

LISTING PACKAGE



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Your **TRUSTED**  
Real Estate Resource  
in the area for 38+ years.

**MEYBOHM'S BEST OF THE BEST**  
**SC ELITE AGENTS**

 Meybohm

# MEET the TEAM



## Vikki Crossland, CRS, ABR, SRES

Vikki Crossland has vast experience and knowledge of the real estate industry. In 1977, she began as a real estate practitioner in California and has been a SC broker since 1985. Not only is Vikki an accomplished broker she is a skilled negotiator for her clients. Vikki is committed to providing exceptional service to her clients. She has earned Certified Residential Specialist (CRS), a Seller Residential Specialist (SRS) an Accredited Buyer's Representative (ABR), Senior Real Estate Specialist (SRÉS) and US Military on the Move certified. Vikki is a "Top Producing Agent", has received MEYBOHM'S South Carolina Top Sales Elite awards." Vikki and partner Brandi Cook are honored as a top selling team, "Best of the Best", Top 25 and one of MEYBOHM'S Chairman Club members. Vikki is most proud of her team's accomplishment of receiving the Outstanding Customer Service Awards. Vikki's 40 years' experience and love of real estate will represent your best interest in your real estate transaction. Vikki has two large fur babies; French Fry (rescue) and Pepper (Airedale Terrier) and supports F.O.T.A.S-Friends of the Animal Shelter. Vikki loves living in Aiken, believes in giving back to her community by orchestrating service videos that spotlight local businesses or charities, yearly sponsoring the "Hopelands Concert Series" and "Storytime" where each child receives a free book.

## Brandi Cook, CRS, ABR, MFS

Brandi is a Licensed REALTOR® in South Carolina and Georgia. Brandi is experienced, caring, a strong communicator and builds lifelong relationships with her clients. Brandi excels at marketing, online/social platforms and is very progressive in her promotion of listings that bring outstanding results for her clients. Brandi received MEYBOHM'S highest awards for SC Elite in 2018, 2019, 2020 & 2022. She is the "Best of the Best", Top 25 and is one MEYBOHM's Chairman Club members. Brandi Crossland Cook is a Certified Residential Specialist (CRS), Accredited Buyer's Representative (ABR), Military Friendly Specialist and Certified Pre & Post Housing Counseling. Assisting people find the right home that suits their personality is another of her many assets. She understands the needs of military families and is extremely knowledgeable on VA financing. Brandi is married to Ryan Cook, a true Aiken native and they have a delightful daughter named Marli. Brandi is also a great role model and has lead a troop of active Girl Scouts as their troop leader for the past 5 years, as well as, serves on the Board of Directors for Bridge 2 Home. Voted by her peers received the distinct honor of Aiken Association of Realtor's "REALTORS® of the Year" in 2013.

## Cynthia “Cindy” Linkenhoker

Cindy is a licensed REALTOR® associate in South Carolina and Georgia, and joined the Aiken Homes Team in 2017. She is also US Military on the Move certified and understands the needs of a military family. Born and raised in Florida, after visiting in 2016 and falling in love with the area she made Aiken her home in early 2017. Cindy worked as a retail manager for 11 years prior to starting her career in real estate; with her customer and client service background, she has been a great addition to the team. Cindy believes “laughter is the best medicine” and is quite witty and humorous. As a true animal lover, you can find her where the pets are. Cindy is our team coordinator who is invaluable at supporting each team member and our clients in any way she can.

## Stephanie Caraway, ABR, SFR

Stephanie Caraway is a licensed REALTOR® Associate in South Carolina and Georgia, who is specializes in working with buyers and has earned her Accredited Buyer’s Representative (ABR), Short Sales and Foreclosure Resources (SFR) designations and US Military on the Move certified. Her helpful and positive personality is an asset. Born and raised in Florence, South Carolina, Stephanie is proud to be a lifelong resident of the south. Stephanie and her husband, Anthony, a Residential Contractor and owner of Caraway Custom Builders, moved to Aiken in 2000. Stephanie’s experience revolving around new construction and remodeling is an added plus. They have two boys, Gavin and Payton and fur babies Chloe and Ellie Jo. Some of her hobbies include traveling, reading, hanging around with loved ones or just relaxing at home.

## Ryan Cook, MRP

Ryan is a Georgia Licensed REALTOR® Associate and a Military Relocation Professional (MRP). He was born and raised in the CSRA area. Having worked in the construction industry for most of his life, he has firsthand knowledge of HVAC systems, mechanics, plumbing and welding. He is married to Brandi Cook and they have a wonderful daughter together. His free time is spent out in nature or on the golf course. He has a great personality and never meets a stranger. Life in his words has been “Blessed”.

## Joy Lindell

Joy Lindell is a Licensed Associate Realtor in South Carolina. After, twenty-nine years in education, Joy is excited about assisting clients in one of the most important decisions they will ever make, buying and selling a home. A native of Barnwell County she has lived in the CSRA her entire life. Her love and knowledge of the CSRA gives her a unique perspective for her clients. Her years in education have provided her with excellent communication and listening skills that benefit her clients as well. She strives to provide clients with a stress-free and enjoyable process in buying and selling real estate. Joy lives in her hometown of Williston with her husband. She enjoys reading, traveling, and most of all spending time with her grandchildren.

## Anne “Nancy” Hardwood, ABR

Nancy Harwood is a licensed REALTOR® Associate in South Carolina and Georgia, who has been working with the Aiken Homes Team for over 19 years. She is an Accredited Buyers Representative (ABR) and US Military on the Move certified. Nancy is originally from New York and has worked for Vassar College as an assistant to the Bursar and Payment Plan Manager. She enjoys meeting people from all over the world and has a special love for horses. Nancy specializes in assisting people who are relocating to Aiken, comprehends the needs of the retirees, and coordinates the details involved with closing real estate transactions. Nancy is a crucial member of the Aiken Homes Team.

## Steve Block

I was born and raised in small town Iowa and spent many years in retail. Most of those years were spent in Leadership positions in the pet specialty retail sector. In the pet specialty retail world, I became passionate about pet rescue. Don’t buy, adopt and save a life. I moved my family here to Aiken in 2016 and fell in love with the warm South. We love being just a couple hours from the beach and a couple hours from the mountains. I have been married to my wife Amy for 22 years and we have 3 teenage boys. We are also pet parents to 3 dogs and a cat. No surprise, the cat rules the house. I enjoy playing golf, having good times with friends, cheering on my favorite sports teams, and absolutely love going out to watch live music whenever I can. Although hard to believe, I also enjoy home projects (nothing is too big), gardening, and taking care of the landscaping around my house.

## Thomas “Scott” Linkenhoker

Scott Linkenhoker is a licensed REALTORS® Associate who joined the team in 2011 after retiring in Brevard County Florida as a Utility Manager in 2010. Scott and Vikki dated for six years before getting married in 2011. He then became a part of the Aiken Homes Team and assists by providing background support of the daily operations in monitoring vacant homes, meeting contractors and clients as needed. Scott enjoys following up on details for our clients and customers during and after transactions have closed.

Scott is an important facet of the team.

## Laurel Youngblood

Laurel Youngblood joined the team in August of 2022 making her the newest member of the team, who has a desire to learn every aspect of the real estate business. Laurel was born and raised in Aiken, SC which makes her very knowledgeable about the area. She has always had a passion for working with the public from retail management to being a registered dental hygienist and looks forward to working and helping our buyer clients both near and far accomplish their real estate goals. Laurel is married to the love of her life; Jeremy and they have two little girls together. When she isn’t working, you can find her reading, practicing yoga or hiking in the mountains.

# DESIGNATIONS & Certifications



## ABR- ACCREDITED BUYERS REPRESENTATIVE

The Accredited Buyer's Representative (ABR®) designation is for real estate buyer agents who focus on working directly with buyer-clients at every stage of the home-buying process. [Brandi](#), [Vikki](#), [Nancy](#), [Stephanie](#)



## CRS- CERTIFIED RESIDENTIAL SPECIALIST

The CRS designation is the highest credential awarded to residential sales agents, managers, and brokers. On average, CRS designees earn nearly three times more in income, transactions, and gross sales than non-designee REALTORS®. [Brandi](#), [Vikki](#)



## SRS- SELLER REPRESENTATIVE SPECIALIST

The Seller Representative Specialist (SRS) designation is the premier credential in seller representation. It is designed to elevate professional standards and enhance personal performance. The designation is awarded to real estate professionals who demonstrate the knowledge and skills essential for seller advocacy. SRS designees represent a global community of REALTORS® who use their advanced training and expertise to go above and beyond their client's expectations. [Vikki](#)



## SRES- SENIORS REAL ESTATE SPECIALIST

The SRES® Designation program educates REALTORS® on how to profitably and ethically serve the real estate needs of the fastest growing market in real estate, clients age 50+. [Vikki](#)



## MRP- MILITARY RELOCATION PROFESSIONAL

NAR's Military Relocation Professional certification focuses on educating real estate professionals about working with current and former military service members to find housing solutions that best suit their needs and take full advantage of military benefits and support. [Ryan](#)



## SFR- SHORT SALES & FORECLOSURE RESOURCE

The SFR® certification teaches real estate professionals to work with distressed sellers and the finance, tax, and legal professionals who can help them, qualify sellers for short sales, develop a short sale package, negotiate with lenders, safeguard your commission, limit risk, and protect buyers. [Stephanie](#)



## MOM- MILITARY ON THE MOVE

U. S. Military on the Move (MOM®) is a real estate rebate program that provides a credit or rebate based on the actual sales price of the home – not a fixed amount, plus you receive it at closing! [Vikki](#), [Brandi](#), [Nancy](#), [Cindy](#), [Stephanie](#)

## MILITARY FRIENDLY SPECIALIST

Focus on a Niche Clientele in Helping Servicemembers - Active, Former and Retired Families. [Brandi](#)



## CERTIFIED PRE & POST HOUSING COUNSELING

Identify barriers to homeownership that the buyer may face, assist homeowners with financial and housing issues and connect them with a local HUD-approved housing counseling firm for various solutions. [Brandi](#)

# WORDS from our clients



“Vikki and her team are wonderful! I would recommend them to anyone for their real estate needs.”

**- Christopher and Rebecca Royer. - Seller and Buyer**



Brandi Cook, Vikki Crossland and their team were impressive in selling our parents' home. They were professional, efficient, full of knowledge and gave great guidance during this process. Brandi was always available to answer our questions and did so with such patience and kindness. Our family would highly recommend this team to others and we will use them again in the future. Our hearts are full of gratitude to you all. Kind regards!

**- Cindy Abshire - Seller**



“So thankful for Vikki & Brandi for making the process of selling my home so easy! They were absolutely flawless! I will never use another REALTOR®!”

**- Melanie Hunt - Seller**



“Brandi is a excellent agent I bought my new home with her services and also sold my property land with her services I didn't have to do anything, it was super easy and convenient. Thank you Brandi!”

**- Brandi - Luisa D - Seller**



“I was very satisfied with every aspect of my dealings with Meybohm Real Estate and especially so with my relationship with Brandi Cook.

**- Mildred Fry - Seller**



“Just sold our home today with the help of Aiken Homes Team. Brandi and Vikki were amazing as always. This is our third house that they've helped us sell as our needs have grown and our family has grown over the last few years. They've always been there to help us, always on time, very thorough, always there when we had a question, never made us feel like we didn't know what we were doing or our ideas didn't make any sense. So, it's good to have people in this little town of Aiken to help us through and we really appreciate it.

**-Anthony and Marcelle James - Seller**

# 2022 MARKET STATS

We're proud to have had our best year ever assisting buyers and sellers in the Aiken-Augusta area!



WE SOLD OVER  
**\$32,000,000**  
of Real Estate



OUR LISTINGS SOLD  
**10% HIGHER**  
average home median sale  
price in 2022



**51**  
sold listings



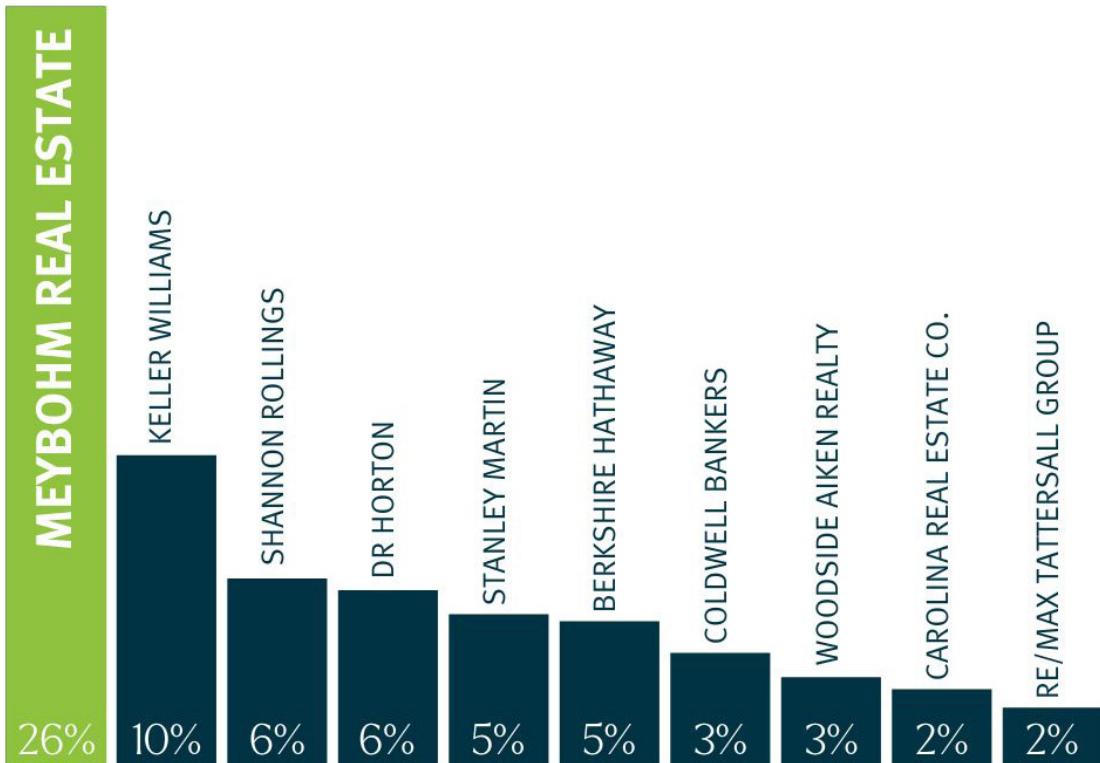
**104**  
families realized their  
real estate dream



**29 DAYS**  
days homes sold and  
closed faster than 2020

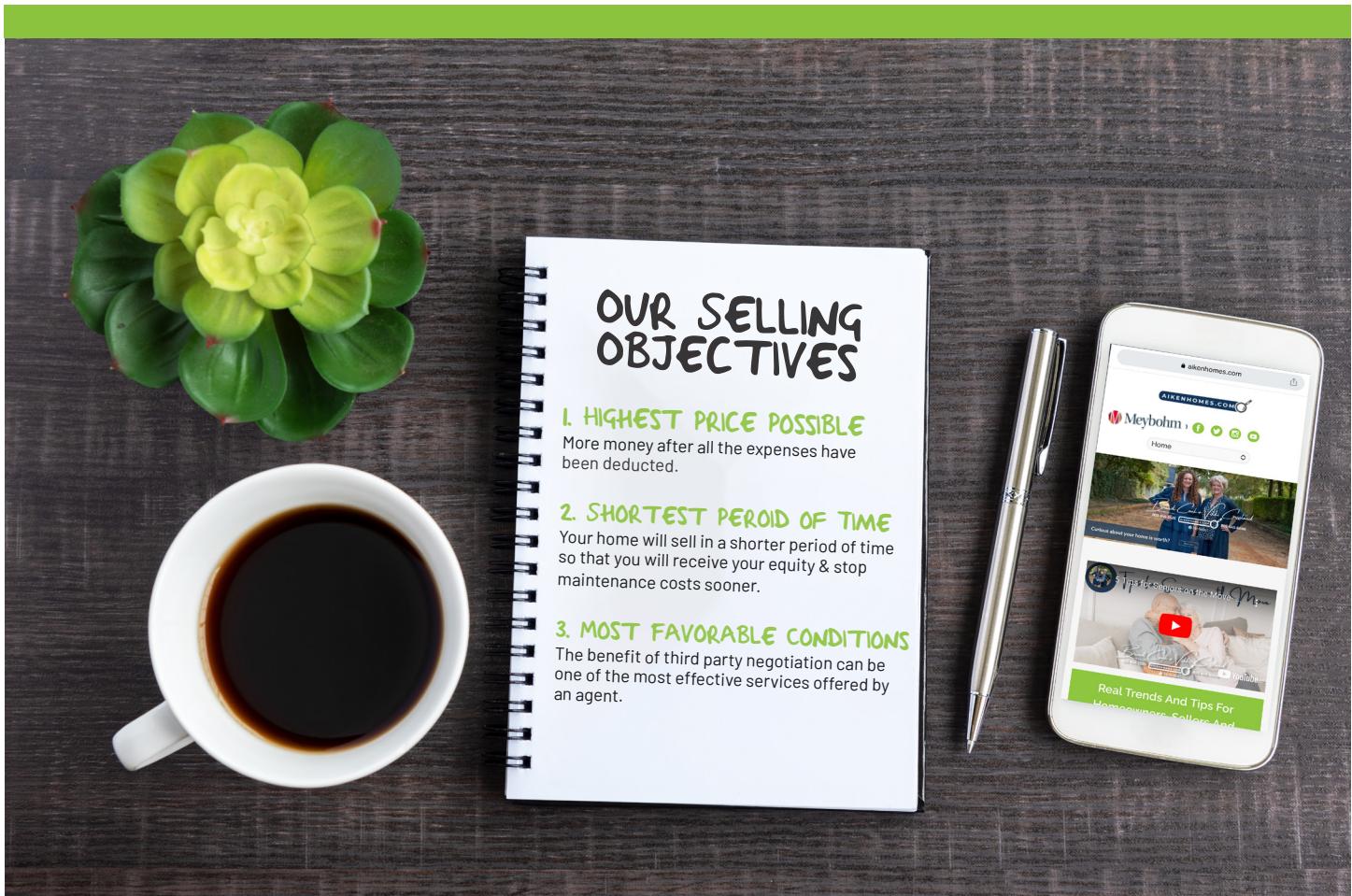
**110% COMMITMENT** to our clients!

## 2022 MARKETSHARE – AIKEN



**MORE LISTINGS | MORE SALES | MORE RESULTS**

# MARKETING FACTORS



## THE ROLE OF THE REAL ESTATE COMMUNITY

The entire real estate community includes all of the companies, and agents in the marketplace. They work together to sell property in an incredibly system of sharing information. The multiplying effects of this cooperation will increase the promotion that is done on each and every property in the marketplace. It brings purchasers into the home buying process, and after qualifying them to their wants, needs, and abilities, they can be directed toward the home that meets their requirements.

## THE PRICING & POSITIONING IN THE MARKETPLACE

Purchasers have a tendency to want to look at all of the available properties that meet their criteria. They will compare the homes according to value for price, condition, and appeal. Even if the buyers are not familiar with prices in a particular area, it is easy for them to determine whether a home is priced correctly after seeing a few homes. Supply and demand has a direct effect on pricing. The subject property must be favorably priced based on location, condition, and terms compared to the other homes that a buyer will look at.

## THE ROLE OF THE MARKETING COORDINATOR

The agent's objective is to sell your home, not necessarily to be the one to actually sell it. The sheer number of other agents makes it more likely that someone else will sell your home. The listing agent's job as marketing coordinator will be to manage the sale to maximize promotional efforts, represent the seller's interests, and to use their experience to make the transaction go smoothly.

# KEYS TO A Successful **SALE**



## WE HAVE SINCERE INTEREST

We know you are concerned about the sale of your property. We pledge to take sincere interest in getting it sold for the most money, in the shortest time, and with the fewest problems.

## PROFESSIONAL SERVICE FEE

The professional service fee charged by my company is 6-7% for resale residential and 8-10% for land, based on the sales price of the property. Our company cooperates fully with other real estate companies and agents. We offer sales commission to the selling agency that is shared between the brokerage company and the salesperson.

## PERFORMANCE GUARANTEE

We feel so confident in our ability to market and sell your home that when your property is entrusted to our company under an exclusive right to sell agreement for 180 days or more; our firm assures you that if at any time during the listing period you are not satisfied with the service you are receiving, you may notify our office in writing and your listing will be terminated.



## REPRESENTATION

Choose a knowledgeable team that can represent you in all phases of the transaction.



## CLEAN UP

Tidy up the grounds & de-personalize inside to make your home more inviting.



## STAGING

Make the house ready for prospective buyers, they will feel more comfortable and at home.



## SHOWING

Try and leave the house so that buyers can take their time and converse freely.

# 5 REASONS A HOME SELLS



1. LOCATION
2. PRICE
3. TERMS
4. CONDITION OF PROPERTY
5. THE REALTOR® TEAM YOU CHOOSE

You Control Four of These!

# A SELLER'S JOURNEY

Successful sellers are sufficiently motivated to go through the challenges of marketing and selling their home in order to make a move.



MEET WITH ME



AGREE ON SELLING PLAN



STAGE HOME



LISTING PAPERWORK



PHOTOS TAKEN



MARKET EXPOSURE



SHOWINGS



PRICE ADJUSTMENTS

## DECISIONS/PREPAREATIONS

### MEET WITH ME

Our journey begins with meetings to establish rapport, want, needs, and counseling about the selling process. You may not have sold a home in several years or this may be your first time selling and you want assurances you will be working with a trusted advisor.

### AGREE ON SELLING PLAN

Market conditions change over time. Agreeing on a selling plan involves reviewing market conditions and the tools available to test the market at the agreed price and condition of the home.

### STAGE HOME

Painting and freshening decor helps sell the home. Reducing clutter helps sell the home. Landscaping and ongoing cleanliness helps sell the home. You cannot change the location of the home.

You can change the condition.

### LISTING PAPERWORK

This is where you officially partner with a REALTOR® and brokerage company. The listing paperwork kicks off Meybohm's team of professionals to legally and officially tell the world your home is for sale.

## MARKETING/PRICING

### PHOTOS TAKEN

The first showing of your home is primarily done through internet websites. The number one item desired by buyers when viewing homes online are photos. Photos and video tours are critical to a successful journey.

### MARKET EXPOSURE

Agents are constantly looking for new homes to show their interested buyers. We should make every effort to provide agents information and access to your home. Consumers will soon learn after agents that your home is on the market. Our systems help spread the word about your home to the world through traditional and technological tools.

### SHOWINGS

After agents and consumers see your home electronically, they may want to visit the home and get a much better feel for what could be their next home. We call these visits "showings".

### PRICE ADJUSTMENTS

Current market conditions determine the price buyers will want to pay. Price adjustments, usually a reduction in price, may be needed if no showings and/or offers occur. Price adjustments are a NORMAL part of a seller's journey.



## OFFERS/NEGOTIATIONS

### OFFER PRESENTED

When an agent is working with a buyer and the buyer wants to place an offer on a home, the buyer's agent contacts the seller's agent. The seller's agent then contacts the home seller to present the terms and conditions of the offer.

### NEGOTIATIONS

Not all buyers and sellers are thinking the same when it comes to transferring legal ownership of a home. In the end, negotiations are a NORMAL part of the seller's journey.

### COUNTER OFFER

As the seller, you wait for the buyer to make the first offer. You can agree to their terms and conditions or you can counter offer with your own terms and conditions. It is FAIR and REASONABLE for both sellers and buyers to counter offer as they negotiate the terms of the sale.

### ACCEPTED CONTRACT

At some point in the offer/negotiation/counter-offer process the buyer and seller agree with each other. This is called the accepted contract, which ends one phase of your seller's journey and starts the final phase.

## DUE DILIGENCE/CLOSING

### INSPECTIONS

In most real estate transactions, the buyer will write in the accepted offer to have a property inspected. The inspection is to protect the buyer from hidden issues that cannot be seen with the naked eye. Inspections are a NORMAL part of the seller's journey.

### REPAIRS

After home inspections and/or appraisal reviews, you may get requests to have repairs done with the home. It is FAIR and REASONABLE for the buyer to ask that repairs be made. It is your choice to make the repairs -- most sellers do.

### BUYER CLOSING PROCESS

You are waiting for the buyer's mortgage company, title company, appraisers, agents and lawyers to go through all the due diligence, paperwork, and final walk-thru to legally transfer the property. Further negotiations may be needed to keep your seller's journey on track.

### CLOSING

This is when you meet to sign the legal papers to transfer ownership and collect any money due at the closing. This is when you get to move forward towards the life you want for yourself and your family members.



# HOME staging

AIKEN HOMES TEAM HELPS WITH YOUR HOME

Aside from years of experience and award winning sales, what else makes Vikki & Brandi a great choice to help you sell your home or to help you buy a new home? Things like: their dedicated service, their talent and their willingness to put in the time to truly assist there seller(s) and buyer(s). Vikki and Brandi work diligently on staging, presentation, and in obtaining the best possible photographs of the home for not just online presentation, but for advertising and virtual tour. Both women have an eye for style, detail and color, and have been known to show up with an army of accent pillows to spruce up photoshoots.



Before



After

# MAXIMUM EXPOSURE



# OUR WEBSITE IS USER FRIENDLY

When buyers use our website they have access to our listings and all other listings in the Aiken area. When buyers find your home on our website they can save your home in their "favorites"; this way, even while they browse other properties, they can easily get back to your home's listing.

Buyers can click on our website to see an immediate virtual tour of their home. Tour Factory allows you to also post your virtual tour on many websites. You will receive a weekly Tour Factory report which shows you how many hits and where those hits came from for that week.

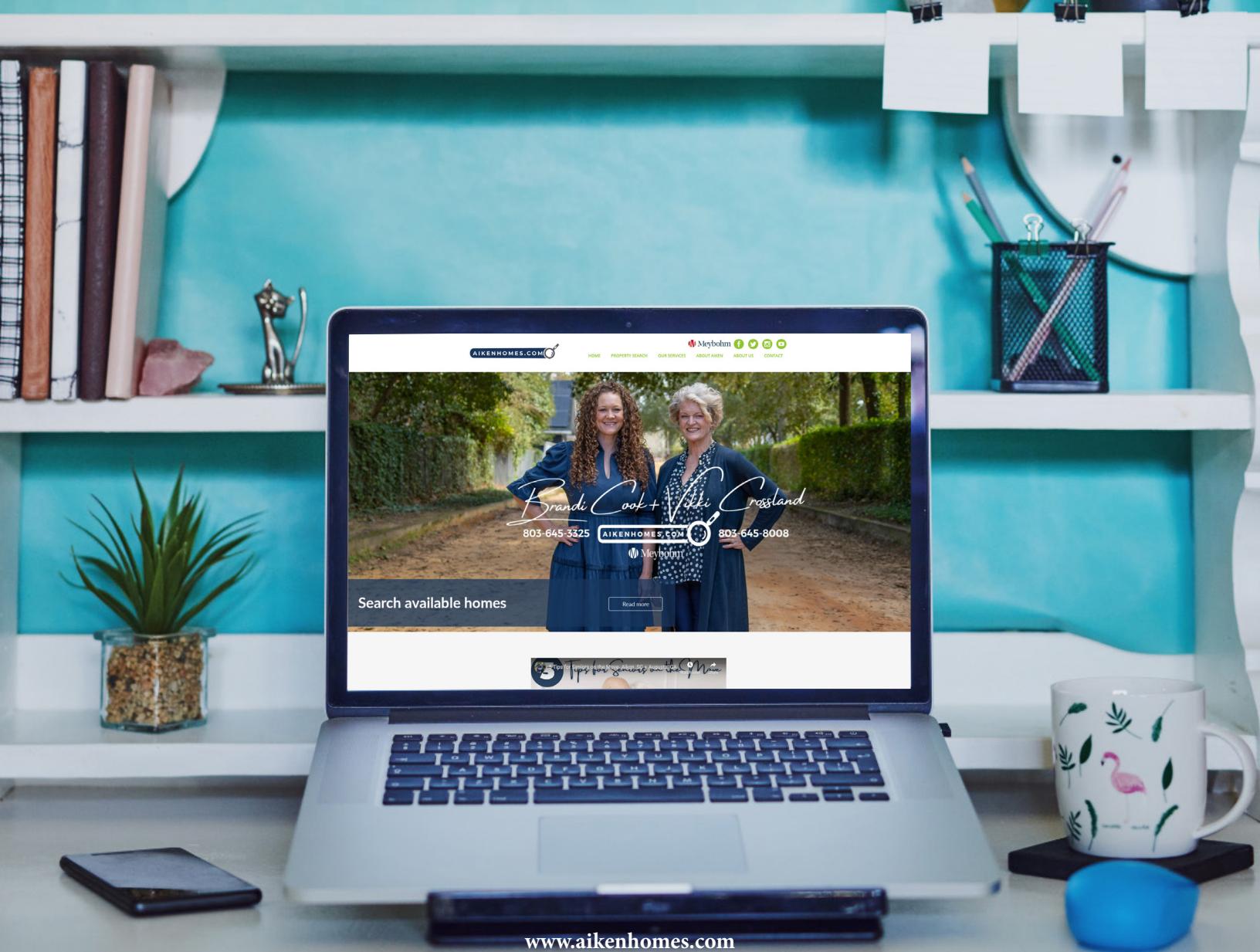
## OTHER FEATURES INCLUDE:

Multiple photos to engage buyers

Buyers can request information on your home or print a brochure

Detailed information at a quick glance

Descriptive text with valuable information on your home





FOLLOW US ON SOCIAL MEDIA



@MeybohmReal Estate -  
Aiken HOMES Team



@AikenHomesTeam



@AikenHomeSales



Aiken Homes Team



Brandi Cook + Vikki Crossland-Aiken Homes Team

Subscribe to our Youtube channel where  
we offer lots of seller & buyer tips.

[www.youtube.com/user/aikenhomesteam/videos](http://www.youtube.com/user/aikenhomesteam/videos)

Check Out Our Blog  
[www.aikenhomes.com/blog.html](http://www.aikenhomes.com/blog.html)

We're also featured on...



the largest and most comprehensive directory of South Carolina information on the Internet.

M Meybohm

AIKEN HOMES.com

803.702.4090  
[info@aikenhomes.com](mailto:info@aikenhomes.com)

# NETWORK & REACH

The image displays four screenshots of real estate websites arranged in a 2x2 grid:

- Meybohm.com:** A screenshot showing the homepage with a red banner that reads "Let MEYBOHM.COM Home. Buyers can search all available listings." Below the banner is a search bar and some property images.
- Realtor.com:** A screenshot of the Realtor.com homepage featuring a large image of a house and the text "The Home of Home Search". It also shows a section titled "Double exposure." with several property listings.
- Flexmls:** A screenshot of the Flexmls website for Aiken & Augusta Multiple Listing Service. It features a large banner with the text "AIKEN & AUGUSTA MULTIPLE LISTING SERVICE" and a sub-section below it stating "Agents are informed when NEW listings hit the market. Includes detailed information regarding your home."
- Zillow.com:** A screenshot of the Zillow.com homepage with the text "Home has never been more important" and "Search by address or a buyer search. View info about the home, multiple photos, walk thru videos & virtual tours." It includes icons for 3D Walkthroughs, VR Walkthroughs, and Neighborhood Reports.

**Leading<sup>®</sup>**  
REAL ESTATE  
COMPANIES  
OF THE WORLD

As a member of Leading RE, Meybohm has a network of 550 brokers around the world that can share your listing. With out of area buyers making up 8% of the total dollar volume of all existing home sales in 2021, your buyer could be anywhere and we have the resources to reach them.



Adwerx automates the creation and delivery of individual listing advertising at scale. Like a digital billboard, prospects and future buyers see your home repeatedly over time. Adwerx helps drive showings and interest by keeping your listing top-of-mind through ad placements on social media and thousands of premium websites to reach prospective buyers where they are already spending their time.

# FINE luxury HOMES



Not only are we chosen to market more of Aiken's luxury properties, we sell more of them as well.



WORLD CLASS SPORTING  
& LUXURY PROPERTIES

- Program specially designed for luxury properties \$500,000+
- Listing featured on Meybohmfine.com
- Signature signage for Fine Program homes



LUXURY FACE OF LEADING  
REAL ESTATE COMPANIES

- Program specially designed for luxury properties \$750,000+
- Affiliations with the top luxury Real Estate websites
- Signature signage for Luxury Program homes

# 900 Horse Creek Road • Serenity Farm

4 Bedrooms • 4 Bathrooms • 3,280 Sq Ft • 28.76 Acres • Barn  
\$900,000





# SAMPLE BROCHURE

There's No "EASY" Button in Real Estate,  
**WE JUST MAKE IT LOOK THAT WAY.**



Your **TRUSTED** Real Estate Resource in the area for 38+ years.

LICENSED IN SC & GA

### **BRANDI COOK**

Certified Residential Specialist  
Accredited Buyer's Representative  
Military Friendly Specialist



LICENSED IN SC

### **VIKKI CROSSLAND**

Certified Residential Specialist  
Accredited Buyer's Representative  
Seniors Real Estate Specialist  
Seller Representative Specialist

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**MEYBOHM'S TOP 25** | **BEST OF THE BEST** | **SC ELITE AGENTS**