

Join us at our Open House!
26 Los Encinos Court - November 14th 1:00 - 4:00



Team Kink Team Listings For Buyers For Sellers Area Resources Contact The Kink Team



Search our Woodlands Listings



Sign up for our **MLS Market Snapshot**





The Kink Team Kink Team Listings For Buyers For Sellers Area Resources Contact The Kink Team



Dave Noel Leslie Hitt Charlotte Ward Jenna Gilbert Eric Depoy Diane Kink Bruce Kink Jennifer Almbiad Teresa Kennedy Sheila Pegolo Jenni Berlin

Meet The Kink Team (click on image for personal bio)

The Kink Team is recognized as one of the top producing real estate teams in North America and in the industry. Our use of advanced technology, top notch customer service and attention to detail have helped us create a referral network second to none.

Our system works because we don't just pay lip service to the term team. Our team members, vendors and transaction partners have been carefully selected and trained in unique and proven Kink Team business processes. When you become a Kink Team client we customize our system to your specific needs and goals.

Buying or selling a property? Contact us today for a free initial consultation. We look forward to hearing from you!



Diane & Bruce Kink ~ The Kink Team

Keller Williams Realty ~ The Woodlands, Texas

Our Path to Luxury

11-13-09

- Use a Real Estate system - why that's applicable
- Get Proper Training - Luxury Home Marketing Training Course offered by Laurie Moore-Moore, founder of the Institute for Luxury Home Marketing
- Find and hire talent who know the market you're after
- Build and maintain high-end client relationships – go where there's money
- Prospect and advertise to the upper tier market
- Keep ego out of the equation – qualify your luxury buyers early – show proof of funds & make them feel they're getting to see what others can't
- Stay balanced and productive in a SHIFTING market



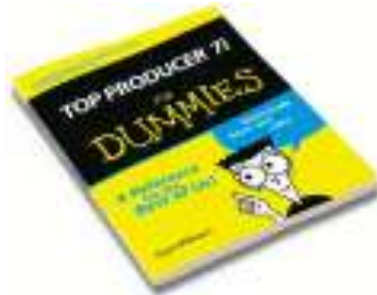
The MREA Model says Know Your Numbers A Financially Successful Client Will....

- Marketing – systems – people – **NUMBERS**
- Get very specific on goal setting, budgeting and marketing – upper-end listings can “eat your lunch” if you’re not careful, can get expensive
- Know your luxury inventory and history of the properties; who owned, who built it and who’s in it now – Maintain privacy but create “experience” for the clients
- Show the clients market data – they are well educated with their money
- Be prepared to deal with the handlers / managers / designers / attorneys
- Get accountable with a coach – one who knows the luxury market
- By the time he was 9 years old, Tiger Woods had five (5) coaches
- What you think & review everyday your mind will Manifest
- Set rewards for goal achievement



Building Client Relationships Starts with a Database

- Develop a “Golden” Database (We use Top Producer 8i)
- Use Social Media sites where Luxury Buyers spend time
- Track your clients activity and correspond often
- Be persistent in your efforts, but patient for your results.
- Every member of team responsible for adding names – all year



Top Producer 8i – Market Snapshot – A Repetitive Tool

Market Snapshot - Windows Internet Explorer

http://www.marketnapshot.info/RTMS/RTMSMain.aspx?reportid=EC46AD67528F47EF4F17C37E3FD08367&screen=1

Market Snapshot

Real-Time Market Snapshot

DIRECT FROM THE INDUSTRY SOURCE

Dear Bruce,

As your source for real estate information, I have access to the Multiple Listing Service (MLS) – the largest and most up to date database of housing activity. **Based on your home facts**, here is the most recent information on home listings, home sales, and market trends. This Snapshot was created from listings effective **August 29, 2007**.

Featured Questions

- What is for sale right now?
- What just sold and for what price?
- How fast are properties selling?

Summary Of All Properties

| | Quantity | Avg Price |
|----------|----------|-----------|
| For Sale | 144 | \$563,567 |
| Sold | 79 | \$593,179 |

Your next Market Snapshot report is scheduled for **September 26, 2007**.

This report is generated directly from the most up to date data – the MLS real estate source. If you have any questions or need additional information, please [contact me](#) anytime.

[Edit Schedule](#)

Prices | **Selling Times** | **This Week** | **Last 30 Days** | **Last 3 Months**

View It

Road | Aerial | Hybrid

YOUR HOME
4 Beds, 3.5 Baths
3750-4000 Sq Ft
75 W Horizon Ridge Pl
The Woodlands, TX 77381
Location may be approximate

Visualize It

May-Aug. 07 Asking Prices and Sold Prices

— Avg. Asking Prices — High/Low Prices • Recent Sales

KW
Luxury Homes
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TheKinkTeam.com



Platinum Sales Systems – Our Listing “Separator”

The Perfect Combination of High-Tech and High-Touch

Comprehensive Integrated Distinct

Enhancement to Our Current Business Model

Did NOT Require a Complete Overhaul of Our Marketing System

Sets Us Apart From Our Competition

Buyers Have All The Information They Need to Make Faster Decisions – MLS systems are limiting

Sellers Appreciate Our Investment in Showcasing Their Home – stroke their EGO

27 N. Fazio Way
French Mediterranean Masterpiece

\$2,550,000
City: The Woodlands, TX
Approx. Sq. Feet: 7,043
Area: The Woodlands/Somerset
16,447 Northwest
Year Built: 2007
Bedrooms: 5 Bath: 5-1/2
Garage: 3 Car Attached
School District: Tomball ISD
Special Features: Located on the 11th Terrace of Carbon Woods Preserve
MLS Number: 6275740
MLS Link: click here

With a private wine room, saltwater swimming pool, multiple crystal chandeliers, and a front-row view of the 4th Fairway on Carbon Woods' Fazio Golf Course, this is more than a home—it's a way of life.

Welcome to 27 North Fazio Way, where luxurious comfort meets breathtaking elegance. This beautiful five-bedroom home located in the exclusive Carbon Woods county club community is waiting to attract the right family with elegance and comfort. Step inside to find out if that family is yours.

As morning dawns, you awake to the smell of fresh waffles and orange juice. You smile as you wander sleepily into your sun-bathed kitchen, where your spouse is breakfasting on your state-of-the-art Wolf stove and French burner. You grab the soup from the granite countertop and take a seat at the breakfast table beneath your French antique chandelier.

When breakfast is over, a whole day of possibilities awaits you. You could easily spend the entire day on the exquisitely landscaped Nicklaus and Fazio golf courses. Or, between your country club's spa, 63,000-square-foot clubhouse, six tennis courts, and resort-style pool, it's hard to limit yourself to just one activity.

Don't worry about the kids—both Carbon Woods county clubs have plenty to offer them as well. Whether it's exploring one of the many hike and bike trails, splashing around in one of the litigious-abetted swimming pools, or participating in a junior golf or tennis program, your children will find everything.

As the daylight wanes, why not invite a few friends over for a Texas-style cookout? Your spacious covered patio and outdoor kitchen with their Peruvian chiseled-edge stone along with the remote-controlled gas fireplace make your backyard the ultimate fresh-air hangout all year long. While the food is grilling, your guests can relax in your delightfully warm 10-seat hot tub. When dinner is served, you can rest assured that your guests will focus on their plates rather than the pests thanks to your built-in mosquito control system.

After your guests have left, end the day with some family time in your home theater room. On your way upstairs, don't forget to grab a bottle of cabernet for the grown-ups from your limestone-walled wine room. Drizzle up close to one another on your oversized sofa as you dim the lights on your aesthetic. Curley & Co. will be so happy because the large projector screen and multi-directional speakers will make you feel like you are experiencing the movie's action firsthand.

THE KINK TEAM

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Command the Attention of Affluent Clients With a Radically Distinct Luxury Home Marketing System



[Get More Information](#)

The Platinum Marketing System Includes:

| | | |
|--|--|---|
| <p>Platinum Portfolio for Listing Materials Personalized Marketing Presentation Online Passive Prospecting</p> | <p>Platinum Homesites Domain Registrations & Hosting Unlimited Images & Custom Links</p> | <p>Platinum Marketing Plan Platinum Ad Writer</p> |
| | <p style="font-size: small;">www.101PropertyAddress.com</p> | |

Unique Physical & Online Products

- Platinum Portfolio
- Virtual Open House Invitations
- Platinum Invitation Jackets
- Multimedia Marketing Presentation
 - Platinum Luxury Listings
- SEO - Best Practices Guidebook
- Syndication

Expands Our Online Presence

- Dozens of Optimized Sites
- Interlinked With Each Other and Platinum Luxury Listings

Platinum Home sites For Kink Team Listings

Personalized Marketing Presentation



Link to Builder's Sites



27 N. Fazio Way French Mediterranean Masterpiece



[Area Map](#)
[Slide Show](#)
[Virtual Tour](#)
[Brochure](#)

Features & Details

- 3D3 LHM
- Property Brochure
- Features in Detail
- Floor Plans
- Survey

Seller Information

- Tenor Captain Homes

Neighborhood Information

- Carlton Woods Fair Course
- Carlton Woods
- Carlton Woods Golf

Public Schools

- Tomball Elementary (PK-4)
- Tomball Intermediate (5-8)
- Tomball Junior High (7-8)
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City Links

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- The Woodlands Convention
- The Woodlands Texas Community, Parks and Outlets
- The Center for Performing Arts at The Woodlands
- Market Street
- Cynthia Woods Mitchell Pavilion
- Woodlands Mall
- Woodlands Country Club
- Burnidge Park

Financing

- Mortgage Calculator
- Currency Converter

\$2,550,000

City: The Woodlands, TX
 Area: The Woodlands/Goring rd. Far Northwest
 Year Built: 2007
 Bedrooms: 5 Bath: 5.3
 Garage: 3 Car Attached
 School District: Tomball ISD
 Special Features: Located on the 11th fairway of Carlton Woods Creekside
 MLS Number: 6070796
 MLS Link: [click here](#)

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THE KINK TEAM

Reifer Williams Realty
 8111 Autumn Way
 The Woodlands, TX 77382 US
 Office: 281-300-4429
 Home: 281-300-6716
 Mobile: 281-310-5018
 Fax/mobile: 281-300-1800










Link to Neighborhood Sites



Documents: Floor Plans, Surveys, Seller's Disclosure



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- Simple to Use – Easy to Learn
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REAL ESTATE

AUGUST 2008
INSIDE



Market Review
Page 2



Coloring Contest
Page 11



Homes For Sale
Page 12

COVER TEAM PUBLISHERS: DEB H. ALPHEI, JEFF WINTERGREN, CHLOE BERRY

How to Benefit from Today's Housing Market

by Brenda Spiring
LendingTree.com

The news is filled with headlines about the state of today's housing market: "Foreclosure sales are up," "Real estate prices are down," "Borrowers are defaulting on sub-prime loans." It's easy to be confused and uncertain about whether now is a good time to buy a home.

But the turbulence we're seeing in the housing market is not all problematic. For some, it has opened up new opportunities. The National Association of Home Builders reports that between June 2006 and June 2007, the number of homes sold that were affordable to the median household income for the nation as a whole increased by 3.5 percent.

That means more homes have become affordable for more people. If you have good credit and your finances are solid, there are also other ways you may be able to benefit from today's housing market:

1. **Lower interest rates**
Today's long-term fixed mortgage rates are historically very low. According to Freddie Mac, the monthly average rate on a 30-year fixed-rate mortgage in

September 2007 was 6.38 percent. That compares to 7.43 percent ten years previously in September 1997 and 10.89 percent, back twenty years, in September 1987. If you're looking for an adjustable rate mortgage (ARM), the recent Fed rate cut also caused a drop in ARM rates linked to the prime lending rate. And today's historically low interest rates mean you'll benefit from increased buying power if you're shopping for a home.

2. **More negotiating power**
Whereas in the hot real estate market of a few years ago prospective home buyers often found themselves in a bidding war when making an offer on a home, today's cooler market means buyers have more bargaining power. Sellers with homes that have been languishing on the market are far more apt to be willing to sell at less than list price or to offer other incentives.

3. **Wider selection of properties**
Today's larger inventory of homes for sale means more properties to choose from. It also means home buyers can afford to be more discriminating and take the time to find a home with all of the features they're looking for.

4. **Sales incentives**
The weaker housing market has



caused many new home builders to begin offering incentives to lure buyers. In some cases, they're offering price discounts of as much as 20 percent or complimentary extras such as granite kitchen counters or upscale appliances. Some private home sellers are also throwing in a variety of incentives such as paid closing costs or free home inspections.

Historically, the housing market has been cyclical. Every period of sustained price increases has been followed by a period of declining values. It's therefore not surprising that after the boom of the last 10 years, we're currently experiencing a housing market correction. In most parts of the country, the days of being able to profit from buying and selling a property quickly may be over, at least for a while. But owning a home and building equity in real estate is likely to remain a sound long-term investment.

2 Cluny Court - \$2,275,000

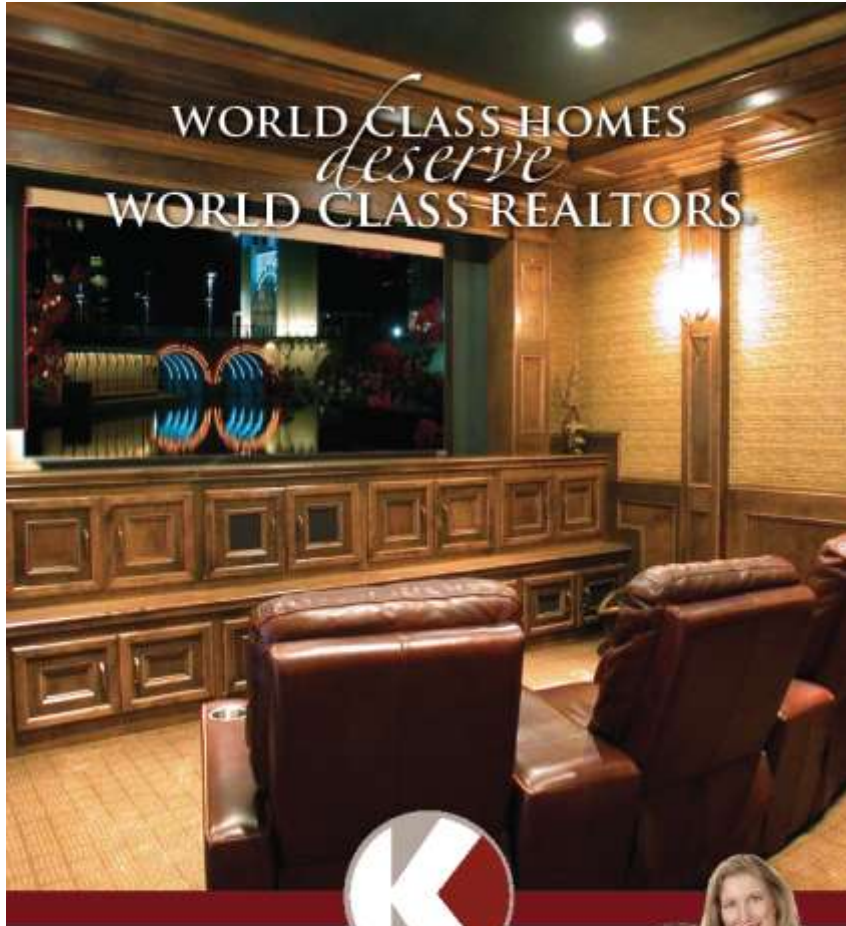


CUSTOM HOME IN CARLTON WOODS! Striking the perfect balance of scale, palette & textures this breathtaking home is nestled in the heart of The Woodlands premier gated community of Carlton Woods. Nearly 7,300 sf of impressive features & upgrades. Notable features include: incredible limestone floors, custom paint techniques, paneled study, mosaic tile accents, game room & separate media room up. Resort style huge yard offering a luxurious pool/spa, soothing water features & 3 tier fountain, outdoor kitchen & multiple seating areas.

WE ARE ONE OF THE TOP KELLER WILLIAMS TEAMS IN THE NATION!
Let the Expertise and Experience of **THE KINK TEAM** get you **READY -- SET -- SOLD!**

08-04-08 10:35

Be creative with your marketing materials



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Certified Luxury Property Specialists
Custom Luxury Property Marketing System
Top 30 of 78,000 Keller Williams Agents Worldwide
Top 10 agents in Houston (Houston Business Journal)
Buyer, Seller, & Builder Representation



281-364-4828
THEKINKTEAM.COM



BRUCE AND DIANE KINK

The Kink Team Presents.....

111 South Trinity Oaks Circle

Breathtaking Rueby Custom backing to a gorgeous preserve. A juxtaposition of monochromatic color schemes, textures & striking architectural elements throughout give this home a feeling of relaxed sophistication. An outdoor living space offers the homeowner top of the line outdoor amenities & entertainment options. Covered seating areas, outdoor gazebo w/fireplace & outdoor kitchen. A custom designed negative edge pool/spa by TX Pools features multiple water falls & in-ground spa controls.

Sell Lifestyle and tell a story – Messaging is critical – Romance the property!

Use Aerial Shots
Photo selection and Quality
is CRITICAL
Wide-Angle is Imperative!!



Hold VIP Parties

The mindset of the Luxury Buyer is About The Experience
 What did current owner LOVE about the house??



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 4:00PM - 7:00PM

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IN ORDER TO BASH ENTER YOU MUST BRING THE INVITATION & PRESENT IT AT THE DATE.

14 Farrington Way

Carlton Woods displays an outdoor wine-tasting bar, complete with a wine cooler, beautiful red wine display, built-in wine racks, stainless steel wine cooler, custom built cabinet, in appliances & breakfast area. Family room, kitchen, fireplace, built-in bar, stone or fireplace, master bath, pool tub & hot tub, large media room, include AT equipment, barbeque backyard with office, custom grill bar, side & cubana or large dining area, FF + full bath, changing room & storage area.

7 Farrington Way

With the perfect balance of style, custom & luxury this breathtaking home is nestled in the heart of The Woodlands premier gated community of Carlton Woods. Approx. 3,000 sq. ft. of elegant, timeless, & timeless. Available features include: incredible limestone floor, custom built barbeque, gourmet meals, master bath, granite, glass top & separate media room to house your home theater offering a cinematic premiere, including wine bar & 2 hot tubs, outdoor kitchen & multiple living areas.

2 Cliff Court

PLEASE RSVP BY 7/21/08 TO: THE KINK TEAM 281-364-4828

WOODFOREST REALTY GROUP

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FOX REALTY GROUP

THE KINK TEAM

Develop High Impact Emails



THE KINK TEAM NEWS & EVENTS

THE KINK TEAM

Just Listed

26 Los Encinos Court
 \$1,275,000 • MLS 32251361



The best kept secret in The Woodlands is just 3 miles outside The Woodlands! A true Southern Estate w/5 acres, 4 fireplaces, Brazilian Cherry plank flrs, luxury master retreat & bath, outstanding kitchen w/SS & soapstone counters, tons of storage and extensive built-ins & led flr that can be additional living space, Bevilas fixtures, hand painted flrs, incredible chandeliers & screened back porch. Gorgeous park-like setting w/ extraordinary pool/lpa, pergola & outdoor kitchen. Truly a must see!

5-beds w/ 6th room • 4 Full, 2 Half Baths • 3,394 Sq. Ft. • 5 Acres (211,000 Sq Ft) Lot • 3-Car Attached Gar • [CLICK HERE TO VIEW FLORIAN NUMBERS](#)





7 E. Shaker Lane
 \$599,000 • MLS 36966351



Beautiful home in the Grogans Point Estate area situated on a large private lot. New kitchen, hardwood floors, large island, tile entry & granite. Top floor bonus room could be made an office or home gym. Large master allows original view. Gorgeous master bath recently updated & vinyl w/waterproof. Large storage closets. Back yard was redesigned w/ multiple seating areas, perfect for outdoor entertaining. Landscaped designed to ensure year round beauty.

Grogans Point • 4 Beds • 3 Full, 2 Half Baths • 4,362 Sq. Ft. • 28,461 Sq. Ft. Lot • 3-Car Attached Gar • [CLICK HERE TO VIEW MLS](#)

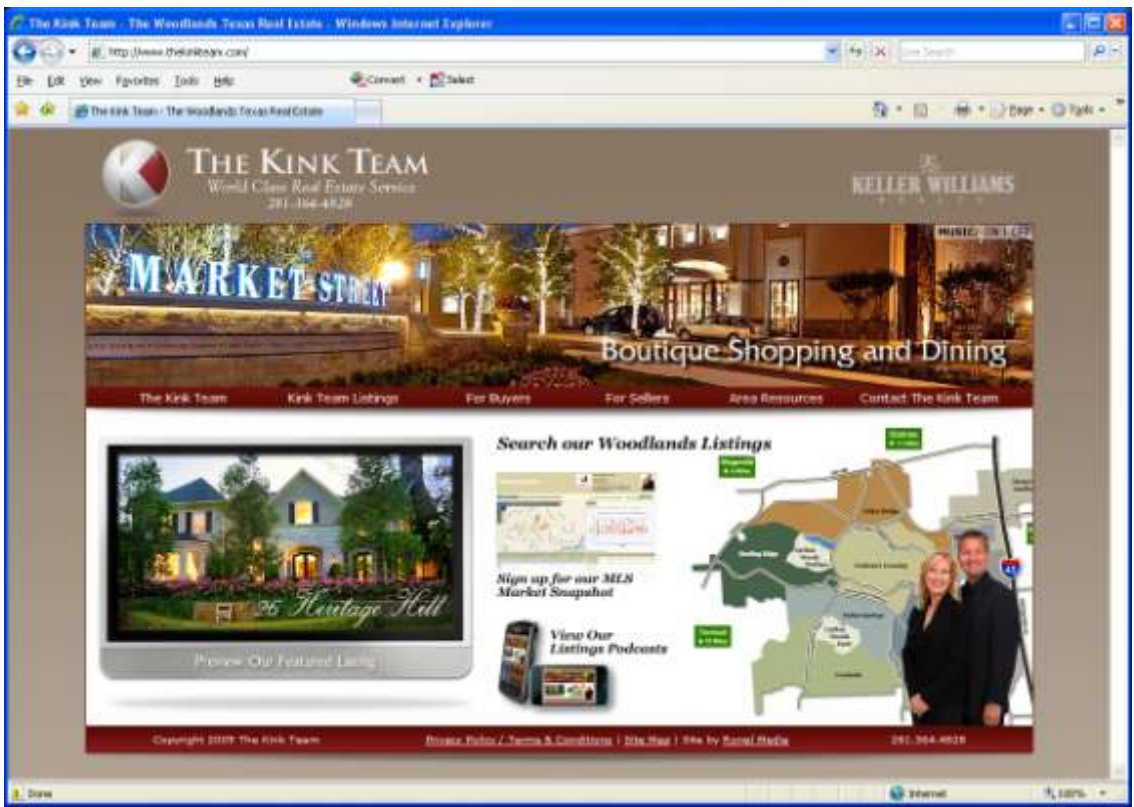




Also for Lease

[CLICK HERE TO VIEW FLORIAN NUMBERS](#)

Market Your Brand – Web – Social Media - Direct Mail



**Market to “Top Agents” in your Town
Know who are the movers & shakers in the
luxury arena and send materials direct
Meet & network with them – Call often**



Build Secondary Websites For Your Luxury Properties

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Please select a listing for more information. If you wish to inquire about any listing, please contact us today!
View Listings: \$750,000 to \$1,000,000

- 7 Cluny Ct. - \$3,795,000**
Carlton Woods Nicklaus
3 BR, 5 1/2 BA, 20,342 sq. ft.
- 27 N Fazio Way - \$2,275,000**
Carlton Woods Creekside
3 BR, 5 1/2 BA, 7,892 sq. ft.
- 10 Glenhaven Way - \$2,250,000**
Carlton Woods Nicklaus
4 BR, 5 1/2 BA, 8,834 sq. ft.
- 2 Cluny Ct. - \$2,165,000**
Carlton Woods Nicklaus
3 BR, 5 1/2 BA, 7,243 sq. ft.
- 123 S. Trinity Oaks Cir. - \$2,099,000**
Indian Springs
2 BR, 5 1/2 BA, 7,154 sq. ft.
- 26 Heritage Hill Cir. - \$1,959,000**
Indian Springs
4 BR, 4 1/2 BA, 6,382 sq. ft.

Have IDX links From MLS to your detailed property pages
www.7ClunyCourt.com

Stan Barron – Advertising Benefits vs Features
Use Headlines to sell Human Emotion

27 N. Fazio Way
French Mediterranean Masterpiece

Features & Details

- HLI LHM
- Property Brochure
- Features in Detail
- Floor Plans
- Survey

Builder Information

- Teneer Custom Homes

Neighborhood Information

- Carlton Woods Fazio Course
- Carlton Woods
- Carlton Woods Golf

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- Shoppes Park

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Area Map **Slide Show** **Virtual Tour** **Brochure**

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\$2,550,000
City: The Woodlands, TX
Approx. Sq. Feet: 7,843
Area: The Woodlands/Golfing 14.4 mi Northwest
Year Built: 2007
Storages: 2
Bedrooms: 5
Baths: 5-1
Garage: 3 Car Attached
School District: Tomball ISD
Special Features: Located on the 11th fairway of Carlton Woods Creekside
MLS Number: 68707956
MLS Link: [click here](#)

THE KINK TEAM
Stan Barron
Keller Williams Realty
8111 Autumn Way
The Woodlands, TX 77382 US
Office: 281-398-6438
Home: 281-398-6716
Mobile: 281-398-6878
Fax: 281-398-1802

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Julie Williams - The Kirk Team
 3111 Astoria Way
 The Woodlands, TX 77380
 Tel: 281-334-6022
 Fax: 281-283-1940
 Cell: 281-226-8740

Specialties: County Fair Properties, Custom Construction, Galat Communities, Golf Home Retires.

What My Clients - & Mine My Testimonial Participants - Search My Listings >

Testimonial: "Diane and her team provided outstanding service to all our home needs very engaged with the process..."

About Diane
 The Kirk Team is recognized as one of the top producing real estate teams in both counties and in Houston. Our use of advanced technology, top notch customer service and ability to adapt have helped us create a referral network second to none.

Luxury Property

Search Results 4 items left over 2 pages

Property Listings:

- \$1,500,000** The Woodlands, TX 77380
- \$1,200,000** The Woodlands, TX 77380
- \$1,100,000** The Woodlands, TX 77380
- \$1,000,000** The Woodlands, TX 77380
- \$1,000,000** The Woodlands, TX 77380
- \$1,100,000** The Woodlands, TX 77380
- \$1,100,000** The Woodlands, TX 77380
- \$1,100,000** The Woodlands, TX 77380

Putting It All Together

- You have to study and hang out around the luxury level clientele
- What about this luxury property makes it different than others
- The best follow rituals every day without fail ~ learn from them
- Remember – it is activity then results not activity without results
- You are not more than five (5) years away from being a leader in your market if you plan and hold yourself accountable
- Don't be afraid of where accountability will / can lead you
- Meet and Network with Luxury high-end Realtors
- Become the Luxury Specialist of Choice in Your Area

