

— THE DIFFERENTIATION

It's your choice. Choose wisely.

The highest net at closing isn't a function of the lowest fee — it's a function of the agent's skill.

We understand the highest net at closing is one of the most important considerations when selecting a broker. A lot of sellers feel all agents are the same, so I understand why many choose the agent offering the lowest fee. *Ask yourself this question:* if I hired 10 different brokers to sell my home, would I get the same net from all 10? Of course not. An agent's value lives in the intangible skills you never see during the process — not in who has the shiniest flyers or the largest billboard.

1,800+

HOMES SOLD

26 years of Las Vegas practice.

900+

5-STAR REVIEWS

More than any other individual agent in Nevada

LAS VEGAS, NV

Billy O'Keefe Real Estate
eXp Realty · Realtor / Broker

Full service, full *results*.

Side-by-side, the difference between a full-service broker and a discount agent shows up in five places that decide every transaction: *negotiation, attention, process, proof, and judgment*.

FULL SERVICE · FULL RESULTS <i>Me.</i>	VOLUME & DISCOUNT BROKERAGES <i>Other Brokers.</i>
◆ Aggressive advocate. Proven strategies. Former CREN instructor (Certified Real Estate Negotiator) with proven negotiation strategies that net you more than what a discount broker saves. I fight for the best price and terms, plus repair requests, appraisals, extensions — everything through closing.	◆ Volume-based. Limited effort per client. Most agents cannot dedicate the full effort for each client to get the best price and terms. Brokers are usually paper pushers, leaving you to fight your own battles.
◆ Highest care & attention to detail. 26 years of experience and 1,700+ home sales. I see around corners, mitigate landmines, and solve problems. Strong reputation with agents and brokers means smoother negotiations — and I currently chair the Grievance Committee for the Las Vegas Board of Realtors.	◆ Inefficient processes. We deal with other brokers all the time, and we are constantly chasing them for paperwork. They push timeframes, ask for extensions, and — worse — sometimes forget deadlines entirely. That costs you money, time, and good deals.
◆ Exceptionally smooth & efficient process. Rest easy: every base is covered, your interests and earnest money protected. We handle all of the details — your job is to get to the closing table.	◆ Not solution-oriented. Most brokers will not put the time and energy into solving problems. Their mindset is the path of least resistance, not the best service for you and your family.
◆ Social proof of successful outcomes. Over 900+ five-star reviews online — more than any other individual agent. Fully transparent: I'll provide the name and number of any past client.	◆ Limited availability. This business requires long hours and weekends, and most agents are difficult to reach after hours. Timing is critical — a missed call or a slow text reply can cost a sale or create a major problem mid-transaction.
◆ Emotional intelligence & sharp psychology. Every sale involves agents, brokers, inspectors, buyers, appraisers, contractors, title, escrow, and lenders. Managing all of them takes attention and EQ. One mishandled call or delicate situation can cost you money, time, or the sale itself.	◆ You're stuck. Once you sign a contract you are locked in regardless of the level of service. Many sellers have spent years frustrated and upset, unable to escape an agent who over-promised and under-delivered.
◆ High availability — and a real team. Between me and my staff, we keep liberal daily hours and work weekends. You'll never be left hanging or watch a deadline pass without resolution. High-velocity communication is critical, and quick responses make the difference in level of success.	◆ One-person operation. After-hours dead zones. Single-agent or volume-team setups can't sustain weekend coverage. Critical phone calls go to voicemail; delicate moments wait until Monday — by which point the deal has shifted.

Billy and his team are the *ultimate professionals*. His knowledge of the Las Vegas market made selling our home fast, easy, and well above asking price.

— KAREN
CARDINAL

Recent
Client · Las
Vegas, NV

SERVICE GUARANTEES

You have *zero* risk.

01

Never stuck in a contract.

If you feel I'm not representing your best interests properly, or doing an exceptional job, we can amicably part ways — anytime, no penalty.

02

Commission refund, at your request.

If you don't feel I've earned my commission, I will refund all or part of it back to you at closing — at your request.

BEFORE YOU HIRE ANYONE

Five questions every seller should *ask*.

01

What is your process for helping me select the best pricing strategy for my current situation?

02

Can you take me through your specific negotiation strategy that will get me the best price and terms?

03

How do you handle the appraisal process to get the highest value — and what do you do if there is a value issue?

04

What are your hours of availability — including evenings and weekends?

05

Do you have any service guarantees?

The Stakes

This is your family's most *important* investment.

If you were going into an important legal battle, would you hire just any attorney?

If you were getting a meaningful tattoo, would you walk into just any shop?

If you needed a nanny to watch your children, would you hire just any nanny?

Consider these especially important questions as you decide who you want to handle your family's most important investment. *The stakes are too high not to.*