

# REALTOR CHECKLIST

*Your reputation is on the line.* This checklist helps you confidently recommend Wallace Custom Homes and guide your clients through a smoother build.

## When to Introduce WCH

### Use Wallace when your client:

- Is building on the coast
- Is relocating or building from out of town
- Wants transparent pricing and fewer surprises
- Values communication and structure
- Cares about long-term resale and durability

*If any of these matter, Wallace is the right fit.*

## What to Tell Your Client

### Keep it simple. Hit these points:

- Coastal homes require coastal expertise
- WCH is family-owned since 1976
- Every home follows a proven process
- Weekly updates keep everyone informed
- Pricing is clear and documented
- On-time delivery with craftsmanship
- Whether your client lives locally or out of town, the process works the same

*This isn't a gamble. It's a system.*

## Questions to Ask Your Client

### Use these to qualify the fit:

- How involved do you want to be during the build?
- Are you building locally or from out of town?
- What concerns you most about the process?
- How important is long-term durability?
- Have you spoken to any past clients?

*If they want clarity, structure, and trust-introduce WCH.*

## What You Can Expect as the Realtor

### Working with Wallace means:

- Fewer client stress calls
- Clear timelines you can reference
- Fewer surprises that put you in the middle
- A process you can confidently stand behind
- A builder who protects your credibility

*Your referral is treated like a relationship, not a transaction.*

## The Wallace Way - At a Glance

### Share this framework early:

- **Personalized Client Experience**- Lifestyle-driven design and fixed-price clarity, thoughtfully guiding both local homeowners and out-of-town buyers through every step.
- **Precision Project Management**- Weekly updates, photos, documentation. No guessing.
- **Coastal Craftsmanship & Resilience**- Hurricane-resistant methods. Materials chosen for coastal conditions.
- **Legacy, Trust, Reputation**- Family-owned. Long-term accountability.
- **Forward-Thinking Expertise**- Homes built to hold value.



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CUSTOM HOMES