

# MARKETING PRESENTATION





# REDEFINING SERVICE IN REAL ESTATE

Selling a home in today's market can be challenging - the Frank Peraza Home Selling Team understands that. While the market can be challenging, hundreds of homes are sold each week in the Valley. What's the difference between selling your home or failing to do so? The Details! Whether it's our proven sales approach, effective marketing campaigns, or utilizing our extensive network, at the Frank Peraza Home Selling Team no detail is overlooked. We pride ourselves in the use of technology and innovation to maximize the exposure of your home. We created this guide to help educate you as a Seller, and empower you to make the right decision when selecting the best agent to market and sell your home.

When we say we are "redefining service in real estate," we mean it! Our clients come first. We will educate you on what needs to be done to have a successful sale of your home. There are many components to a successful real estate transaction; you can count on us to be there every step of the process and make sure no detail is overlooked. With a proven track record, the right skill set, and years of experience, the Frank Peraza Home Selling Team has the right tools to successfully sell your home. If you're serious about selling your home, we're serious about getting the job done!

***"Our Guarantee" – If you are unhappy with our service at any time, just send us written notice and we will unconditionally release you from your listing contract with us.***

Now more than ever, who you work with matters!

**Frank Peraza - Broker/Owner**

# REAL REVIEWS OF OUR SUCCESS

## ***SOLD IN 8 DAYS - MORE THAN LIST PRICE***

“Frank Peraza and his team are excellent real estate agents and advisors. Their knowledge of the East Valley area surpassed my expectations and reassured me I was working with experts. I know first-hand, when it comes to giving the value of a home, their accuracy is honest and in your best interest. If you are looking for a real estate agent, I would highly recommend them!”

- Robert F. Mesa, AZ

## ***SOLD IN 19 DAYS***

I have worked with a number of brokers over the years and have found Frank to be the most professional, persistent, knowledgeable, and competent of them all. His dedication to the client and his specific requirements and concerns is truly amazing, his market understanding and negotiation skills superb, his professionalism and warmth second to none. I recommend Frank and his team with no reservations and great enthusiasm!!”

- Sharon A. Tempe, AZ

## ***PROFESSIONAL ADVICE***

We first encountered Frank as we started our search for a new home. Frank’s extensive knowledge of the real estate market guided us expertly to our new home. Similarly, his professional advice was unparalleled when it came to selling our old home. Everything went very smoothly, thanks to his expert advice, reliable responsiveness, and calm demeanor throughout the entire process. I highly recommend working with him!

- Joe & Leslie W. Phoenix, AZ

### ***SOLD IN 15 DAYS***

“We made the mistake of hiring a friend of the family to sell our house. After it sat on the market for over 6 months, we canceled the listing. One of our friends had used the Frank Peraza Team and had success, so we decided to sell with them. Three weeks on the market with them and we had an acceptable offer. We also had a smooth and hassle free transaction!”

- Cesar M. Gilbert, AZ

### ***ENJOYABLE HOME SELLING PROCESS***

Frank and his team helped my wife and I sell our house in Mesa. He was a true professional and skillfully navigated us through the course of the selling process.

- Robert S. Mesa, AZ

### ***TOP- NOTCH SERVICE***

“The Frank Peraza Team are excellent real estate agents. They are knowledgeable, hard-working, responsive and professional. I would highly recommend them to anyone looking to buy or sell a home!”

- David R. Phoenix, AZ

# FRANK PERAZA HOME SELLING TEAM

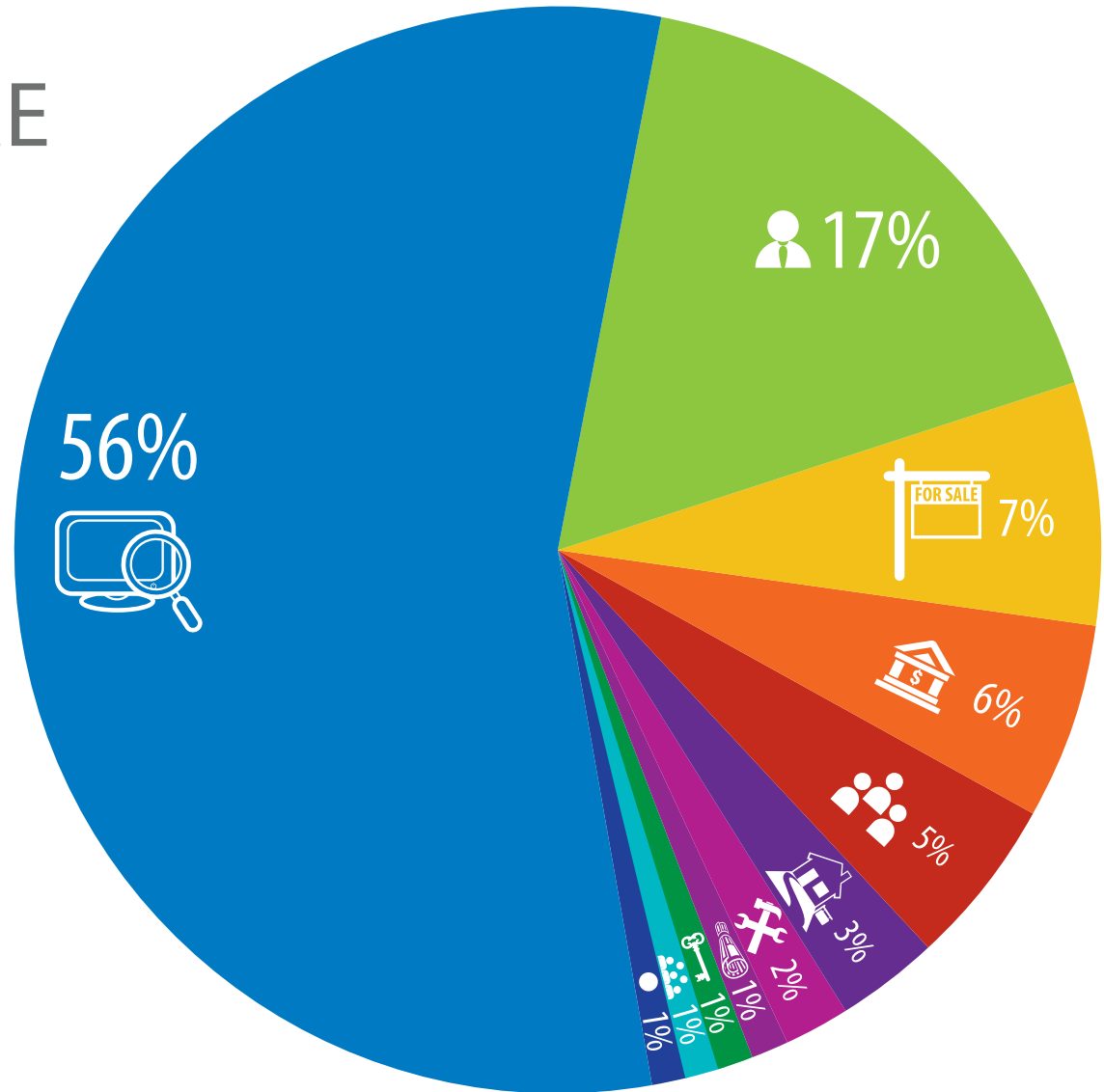
SALES IN 2018

63 HOMES SOLD | \$9.4 MILLION IN SALES



# FIRST STEP TAKEN DURING THE HOME BUYING PROCESS

- 56% internet (home searches & research)
- 17% realtor
- 7% call on yard sign
- 6% contacted a lender
- 5% friend | relative | neighbor
- 3% open house
- 2% new builder
- 1% local newspapers & magazines
- 1% knew the seller
- 1% home buying seminar
- 1% other









# OUR TEAM OF MARKETING PROFESSIONALS **MAKE YOUR HOME STAND OUT!**



see for yourself...

- 01/ TEAM APPROACH
- 02/ PROFESSIONAL PHOTOGRAPHY
- 03/ CUSTOM WEBSITE SPECIFIC TO THE PROPERTY
- 04/ 24/7 INFORMATION SIGN RIDER WITH QR CODE
- 05/ DISTINCTIVE BROCHURES PROFESSIONALLY PRINTED
- 06/ JUST LISTED MEGA OPEN HOUSE
- 07/ TOP 100 LOCAL AGENT PREVIEW E-MAIL
- 08/ LOCAL BROKERAGE NETWORK
- 09/ NATIONAL AND INTERNATIONAL BROKERAGE NETWORK
- 10/ PRE-MARKETING E-MAIL BLAST TO OUR DATABASE
- 11/ LISTING LANDING PAGE
- 12/ PAY-PER-CLICK:
  - » facebook
  - » google
  - » bing
  - » yahoo
- 13/ PREMIER EXPOSURE ON:
  - » zillow.com
  - » realtor.com
  - » trulia.com
- 14/ VIDEO ADVERTISING
- 15/ JUST LISTED MAILING
- 16/ PROSPECTING THE TEAM BUYER DATABASE
- 17/ STAGING OR VIRTUAL STAGING FOR TOP DOLLAR
- 18/ HOME WARRANTY COVERAGE DURING LISTING PERIOD
- 19/ BROKER TOURS
- 20/ ACCURATE FEEDBACK



### TEAM APPROACH /01

A team will always outperform an individual! The Frank Peraza Home Selling Team is well trained in customer service, sales and high level negotiations!

### PHOTOGRAPHY /02

Our Photographers are some of the best in the business!

### ITS OWN WEBSITE /03

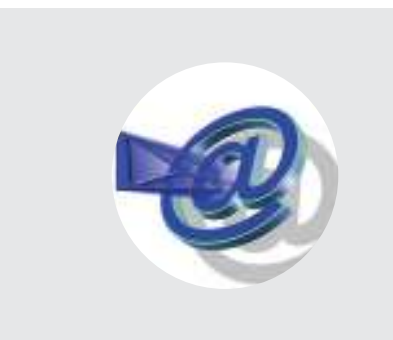
We build your property with its own custom website. It will feature your property's high- resolution photos and all the features of your home. You will also find video virtual tour links.

### SIGN RIDER /04

Another way we empower buyers to get the information they need about your property 24/7. It features "text for info", website and QR code.

### BROCHURES /05

Professionally designed and commercially printed, a Frank Peraza Home Selling Team brochure will showcase your home in the best possible way.



### OPEN HOUSE /06

We call it a MEGA open house! We will advertise, cater and invite your neighbors over to see your home on its market launch day.

### TOP 100 AGENTS /07

We pull approximately 100 Realtors that have sold a home within a radius of your home and give them a broker courtesy "heads up" of the new pre-market listing.

### LOCAL OFFICES /08

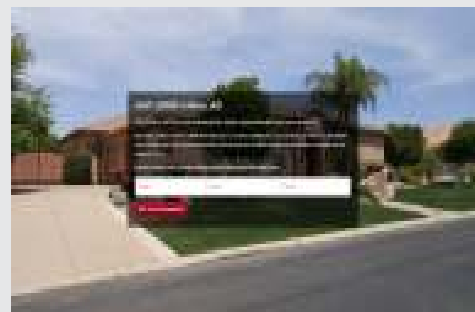
Since US Home Realty participates in the Arizona Regional Multiple Listing Service (ARMLS), most local brokerages will also feature your home on their site, giving it even more exposure.

### NATIONAL/INTER /09

Because US Home Realty participates in the List Hub network, national & international brokerages will display your home on their websites. This gives your home worldwide exposure!

### E-MAIL BLASTS /10

Clean, simple and direct e-mails. They feature your home in the best light to agents, buyers and anyone interested in your home.



### LISTING LANDING PAGE /11

This page is specifically designed to market your home on Facebook, which will present your home beautifully and capture buyers in the process.

### PAY-PER-CLICK /12

We spend thousands of dollars per month in pay-per-click advertising on many of the social media platforms. This is a great way to market your home to its hyper local market.

### PREMIER EXPOSURE /13

Premier exposure on:

- » Zillow.com
- » Realtor.com
- » Trulia.com
- » Homes.com

### VIDEO /14

Video is a popular means for advertising a home. It gives a buyer a different perspective of the home, its layout and floor-plan. We will feature your home on video sites like YouTube, Vimeo and Viddler.

### JUST LISTED MAIL /15

Our mailing campaign will showcase your home to your neighbors and allow them the opportunity to show it to buyers they know who are looking in the neighborhood.



### BUYER DATABASE /16

On average we have 1000+ active buyers searching our website. We check their searches, narrow it down to 25-50 buyers that may be interested in your home and call them!

### STAGING /17

Staging has been proven to sell a home for more money in less time. Although staging is not for every home, we will guide you through the decision of choosing staging vendors or virtual staging.

### HOME WARRANTY /18

Sell with peace of mind; covered service problems will be taken care of, while also providing additional after-sale liability protection.

### BROKER TOURS /19

Some neighborhoods have Broker Tours. If there is a tour in your neighborhood, we will be on it to represent your home on tour.

### FEEDBACK /20

We will give you feedback received from prospective Buyers and Agents regarding your home, to allow you to make needed changes to your home selling strategy.

# 02/ PROFESSIONAL PHOTOGRAPHY

Professional photography is essential when attracting buyers to your listing!

Before and After



Before and After



Before and After



Before and After



HARMONHOMES.COM

Point 2 Homes

ESTATELIFE™

DoD Housing Network

HomeFinder.com

openHouse.ca

craigslist\*

backpage\*

ADICIO  
POWERING MEDIA COMPANIES

CashbackBids

apartmentlist

trulia

THE HOUSING BLOCK

Home Stat

RealtyPin

CATYLIST

EQUATOR

CLRsearch.com  
The right home in the right place

condo.com  
Buy. Sell. Rent. Live.

MHBay.com  
THE INTERNET'S LEADING MOBILE HOME MARKETPLACE

ovlix

Google\*

oodle marketplace

XILI

ebay\*

HomeGain.  
Your Real Estate Connection

LISTEDBy

The New York Times\*

BDX  
Builds Digital Experience

HGTV FRONT DOOR

THE PERAZA TEAM  
REAL ESTATE  
We deliver Results!

foreclosure.com™

AXESS  
real estate

LISTING

Property Shark

trovit

myNew Home™

HOMES & LAND

Zillow.com

LandWatch™

mitula  
dive the web

Real Estate CHANNEL

YAHOO! HOMES

Home Hippo

CAMPUS HOMES ONLINE.COM

hotpads.com  
the place to find your place!

RE605

HouseHitz.com  
Your search for Rent to Own, For Sale and Rental homes

Zillow®

REAL-Buzz  
Global Real Estate Network  
powered by intellicast

eLookyLoo

rentcompass

nurba

RealtyStore.com

househunting.ca

kijiji

HomeFinder.ca  
Find a place to call home

canpages

Realty SHOWCASE

ProXio

PENTHOUSELIFE™  
Where Real Estate is all the time

REAL ESTATE RELATED.com





## HOME SALE TIMELINE

### pre-listing

- schedule an appointment
- meet with the Frank Peraza team
- discuss best strategy for selling
- formal listing presentation
- executed sales agreement
- property evaluation | appraisal
- design team walk through
- market analysis completed
- sales price established

### listed and active

- marketing campaign started
- professional photography taken
- signs installed
- submitted to multiple listing service
- property website launched
- property brochure delivered
- direct mail campaign launched
- print campaigns launched
- telephone campaign started
- e-mail campaigns started
- office preview, broker preview
- mega open house
- progressive home tours

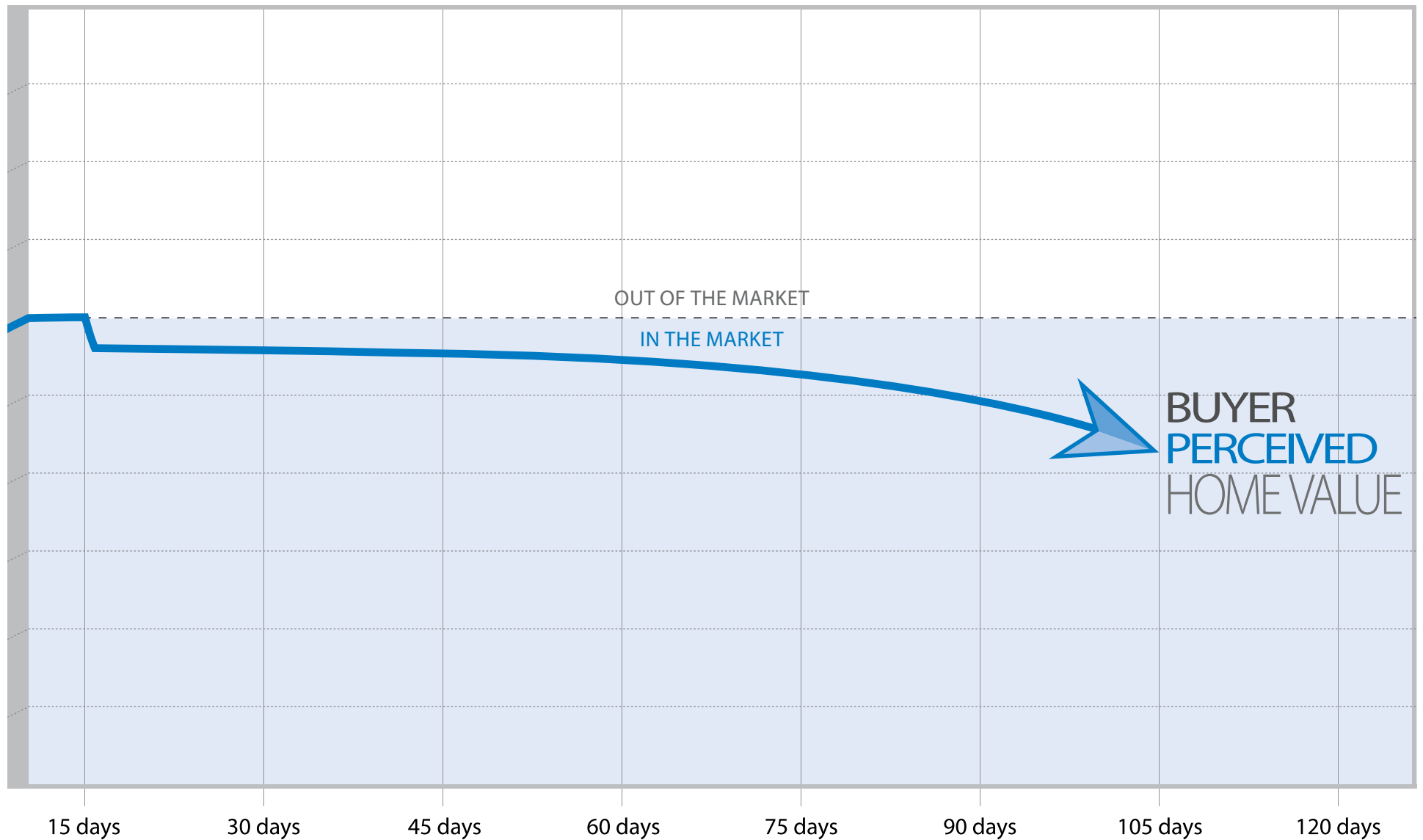
### under contract

- offer(s) received
- offer(s) negotiated
- offer accepted
- back-up offer(s) accepted
- inspections & disclosures completed
- appraisal completed
- contingencies removed
- property closes
- refer friends to the Peraza Team



# PRICING CORRECTLY

TO MAXIMIZE PROFITS



# PROPERTY INTEREST LEVEL

