

INTEGRITY • KNOWLEDGE • RESULTS



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BIO



Originally from Mineral Wells, Amy O'Bannon's career in real estate started in 2005 by following her father into the business. She immediately discovered it was the perfect fit for her, and after three years of experience and success, she decided to get her Broker's license in 2008. As a result, she has built a successful business in and around Mineral Wells and Palo Pinto County.

In 2019, she decided to join us here at Clark Real Estate Group to become a part of a bigger team with an established brand. Her goal being to expand her outreach and to grow her business to the outlying counties.

She has a passion for the industry itself, loving the simple act of looking at different properties, the nature that surrounds them and their design. She prides herself in providing excellent customer service and in keeping on the cutting edge of the real estate market. She is dedicated to working hard for each client, helping them in every way to achieve their goals in buying and selling.

In her free time, she enjoys spending time with her three beautiful children. You might hear her say with a smile, "I have been successful in real estate, but my children are my greatest accomplishment in life".

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Our brokers and agents will provide you with the level of personal service that will bring you the comfort you need at each stage of the purchasing, sales, or leasing process. It's our job to understand your needs and respond to them promptly, professionally, and with the highest level of professional ethics and integrity. The relationship between agent and client is truly one of trust, and our practice is to listen, hear, and truly understand your needs in the buying and or selling of your property.

"Strong knowledge about the market."



"Hardworking, energetic, and detail oriented."

What our clients have to say:

"Always responded to my needs and communications in a timely manner."

"Represented me and my company with great service."

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OUR CORE VALUES & MISSION



With every transaction and client, we follow a seven-point principle of **CORE VALUES** that you'll come to know well in working with us:

TRUTH – We honor and impart principles of truth and integrity. In all our business dealings, we strive to be friendly and courteous, as well as fair and compassionate.

COUNSEL – We share our market knowledge to ensure you have the tools to locate a property that fits your criteria. We are with you each step of the contract process to keep your best interest a priority.

INTEGRITY – We do the right thing, not the easy thing. Our work with our customers is special.

PARTNERSHIP – Team work is paramount in all that we do, in our relationships with clients and with alliances and with the community.

COMMUNICATION – We have clarity in understanding our mission and our goals. We seek first to understand...we listen.

EXCELLENCE – We relentlessly pursue continuous improvement and excellence in projects, products, processes, and services, and define success as finding or selling something special for our customers in the land of enchantment.

SUCCESS – Clark Real Estate Group is successful because we serve our clients successfully. It's a win-win philosophy that works for us and you.

Our **MISSION** is to bring our passion, knowledge and creativity to the job at hand.

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The property information and material will be sent to targeted users in the commercial real estate market and DFW area commercial brokers. This tool is effective in reaching a prospect or broker with little knowledge of a particular market or county.

CLIENT / TENANT CULTIVATION

In order to generate a comprehensive buyer lead source for the properties, the following measures will be employed:

Company Websites

In today's market, web presence is a crucial tool in business. The majority of people buying or selling, look to the web for a great deal of their information. Clark Real Estate Group has highly effective websites including: www.clarkreg.com • www.cregranch.com • www.clarkres.com

Signage

Broker will place approved FOR SALE or FOR LEASE signs on the property to advertise the services broker is providing and increase exposure of the property.

Cold Calling

Prospective buyers are contacted by direct solicitation and through telephone calls.

Surrounding Community Prospecting

Residential buyers located in Hood, Parker, Johnson, Somervell, DFW, and surrounding markets will be contacted and catalogued. These buyers become prospects as they explore relocation or expansion or investment opportunities.

Direct Marketing

Such things as ground breaking construction updates, broker recognition, or a particular tenant can be highlighted. This is a vehicle to keep the Center in front of the community.

Follow-up Calls

A key ingredient to any mail-out is follow-up phone calls. After a broker receives material, a quick call to confirm receipt, answer any questions, and an invitation to come by and tour the area will increase exposure.

Customized Marketing Packets | Social Media

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COMPANY WEBSITES

CLARK

REAL ESTATE GROUP

www.clarkreg.com

CLARK REAL ESTATE GROUP ABOUT COMMERCIAL FARM/RANCH TEAM CITY CONTACTS CONTACT US HOME

COMMERCIAL
FARM & RANCH
RESIDENTIAL

INTEGRITY
RESULTS
KNOWLEDGE

TIM CLARK, COM

OUR MISSION IS TO BRING OUR PASSION, KNOWLEDGE AND CREATIVITY TO THE JOB AT HAND.

CLARK REAL ESTATE GROUP

OUR BROKERS will provide you with the level of personal service that will bring you the comfort you need at each stage of the purchasing or sales process. It's our job to understand your needs and respond to them promptly, professionally, and with the highest level of professional ethics and integrity. The relationship between agent and client is truly one of trust, and our practice is to listen, hear, and truly understand your needs in the buying and or

PROPERTY SEARCH

CLARK
SEARCH COMMERCIAL

CLARK
SEARCH COMMERCIAL

www.creg ranch.com

COMMERCIAL
FARM & RANCH
RESIDENTIAL

CLARK REAL ESTATE GROUP HOME FARM/RANCH PROPERTIES COMMERCIAL PROPERTIES



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CLARK

REAL ESTATE GROUP

PUBLISHED VENUES

- Clark Real Estate Group Websites
- Local Multiple Listing Services (MLS)
- Local Economic Development Corporation Website
 - LoopNet.com • CCIM Website
 - CIBList.com • Lands of Texas
- Co-Star • Texas Real Estate Magazine
 - Trulia.com • Zillow • Realtor.com
- Plus all attached syndicated websites.

Disclaimer: Properties may not be advertised on all websites. It will depend on type, style, acreage, etc. of the specific property.

FEATURED TRADE SHOWS



ARIZONA:

Barrett Jackson Auto Auction

DFW:

Fort Worth Hunters Extravaganza
Fort Worth Home & Gardens
Dallas Safari Club
Cattle Raisers Convention
NCHA Super Stakes
NCHA Summer Spectacular
NCHA Futurity
ERA League of Rodeo Champion

LAS VEGAS:

Cowboy Market Place - Mandalay Bay/National
Finals Rodeo Country Christmas/National Finals
Rodeo Cowboy Christmas - Convention Center/
National Finals Rodeo Western Gift Show - South Point

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PROFESSIONAL ORGANIZATIONS



An important aspect of the Real Estate Industry is participation in professional organizations. Professional organizations foster relationships with other professionals in the commercial real estate industry in order to create an exchange of information, referrals, and additional broker contact.



The Society of Commercial Realtors is the commercial division of the Greater Fort Worth Association of Realtors (GFWAR). SCR meets on a monthly basis with attendance of approximately 250 members active in the Tarrant County commercial real estate market. The sales team will participate in the aforementioned programs, schedule permitting, in order to take advantage of the networking and referral opportunities.



The North Texas Certified Commercial Investment Member (CCIM) Organization is a part of the Commercial Investment Real Estate Institute (CIRES). The North Texas CCIM chapter is the largest in the country. Besides the traditional lunch meetings with guest speakers, North Texas CCIM offers an unprecedented educational program.



The Chamber is an important aspect of relationship development in marketing. Key economic indicators and knowledge of new business development and growth will surface there. There will be periodic lunches and visitations by the Team, as well as the inclusion of Chamber representatives in all building receptions and mailouts for the potential generation of leads.



The Rural Land Institute is an organization comprised of land brokers from across the nation.

**Vice Chairman - Economic Development Corporation of Parker County
Texas Cattle Raisers • Texas Association of Realtors
National Association of Realtors - Local Associate**

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This technical age requires that commercial brokers communicate through the internet and all its variety of list services. Clark Real Estate Group is a member of the following national and local list services that provide a forum for sharing property information to a wide range of commercial brokers and buyers nationwide.

Loopnet, Commercial Investment Brokers, (CIB), CCIM Network, Xceligent, MLS, Lands of Texas and others are examples of internet based services that allow for property information, aerials, photos, site plans, etc., to be posted on the internet and can be downloaded by consumers or brokers. Plus many additional websites.



Disclaimer: Properties may not be advertised on all websites. It will depend on type, style, acreage, etc. of the specific property.

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Brochures

HOLLAND LAKE DR.
Weatherford, Texas

CLARK COMMERCIAL
REAL ESTATE GROUP

25.669 ACRE DEVELOPMENT SITE

\$1,341,770

- ◆ 25.669 acres
- ◆ Zoned Multi-Family, agricultural, commercial
- ◆ Prime location just off I-20
- ◆ Multi parcel property
- ◆ City sewer, city water

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Brochures are an important component to increase broker awareness of projects. Brochures are sent to brokers and prospective tenants upon inquiry as well as handed out at face-to-face meetings. Brochures include demographics of specific target market of customers, site plans, aerials, etc.

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WHY DO I NEED REAL ESTATE REPRESENTATION?

It is essential as a business owner to understand the benefits of real estate representation. Real estate, in some cases, is one of the highest expenses for a company, therefore, owners and corporate real estate directors must not overlook the benefits of hiring experienced real estate representation. With property representation you will save valuable time and money.

Why cant I just represent myself?

As a business owner, you know that your time is very valuable, with commercial real estate transactions that can last up to six months, our representation can help navigate the process of safely negotiating for a successful transaction. Our team offers years of negotiating expertise and proficient knowledge of the market. Our expert real estate representation provides clients with the best overall real estate strategy to help achieve the best results.

Won't I save money if I handle it myself?

No – Our experience shows that with proper representation, you can successfully achieve a better negotiated price or lease structure. Every sale or lease agreement typically generates a commission paid to the Landlord/Seller's Broker by the Landlord/Seller. This broker fee is shared with the Tenant/Buyer's Broker, if represented.

Will my real estate representative work with other real estate companies?

Yes – Our team will always work with other real estate companies to assure that the client's requirements and objectives are successfully satisfied by contacting the appropriate brokerage firms on your behalf. It is our duty to represent our client's best interest in all negotiations to ensure the best results.

CONCLUSION

It is extremely important that Clark Real Estate Group communicate an aggressive stance in responding to the needs of prospective buyers. Through the preceding Marketing Plan, Clark Real Estate Group will market your property to an expansive buyer group to assist to the disposition of your property. This is a results oriented Marketing Plan with the objective of getting sales closed.

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