WATCH REALTY CO.

The Private Client Real Estate Guide

Expert Representation for Buyers, Sellers,
Developers & Luxury Estates

QUIANA SHONTÉ ECHOLS

Broker | REALTOR® | Real Estate Advisor
Founder & Broker, Watch Realty Co.

EXPERIENCE. STRATEGY. REPRESENTATION.

WELCOME

Real estate is more than a transaction. It is a strategic decision.

Whether you are purchasing your next home, preparing to sell, building a real estate portfolio, or making a move within the luxury market, the representation you choose matters.

Throughout my career, I have had the opportunity to represent buyers, sellers, investors, developers, builders, and luxury homeowners throughout Metro Atlanta.

My approach is centered around one thing: **providing experienced, strategic representation from the first conversation through the closing table.**

Every client and every property is different. My role is to understand your goals, anticipate the details, protect your interests, and develop a strategy specifically for your transaction.

Welcome to a more elevated real estate experience.

QUIANA SHONTÉ ECHOLS
Founder & Broker, Watch Realty Co.

SECTION ONE

For Buyers

Buying with strategy — informed, organized, and represented from the first conversation through the closing table.

FOR BUYERS

Buying with strategy.

Finding a beautiful home is only one part of purchasing real estate.

The right representation should help you understand **what you are buying, what it is worth, how to structure your offer, how to negotiate effectively, and how the purchase fits into your larger goals.**

Whether you are purchasing your first home, moving into your next season, investing, building, or acquiring a luxury property, my goal is to make the experience informed, organized, and enjoyable.

YOUR BUYING EXPERIENCE

01

Understanding Your Buying Power

Before we begin looking at properties, we establish a clear financial strategy.

Depending on your needs, I can connect you with experienced lending professionals who can discuss conventional financing, government-backed programs, jumbo financing, self-employed and entrepreneur lending solutions, specialty programs, and other available options.

Your financing strategy should complement your real estate strategy.

Financing programs are subject to lender qualifications, guidelines, availability, and change. Loan approval and eligibility are determined by the lender.

02

Defining What Home Looks Like for You

This is where we move beyond bedrooms and bathrooms. We discuss:

- Location
- Lifestyle
- Architecture
- Price range
- Square footage
- Schools
- Commute
- Community
- Privacy
- Amenities
- New construction vs. resale
- Custom-building opportunities
- Long-term goals

The objective is not simply to find a house. It is to identify the property that best aligns with the way you want to live.

03

Accessing the Market

My clients may have access to opportunities across multiple segments of the market, including:

- Resale properties
- New construction
- Custom homes
- Luxury estates
- Developer inventory
- Coming-soon opportunities
- Select private or off-market opportunities when available

My relationships with agents, builders, and developers can also create additional opportunities to identify properties beyond what you may initially find online.

04

Evaluating the Property

Before making an offer, we look beyond the presentation.

When appropriate, I evaluate comparable sales, current competition, property condition, location, marketability, neighborhood activity, and other factors that may influence value.

The goal is to help you make an informed purchase — not simply an emotional one.

05

Structuring & Negotiating Your Offer

Price is only one component of an offer. We strategically consider:

- Offer price
- Comparable sales
- Earnest money
- Due diligence
- Financing
- Seller contributions
- Closing timeline
- Contingencies
- Competition
- Property condition
- Negotiating leverage

Your offer should reflect both the property and the current market.

06

From Contract to Closing

Once your offer is accepted, my team helps coordinate the transaction through closing.

Under Contract / Due Diligence / Inspections / Financing / Appraisal / Contingencies / Final Walkthrough / Closing

Throughout the process, we communicate with the appropriate parties and help keep important dates and responsibilities moving forward.

You should never feel like you are trying to figure out your transaction alone.

SECTION TWO

For Sellers

Positioning. Presentation. Exposure. Negotiation. — your property deserves more than a listing.

FOR SELLERS

Your property deserves more than a listing.

Selling a home successfully requires more than placing it in the MLS and waiting for a buyer. It requires positioning.

Every property has a story, an ideal buyer, a competitive landscape, and a strategy required to bring it to market successfully.

My seller representation is built around four principles: **Positioning. Presentation. Exposure. Negotiation.**

01

Understanding Your Property

Before recommending a strategy, I want to understand the property. We consider:

- Location
- Architecture
- Condition
- Improvements
- Lot and setting
- Amenities
- Buyer profile
- Neighborhood activity
- Current competition
- Recent sales
- Unique features

For luxury and distinctive properties, understanding the lifestyle associated with the home is equally important.

02

Strategic Pricing

Price creates position.

Pricing is one of the most important decisions we will make. I review relevant market information, including recent comparable sales, active competition, pending properties, market trends, days on market, price positioning, and property-specific characteristics.

A Comparative Market Analysis is not an appraisal. Its purpose is to provide market information and help develop an informed listing strategy.

The objective is not simply to choose a number. **The objective is to position your property to compete.**

03

Preparing for Market

Presentation influences perception. Before your property is introduced to the market, we determine what preparation will create the strongest first impression. Depending on the property, recommendations may include:

- Property preparation
- Staging consultation
- Professional photography
- Videography
- Aerial photography
- Architectural or lifestyle imagery
- Property-specific marketing materials
- Signage
- Pre-market preparation

Luxury representation requires attention to details buyers may notice before they ever schedule a showing.

04

Marketing & Exposure

Your home is not just listed. It is marketed.

Your marketing strategy may include a combination of:

- Professional photography
- Cinematic property video
- Social media marketing
- Digital advertising
- Email marketing
- Broker and agent outreach
- Database marketing
- Property websites
- Print collateral
- Direct mail
- Broker previews
- Private showings
- Open houses
- Strategic networking
- Developer and luxury-agent relationships

Not every property requires the same marketing plan. **The strategy should be designed around the property and the buyer we are trying to reach.**

05

Launch & Market Positioning

The first days on the market matter. Before launch, we coordinate the details necessary to introduce your property with intention. Once active, we monitor:

- Buyer activity
- Showing activity
- Agent feedback
- Online engagement
- Competing inventory
- New comparable sales
- Offers
- Market changes

Marketing should not stop when the listing becomes active. We evaluate and adjust when necessary.

06

Offers & Negotiation

The highest offer is not always the strongest offer. Together, we evaluate:

- Purchase price
- Financing
- Proof of funds or pre-approval
- Earnest money
- Due diligence
- Contingencies
- Closing timeline
- Seller concessions
- Buyer qualifications
- Overall terms

My responsibility is to help you understand the complete offer so you can make an informed decision.

07

Contract to Closing

Once under contract, the work continues. My team helps coordinate the transaction through inspections, appraisal, financing, contractual deadlines, negotiations, final walkthrough, and closing.

Protect the transaction. Protect your interests. Get to the closing table.

SECTION THREE

Luxury & Development

Distinctive properties and development portfolios require a different level of representation.

LUXURY ESTATES

Luxury requires a different level of representation.

Luxury real estate is not defined solely by price. It is defined by the property, the experience, the clientele, the presentation, and the expectations surrounding the transaction.

Distinctive properties require thoughtful positioning and an understanding of how affluent buyers evaluate real estate. My luxury representation focuses on:

- Discretion
- Positioning
- Strategic exposure
- Presentation
- Relationships
- Negotiation

From modern estates and new construction to waterfront residences and architecturally distinctive properties, the marketing should reflect the caliber of the property being represented.

DEVELOPERS AND BUILDERS

Representation beyond the individual property.

Developer representation requires the ability to see beyond one transaction.

I work with developers and builders to consider the entire sales strategy — from understanding the product and target buyer to positioning, pricing, marketing, presales, inventory movement, and individual transactions. Services may include:

- Market and competitive analysis
- Product positioning
- Pricing strategy
- Pre-construction marketing
- Presale strategy
- Brand and marketing consultation
- Buyer lead generation
- Broker outreach
- Model-home and on-site sales strategy
- Launch events
- Inventory marketing
- Contract-to-close coordination
- Individual property listings

Development requires vision. My role is to help translate that vision into a product the market understands and wants to purchase.

SECTION FOUR

The Experience

Boutique by design. Elevated by experience.

THE WATCH REALTY CO. EXPERIENCE

Boutique by design. Elevated by experience.

Watch Realty Co. is intentionally positioned as a boutique real estate company.

Our focus is not being the largest brokerage. Our focus is providing our clients with experienced representation, thoughtful strategy, strong communication, and an elevated level of service.

That allows us to approach each property and client relationship with greater intention.

WHAT YOU CAN EXPECT

The standard of representation.

When you work with me, you can expect:

Experience	Years of real estate knowledge applied to your transaction.
Strategy	A plan developed around your specific goals.
Communication	Clear expectations and consistent updates throughout the process.
Market Knowledge	An understanding of the market and how it impacts your decisions.
Negotiation	Representation focused on protecting your position and achieving the strongest possible outcome.
Discretion	Your personal and financial information is treated with professionalism and care.
Excellence	Attention to detail from our first meeting through closing.

A PERSONAL NOTE

Why representation matters.

I have experienced real estate from many perspectives.

I have represented buyers purchasing their first homes, sellers transitioning into their next season, luxury homeowners, investors, builders, and developers. I have also personally experienced the buying, selling, investing, and development process.

Those experiences have shaped the way I represent my clients.

I understand that behind every transaction is a real decision about your **money, your family, your lifestyle, your investment, or your future.** That is why I believe representation matters.

My goal is not simply to help you complete a transaction. My goal is to help you make a real estate decision you feel confident about long after the closing table.

LET'S BEGIN

Your next move deserves the right representation.

Whether you are considering buying, selling, developing, or simply want to understand your options, I welcome the opportunity to have a conversation.

QUIANA SHONTÉ ECHOLS, MBA

Broker | REALTOR® | Real Estate Advisor
Founder & Owner, Watch Realty Co.
Expert Representation for Buyers, Sellers, Developers & Luxury Estates

404-983-6380
Quiana@quianashonte.com
www.quianashonte.com

PRIVATE CONSULTATIONS AVAILABLE