Meet Shena Omotola, M.B.A.

*16+ Years of Experience | Hundreds of Families Served | Multi-State Licensed*



Hi, I'm Shena — the Broker-Owner of Skyward Realty and proud to be known as Your Dream Home Specialist®. With almost 20 years of experience and an MBA in Business and Marketing, I know how to position homes to attract the right buyers.

My certifications include Luxury Homes (LHC®), Resort & Second Home Property Specialist (RSPS®), Real Estate Negotiation Expert (RENE®), and Military Relocation Professional (MRP®). These aren't just titles — they're tools I use to protect your interests and get you the best outcome.

Over the years, I've helped hundreds of families buy and sell homes across Illinois, Indiana, and Florida. What drives me most is making sure my clients feel cared for and confident every step of the way.

At Skyward Realty, we combine top-notch marketing with concierge-level service, so you can focus on your next chapter while we handle the details.

## *Let's Connect*

SKYWARDREALTY.COM | CLIENTCARE@SKYWARDREALTY.COM | (833) GO-SKYWARD | BROKERAGE

*Shena Omotola*



# Our Proven Marketing Strategy

At Skyward Realty, LLC, every listing receives a tailored marketing plan designed to capture attention and deliver results. Here's how we elevate your home above the competition:

## ***Luxury Presentation:***

*Photography, cinematic video, drone tours.*

## ***Staging Expertise:***

*Professional guidance to maximize appeal.*

## ***Digital Reach:***

*Targeted ads on social + Google.*

## ***Multi-State MLS Exposure:***

*Illinois • Indiana • Florida (Wisconsin coming soon)*

## ***National Visibility:***

*Zillow, Realtor.com, Redfin, etc.*

## ***Personalized Touch:***

*Open houses + private tours.*

*Prestige. Expertise. Possibility.*





# From Listed To Sold

## YOUR JOURNEY TO SUCCESS

Selling your home is a journey, and I'm here to be your trusted guide!  
We'll work together to achieve your goals, whether it's a quick sale,  
maximum profit, or a smooth and stress-free experience.

### HERE'S HOW WE WILL MAKE IT HAPPEN:

- 1 **Understand Your Goals:** We'll discuss your priorities for this sale.
- 2 **Create a Plan:** We'll develop a customized plan to achieve your goals.
- 3 **Prepare Your Home:** We'll get your home ready to show.
- 4 **Market Your Home:** I'll find the right buyers for your property.
- 5 **Negotiate & Guide:** I'll advocate for you and guide you through the entire process.

## My Commitment To You:

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CLEAR COMMUNICATION • EXPERT GUIDANCE • STRONG ADVOCACY • PERSONALIZED SERVICE

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# Your Home Selling Roadmap

## YOUR STEP-BY-STEP GUIDE TO A SUCCESSFUL SALE



**If we started today your projected timeline could look like:**

- Home Listing:** In as little as 1-2 weeks.
- Under Contract:** Accepted offer within 2-4 weeks of listing
- Closing:** Typically within 2-3 months of listing

PRESTIGE. EXPERTISE. POSSIBILITY.



# Where Does My Commission Go?

AN INVESTMENT IN EXPERTISE, SERVICE & RESULTS

## BREAKDOWN OF COMMISSION ALLOCATION

01

### Marketing & Exposure

Professional photography, cinematic video, staging, brochures, social media, and national digital campaigns.

02

### Buyer's Agent Compensation

A portion goes directly to the buyer's agent, who represents and brings the buyer to the table.

03

### Brokerage & Compliance

Covers brokerage operations, insurance, licensing, MLS access, and transaction management.

04

### Professional Services & Taxes

Association dues, continuing education, technology platforms, and state/federal taxes.

05

### Business & Team Support:

Staff, transaction coordinators, and support professionals who ensure a seamless experience.

06

### Broker Net Investment:

The portion that remains is reinvested into client services, marketing tools, and expanding Skyward's multi-state reach.



# The Skyward Value Promise

EVERY SKYWARD REALTY CLIENT RECEIVES A FULL LUXURY  
MARKETING EXPERIENCE — NO EXCEPTIONS.



When you choose Skyward Realty, LLC, you're choosing more than a listing service. You're choosing a partner committed to elevating your home and maximizing your results. Here's what you can always expect:

## Luxury Marketing for Every Listing

*Professional photography, cinematic video, drone tours, and staging guidance to ensure your home stands out.*

## Maximum Market Exposure

*Your home showcased across multiple MLS systems and premier platforms like Zillow, Realtor.com, Redfin, and more*

## Concierge-Level Service

*A seamless, personalized experience where every detail is handled with care — so you can focus on your next chapter.*

## Proven Results

*Decades of experience, multi-state reach, and a reputation built on strategy, negotiation, and trust.*

AT SKYWARD REALTY, LLC, WE DON'T JUST LIST HOMES — WE ELEVATE THEM.

**PRESTIGE. EXPERTISE. POSSIBILITY.**



# What Our Clients Are Saying



*Real stories. Real results. The Skyward Experience in their words.*



## **Testimonial #1**

### **Smooth & Stress-Free**

“Shena is incredible! She helped us buy our first home in 2019, and when my complex situation arose this year, there was no one better to handle both the real estate and financing sides. She made it smooth, stress-free, and worked tirelessly to ensure a timely, favorable outcome. You couldn’t ask for a better person to guide your journey. We’ll be using Shena again!”

— *Jessie H.*

## **Testimonial #2**

### **Professionalism & Responsiveness**

“From start to finish, Shena exemplified professionalism and market expertise. Her quick responses — often within minutes — made us feel valued and kept the process moving effortlessly. She’s approachable, knowledgeable, and made selling our home a joy. Highly recommend her to anyone seeking a professional, honest, and joyful agent.”

— *Jayson M.*

## **Testimonial #3**

### **Luxury & Marketing Expertise**

“Shena’s marketing was outstanding — from professional photos to stunning online exposure. Our home sold quickly and above asking price. Her strategic approach and luxury touch made all the difference.”

— *Gina P.*

## **Testimonial #4**

### **Trust & Multi-State Support**

“As out-of-state buyers, we were nervous, but Shena made the process seamless. Her knowledge across multiple markets gave us the confidence to move forward. She truly goes above and beyond for her clients.”

— *Dan & Vicki*

AT SKYWARD REALTY, LLC, WE DON’T JUST LIST HOMES — WE ELEVATE EVERY EXPERIENCE.

*Thank you*

I am truly honored that you would consider me to  
guide you on your home-selling journey.

My commitment is simple: to provide you with expert  
guidance, clear communication, and concierge-level  
service every step of the way.

From Listed to Sold, my goal is to make your  
experience seamless, successful, and stress-free.

I look forward to helping you achieve your goals with  
Prestige, Expertise, and Possibility.




**SHENA OMOTOLA, M.B.A**

MANAGING BROKER OWNER | SKYWARD REALTY, LLC

YOUR DREAM HOME SPECIALIST®

DESIGNATIONS & CERTIFICATIONS  
LHC® | RSPS® | RENE® | MRP®

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SCHEDULE YOUR PRIVATE  
CONSULTATION

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