

About Us

We're joined by a unique system of shared values. We know that integrity is not just good for business, it's who we are. Our associates are candid and honest with clients from the beginning to the end of the process. We will do everything within our power to help you sell your home.

"For I know the plans I have for you" declares the Lord, "plans to prosper you and not to harm you, plans to give you a hope and a future."
-Jeremiah 29:11



Mission

Our mission is to set the standard of honesty and professionalism in Abilene real estate, to be ambassadors for our community, and to create a work environment which enriches the quality of life for our clients and associates.

Seller Goals

- \$ HIGHEST PRICES + SHORTEST TIME
- Consistent Communication
- Smoothest Process



5 Things that SELL a house....

1. PRICE
2. TERMS
3. CONDITION
4. LOCATION
5. MARKETING



1. Preparation and Professional Photography

2. Digital Marketing

The Internet has transformed the way buyers shop for homes. The goal of our digital marketing is getting your home in front of as many potential buyers as possible and in the best light. Our content then aggregates to over 200 different websites. However, even with this large quantity, we concentrate on quality - both with our photos and with our information. We focus on placing your listing on the top sites where buyers shop for homes.

3. Traditional Marketing

SIGNS - We will always place a Stovall, Realtors® sign in your front yard and additional signs for events like an open house.

DIRECT MAIL - Each of our listings are marketed in a targeted direct mail campaign with post cards and fliers.

OPEN HOUSES - We host open houses at high-visibility, high-traffic listings to procure additional potential buyers. We advertise our open houses in the Sunday edition of the Abilene Reporter News and the Homes in Abilene edition.

4. Agent Marketing

AGENT TOURS - We take all our agents on home tours so they know your listing. Occasionally, we'll host a REALTOR® open house so other agents can take a tour.

COMPLETE INFORMATION - We provide complete, accurate and appealing descriptions, multiple professional photos and a virtual tour.

SHOWING TIME - We use ShowingTime, a service which allows agents to easily schedule appointments and provide feedback after the showing.

StovallRealtors.com

