AUSTIN, TX

The Seller's Guide

REAL ESTATE



KZ

KHANI ZULU



EVERY HOME HAS A STORY TO TELL

Homes tell stories. Style communicates confidence. Relationships build trust.

Selling a home is a matter of judgment, timing, and presentation. This guide is a plain account of how we handle each one and what you can expect from us at every stage.

- Who -

We Are Globally

#1 IN LUXURY	**#8** IN THE NATION	**$47B** TOTAL LUXURY PROPERTY VALUE
12K LUXURY PROPERTIES WORLDWIDE	**$100B** IN ANNUAL LUXURY SALES	**$500B** SALES IN THE LAST FIVE YEARS

Christie's International Real Estate has long set the standard for luxury property worldwide, built on an invitation-only network of premier brokerages and accomplished professionals. For discerning buyers and sellers, the Christie's name signifies tailored service, global reach, and exceptional results. That tradition of excellence took root in the mid-1990s, when two top-producing Chicago agents founded @properties with a vision to elevate real estate through technology, marketing, and service. What began as a local brokerage quickly grew into one of the nation's largest firms, leading to the acquisition of Christie's International Real Estate in 2021. Today, Christie's International Real Estate Lone Star carries forward that legacy, pairing strong local ownership with world-class marketing resources and cutting-edge technology to deliver the most innovative luxury brokerage experience in Texas and beyond.



- Who -

We Are Locally

YOUR LIFELONG REAL ESTATE RESOURCE

The Khani Zulu Group is known for standout results in Austin's most competitive markets, combining data-driven expertise, bespoke service, and unmatched access. Our recognition, from Christie's Masters Circle to America's Best, mirrors the repeat wins and lasting relationships we forge across all client journeys. We lead with fierce advocacy and a philosophy that real estate is about people, not just property. Every move is meticulously planned, every relationship nurtured for life, and every client supported through challenges, growth, and opportunities ahead. With us, lifelong advocacy, curated solutions, and enduring partnership are at the heart of every success.



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ABOUT KHANI ZULU

Khani Zulu's passion for real estate is as bold and dynamic as her entrepreneurial path. A three-time Christie's International Real Estate Masters Circle honoree (2024, 2025 & 2026) and a Platinum Top 50 Finalist (2021–2025), Khani is nationally recognized for her achievements, including a top ranking on the RealTrends + Tom Ferry America's Best list. As a Certified Luxury Home Marketing Specialist and Master Certified Negotiation Expert, she offers a strategic, highly personalized approach to buying, selling, and investing. Born and raised in Midland, Texas, Khani earned her BFA from UT Austin and spent nearly two decades in Los Angeles as a professional choreographer, fashion brand founder, yoga teacher, and co-owner of a globally recognized tattoo studio.

She officially entered real estate in 2016, fusing her creativity, business savvy, and passion for service to deliver elevated, seamless client experiences. Today, she helps clients navigate everything from dream home purchases to high-ROI renovations—backed by a trusted nationwide network and concierge-level care. Khani also serves as board president of Andrea Ariel Dance Theatre and actively supports local nonprofits. When she's not working, you'll find her lifting weights, curating standout fashion looks, or enjoying a cocktail with her husband and her Chihuahua.

MASTERS CIRCLE C 2025

LOCAL EXPERTISE. GLOBAL PRESTIGE

From fine art to real estate, Christie's is the global standard for luxury — and our connection to the legendary auction house extends that world-class recognition to every client we serve.

At Christie's International Real Estate @properties Lone Star, we pair Texas ownership with the prestige of a global brand. With a network spanning 50+ countries and 900 offices, we connect properties to the world's most discerning buyers and sellers, delivering each transaction with cutting-edge technology, bespoke marketing, and unmatched expertise.

Khani Zulu





MARKET WITHIN A MARKET

Demand begins before the listing goes public.

Christie's International Real Estate Lone Star offers sellers exclusive access to a vast network of agents and affluent clientele, creating a true "market within a market." This internal reach often generates interest and activity before a property is ever listed publicly, giving our clients a distinct advantage.

Beyond exposure, our agents provide unmatched, boots-on-the- ground insights into luxury trends, pricing dynamics, and buyer behavior — ensuring every home is positioned strategically from day one.

Backed by the scale and resources of a leading national brokerage, we deliver a seamless experience that blends local expertise with global influence, resulting in the most efficient and effective transaction environment in the marketplace.



CHRISTIE'S CURATED

A deliberate sequence, not a single launch date.

Selling your home with Christie's International Real Estate means more than just putting it on the market, it's a carefully crafted, multi-phase approach designed to position your property for maximum exposure, interest, and value from day one.

PHASE 1: CHRISTIE'S COMING SOON

Begin before the market is watching.

- Preview pricing and test buyer reactions before going public
- Attract early interest from top agents and motivated buyers
- Access the most connected agents in the world through the Christie's network
- Distribute your listing globally to Christie's and affiliate offices via our internal network
- Build buzz with a curated marketing plan tailored to your home
- Perfect for homes still in prep or for sellers seeking a soft launch

PHASE 2: THE EXCLUSIVE PHASE

Get the benefits of full-market exposure — without the drawbacks.

List privately on ChristiesRealEstate.com and elite private platforms without showing days on market or price reductions Reach luxury buyers locally and globally with automatic syndication to:

- Wall Street Journal
- Barron's Financial Times
- Mansion Global
- James Edition & more

Appear on top-tier private networks, including:

- Austin Luxury Network
- Commission Co
- ATX Pocket

PHASE 3: MLS FLEX LISTING

Market quietly within the community — without public exposure.

- Visible only to licensed MLS agents (not public websites)
- No Days on Market tracked
- Maintain MLS cooperation from the start
- Seamless transition to full public launch when ready

PHASE 4: PREMIER PUBLIC LAUNCH

Now we go live with pricing tested and interest already built.

- Officially Active on the MLS and third-party websites
- Informed pricing based on real agent and buyer feedback
- Targeted digital campaigns through Adwerx and social media retargeting
- Exclusive email blast to over 60,000 luxury-focused subscribers via
- Tribeza magazine Christie's social media promotion on Instagram and Facebook
- Option to feature in Christie's Carpool Exclusive Property Tour
- Full IDX syndication to reach the widest audience possible

WHY IT WORKS: Each step is designed to build momentum, preserve your home's value, and attract serious, qualified buyers, all while keeping you in control of your timeline and exposure. With Christie's International Real Estate, you're not just listing a home — you're executing a world-class marketing strategy.



MARKETING YOUR HOME

Luxury properties demand the most sophisticated marketing.

From striking collateral to innovative programs that maximize exposure, Christie's International Real Estate Lone Star leverages the industry's most powerful marketing resources to showcase your home and captivate qualified buyers.

Our tailored global campaigns engage high-net-worth individuals and their representatives across every market segment, generating interest, driving demand, and ultimately enhancing the value our clients receive.

Because at Christie's, we don't just market homes, we position them.





LUXURY DEFINED BLOG

Notable listings from our global luxury network are regularly featured alongside quality magazine editorial content on Christie's International Real Estate's Luxury blog. Defined more than a blog, content is delivered weekly via email to an impressive 9,000 subscribers and enjoys open rates more than 50%.

DIGITAL ADVERTISING

Christie's International Real Estate leverages digital ad platforms to target high-net-worth individuals and luxury lifestyle connoisseurs through leading real estate, business, and luxury media, and on the Google Display Network.

SOCIAL MEDIA

Social media can go a long way in creating more exposure for luxury properties, and we use it as another tool to inspire and engage buyers all over the world. Through Facebook, Twitter, Instagram, LinkedIn, TikTok, and Pinterest, we connect with millions of users per month in 150 different countries.

PRINT & EDITORIAL EXPOSURE

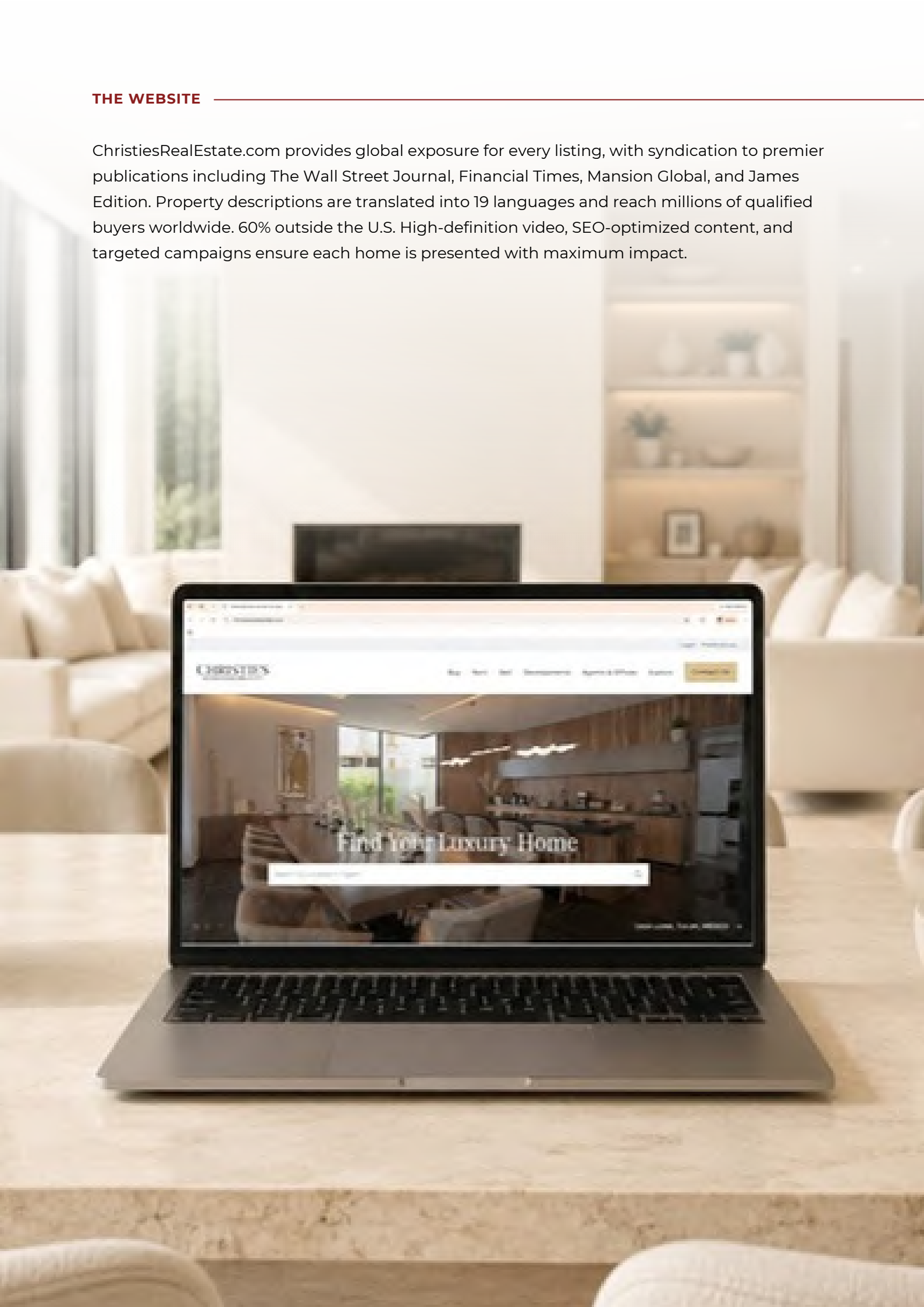
Christie's International Real Estate Magazine

Showcasing the world's finest properties along side editorial features on art, culture, and design, this industry-leading publication defines luxury living on a global scale. Distributed to Christie's clients and international real estate audiences, the magazine reaches a highly select readership. Proven purchasers of luxury goods, fine art collectors, and investors in multimillion-dollar properties.



THE WEBSITE

ChristiesRealEstate.com provides global exposure for every listing, with syndication to premier publications including The Wall Street Journal, Financial Times, Mansion Global, and James Edition. Property descriptions are translated into 19 languages and reach millions of qualified buyers worldwide. 60% outside the U.S. High-definition video, SEO-optimized content, and targeted campaigns ensure each home is presented with maximum impact.





PRINT MARKETING & SIGNAGE

Our professionally crafted flyers and brochures showcase the most compelling features of your home and community with elegance and precision, while bold, luxury branded signage ensures your property makes a powerful first impression. Designed to reflect the prestige of the Christie's brand, our signage not only attracts attention but also communicates exclusivity and trust the moment a buyer arrives.

With unparalleled editorial reach, our listings also secure opportunities and advertising in world-renowned outlets including The New York Times, The Wall Street Journal, Robb Report, Country Life, and Financial Times — positioning your home among the most prestigious properties in the world.

Beyond print, our physical presence in the market sets us apart. Every yard sign, brochure, and branded piece reinforces Christie's reputation as the global authority in luxury, turning your listing into a destination that stands out from competitors. This consistent, recognizable branding elevates buyer perception and ensures your home is associated with sophistication, exclusivity, and global prestige.

AWARD-WINNING DIGITAL MEDIA

Our award-winning digital platforms showcase each listing with prominence, combining stunning presentation with community insights that help buyers envision the full lifestyle your home offers. Sophisticated e-campaigns and targeted social media advertising on platforms like Facebook and Instagram place your property directly in front of qualified buyers. Each campaign is designed with elevated, luxury branded visuals that inspire engagement and generate measurable results. In addition, our partnership with Adwerx ensures your listing appears as a digital ad across hundreds of top websites. From news outlets to lifestyle publications and keeping your property top of mind as buyers browse online. This multi-channel approach maximizes exposure, drives traffic, and positions your home at the forefront of the digital marketplace.



PUBLIC RELATIONS

A global PR strategy results in high-profile editorial coverage for Christie's International Real Estate properties around the world.

Homes have been featured in more than 150 digital and print outlets including The New York Times, The Wall Street Journal, Forbes, Bloomberg Pursuits, Mansion Global, Architectural Digest, and Financial Times.



FEATURED PUBLICATIONS

THE WALL STREET JOURNAL. The New York Times

FINANCIAL TIMES MANSION GLOBAL



THE ULTIMATE PLATFORM

Selling a home today involves technology at nearly every turn. That's why @propertiesdevelopedpl@tform™, the industry's premier brokerage-tech solution. With a variety of digital tools, pl@tform™ makes the selling experience more seamless every step of the way, from listing to marketing to closing.



EXCLUSIVE ONLINE FEATURES

Every listing gets its own address online.

Every Christie's International Real Estate listing receives its own property detail page, which is prominently displayed in advertising and on For Sale signs, property brochures, "Just Listed" postcards, and more. And with photography and video being among the most important marketing tools when selling a home, every single one of our listings includes a professional photography package, optimized for both print and web.

INSTANT SCHEDULING

With our Instant Scheduling feature, buyers have the ability to request a showing directly from the listing detail page. This ensures every lead is captured.

CLOSING MILESTONES

Provides buyers a digital portal to access transaction documents and keep track of all their important tasks and deadlines from contract to close.

@HOME REPORT

The @home report provides a data snapshot of your home, comparable properties, and your local market, so you always know where you stand in the market.



- Selling -
Your Home

ON THE MARKET

Price is the first and most consequential decision.

What is your home worth? @properties Christie's International Real Estate is in the best position to answer that question accurately thanks to experience and technology like our Digital Comparative Market Analysis.

Updated in real time, this interactive report helps us gauge market activity and determine the appropriate list price, so you can achieve the most lucrative and time-efficient sale.

MARKET ANALYSIS

The digital comparative market analysis takes into account:

- Supply & Demand
- Market Activity
- Time on Market
- Price/Status Changes
- Economic Factors
- Competition
- Price Comparison to Third Party Pricing Estimates
- Room Count & Square Footage
- Condition of Property (Inside & Out)
- Lot Size
- Location





ZILLOW SHOWCASE

Premium placement where buyers actually start.

Most buyers start their search online, and Zillow is where they look first, with over 227 million average monthly unique users. As a Zillow Showcase agent, we give your home a premium spot on the biggest home-search platform, so it doesn't just appear in the feed, it stands out.

WHAT THIS MEANS FOR YOU

Upgraded listing presentation

- Beautiful photography, rich media, and an enhanced layout designed to keep buyers viewing your home online longer.

Priority visibility on Zillow

- Preferential placement in search results and maps so more serious buyers see your home first.

Direct connection to Khani

- Inquiries go straight to Khani, not a random agent, so every lead is informed, intentional, and handled quickly.

ZILLOW SHOWCASE LISTINGS

- **10% more likely to go pending** in the first 14 days
- **Sell for 2% MORE** than similar non-showcase listings on Zillow

- Before -

Your Home Is Shown







PREPARING YOUR HOME

In today's competitive market, success begins with presentation. Positioning your home as the most desirable property in its price range ensures it captures buyers' attention from the very first showing. Creative staging not only sets your property apart from the competition, but also increases the likelihood of a faster, more optimal, and profitable sale, rather than a drawn-out process.

Remove Clutter

- From all surfaces in the kitchen, bathrooms and throughout the home

Eliminate Excess

- Or oversized furniture so the room doesn't feel overcrowded

Brighten Your Home

- By opening draperies and shades, removing unnecessary blinds, and moving any items that may obstruct windows

Boost Your Curb Appeal

- With manicured landscaping, plants or potted flowers, and other items that will enhance your property's exterior

Minimize Personal Items

- So potential buyers can focus on your home and envision it as their own

CONTRACT TO CLOSE

Guiding your real estate transactions from contract to closing is a multistep process that requires proactive management and thorough attention to detail.



Our emphasis on communication, organization, and follow-through ensures that deadlines are met, documents are distributed and every item is in place to make your transaction efficient and seamless.

WE WILL GUIDE YOU THROUGH EACH STEP, INCLUDING:

- Earnest & option money and escrow account management
- Distributing contracts
- Distributing required disclosure forms
- Collecting important documents and required disclosures to fulfill contract contingencies
- Updating you when contingencies have been satisfied
- Coordinating tasks such as:
  - Home inspection
  - Appraisal
  - Walk-throughs
  - Closing



WE WORK WHERE WE LIVE

At Christie's International Real Estate Lone Star, we believe real estate is about more than buying and selling homes. It's about connection, belonging, and building stronger communities. We proudly embrace this role by giving local artists a platform for expression, supporting neighborhood organizations, and partnering with small. businesses on special initiatives that uplift and inspire. Our presence, from cultural events to charitable partnerships, is designed to enrich the places we live and work.

We draw energy and inspiration from our communities, and in return, we are committed to investing our time, resources, and creativity to help them thrive. For us, success is measured not only in transactions but in the lasting impact we make together.









In Our Clients Words



***"A lot of realtors talk** a big game and make grand promises to secure a listing but Khani not only delivered on everything she promised but overdelivered by a mile which is rare in this market. She project managed our entire "make ready" home improvements, got quality subs on the jobs that were on time and reasonably priced and stuck to every deadline along the way. She even managed to send wine and food to our house when she knew it was a big packing night!*

This was the third home we have sold and I could not give a bigger endorsement to Khani and her entire team. We listed and closed within 30 days at full asking price and made a typically stressful event really fun and formed a great friendship along the way. This was a life changing event that allowed us to move back to Nashville and buy our dream home and having Khani and team in our corner was the best decision we could have made."

***"After my first call** with Khani, I knew that we'd been missing out on so many incredibly valuable features that a knowledgeable, dedicated realtor can offer. Between the clear communication, home recommendations, offer advice, organization, market knowledge, professional relationships and general attitude, Khani has demonstrated the huge difference an awesome realtor can make. We feel incredibly lucky to have found her and will be recommending her to everyone we know!"*

***"My husband and I** recently had the pleasure of working with Khani as our realtor, and I can confidently say that she is an exceptional professional who goes above and beyond to ensure her clients' satisfaction. This level of commitment made the entire process smoother and more efficient. Khani's knowledge of the market is truly impressive. She seems to have an extensive network of contractors and can connect you with the right people at an affordable price. Her ability to navigate the intricacies of real estate deals is remarkable. Whether it's reaching out to the seller's agent, discussing details with your lender or prepping your current home to go to market, Khani always delivers on her promises.*

512-953-3898 hello@khanizulu.com khanizulu.com

Expertise you *trust*.
Style you *recognize*.
Service you *remember*.

khanizulu

CHRISTIE'S INTERNATIONAL REAL ESTATE

The Power of a Masters Circle Agent

Local expertise. Global access. Exceptional representation.

3×	$18B+	GLOBAL
MASTERS CIRCLE HONOREE 2024 • 2025 • 2026	ANNUAL SALES VOLUME REPRESENTED BY MEMBERS	TRUSTED CONNECTIONS IN PREMIER MARKETS

The Christie's International Real Estate Masters Circle is an invitation-only community of the network's most accomplished professionals. Selection recognizes more than sales performance. It reflects expertise, leadership, judgment, exceptional client service, and a sustained commitment to excellence.

WHAT THAT MEANS FOR YOU

01 A TRUSTED NETWORK, ALREADY IN PLACE

Whether you are relocating, investing, purchasing a second home, or selling to an international audience, I can connect you directly with proven professionals throughout North America, Europe, Asia, the Caribbean, and beyond.

02 GREATER VISIBILITY FOR YOUR PROPERTY

Eligible listings can benefit from exclusive Christie's International Real Estate channels, digital promotion, global storytelling, luxury publications, and select Christie's auction house marketing opportunities.

03 SHARPER STRATEGY THROUGH ELITE COLLABORATION

I exchange market intelligence, pricing insight, marketing ideas, technology, and negotiation strategies with top-performing peers. You benefit from informed decisions shaped by both Austin expertise and a worldwide perspective.

04 ONE STANDARD OF SERVICE, WHEREVER LIFE LEADS

Masters Circle relationships are built through real collaboration, not a directory. When I make an introduction on your behalf, it is to an advisor I trust to deliver the discretion, responsiveness, and high-touch service you expect.

MASTERS CIRCLE IS MORE THAN RECOGNITION. IT IS ACCESS.

Access to exceptional people, elevated marketing, global opportunity, and the resources to deliver extraordinary results for you.

KHANI ZULU

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