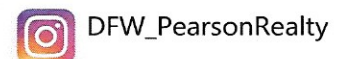


# Aubrey Pearson The Bespoke Realtor:

*A Custom Approach to  
Your Real Estate Experience*



AUBREY PEARSON  
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www.aubreyperson1.kw.com



*Each office is independently owned and operated.*



# A GUIDE TO SELLING YOUR HOME

## It's All About You

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My real estate business has been built around one guiding principle: It's all about you.

Your needs

Your dreams

Your concerns

Your questions

Your finances

Your time

Your life

My focus is on your complete satisfaction. In fact, I work to get the job done so well, you will want to tell your friends and associates about it. Maybe that's why more than 50 percent of my business comes from repeat customers and referrals.

Good service speaks for itself. I'm looking forward to the opportunity to work with and for you!

*Aubrey Pearson*  
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## Your Home

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### ***Curb Appeal***

- Keep the grass freshly cut
- Remove all yard clutter
- Apply fresh paint to wooden fences
- Paint the front door
- Weed eat and apply fresh mulch to garden and trees
- Clean windows inside and out
- Wash or paint home's exterior
- Tighten and clean all door handles
- Ensure gutters and downspouts are firmly attached

### ***Interior - Upgrades - Staging***

- Remove excessive wall hangings, furniture and knickknacks (consider a temporary storage unit)
- Clean or paint walls and ceilings
- Shampoo carpets/polish floors
- Clean and organize cabinets and closets
- What upgrades have been done? If necessary, countertops, hardware, fans, lights, owner's suite)
- Remove all personal photos, awards, etc. add art, flowers, arrange furniture or stage

### ***The Big 5***

- Foundation
- Roof
- Plumbing
- HVAC
- Electrical

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## Marketing

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### ***Photos - 3D Walk Thru - Drone Photography - Website***

- Professional Photography
- Aerial shots capture full lot, nearby parks, etc.
- Custom video highlight features - YouTube, Social Media
- 3D Walk through - allow showings from anywhere
- Personal website (exclusive weblink for your home only)

### ***Spread the word***

- Coming soon/pre-market
- Email blast
- Personal Phone calls
- MLS/Internet (Zillow, Realtor, Trulia etc.)
- Open House

### ***Pricing makes all the difference.***

- Price properly the first time
- Location
- Home condition
- Competition
- Timing

### ***Showings***

- Turn on all the lights...Vacate the property while it is being shown.
- Open drapes/blinds in the daytime.
- Keep pets secured outdoors.
- Play quiet background music.
- Light the fireplace (if seasonally appropriate).
- Infuse home with a comforting scent like apple spice or vanilla.



# A GUIDE TO SELLING YOUR HOME

## About Me:

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### **Affiliations:**

Keller Williams  
Owner of Pearson Properties LLC.

### **Experience**

I began investing in Real Estate in 2007 and continue to invest to this day. I am the owner of multiple investment properties and have a serious passion for all things Real Estate. I bring both a Realtor's knowledge of the ever changing market and the added benefit of seeing the home for it's maximum potential as an investor.

2018 Over \$5M in Real Estate Sold  
2019 Over \$7M in Real Estate Sold

### **Awards & Recognition**

HomeLight - Top 5% of Realtors across DFW • Top Negotiator • Top Buyer's Agent • Best of HomeLight DFW

Keller Williams Top Individual Producing Agent:

October 2018  
January 2019  
September 2019  
January 2020  
May 2020

Reviews on: Zillow, Realtor.com and HomeLight

YouTube Channel: Aubrey Pearson The Bespoke Realtor

### **Education:**

University of Tennessee Knoxville - Bachelor of Science - Service Management  
Minor in Business Administration 2007

# Meet Aubrey Pearson of Aubrey Pearson – The Bespoke Realtor (Keller Williams)

January 2018

Today we'd like to introduce you to Aubrey Pearson.



**Aubrey, please share your story with us. How did you get to where you are today?**

I have always battled with the thought that you can only do one thing and be successful. I have always had 2 passions, one being Real Estate and the other being Fashion. I am a native of Jackson, TN where fell in love with Real Estate at a very young age. Roughly 8 years old I began tagging along with 3 of my uncles who owned rental properties. I started crawling into crawl spaces, learning about remodeling and just overall learning the business. At 12 years old one uncle gave me the responsibility of owning and operating a small hot dog outside of his restaurant so that I could learn what it takes to run a business of my own. I took that hotdog stand and grew it into a known staple in our small East Jackson community. It was my own piece of Real Estate. Simultaneously, I never let go of my desire to own a clothing store one day or to work in the fashion industry in some shape form or fashion (no pun intended). This led me to attend the University of TN where I majored in Business and Retail & Consumer Science. After graduating from the University of TN my first purchase out of college was purchasing the very home where I was raised back in my hometown. This was and will always be my most valuable purchase because my mom had falling on hard times and I was able to keep her from losing her home while gaining my first real asset. With all of this passion, I still found myself going further away from my desires and working in Corporate America and moving around the country, that passion for Real Estate and clothing just continued to burn and I realized I needed to follow my dream. Before then I only looked at Real Estate as an investment or another stream of income because that is how I saw it growing up but once I realized it could be my primary source of income, I have not looked back, and I have committed to learning all aspects of Real Estate as a Realtor and Investor. I did discover that my love for clothing and fashion fit more as a profitable hobby so I partnered with another TN native and we have launched a custom clothing line as well. This has led my branding of "The Bespoke Realtor" because I truly deliver a custom approach to all of my clients. You always hear, when you do what you love, you never work a day and that is so true. I jump out of bed every morning excited to take care of my clients in DFW.



**AUBREY**  
Meet  
Aubrey  
Pearson of  
Aubrey  
Pearson –  
The Bespoke  
Realtor  
(Keller  
Williams)

**Has it been a smooth road?**

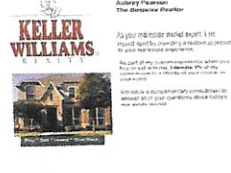
My path here took a major detour coming out of College. My mom lost her job a few years before graduating due to a work industry and this put her in a tight space. Leading to her losing her home and really struggling to make ends meet. I had to make some serious decisions about my future, chase my fashion and real estate dreams that were not very lucrative at the time or capitalize on the banking experience I gained in college to help my family. I chose family and went into banking. This allowed me to purchase the very home where I grew up and provide a place for my mom to live. I stayed in Corporate America for 10 years after taking this detour chasing the dollar and accepting promotions. After moving around the country and settling in Dallas, I finally I decided I will slowly begin to follow my dream after much encouragement from close friends and family. While working my Corporate Career I partnered with another TN native and launched a custom clothing line Persona Custom Clothiers. I also got my Texas Real Estate License and began doing real estate part-time. After some very long days and short nights, I was able to walk away from Corporate America and I have not looked back.

**We'd love to hear more about your business.**

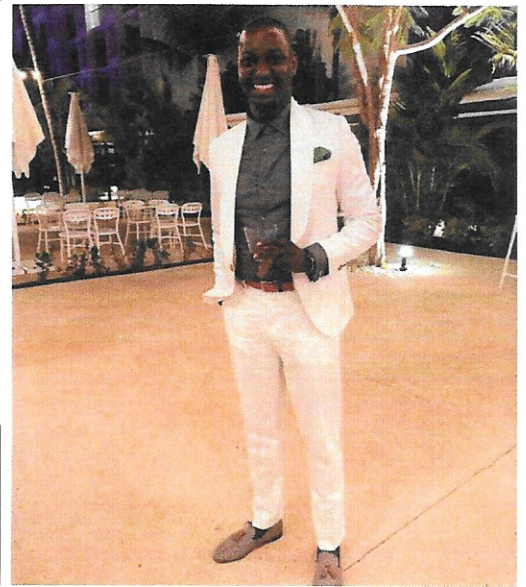
I am an independent Realtor. Branded as "The Bespoke Realtor" because I deliver a truly custom approach to each client. I separate in 2 ways. After closing, I donate 1% of my net commission to a charity of the clients choice, in their name. I also ensure when they buy or sell that wherever they go next is a smooth transition. I seek new Doctors, Restaurants, Pediatricians, whatever is needed to provide them with contacts to relieve them of this burden as moving is enough. My clients are able to move in and pick up where they left off no matter where they move in the Metroplex. "Regardless of the market, Realtors often have a reputation for being too pushy and even not communicating what all is involved. I have separated myself by offering "A Tailored Conversation". Which is a 1 on 1 conversation where I simply answer all Real Estate questions regardless of where you are with deciding to sell or buy? This is not a pushy, or obligatory meeting but in a relaxed environment, you have a chance to ask any questions and I walk you through each step of the process, whether you are thinking of buying or selling now or in the future."

**Is our city a good place to do what you do?**

Yes, absolutely. DFW is a very impressive city that welcomes growth, hard work, and expansion. This will allow a startup to get out and network, grow and have whatever level they consider success.



# AUBREY PEARSON



**Hi Aubrey, can you talk to us a bit about why you love what you do?**

I love what I do because I love what it does for others. Shelter sits right at the top with food in terms of the what you need in life. Anything with that level of importance will lead to questions. Such as who can you trust? How do I know I'm working with an expert, and many more. It also opens the doors for others to scheme or think it's easy and we often realize they're here today and gone tomorrow. That allows me to be sagacious, and deliver whenever I'm given an opportunity as a Realtor.



That feeling, the look, the celebration that comes from every individual I see at the closing table is what I love most about Real Estate. I absolutely love delivering for each and every person I work with. That is both why I do it and what I love most about it. Simply put, I love all things Real Estate, so I do it.

**Can you give our readers an introduction to your business? Maybe you can share a bit about what you do and what sets you apart from others?**

The Bespoke Realtor is slowly but surely becoming a brand name. It's about the experience.

Meet Aubrey Pearson: Aubrey Pearson – The Bespoke Realtor

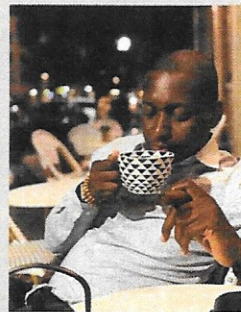
In an industry where one can easily cut corners to chase the dollar, and lose focus on the individual. I have committed myself to ensuring that each and every person who trust me with their Real Estate needs, will have an



experience that is "Custom" to those needs. It's also a highly stressful decision for the

individual, so I attempt to deliver an experience that will put them at ease and I hope they will remember forever. Not to be coy, but I got here by praying/mediating and staying focused on what I knew God was telling me to pursue. On one end it has not been easy but on the other it is extremely easy to get up everyday and just to do what I love. Throughout my journey, I have overcome a number of life changes but that all just made way for the right people in my life that offer true support. With that support, as a Realtor in Dallas, TX I have been the Top Producing Agent in my Office 7 times with more to come.

I also have the added pleasure of providing shelter as a trusted Landlord. My investment business Pearson Properties, has more than quadrupled in a year and a half, where I continue to focus on providing housing in my hometown (Jackson, TN). The lesson I learned is to keep going.



**Any places to eat or things to do that you can share with our readers? If they have a friend visiting town, what are some spots they could take them to?**

As a self described Cigar and Scotch connoisseur, I would have to stop by some of my favorite cigar lounges, The Boardroom in Ft. Worth, Cigar Art in The Bishop Arts District, Casa De Montecristo in Dallas and Elite Cigar in Addison. In the evening we would float around to a few of the many speakeasy's I frequent. Atwater Alley, Bourbon and Banter, Midnight Rambler. There would have to be one night of merging the two experiences of great drinks and cigars at Tippy Alchemist. Wrapping it all up at my favorite hangout spot, my home patio.



**Who else deserves some credit and recognition?**

I do not thank my Uncles enough for my success. At an early age My Uncle's Wayne, Stan and Danny Pearson saw something in me and put me on a path to entrepreneurship in Real Estate. They allowed an annoying kid to tag along with them day in and day out while they conducted business. Those nuggets would not materialize for years to come but I appreciate it every day. They have mentored, supported and encouraged me every step along the way. That level of support continues to server as a reminder that I have the ability to do something great.



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